MICHIGAN STATE
UNIVERSITY

Using Insights to Guide Content

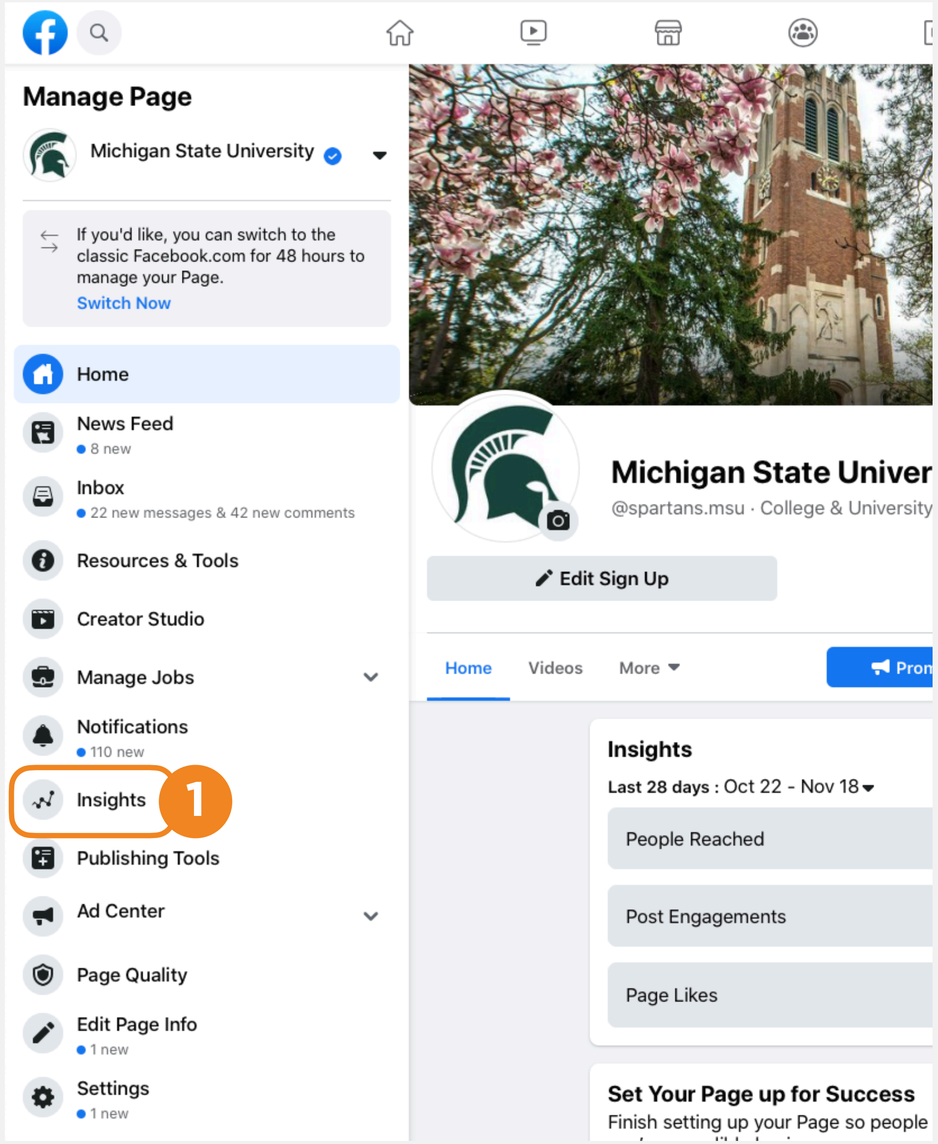
November 19, 2020

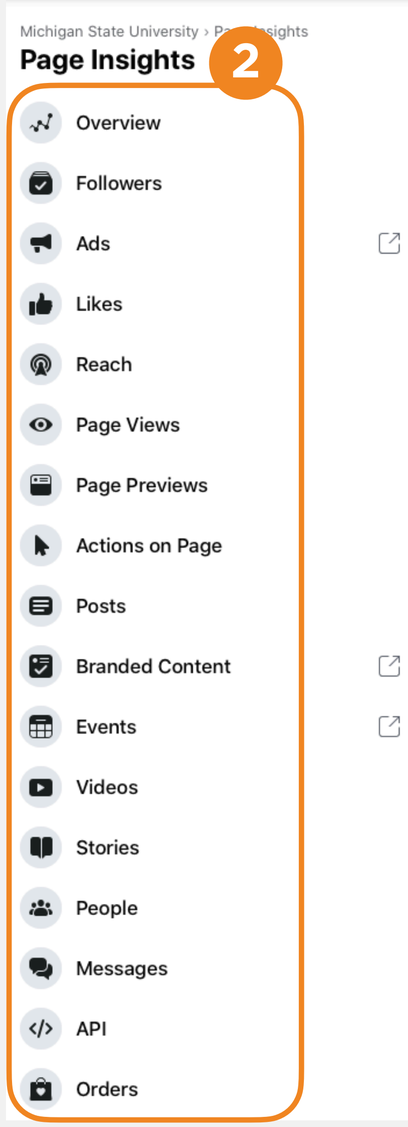
Agenda

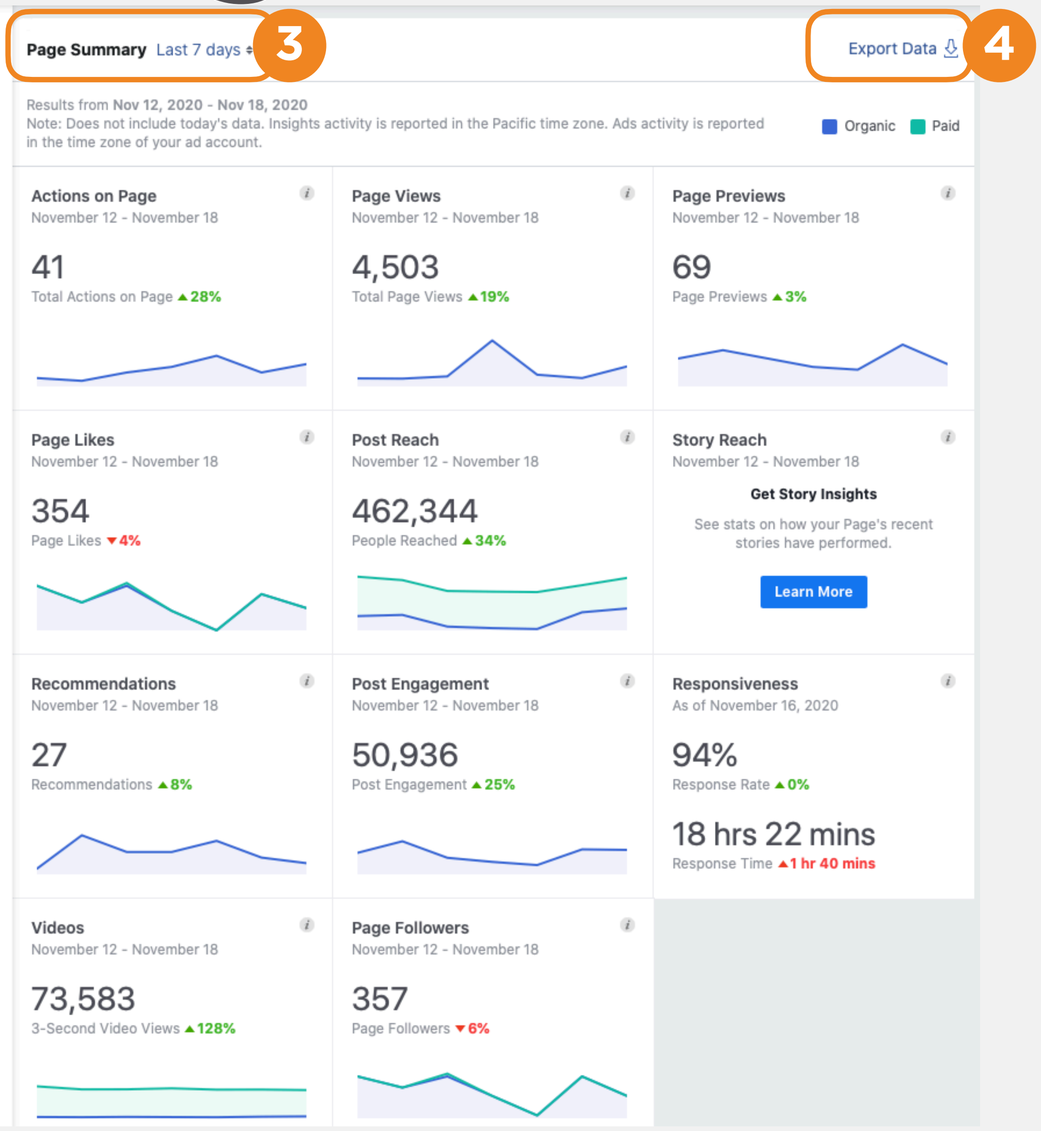
- Accessing Data
- Platform Demographics
- Customizing Your Data
- Optimizing Success
- Creating Reports
- Using Insights

Accessing Data

Facebook Insights



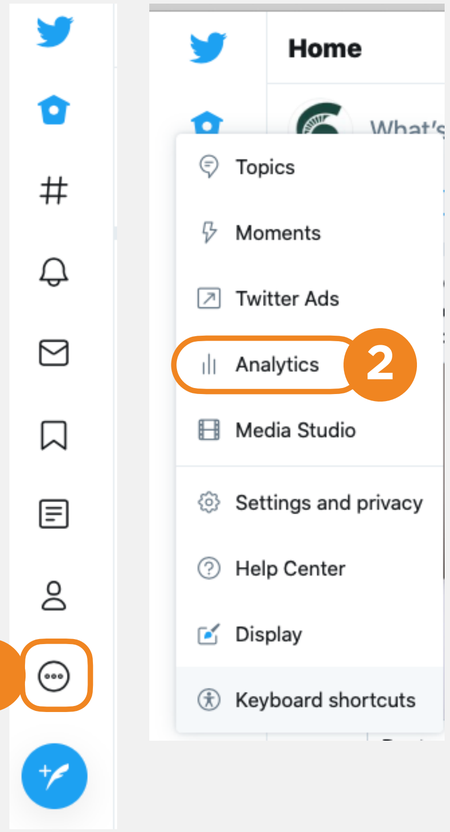


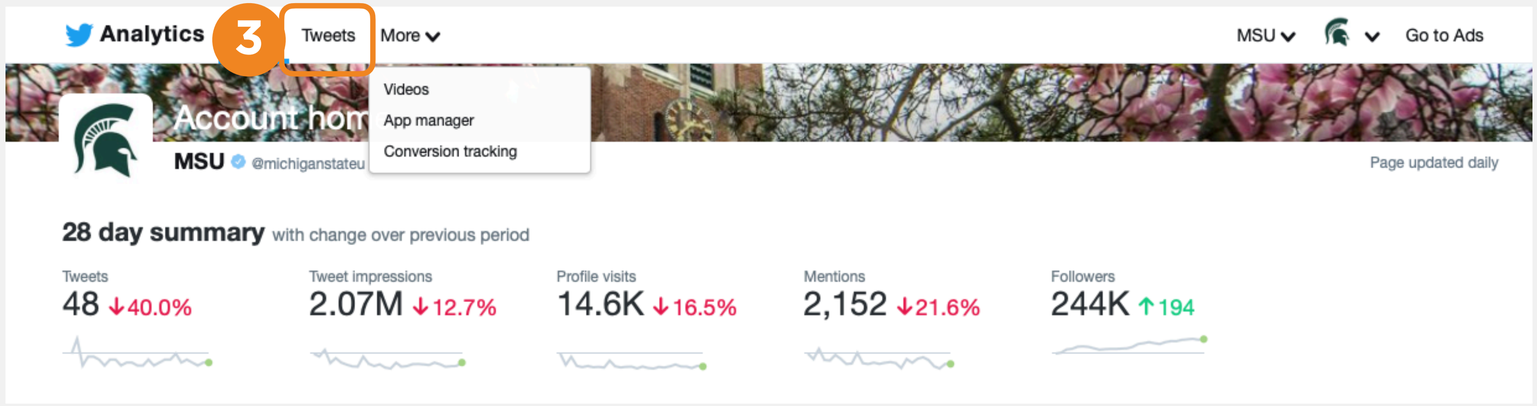


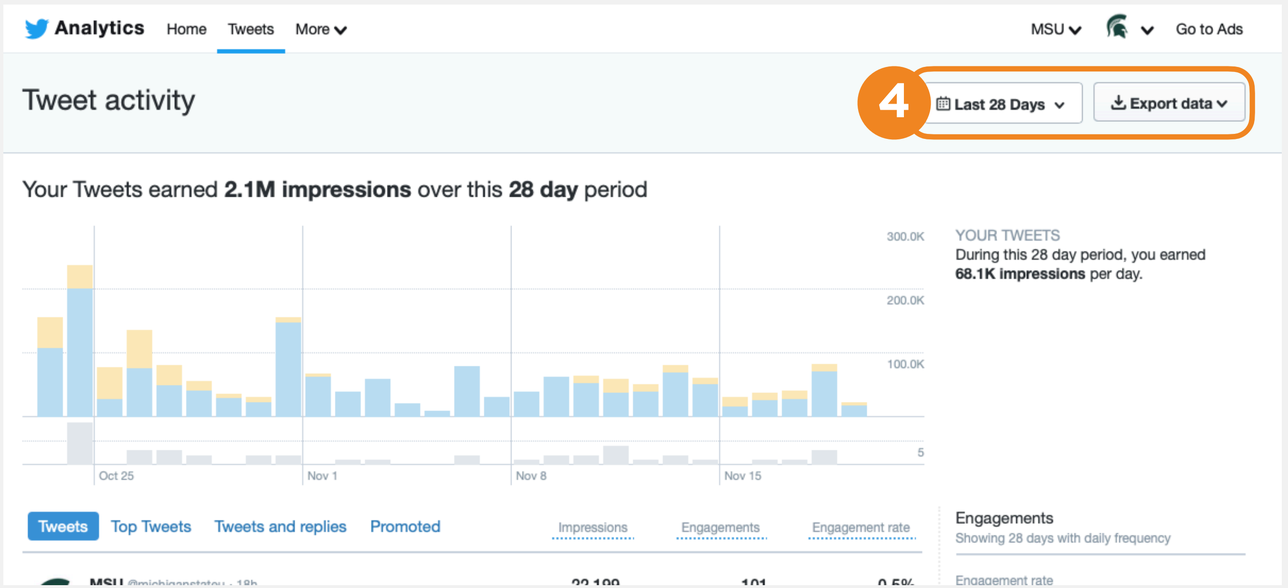
Twitter Analytics

Preliminary Steps:
Activate analytics at
analytics.twitter.com

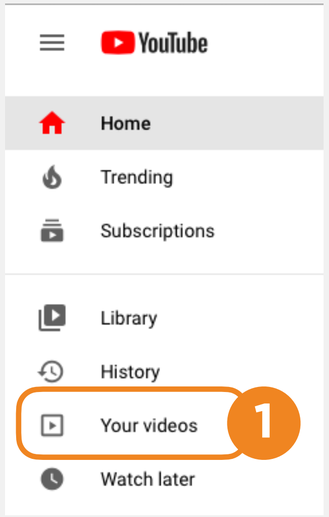
Log in with Twitter
account information

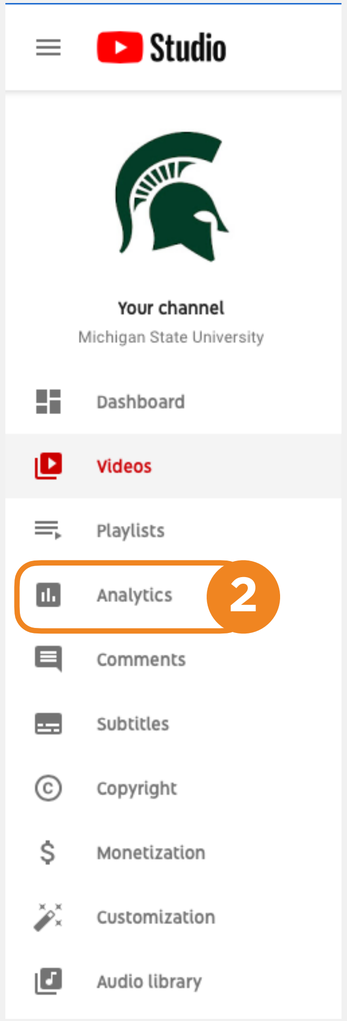


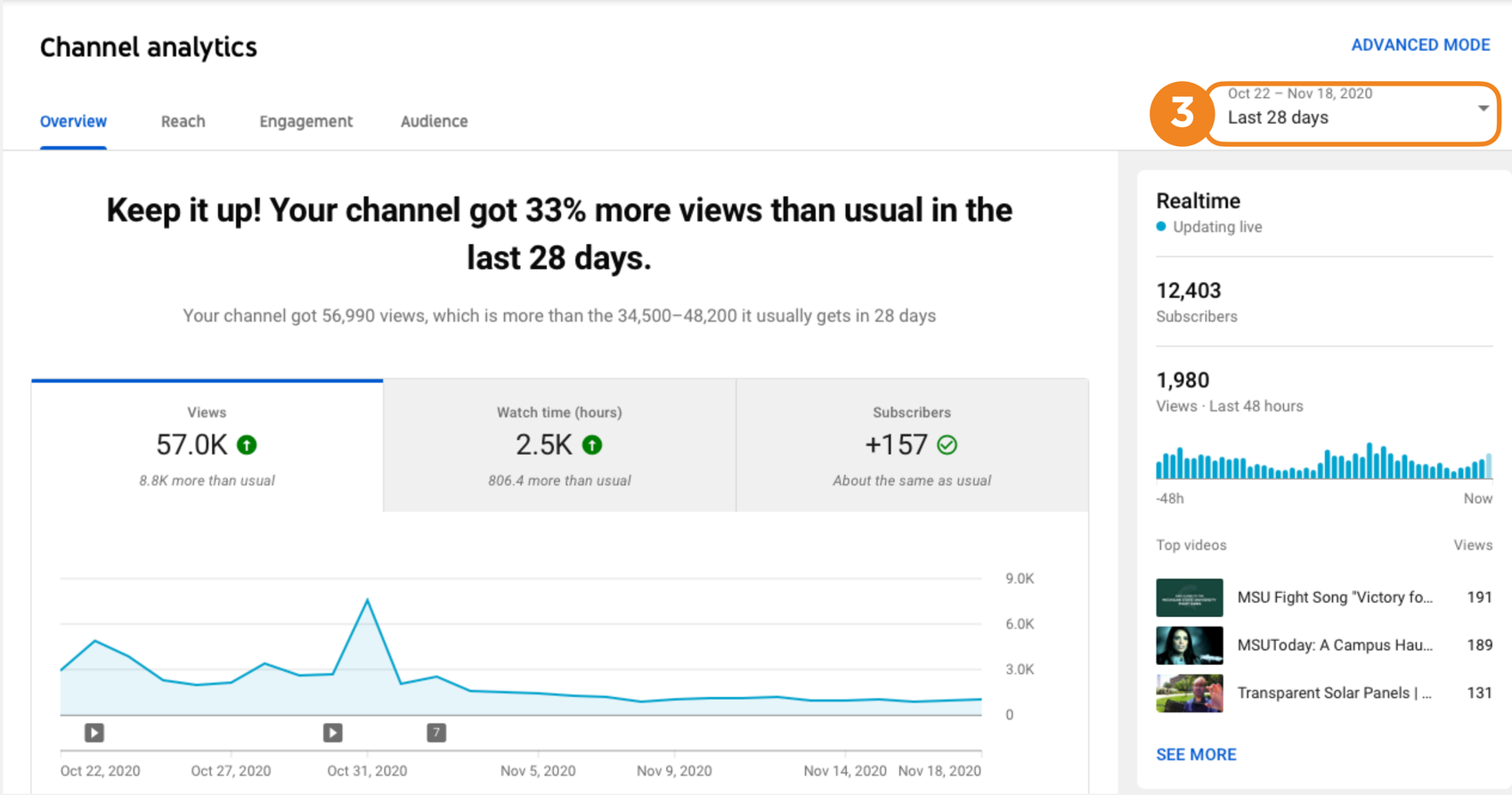




YouTube Analytics



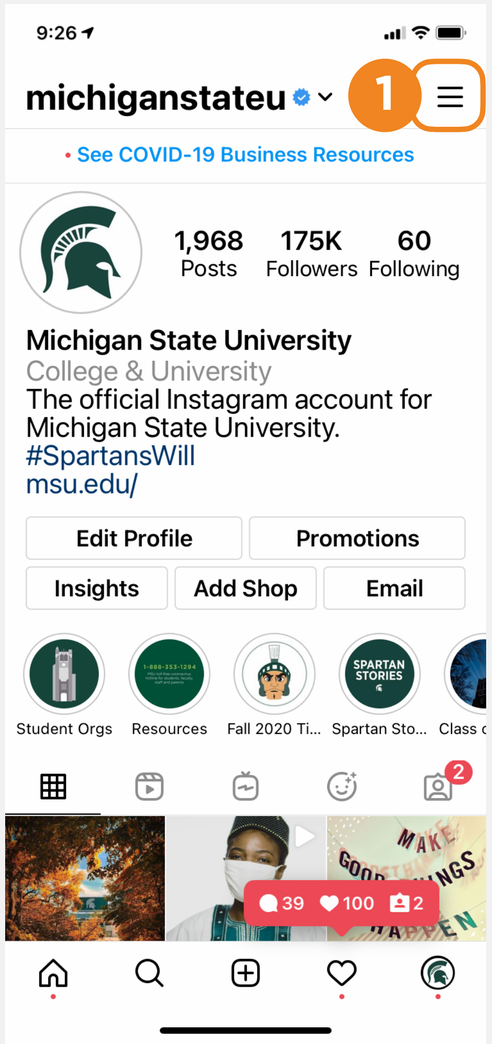


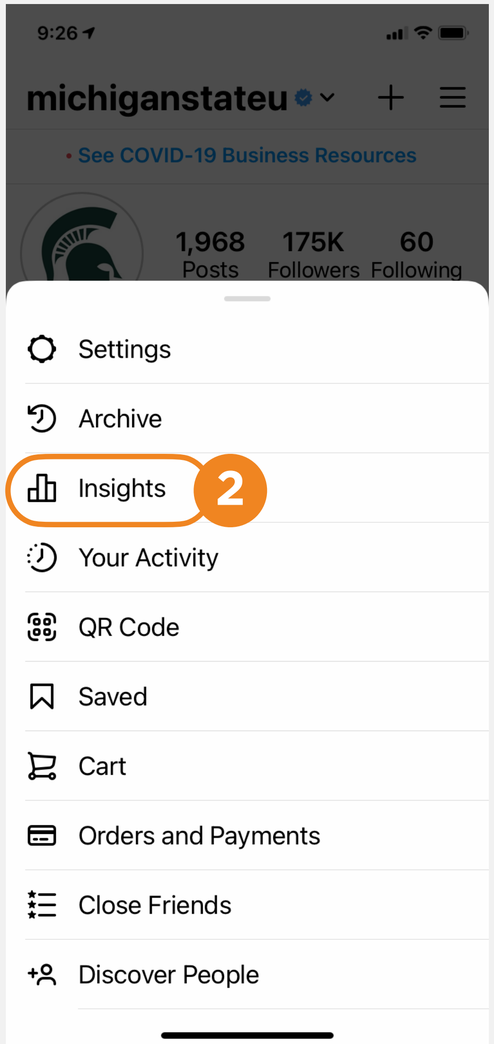


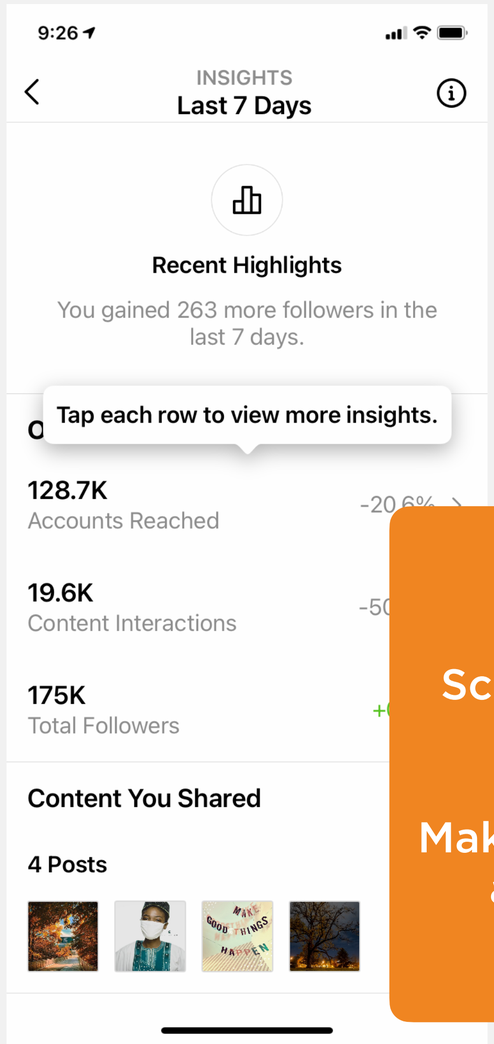
Instagram Insights

Preliminary Steps:

Convert your account to a Professional account





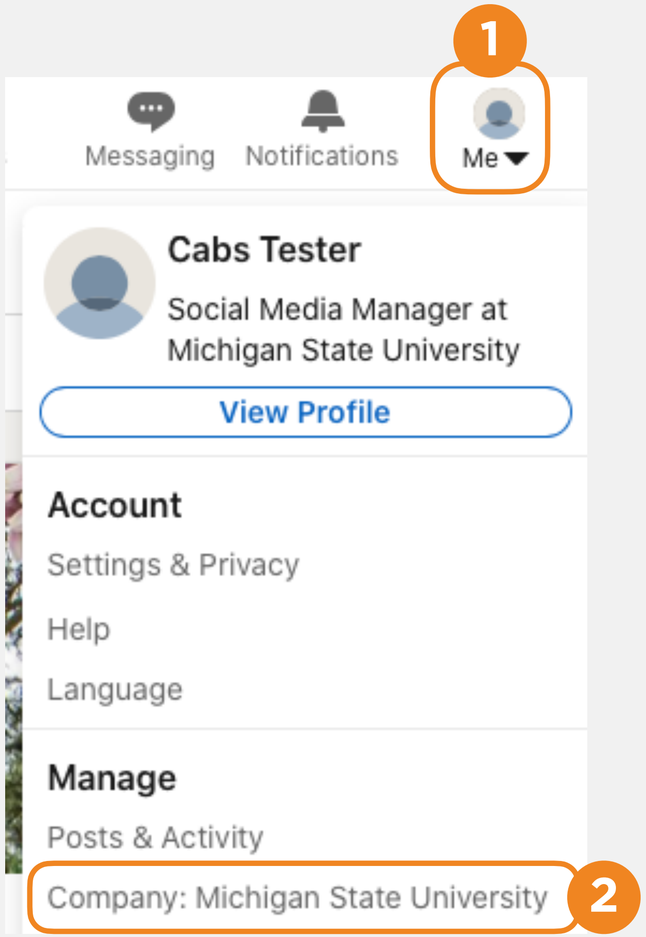


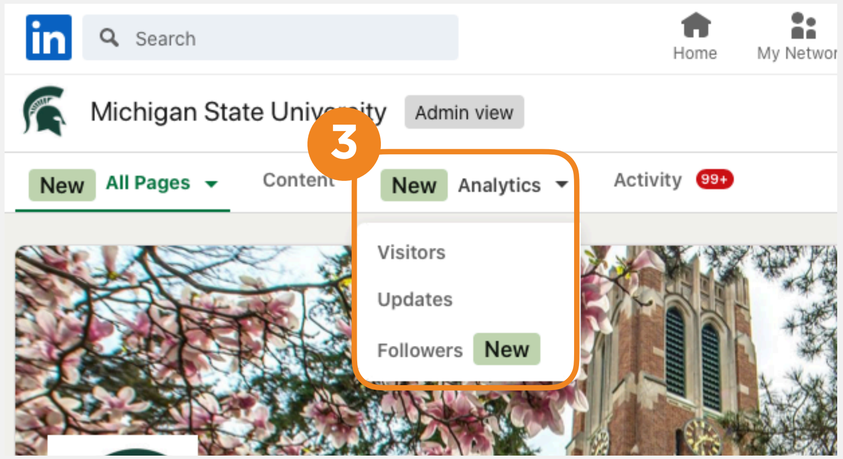
Quick Tips:

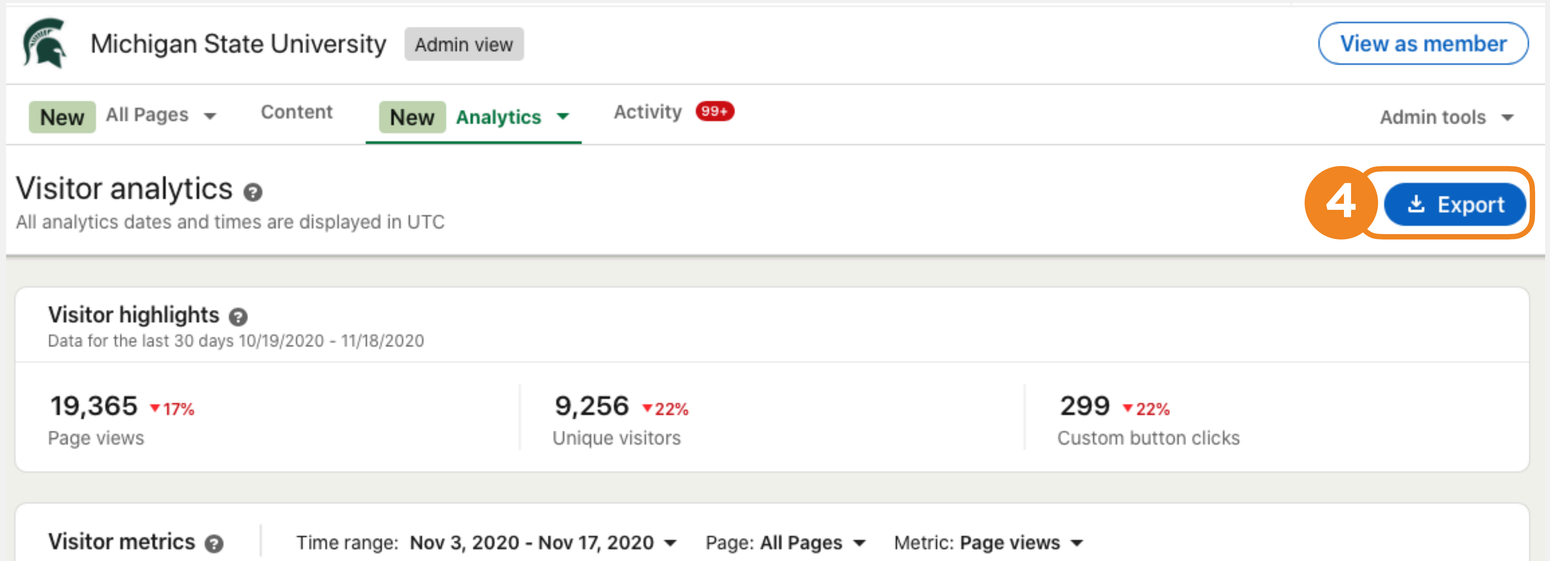
Screenshots are your best friend.

Make checking insights a daily, weekly & biweekly habit.

LinkedIn


1
Messaging
Notifications
Me
Cabs Tester
Social Media Manager at Michigan State University
View Profile
Account
Settings & Privacy
Help
Language
Manage
Posts & Activity
Company: Michigan State University
2


Search
Home
My Networ
Michigan State University
Admin view
New All Pages
Content
New Analytics
Activity 99+
3
Visitors
Updates
Followers New


Michigan State University
Admin view
View as member
New All Pages
Content
New Analytics
Activity 99+
Admin tools
Visitor analytics
All analytics dates and times are displayed in UTC
4
Export
Visitor highlights
Data for the last 30 days 10/19/2020 - 11/18/2020
19,365 ▼17%
Page views
9,256 ▼22%
Unique visitors
299 ▼22%
Custom button clicks
Visitor metrics
Time range: Nov 3, 2020 - Nov 17, 2020
Page: All Pages
Metric: Page views

Platform Demographics

https://www.pewresearch.org/internet/fact-sheet/social-media/#which-social-media-platforms-are-most-popular

Facebook

% of U.S. adults who use the platform
Pew survey conducted 1/8/19-2/7/19

69% Total

	Gender
Women	75%
Men	63%

	Age
18-29	79%
30-49	79%
50-64	68%
65 and up	46%

	Race
White	70%
Black	70%
Hispanic	69%

	Location
Urban	73%
Suburban	69%
Rural	66%

	Education
H.S. or less	61%
Some College	75%
College Grad	74%

YouTube

% of U.S. adults who use the platform

Pew survey conducted 1/8/19-2/7/19

73% Total

	Gender
Women	68%
Men	78%

	Age
18-29	91%
30-49	87%
50-64	70%
65 and up	38%

	Race
White	71%
Black	77%
Hispanic	78%

	Location
Urban	77%
Suburban	74%
Rural	64%

	Education
H.S. or less	64%
Some College	79%
College Grad	80%

Instagram

% of U.S. adults who use the platform
Pew survey conducted 1/8/19-2/7/19

37% Total

	Gender
Women	43%
Men	31%

	Age
18-29	67%
30-49	47%
50-64	23%
65 and up	8%

	Race
White	33%
Black	40%
Hispanic	51%

	Location
Urban	46%
Suburban	35%
Rural	21%

	Education
H.S. or less	33%
Some College	37%
College Grad	43%

LinkedIn

% of U.S. adults who use the platform
Pew survey conducted 1/8/19-2/7/19

27% Total

	Gender
Women	24%
Men	29%

	Age
18-29	28%
30-49	37%
50-64	24%
65 and up	11%

	Race
White	28%
Black	24%
Hispanic	16%

	Location
Urban	33%
Suburban	30%
Rural	10%

	Education
H.S. or less	9%
Some College	26%
College Grad	51%

Pinterest

% of U.S. adults who use the platform
Pew survey conducted 1/8/19-2/7/19

28% Total

	Gender
Women	42%
Men	15%

	Age
18-29	34%
30-49	35%
50-64	27%
65 and up	15%

	Race
White	33%
Black	27%
Hispanic	22%

	Location
Urban	30%
Suburban	30%
Rural	26%

	Education
H.S. or less	19%
Some College	32%
College Grad	38%

Snapchat

% of U.S. adults who use the platform
Pew survey conducted 1/8/19-2/7/19

24% Total

	Gender
Women	24%
Men	24%

	Age
18-29	62%
30-49	25%
50-64	9%
65 and up	3%

	Race
White	22%
Black	28%
Hispanic	29%

	Location
Urban	29%
Suburban	20%
Rural	20%

	Education
H.S. or less	22%
Some College	29%
College Grad	20%

Twitter

% of U.S. adults who use the platform

Pew survey conducted 1/8/19-2/7/19

22% Total

	Gender
Women	21%
Men	24%

	Age
18-29	38%
30-49	26%
50-64	17%
65 and up	7%

	Race
White	21%
Black	24%
Hispanic	25%

	Location
Urban	26%
Suburban	22%
Rural	13%

	Education
H.S. or less	13%
Some College	24%
College Grad	32%

WhatsApp

% of U.S. adults who use the platform
Pew survey conducted 1/8/19-2/7/19

20% Total

	Gender
Women	19%
Men	20%

	Age
18-29	23%
30-49	31%
50-64	16%
65 and up	3%

	Race
White	13%
Black	24%
Hispanic	42%

	Location
Urban	24%
Suburban	19%
Rural	10%

	Education
H.S. or less	18%
Some College	14%
College Grad	15%

Reddit

% of U.S. adults who use the platform
Pew survey conducted 1/8/19-2/7/19

11% Total

	Gender
Women	8%
Men	15%

	Age
18-29	22%
30-49	14%
50-64	6%
65 and up	1%

	Race
White	12%
Black	4%
Hispanic	14%

	Location
Urban	11%
Suburban	13%
Rural	8%

	Education
H.S. or less	6%
Some College	14%
College Grad	15%

Customizing Your Data

Custom Fields

- Post Type (graphic, photo, video, text/link, story)
- Campaigns
- Brand pillars
- Hashtags
- Programs, initiatives, departments
- Content themes or areas of research
- Post source (team, unit, individuals)
- Target audience

Visualization Tools

- Excel / Numbers
- Google Charts
- Google Data Studio
- Chartbuilder
- Tableau

Reporting Tips

- Block off time to pull & clean data.
- Set a regular reporting cadence.
- Keep it simple.
- Document your labels, etc.
- Tie your KPIs back to your goals.
- Clearly label sources, filters, & time ranges.
- Avoid pie charts.
- Keep a list of annotations to explain any data anomalies.

Questions?

Optimizing Success

Goals + Objectives

Increase affinity and deepen relationships with key stakeholders

Increase valuable engagement across platforms by 10%

Tactics

Increase valuable engagement across platforms by 10%

Content testing

Analytics insights

User-generated content

Goals + Objectives

Increase affinity and deepen relationships with key stakeholders

Increase number of clicks to MSUToday by 5%

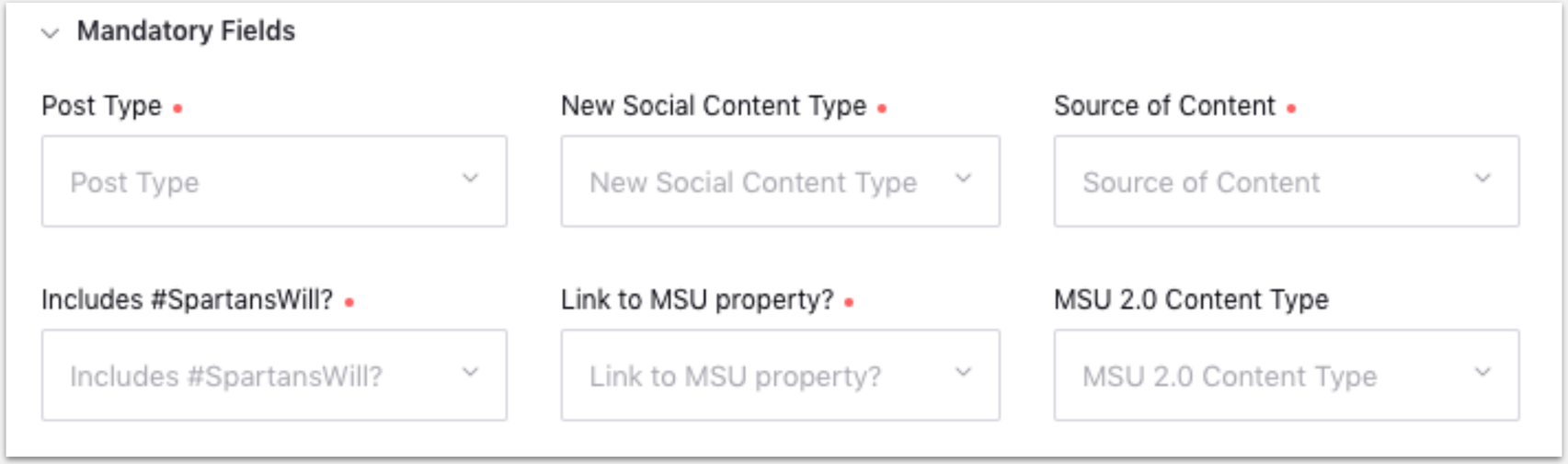
Tactics

Increase number of clicks to MSUToday by 5%

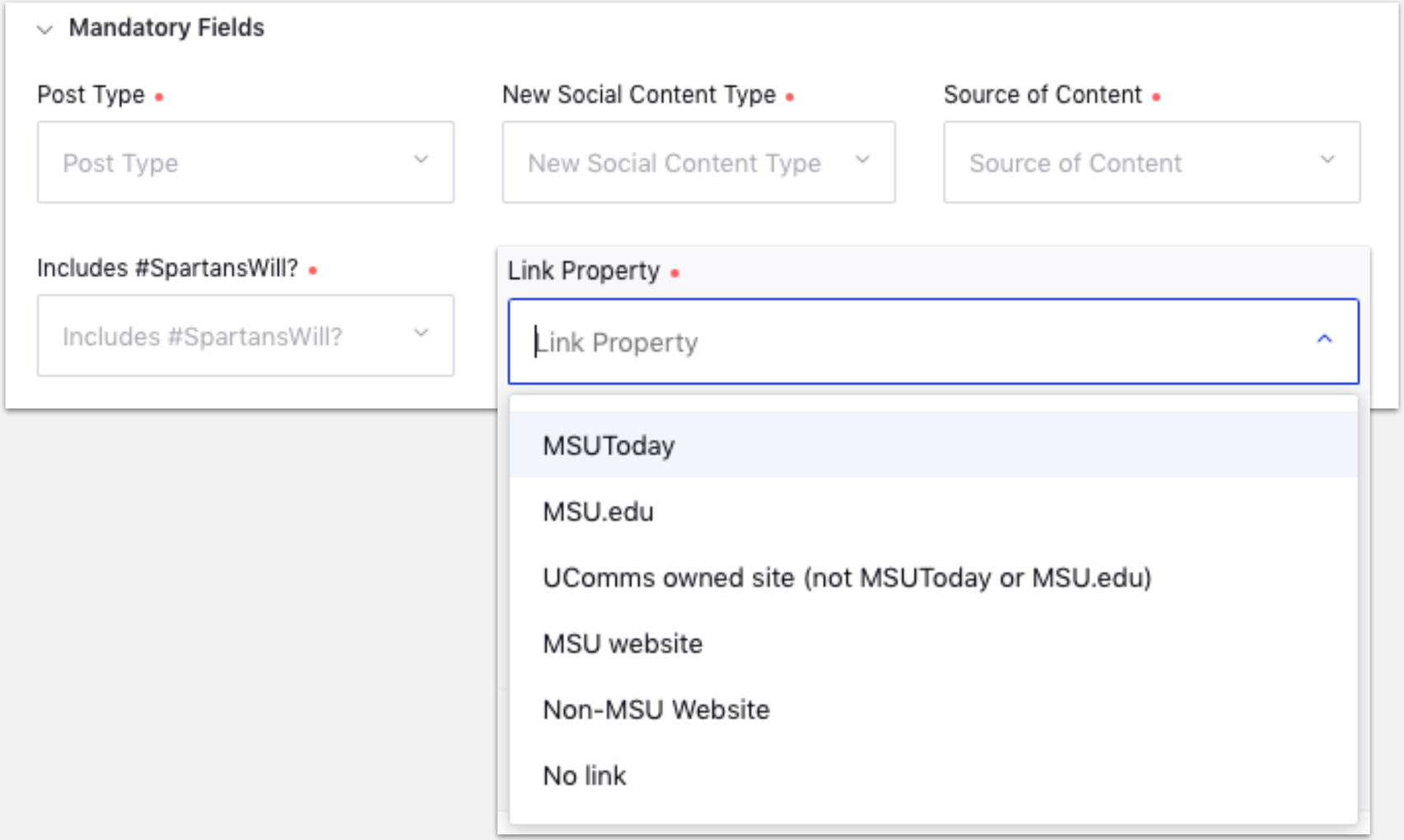
Content innovation

Paid strategy

Metatags

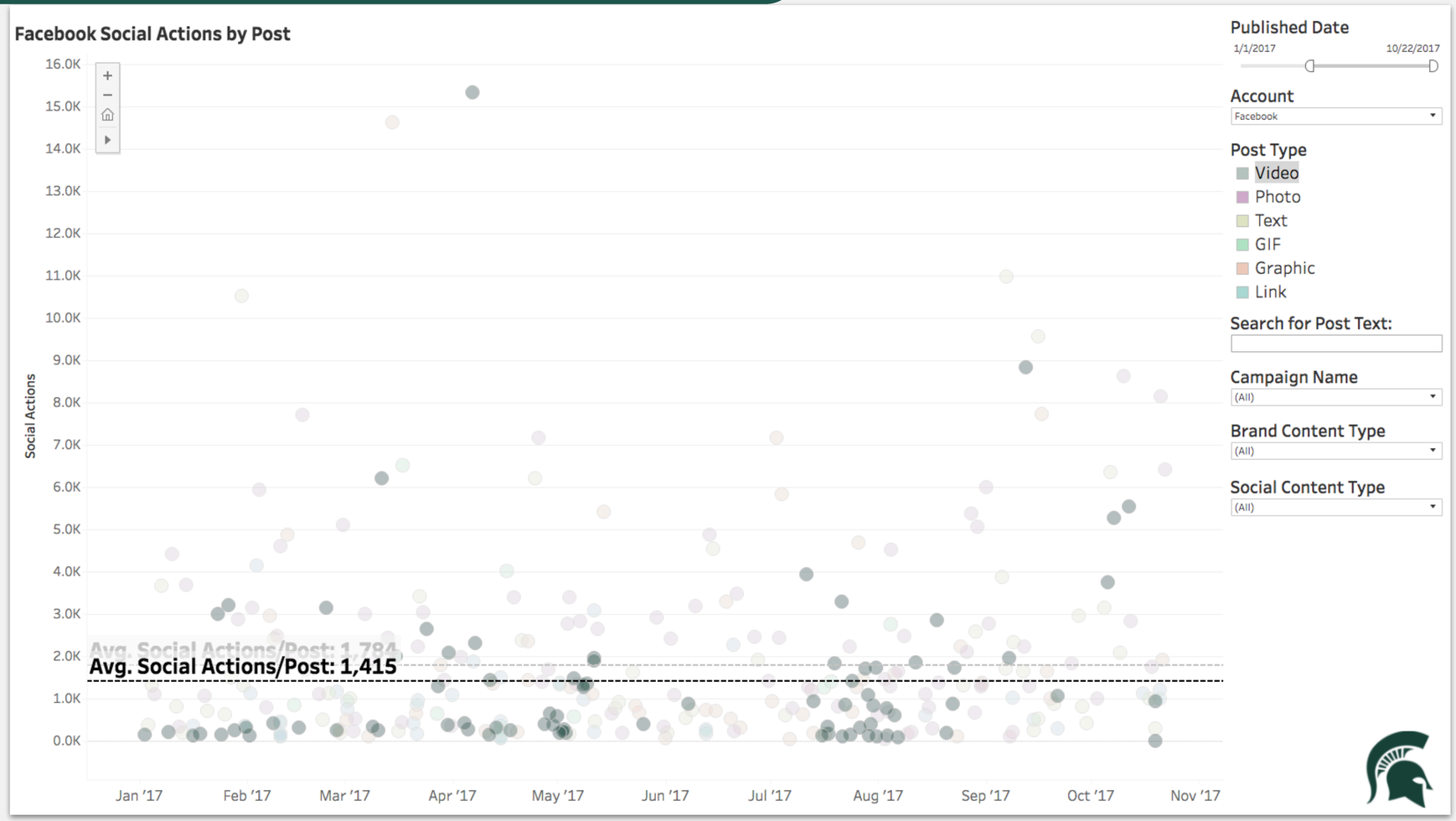

Mandatory Fields
Post Type •
Post Type
New Social Content Type •
New Social Content Type
Source of Content •
Source of Content
Includes #SpartansWill? •
Includes #SpartansWill?
Link to MSU property? •
Link to MSU property?
MSU 2.0 Content Type
MSU 2.0 Content Type

Metatags


Mandatory Fields
Post Type •
Post Type
New Social Content Type •
New Social Content Type
Source of Content •
Source of Content
Includes #SpartansWill? •
Includes #SpartansWill?
Link Property •
Link Property
MSUToday
MSU.edu
UComms owned site (not MSUToday or MSU.edu)
MSU website
Non-MSU Website
No link

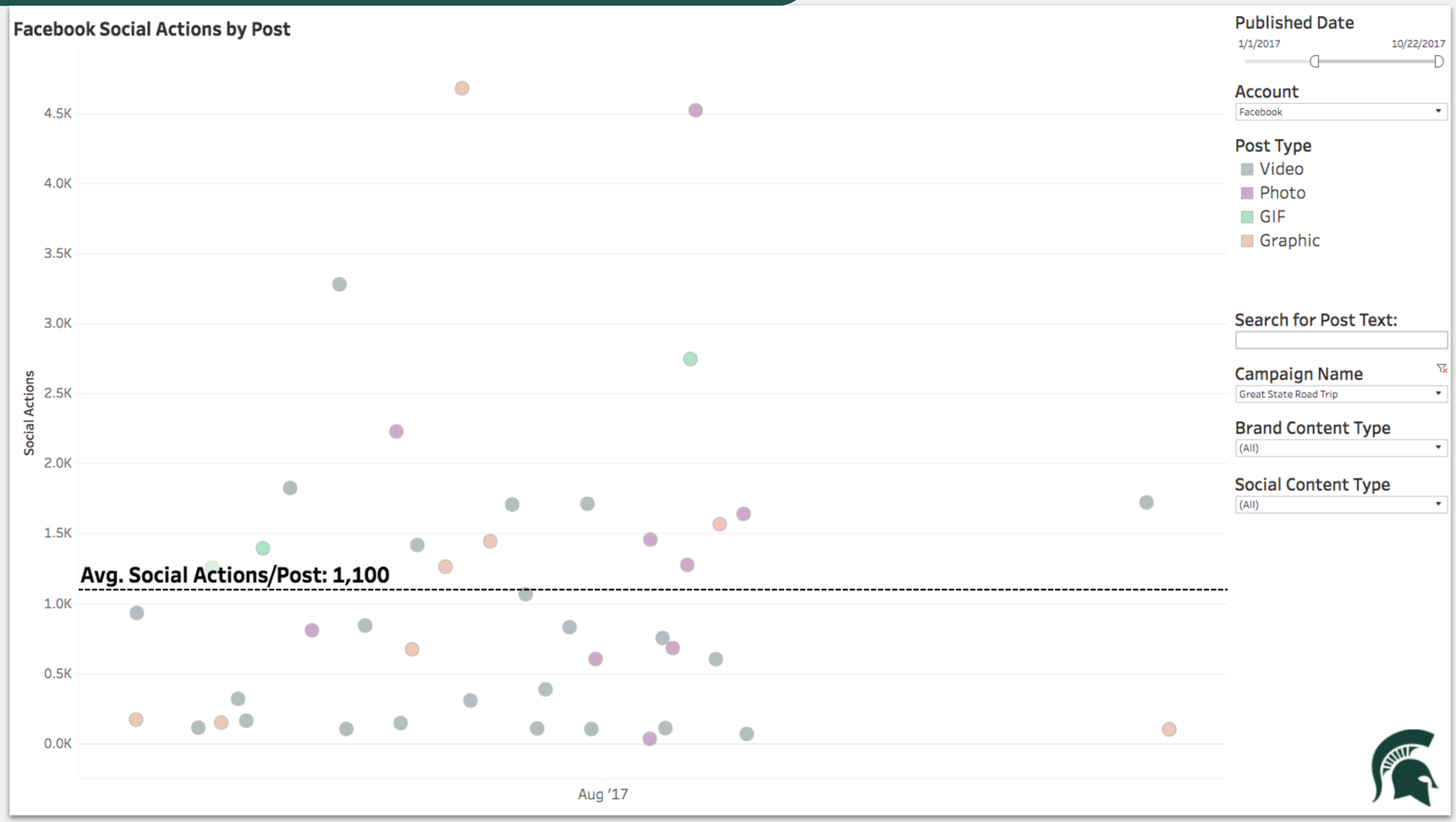
Metatags

Benchmarks - By post type



Metatags

Benchmarks - By campaign



Platform benchmarks for 2019

Facebook: 1.7k social actions

Twitter: 357 social actions

Instagram: 4.6k social actions

LinkedIn: 968 social actions

UTM/Link Shorteners

https://msutoday.msu.edu/feature/2019/taking-steps-to-tackle-cancer/ Shorten Fewer Options

Organization

Campaign Name: Group Name:

Vanity Name:

Google Campaign Tracking (help)

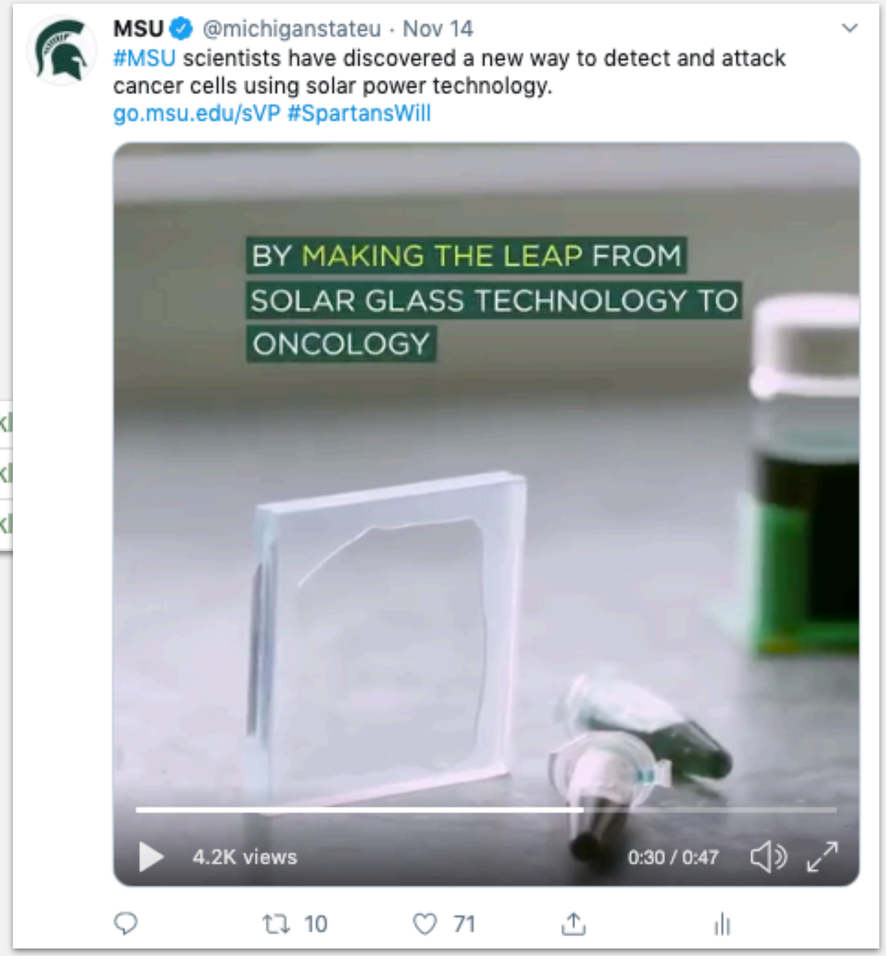
Name: standard-promo Source: msutwitter-post

Medium: social Term:

Content:

http://go.msu.edu/DVP	Track | Disable	https://msutoday.msu.edu/feature/2019/taking-steps-to-tackl
http://go.msu.edu/wVP	Track | Disable	https://msutoday.msu.edu/feature/2019/taking-steps-to-tackl
http://go.msu.edu/sVP	Track | Disable	https://msutoday.msu.edu/feature/2019/taking-steps-to-tackl

	Page	Source	Pageviews
			4,801 % of Total: 1.33% (360,249)
1.	/news/2019/msu-achieves-record-graduation-rate/	msufacebook-post	2,651 (55.22%)
2.	/news/2019/msu-achieves-record-graduation-rate/	msulinkedin-post	1,049 (21.85%)



Creating Reports

Monthly/quarterly report example

Message Scorecard

Published Date	Outbound Post	Total Engagements
Aug 21, 2019 09:45 AM	**michiganstateu** Ready for a new year. Welcome back, #... Aug 21, 2019	13.3K
Apr 23, 2019 11:20 AM	**michiganstateu** Proud to be #Spartans. 💚 Apr 23, 2019	12.1K
Sep 11, 2019 09:12 AM	**michiganstateu** The #MSU Rock this morning. 🇺🇸 Sep 11, 2019	12K
Aug 30, 2019 09:02 PM	**michiganstateu** Friday night lights. 📷 : @chris_buller #... Aug 30, 2019	11.4K
Oct 4, 2019 08:59 PM	**michiganstateu** The night before game day. 💫 📷 :... Oct 4, 2019	10.6K
Oct 16, 2019 01:59 PM	**michiganstateu** Future Spartans. 📷 : @jenlyon_smith #... Oct 16, 2019	10K

Monthly/quarterly report example

"You Are a Spartan"
13.3k

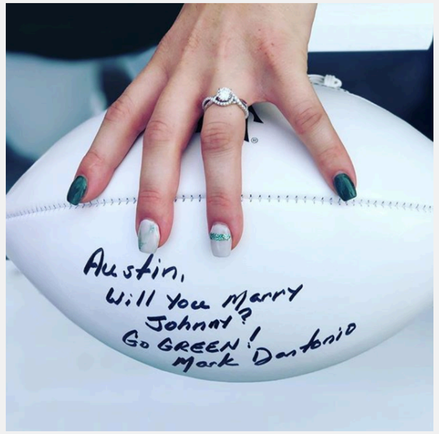
MSU Rock
12k

Stadium UGC
11.3k

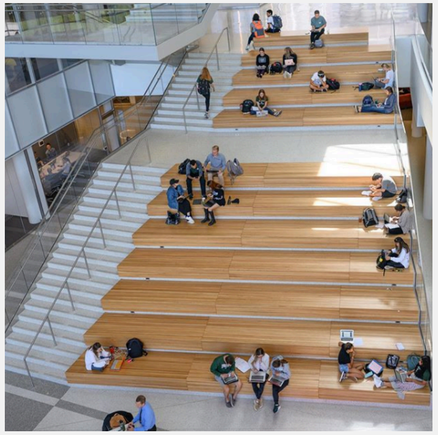
Kids UGC
10.1k

Dog UGC
9.6k

Football UGC
9.5k



Engagement UGC
9.3k



New Pavilion
7.7k

Mat UGC
7.2k

Campus
6.5k

Key insights for patterns + themes

Benchmark is {up/down} by xx% compared to last quarter

{Topic} performs best on {platform} due to audience demographics

x out of top 10 best-performing features on Facebook were {video/photo/written}

Major insights

Videos are king on Facebook

Distinctly MSU = More IG engagement

Rankings, impact stories perform well across platforms

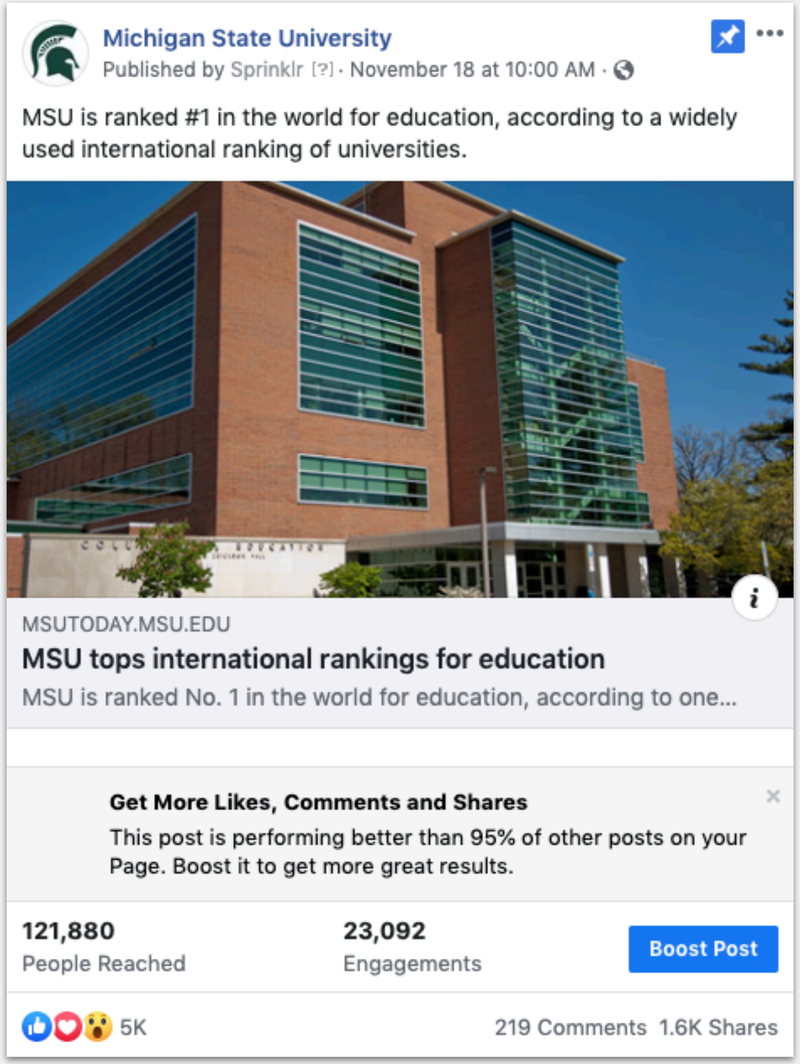
Listicles or wrap-up stories didn't perform well across platforms

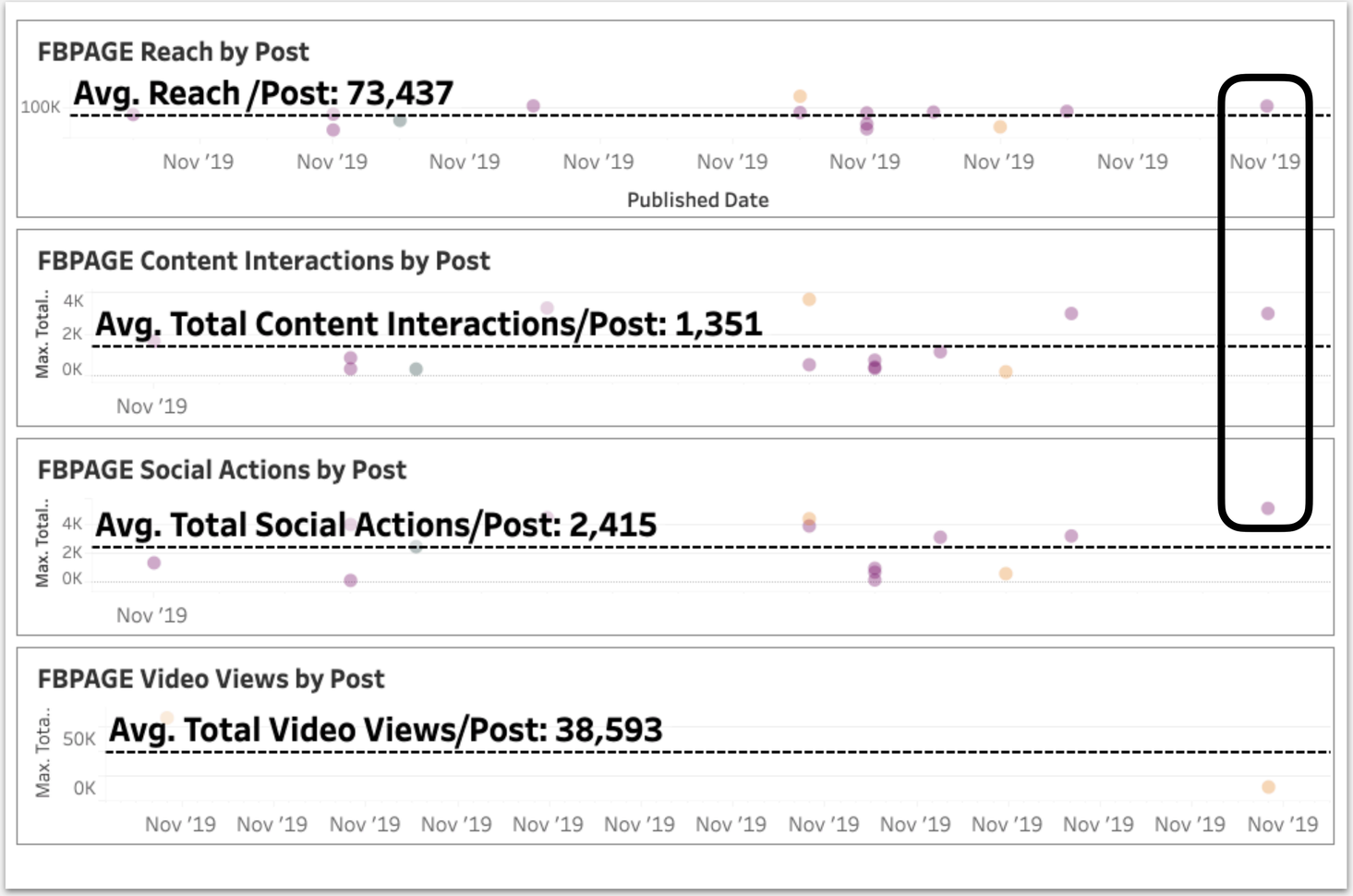
Trending topics + timeliness drives Twitter engagement

Nearly 3/4 of IG's top 100 posts in 2019 = UGC

Using Insights

Paid advertising

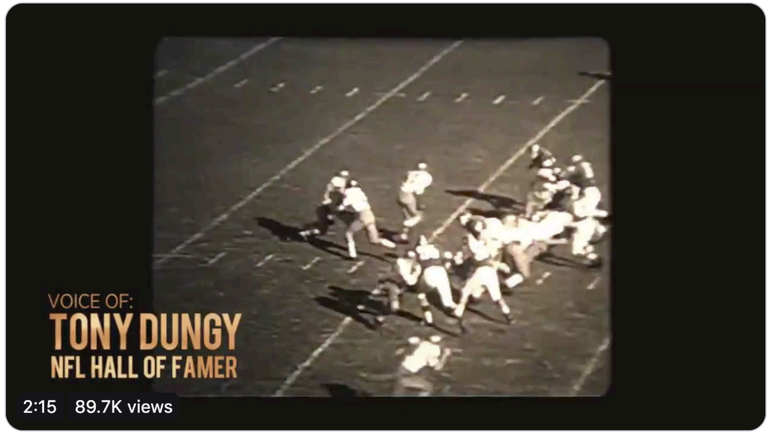




Resurface content

MSU ✓
@michiganstateu

The 1966 @MSU_Football team won a national championship, but its most important legacy was its role in the integration of college football—a story narrated by @TonyDungy. go.msu.edu/zvH



9:03 AM · Oct 3, 2018 · Sprinklr

View Tweet activity

438 Retweets **920** Likes

MSU ✓
@michiganstateu

The 1966 @MSU_Football team won a national championship, but its most important legacy was its role in the integration of college football—a story narrated by @TonyDungy. go.msu.edu/zvH

9:04 AM · Dec 31, 2018 · Sprinklr

View Tweet activity

154 Retweets **472** Likes

MSU ✓
@michiganstateu

The 1966 @MSU_Football team won a national championship, but its most important legacy was its role in the integration of college football.
go.msu.edu/2tH #BlackHistoryMonth

Game Changers
MSU and these 20 brave Spartan student-athletes changed college football forever.

10:00 AM · Feb 7, 2019 · Twitter Media Studio

View Tweet activity

66 Retweets **197** Likes

Resurface content

MSU ✓
@michiganstateu

Proud of this. #MSUgrad18

10:00 AM · May 1, 2018 · Sprinklr

View Tweet activity

355 Retweets **1.4K** Likes

MSU ✓
@michiganstateu

Proud of this. #GoGreen

10:59 AM · Jun 13, 2018 · Sprinklr

View Tweet activity

281 Retweets **962** Likes

MSU ✓
@michiganstateu

Proud of this. #GoGreen

8:59 AM · Aug 16, 2018 · Sprinklr

View Tweet activity

189 Retweets **884** Likes

MSU ✓
@michiganstateu

Proud of this. #SpartansWill

8:59 AM · Dec 14, 2018 · Sprinklr

View Tweet activity

218 Retweets **867** Likes

Resurface content

MSU
@michiganstateu

Always remember, home isn't where you're from, it's where you belong. go.msu.edu/sCH #SpartanBucketList

9:00 AM · Aug 24, 2018 · Sprinklr

View Tweet activity

50 Retweets **241** Likes

MSU
@michiganstateu

Home isn't where you're from. It's where you belong. 💚

8:59 AM · Aug 16, 2019 · Sprinklr

View Tweet activity

301 Retweets **2K** Likes

Retell stories

MSU @michiganstateu · Aug 14, 2017

#MSU's **solar panel** parking bays will be the largest non-
in the state. on.lsj.com/2u4z2hY #SpartansWill

1 43 119

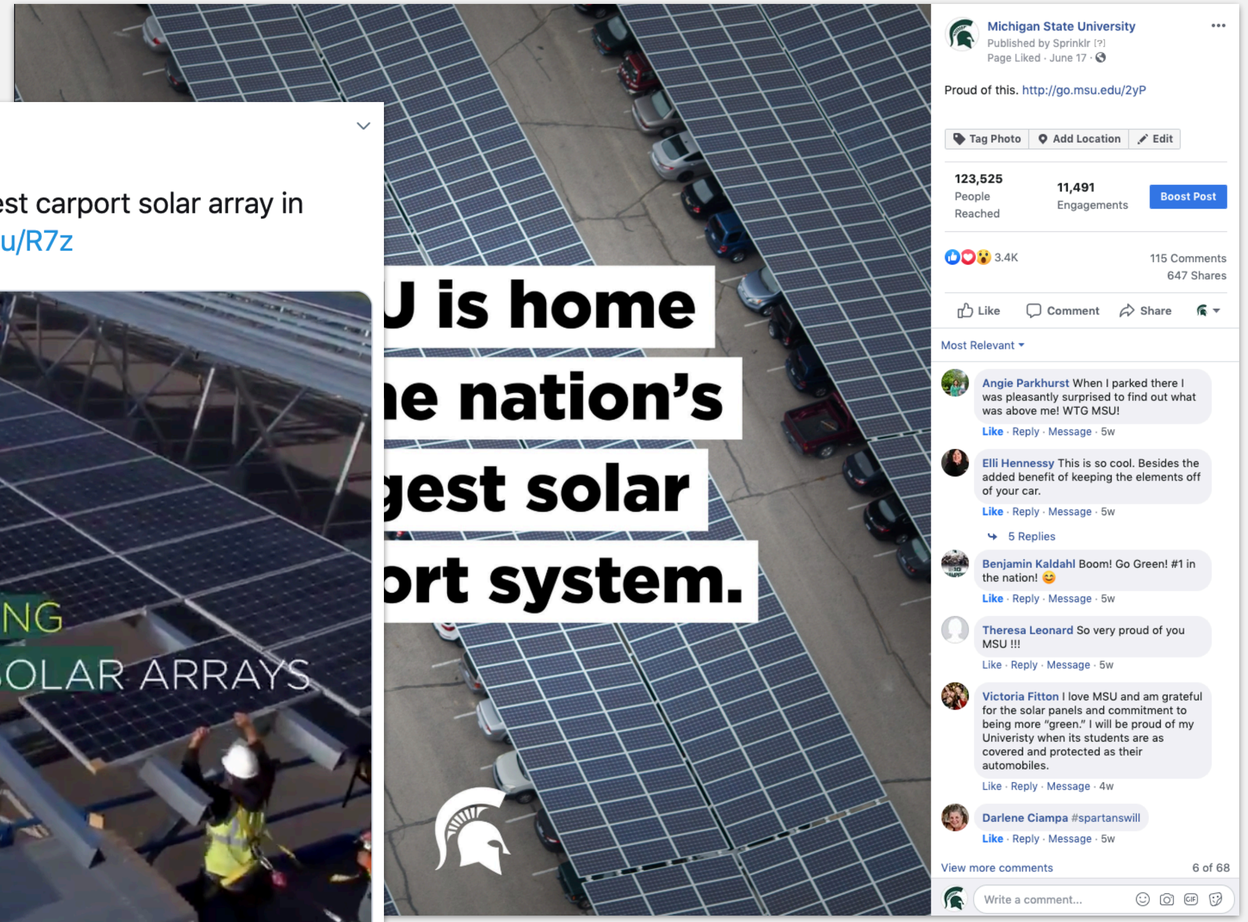
MSU
@michiganstateu

#MSU is home to the largest carport solar array in North America. go.msu.edu/R7z

11:00 AM · May 14, 2018 · Sprinklr

View Tweet activity

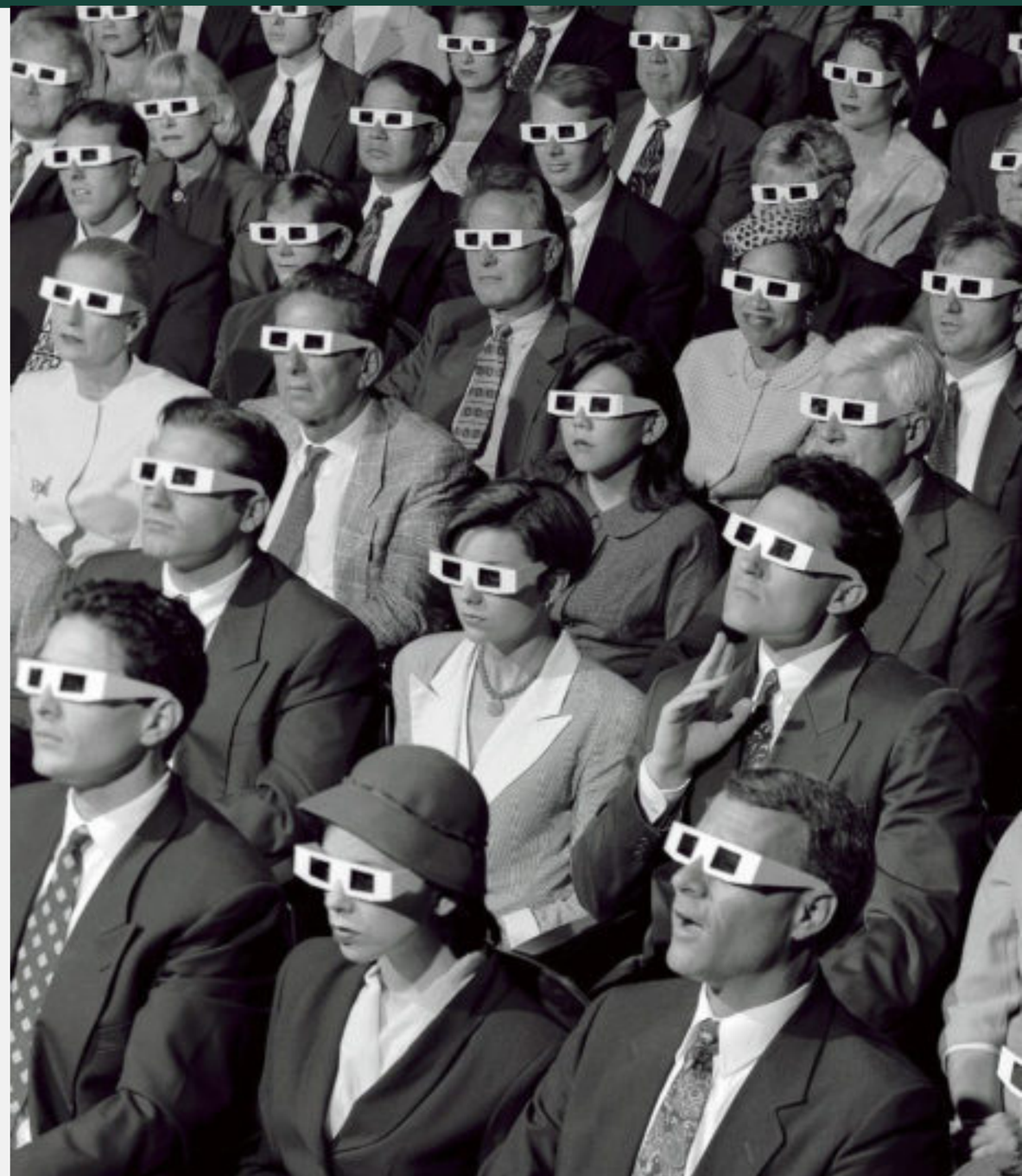
57 Retweets **198** Likes



Best Practices Recap

Let the data guide the way

Optimize content to gather analytics + insights.

Make data-informed content decisions.

Resurface, reuse, retell stories that perform well.