



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

**Manage Page**  
Michigan State University

If you'd like, you can switch to the classic Facebook.com for 48 hours to manage your Page.  
[Switch Now](#)

- Home
- News Feed (8 new)
- Inbox (22 new messages & 42 new comments)
- Resources & Tools
- Creator Studio
- Manage Jobs
- Notifications (110 new)
- Insights** (1)
- Publishing Tools
- Ad Center
- Page Quality
- Edit Page Info (1 new)
- Settings (1 new)

Michigan State University > Page Insights

## Page Insights

- Overview
- Followers
- Ads
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Branded Content
- Events
- Videos
- Stories
- People
- Messages
- API
- Orders

**Page Summary** Last 7 days (3) [Export Data](#) (4)

Results from Nov 12, 2020 - Nov 18, 2020  
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

| Metric          | Value   | Change |
|-----------------|---------|--------|
| Actions on Page | 41      | ▲28%   |
| Page Views      | 4,503   | ▲19%   |
| Page Previews   | 69      | ▲3%    |
| Page Likes      | 354     | ▼4%    |
| Post Reach      | 462,344 | ▲34%   |
| Story Reach     | -       | -      |
| Recommendations | 27      | ▲8%    |
| Post Engagement | 50,936  | ▲25%   |
| Responsiveness  | 94%     | ▲0%    |
| Videos          | 73,583  | ▲128%  |
| Page Followers  | 357     | ▼6%    |

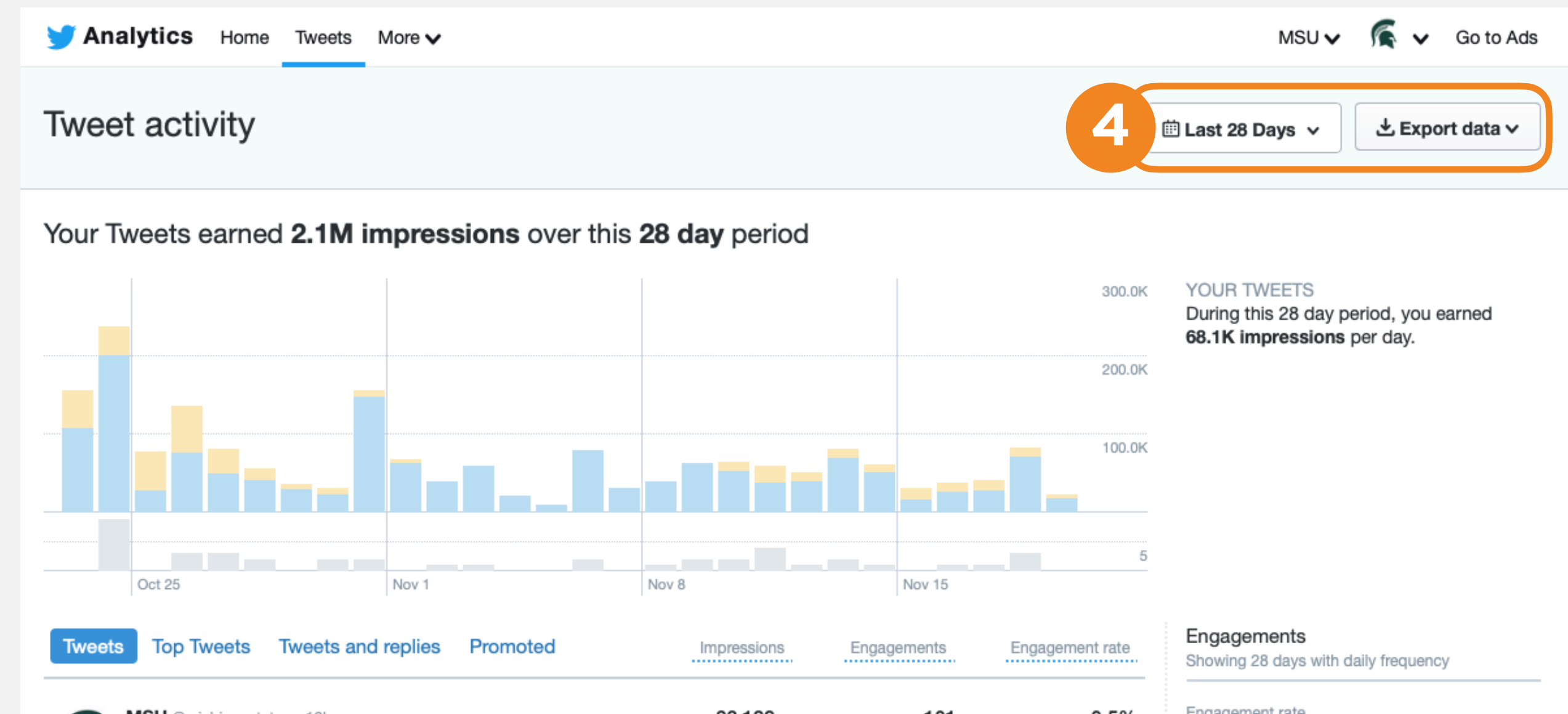
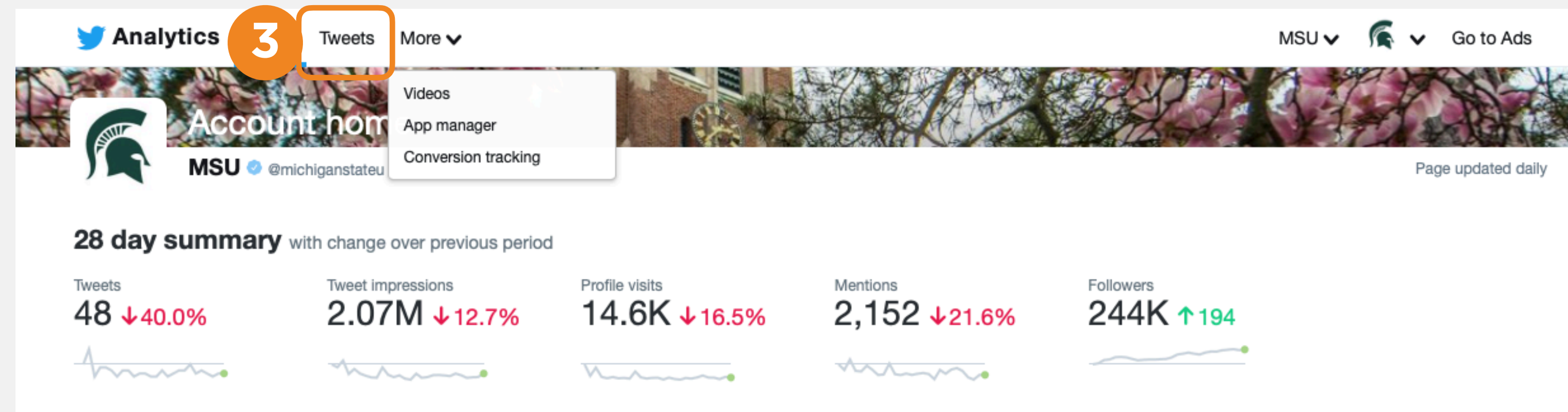
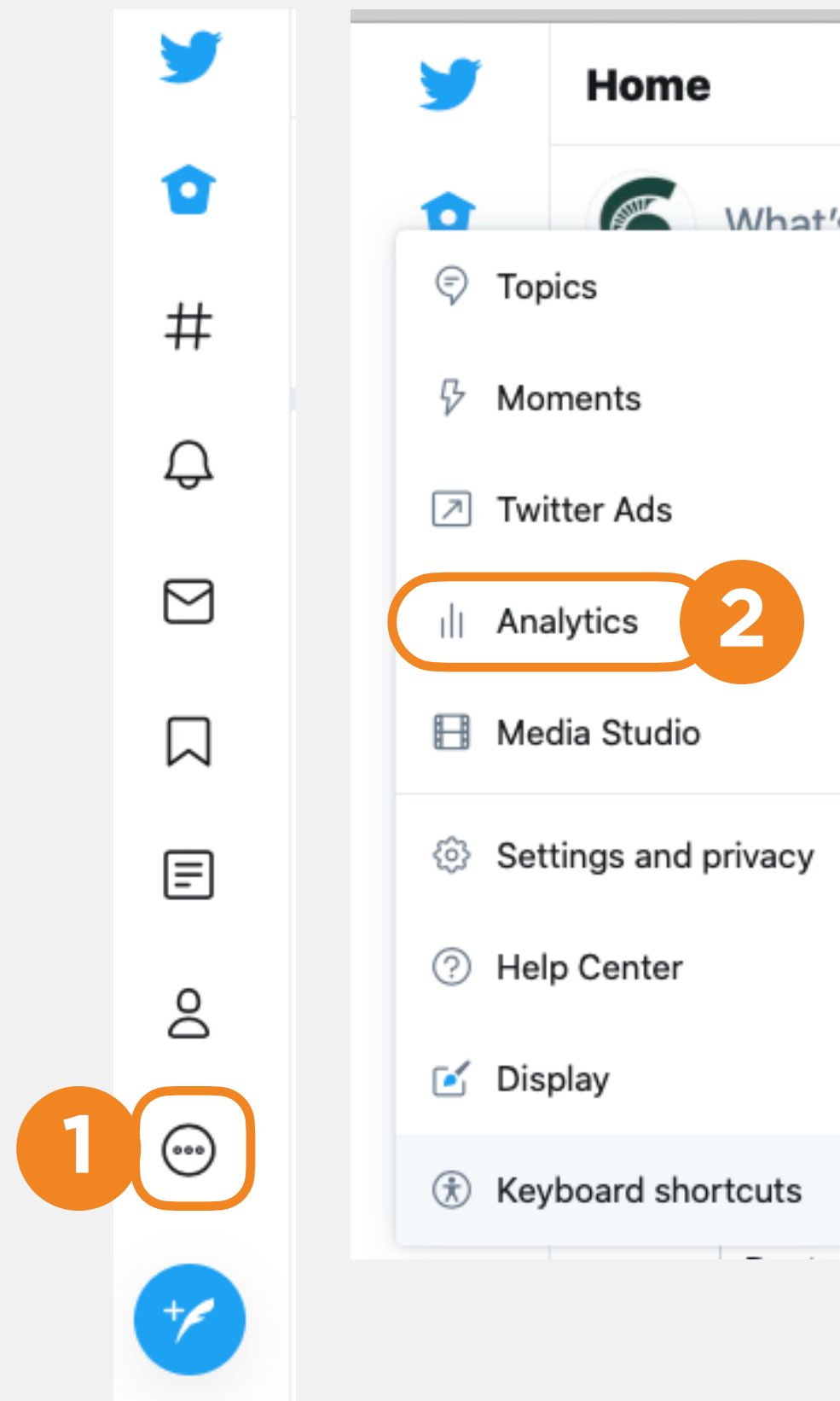
18 hrs 22 mins  
Response Time ▲1 hr 40 mins



# Twitter Analytics

Preliminary Steps:  
Activate analytics at  
[analytics.twitter.com](https://analytics.twitter.com)

Log in with Twitter  
account information



# YouTUBE Analytics

YouTube navigation menu:

- Home
- Trending
- Subscriptions
- Library
- History
- Your videos** 1
- Watch later

YouTube Studio navigation menu:

- Dashboard
- Videos**
- Playlists
- Analytics** 2
- Comments
- Subtitles
- Copyright
- Monetization
- Customization
- Audio library

### Channel analytics

Overview | Reach | Engagement | Audience

**3** Oct 22 – Nov 18, 2020  
Last 28 days

**Keep it up! Your channel got 33% more views than usual in the last 28 days.**

Your channel got 56,990 views, which is more than the 34,500–48,200 it usually gets in 28 days

|  |   |  |
|--|---|--|
| Views<br><b>57.0K</b> ↑<br><i>8.8K more than usual</i> | Watch time (hours)<br><b>2.5K</b> ↑<br><i>806.4 more than usual</i> | Subscribers<br><b>+157</b> ✓<br><i>About the same as usual</i> |
|--|---|--|

Realtime  
Updating live

**12,403**  
Subscribers

**1,980**  
Views · Last 48 hours

Top videos

|                                |     |
|--------------------------------|-----|
| MSU Fight Song "Victory fo...  | 191 |
| MSUToday: A Campus Hau...      | 189 |
| Transparent Solar Panels   ... | 131 |

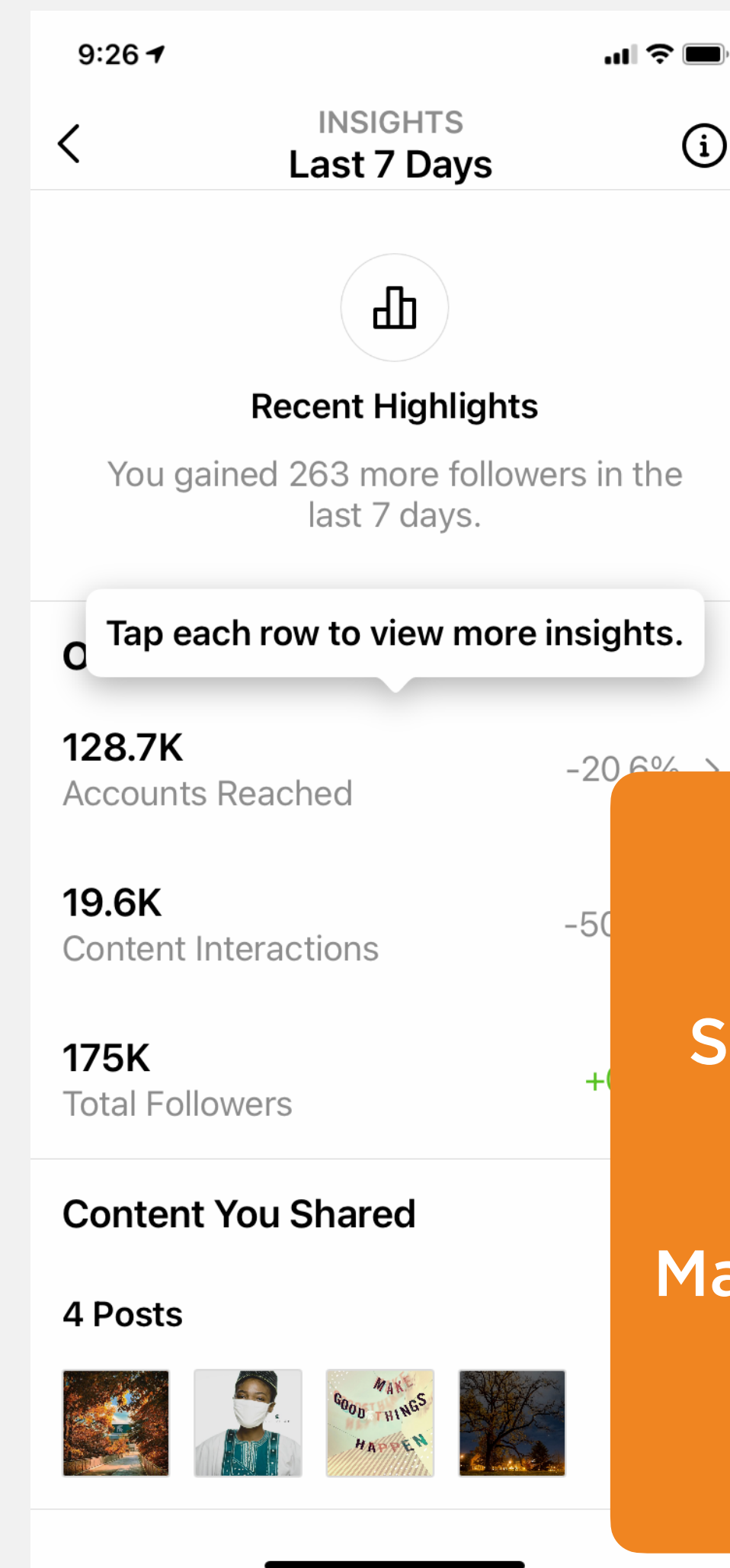
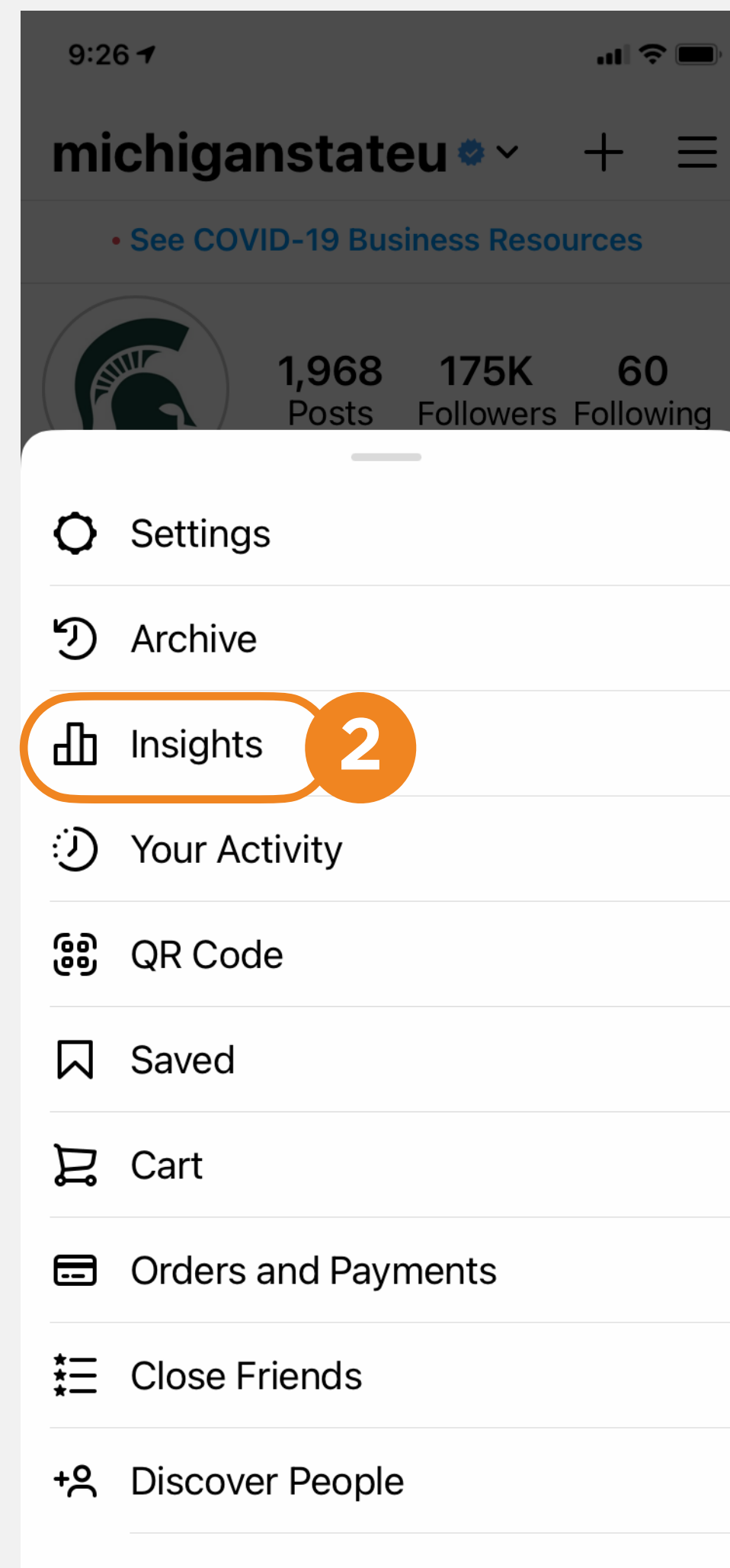
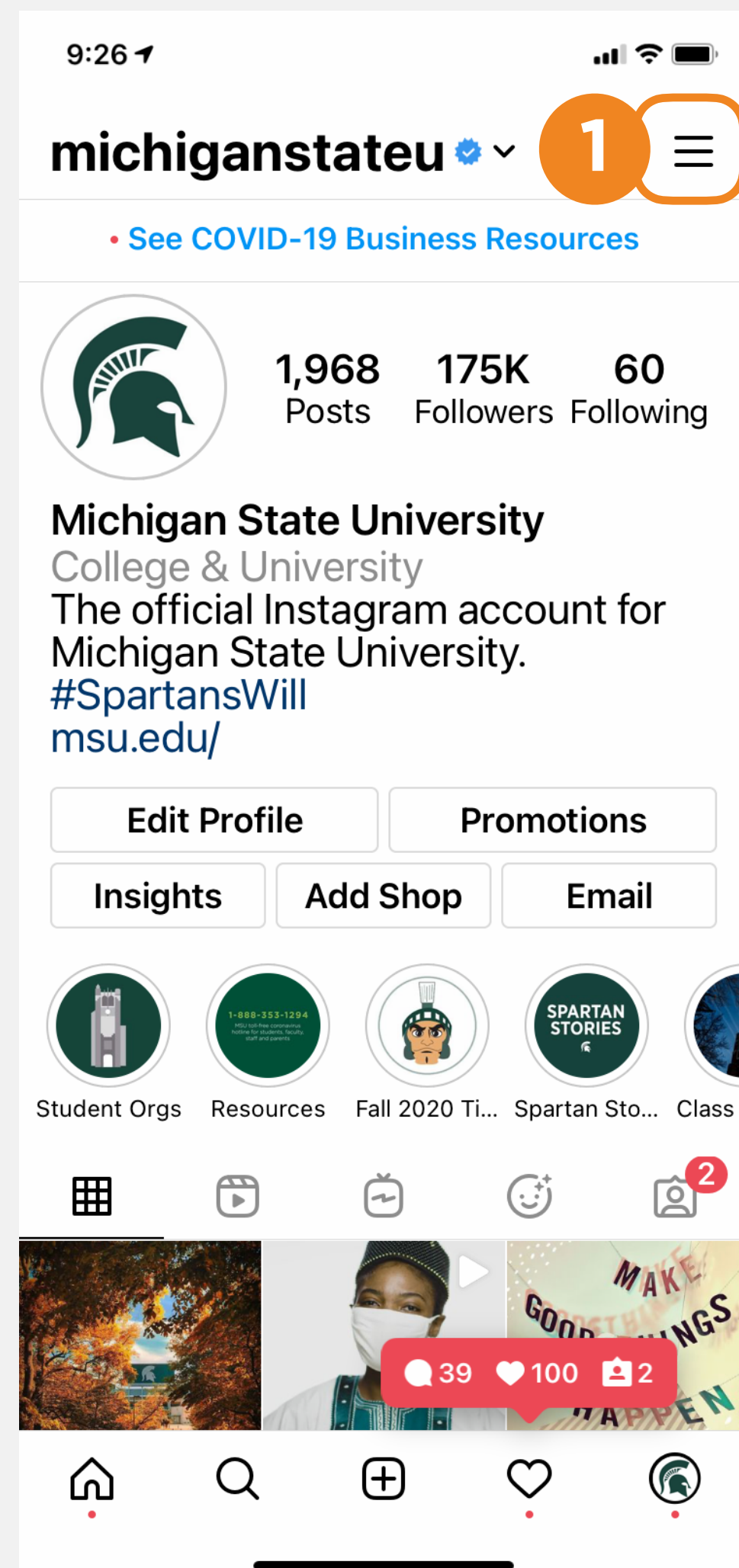
[SEE MORE](#)



# Instagram Insights

## Preliminary Steps:

Convert your account to a Professional account



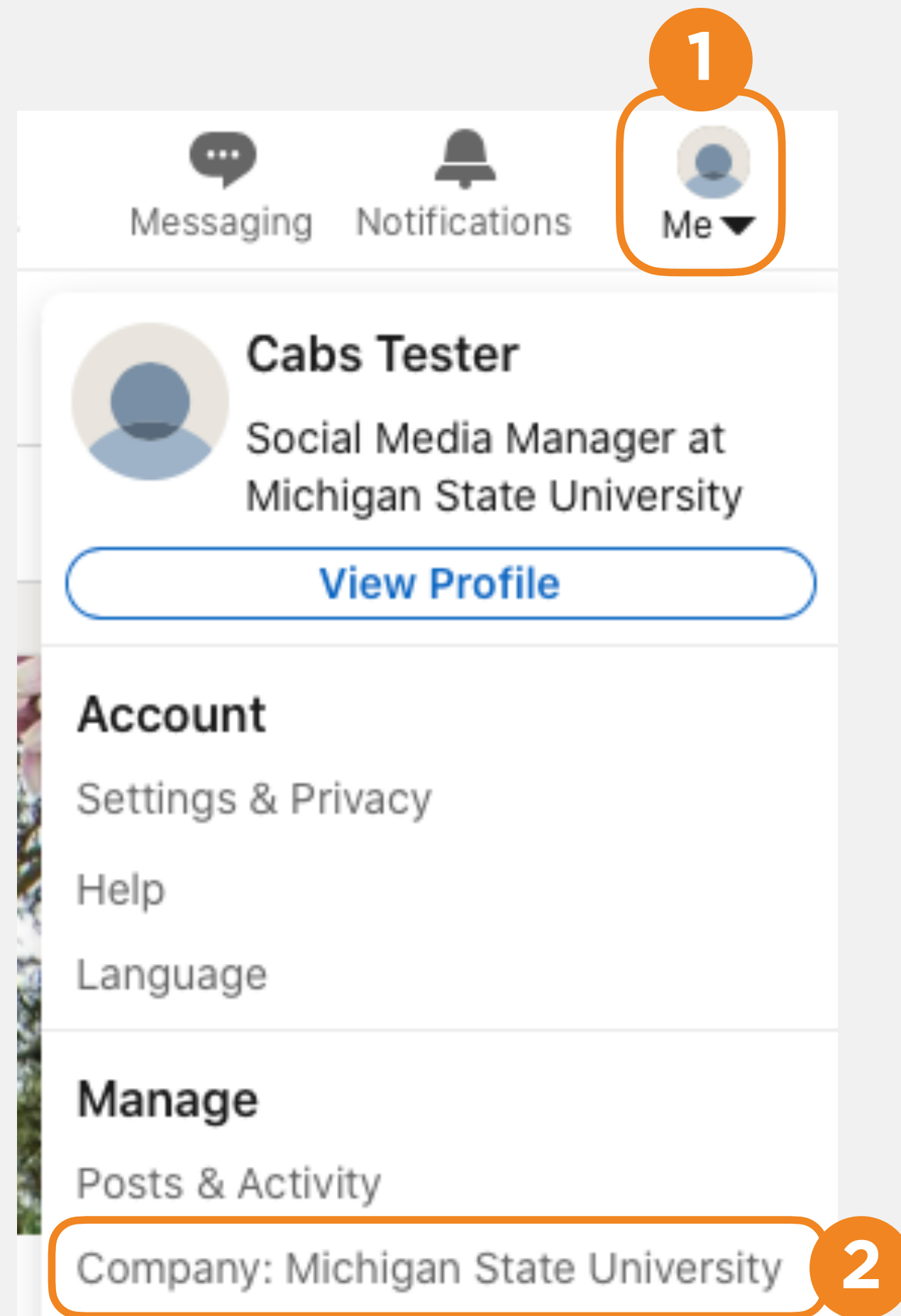
## Quick Tips:

Screenshots are your best friend.

Make checking insights a daily, weekly & biweekly habit.



# LinkedIn

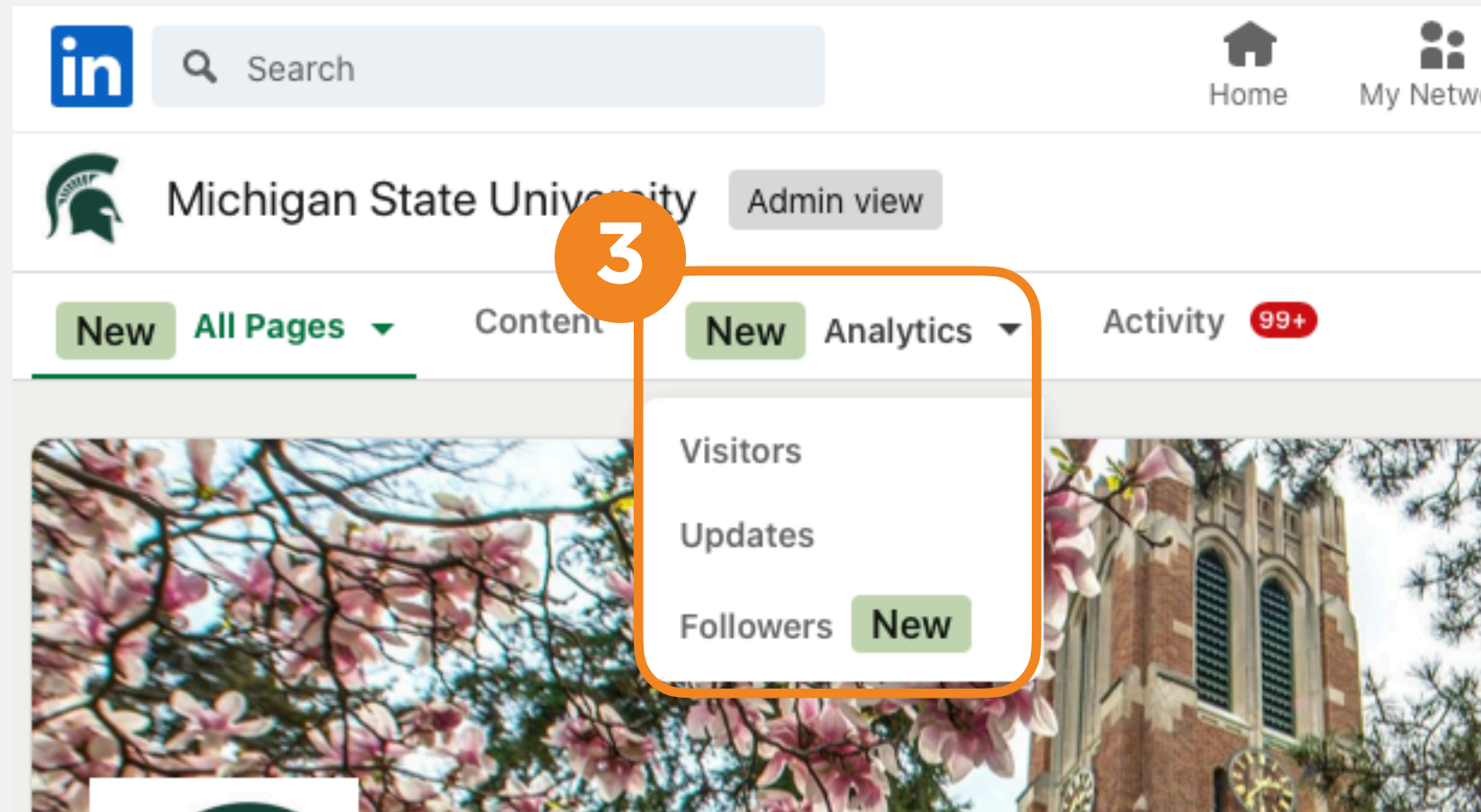


1. Messaging Notifications Me

**Cabs Tester**  
Social Media Manager at Michigan State University  
[View Profile](#)

**Account**  
Settings & Privacy  
Help  
Language

**Manage**  
Posts & Activity  
2. Company: Michigan State University

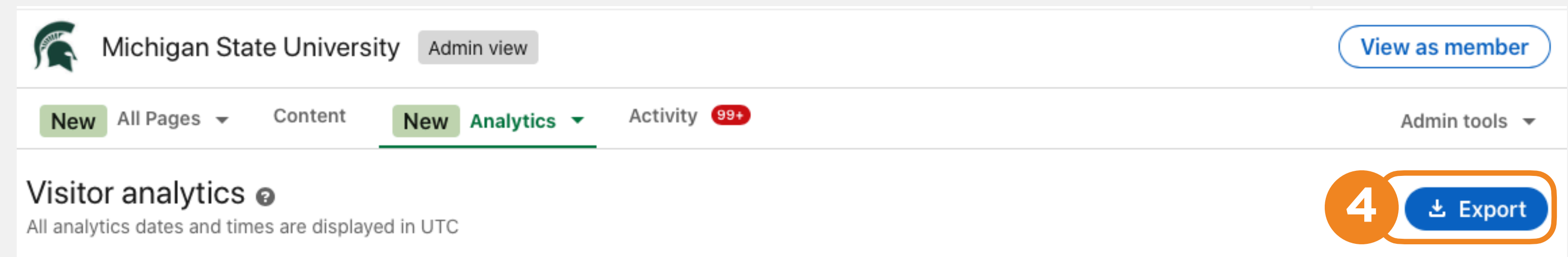


in Search Home My Network

Michigan State University Admin view

New All Pages Content New Analytics Activity 99+

3. Visitors Updates Followers New

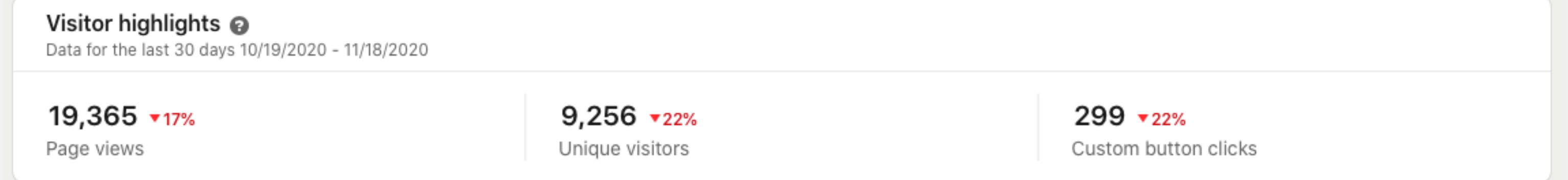


Michigan State University Admin view [View as member](#)

New All Pages Content New Analytics Activity 99+ Admin tools

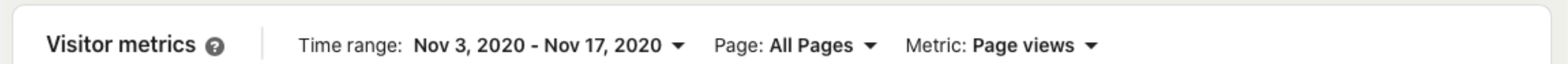
4. Visitor analytics [?](#) [Export](#)

All analytics dates and times are displayed in UTC



**Visitor highlights** [?](#)  
Data for the last 30 days 10/19/2020 - 11/18/2020

|   |   |  |
|---|---|--|
| <b>19,365</b> <span style="color: red;">▼17%</span><br>Page views | <b>9,256</b> <span style="color: red;">▼22%</span><br>Unique visitors | <b>299</b> <span style="color: red;">▼22%</span><br>Custom button clicks |
|---|---|--|



**Visitor metrics** [?](#) Time range: Nov 3, 2020 - Nov 17, 2020 Page: All Pages Metric: Page views

# Platform Demographics

# 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.

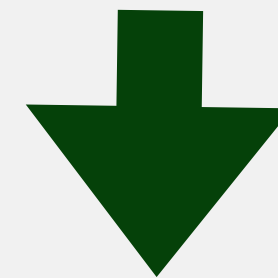
**Questions?**



# Optimizing Success

## Goals + Objectives

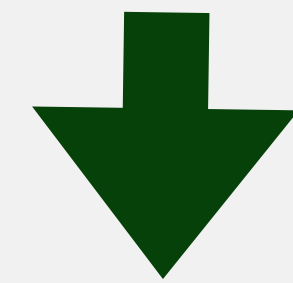
**Increase affinity and deepen relationships with key stakeholders**



**Increase valuable engagement across platforms by 10%**

# Tactics

**Increase valuable engagement across platforms by 10%**



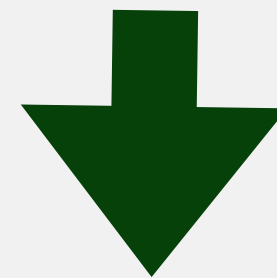
**Content testing**

**Analytics insights**

**User-generated content**

## Goals + Objectives

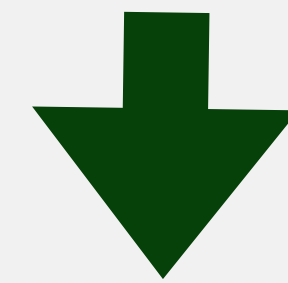
**Increase affinity and deepen relationships with key stakeholders**



**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 •

 ▼

New Social Content Type •

 ▼

Source of Content •

 ▼

Includes #SpartansWill? •

 ▼

Link to MSU property? •

 ▼

MSU 2.0 Content Type

 ▼

# Metatags

▼ Mandatory Fields

Post Type •

New Social Content Type •

Source of Content •

Includes #SpartansWill? •

Link Property •

Post Type

New Social Content Type

Source of Content

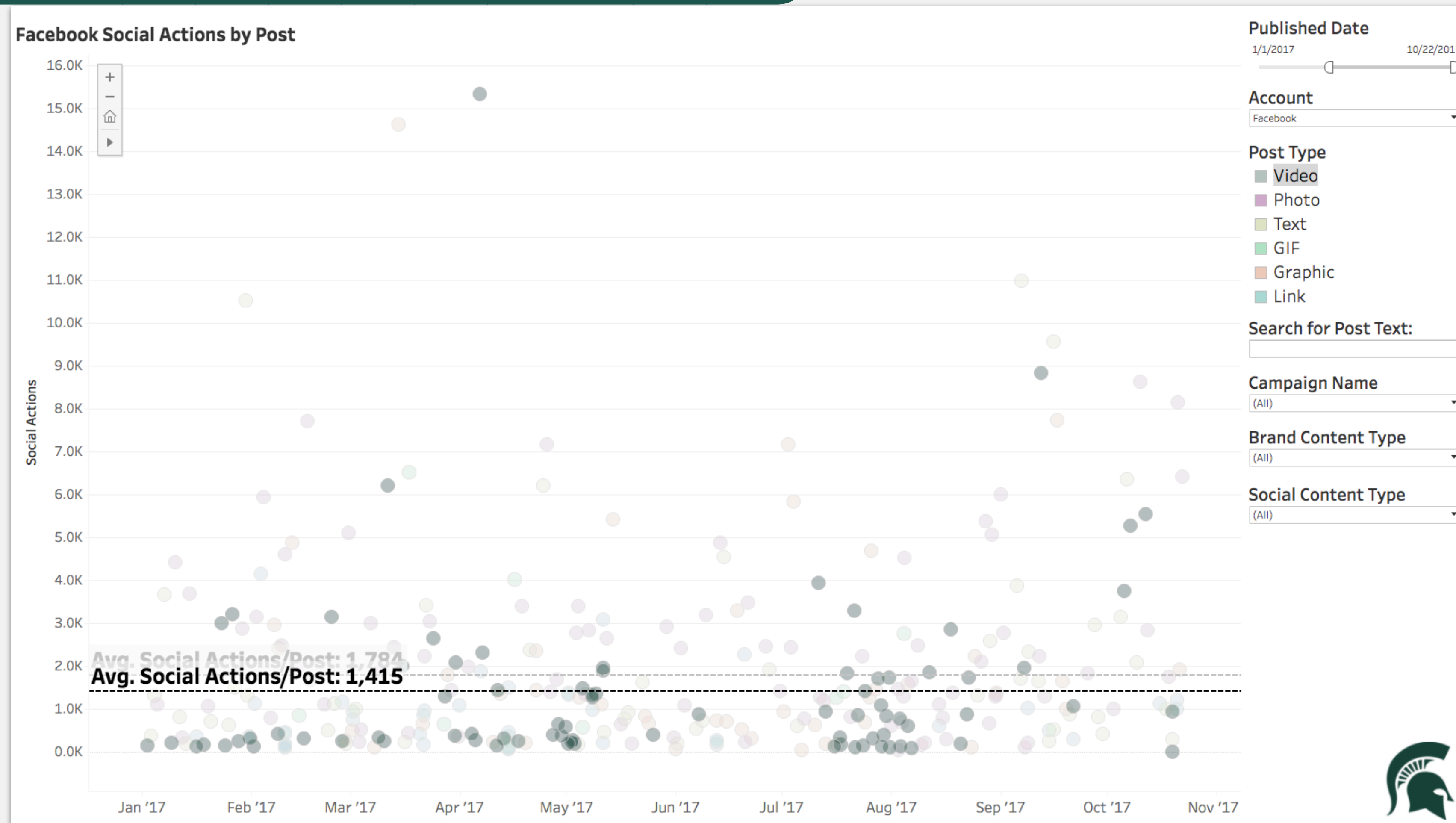
Includes #SpartansWill?

Link Property

- MSUToday
- MSU.edu
- UComms owned site (not MSUToday or MSU.edu)
- MSU website
- Non-MSU Website
- No link

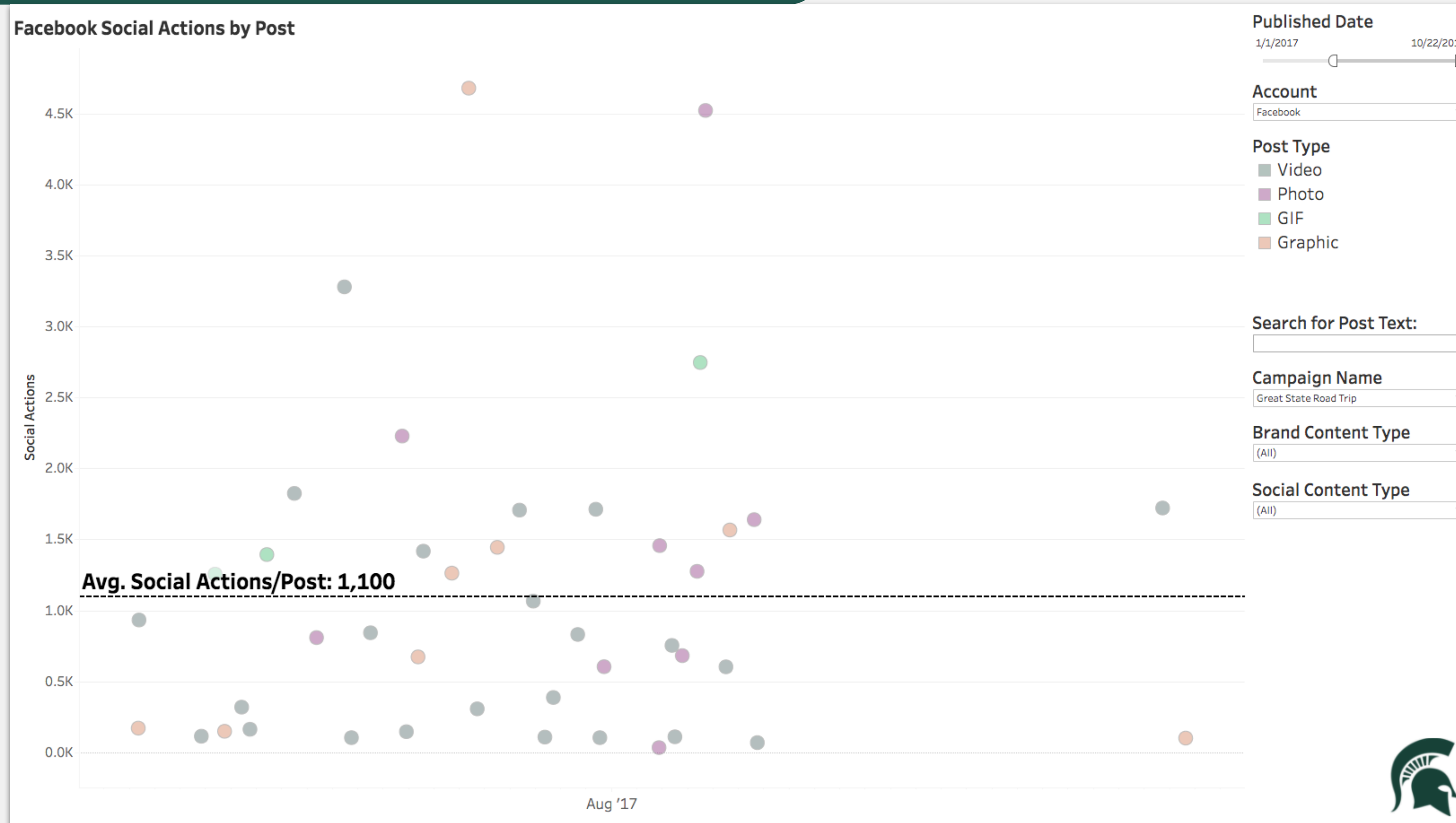
# Metatags

## 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

**Organization**

Campaign Name: 
 Group Name:

Vanity Name:

**Google Campaign Tracking (help)**


Name: 
 Source:


Medium: 
 Term:

Content:

|   |                 |   |
|---|-----------------|---|
| <a href="http://go.msu.edu/DVP">http://go.msu.edu/DVP</a> | Track   Disable | <a href="https://msutoday.msu.edu/feature/2019/taking-steps-to-tackl">https://msutoday.msu.edu/feature/2019/taking-steps-to-tackl</a> |
| <a href="http://go.msu.edu/wVP">http://go.msu.edu/wVP</a> | Track   Disable | <a href="https://msutoday.msu.edu/feature/2019/taking-steps-to-tackl">https://msutoday.msu.edu/feature/2019/taking-steps-to-tackl</a> |
| <a href="http://go.msu.edu/sVP">http://go.msu.edu/sVP</a> | Track   Disable | <a href="https://msutoday.msu.edu/feature/2019/taking-steps-to-tackl">https://msutoday.msu.edu/feature/2019/taking-steps-to-tackl</a> |

| <input type="checkbox"/> | Page ?   | Source ?         | Pageviews ?                                    |
|--------------------------|--|------------------|--|
|                          |  |                  | <b>4,801</b><br>% of Total: 1.33%<br>(360,249) |
| <input type="checkbox"/> | 1. <a href="/news/2019/msu-achieves-record-graduati-on-rate/">/news/2019/msu-achieves-record-graduati-on-rate/</a> | msufacebook-post | <b>2,651</b> (55.22%)                          |
| <input type="checkbox"/> | 2. <a href="/news/2019/msu-achieves-record-graduati-on-rate/">/news/2019/msu-achieves-record-graduati-on-rate/</a> | msulinkedin-post | <b>1,049</b> (21.85%)                          |








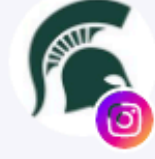


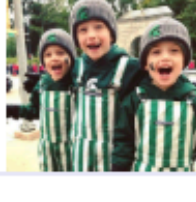

**MSU** @michiganstateu · Nov 14  
 #MSU scientists have discovered a new way to detect and attack cancer cells using solar power technology.  
[go.msu.edu/sVP](http://go.msu.edu/sVP) #SpartansWill



4.2K views 0:30 / 0:47

# Creating Reports

# Monthly/quarterly report example

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



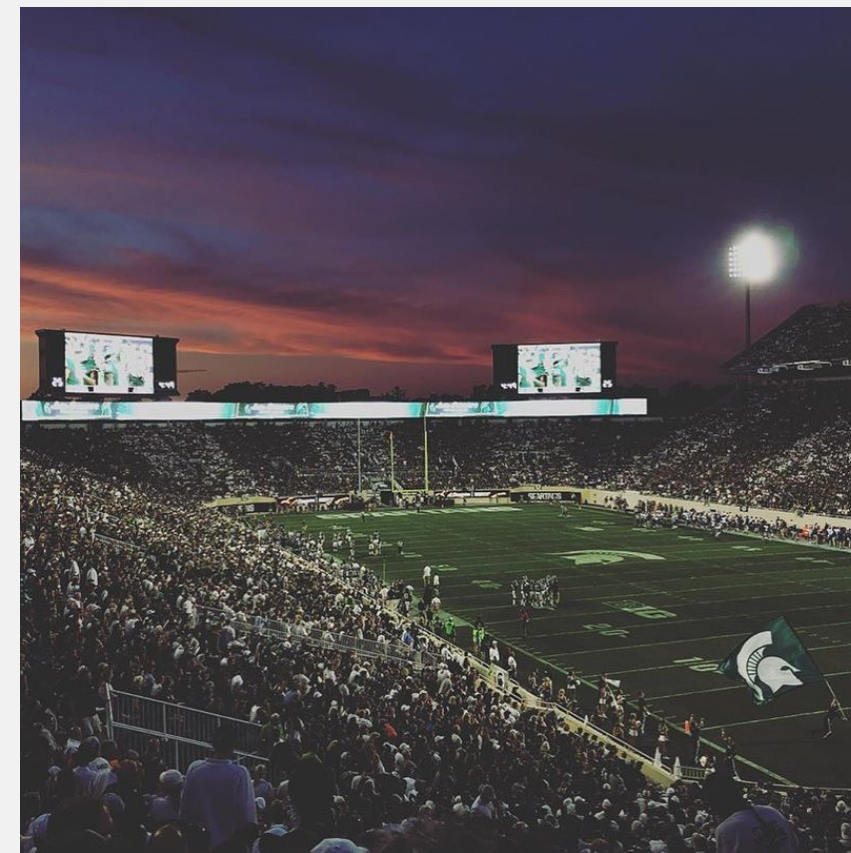
# Monthly/quarterly report example



“You Are a Spartan”  
13.3k



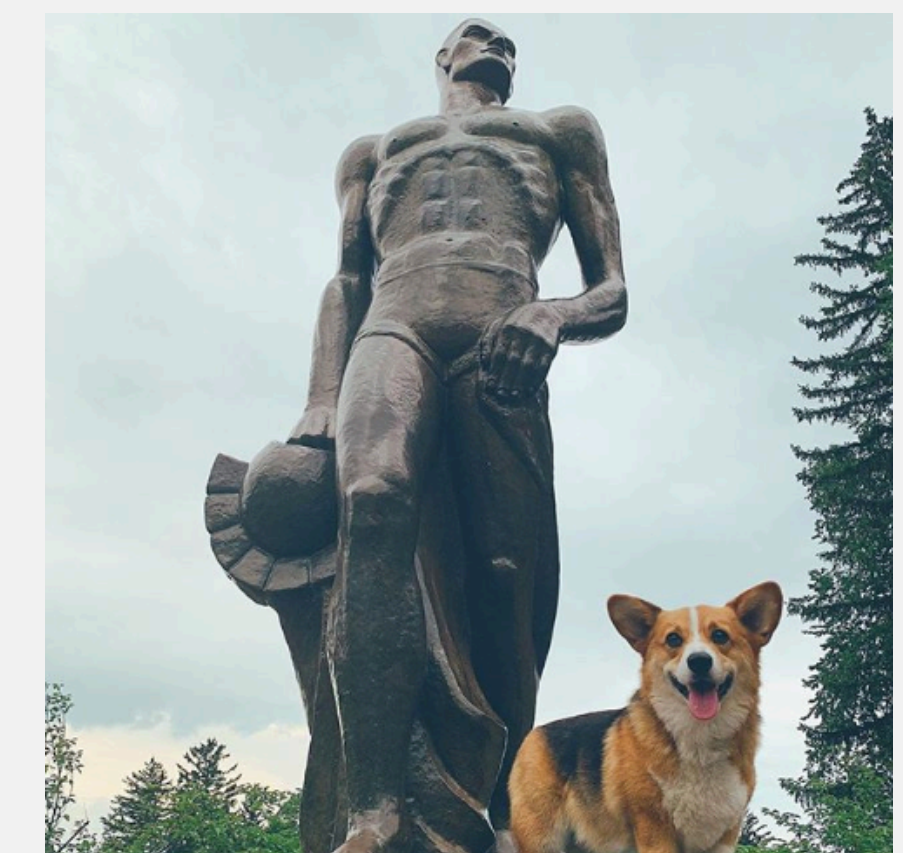
MSU Rock  
12k



Stadium UGC  
11.3k



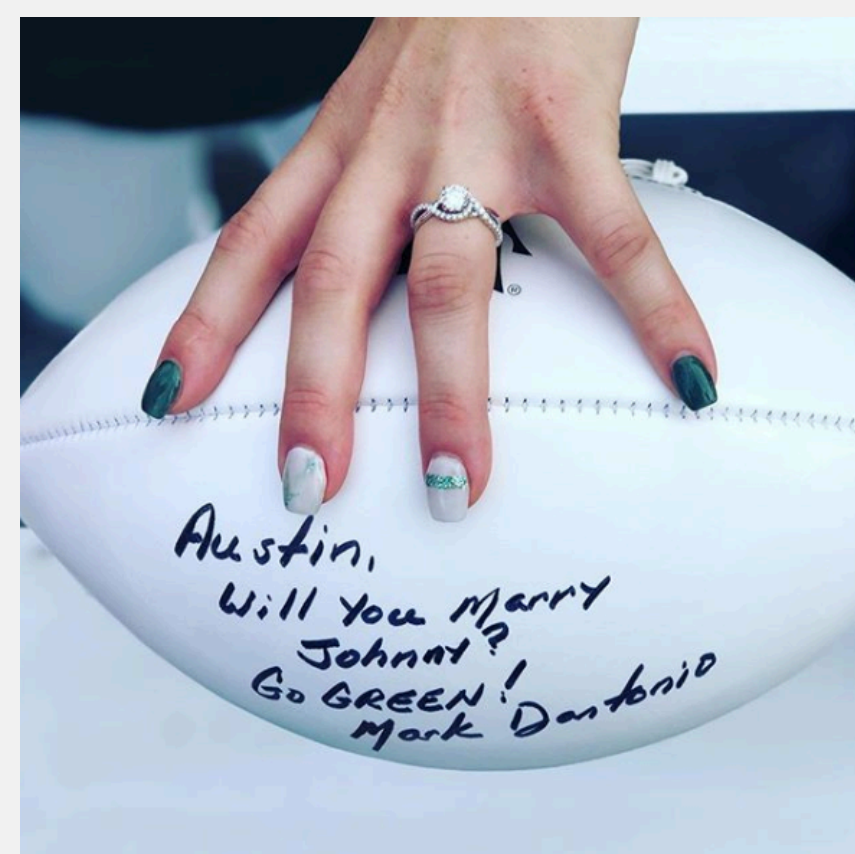
Kids UGC  
10.1k



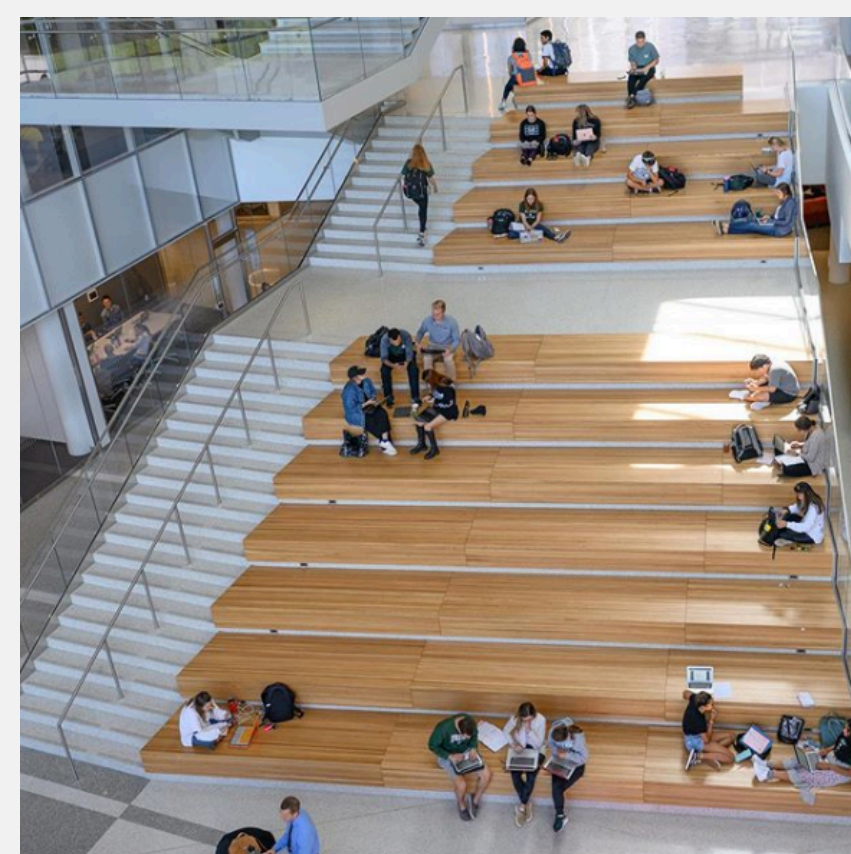
Dog UGC  
9.6k



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

**Michigan State University**  
Published by Sprinklr [?] · November 18 at 10:00 AM · 🌐

MSU is ranked #1 in the world for education, according to a widely used international ranking of universities.

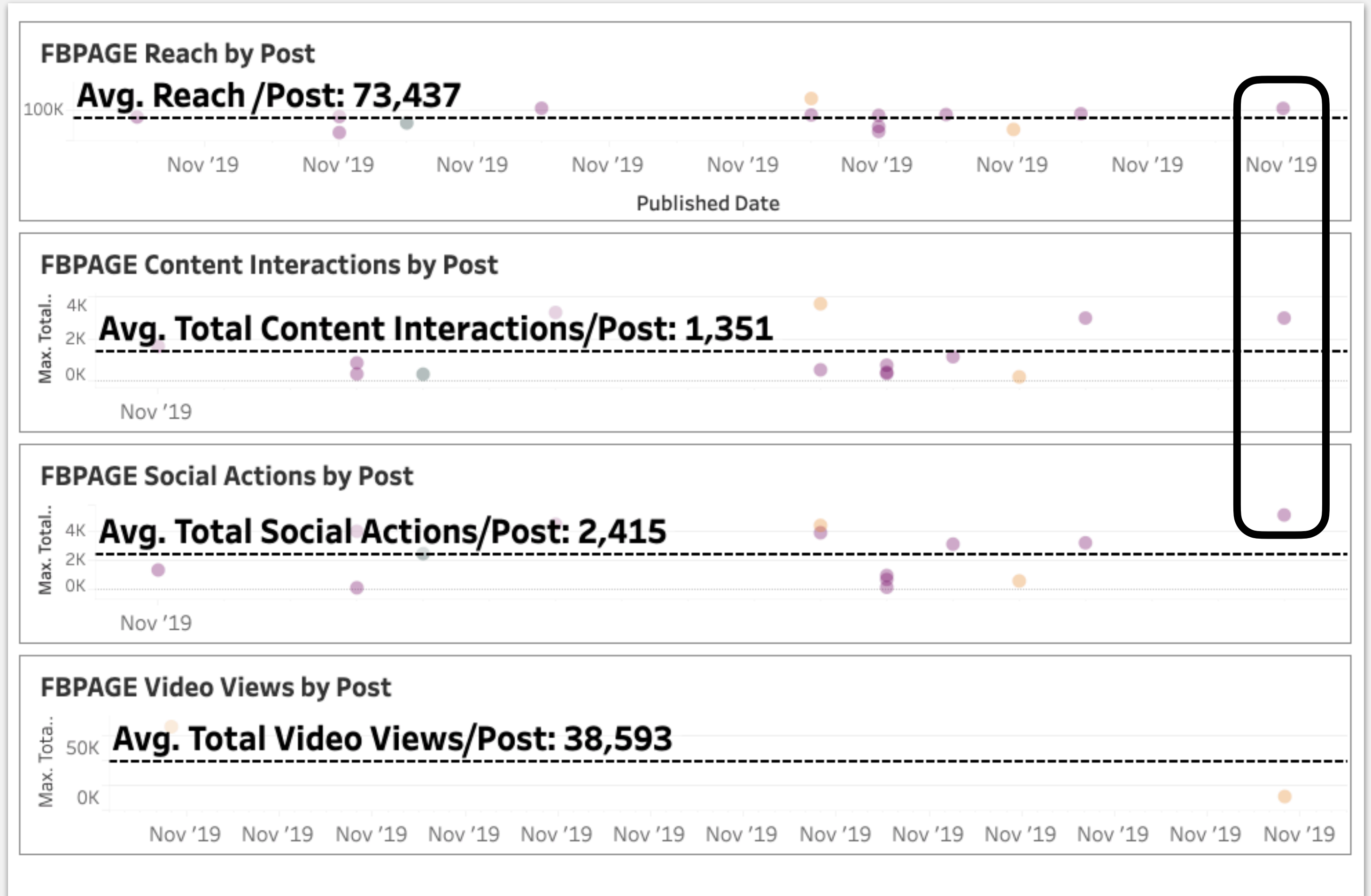


MSUTODAY.MSU.EDU  
**MSU tops international rankings for education**  
MSU is ranked No. 1 in the world for education, according to one...

**Get More Likes, Comments and Shares** ✕  
This post is performing better than 95% of other posts on your Page. Boost it to get more great results.

**121,880** People Reached    **23,092** Engagements    [Boost Post](#)

👍❤️👏 5K    219 Comments 1.6K Shares





# 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](http://go.msu.edu/zvH)



2:15 89.7K views

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](http://go.msu.edu/zvH)



2:15 25.5K views

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](http://go.msu.edu/2tH) #BlackHistoryMonth 🍪



2:14 13.1K views

**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

EMPLOYABILITY OF GRADUATES

#1 IN THE BIG TEN #22 IN THE NATION

Times Higher Education's 2017 Global University Employability Ranking

10:00 AM · May 1, 2018 · Sprinklr

View Tweet activity

355 Retweets 1.4K Likes

MSU @michiganstateu

Proud of this. #GoGreen

EMPLOYABILITY OF GRADUATES

#1 IN THE BIG TEN #22 IN THE NATION

Times Higher Education's 2017 Global University Employability Ranking

10:59 AM · Jun 13, 2018 · Sprinklr

View Tweet activity

281 Retweets 962 Likes

MSU @michiganstateu

Proud of this. #GoGreen

EMPLOYABILITY OF GRADUATES

#1 IN THE BIG TEN #22 IN THE NATION

Times Higher Education's 2017 Global University Employability Ranking

8:59 AM · Aug 16, 2018 · Sprinklr

View Tweet activity

189 Retweets 884 Likes

MSU @michiganstateu

Proud of this. #SpartansWill

EMPLOYABILITY OF GRADUATES

#1 IN THE BIG TEN #22 IN THE NATION

Times Higher Education's 2017 Global University Employability Ranking

ALT

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](https://go.msu.edu/sCH) #SpartanBucketList



0:58 6K views

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](http://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](http://go.msu.edu/R7z)

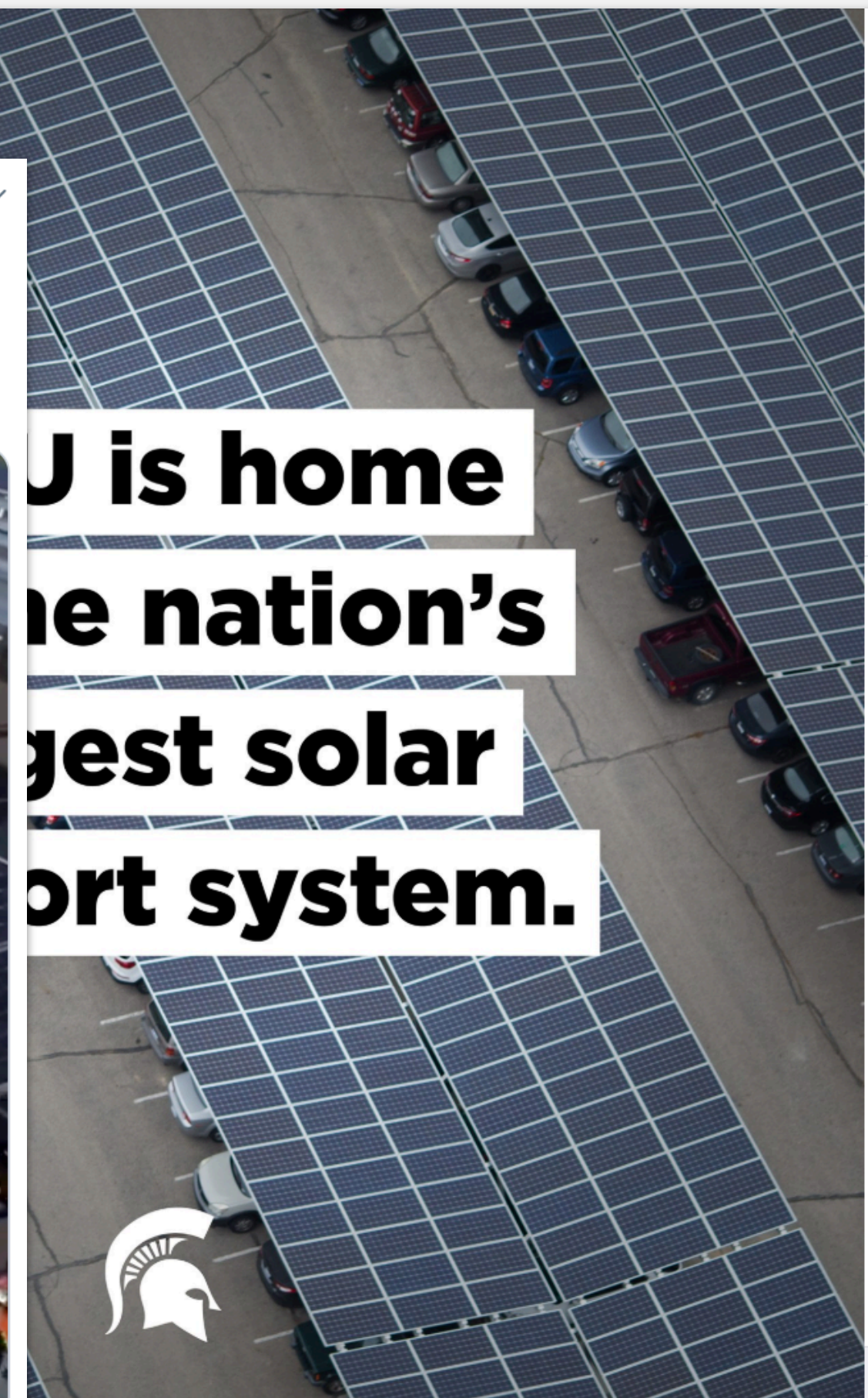


0:29 5.1K views


11:00 AM · May 14, 2018 · Sprinklr

View Tweet activity

57 Retweets 198 Likes



**MSU is home to the nation's largest solar carport system.**



**Michigan State University**  
 Published by Sprinklr [?]  
 Page Liked · June 17 ·

Proud of this. <http://go.msu.edu/2yP>

Tag Photo Add Location Edit

123,525 People Reached 11,491 Engagements [Boost Post](#)

3.4K 115 Comments 647 Shares

Like Comment Share

Most Relevant

- Angie Parkhurst When I parked there I was pleasantly surprised to find out what was above me! WTG MSU!  
Like · Reply · Message · 5w
- Elli Hennessy This is so cool. Besides the added benefit of keeping the elements off of your car.  
Like · Reply · Message · 5w
- 5 Replies
- Benjamin Kaldahl Boom! Go Green! #1 in the nation! 🙌  
Like · Reply · Message · 5w
- Theresa Leonard So very proud of you MSU !!!  
Like · Reply · Message · 5w
- Victoria Fitton I love MSU and am grateful for the solar panels and commitment to being more "green." I will be proud of my University when its students are as covered and protected as their automobiles.  
Like · Reply · Message · 4w
- Darlene Ciampa #spartanswill  
Like · Reply · Message · 5w

View more comments 6 of 68

Write a comment...



# 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.**

