

# Social Media Data Analytics

## Data Collection

### Facebook

Facebook provides three different types of data – Data specific to the Facebook Page; to the Facebook Posts themselves; and videos. While the raw data should be collected for all three categories, we are currently only analyzing the Post and Page data. Page data are reported by date, while post data is reported per post.

The following key metrics are collected for each *post*:

- Permalink
  - Unique link to the content on Facebook
- Post Message
- Type
  - What media may or may not have been shared with the post. For example, photo, video, or link.
- Date
- Post Reach
- Lifetime Post Total Impressions
- Lifetime Engaged Users
- Lifetime Organic Video Views (3+ sec)
- Share
- Like
- Comment

The following key metrics are collected for the *page*:

- Date
- Total Likes
- New Likes
- Unlikes
- Unique Engagement
- Daily Reach (Unique)
- Viral Reach
- Viral Impressions
- Total Impressions

## Data Details

### Facebook

Facebook includes data for paid promotion, even if there is none. All of OPP's accounts should have a zero under these categories. When reviewing data it is important to make sure you are collecting 'organic' data. Each metric is defined on the raw data downloaded from Facebook.

#### *Post Reach*

- Post Reach is an overview of how many people saw content from your page and how they interacted with it. This information is broken down into four key metrics:
  - Post Reach: The total number of people who were shown a specific post
  - Likes, Comments, and Shares: How much positive engagement your page got. The higher this number is, the more people will be shown your posts in the future
  - Hide, Report as Spam, and Unlikes: How many people engaged negatively with your page. High levels of negative engagement will decrease the number of people who see your posts in the future.
  - Total Reach: The total number of people who saw any kind of activity from your page.

### *Impressions*

- Impressions are the number of times your content is displayed, no matter if it was clicked or not

### *Engaged Users*

- Engaged users are the total number of users who like, comment, or share the post

## Collecting Data

### Facebook

#### *Step By Step Instructions*

- Log into your account
- Along the left side of the page, there should be a section that says 'Shortcuts'
  - Under shortcuts there should be a link to the TSA page
  - Click on the TSA page link
  - You should now be on the TSA page
- Along the top, but under the blue bar, you should see a number of options including Page; Inbox; Manage Jobs; Notifications; Insights; Publishing Tools; and More
- Click 'Insights'
  - This is the page from which the data will be downloaded
  - Make sure you are on 'Overview' from the left side
    - It should be the default
- While you can change the timeframe for which the data are displayed, there are limits to how far back you can go
- Towards the right side of the page you should see an option for 'Export Data'
  - Click on 'Export Data'
  - A panel should pop up
- Under 'Data Type' you will see the three types of data that can be downloaded
- Select the first data type you want to export
  - Under 'File Format' select Excel (.xls)
  - Adjust the 'Date Range' to be the month for which the data are being downloaded
  - For 'Layout' make sure it says 'All XXX Data'
    - Note: this is not an option for the video data
- Click on Export Data
  - The data should begin downloading automatically
- Repeat the steps for all three data types

- At this point, all necessary data has been collected. The appropriate data can then be transferred to the cumulative data sheet for analysis and reporting

## Cumulative Data Sheet

Once data are downloaded, the key information should be added to the respective cumulative data sheet.

Save these data sheets often. They are large and sometimes take a few minutes to complete saving. Be patient when saving and just let the spreadsheet sit and process before trying to do anything else. Trust me on this one...

## Datasheet Tabs

### *Raw Data*

Each datasheet has a tab marked *Raw Data*. It is on this tab that the data should be inputted.

The far right of this tab has the following columns: MonthNo, MoName, YrMoNo, and YrMoName. These data are pulled from equations built into the spreadsheet.


### *Filling in Month, Name and Year Data*

This tab should be a table, and automatically fill in when new data are added. However, if that is not working, you can follow the instructions below.

To get these cells to fill down to the new raw data, do the following:

- Find the last cell with data
- Click on the cell
- Hover over the bottom right-hand corner where you see a small solid box

October	2018-10	October 2018



- Your cursor should change to a small black cross/plus sign similar to this: +
- Click once the cross shows up
- Without letting go, drag your mouse down until you get to the last line of your data
- Let go of cursor and the data should fill in
- Repeat with the remaining columns

This activity must be done before data will fill in the *Report Tables* tab.

### *Monthly Name Tables*

All datasheets also have a tab marked *Month Name Tables*. This tab is the background information that is needed to correctly run the necessary equations and processes to spit out the report tables. It is important to not touch the data in this tab unless required.

### *Report Tables*

This tab is the bread and butter of the datasheet. This is where you will see clearly outlined data for each month and across the metrics.

Content on this tab includes monthly and annual totals and averages. The green highlighted boxes identify the highest total number of the key metric, while the yellow highlighted boxes show the content in which the highest single data point of the key metric occurred. The text provided is associated with the highest individual post based on the metric.

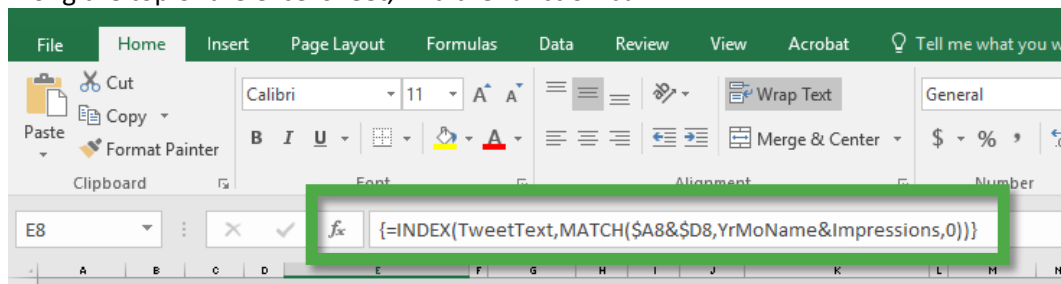
#### *Additional Tabs*

There are additional tabs in the document to help graphically show the data. This includes charts of likes over time, and monthly break downs of each key performance indicator. These graphs and tables are set up to auto populate each fiscal year. New sheets will need to be created when a new fiscal year begins.

#### *Running Equations for Data*

When raw data are added to the *Raw Data* tab it should automatically populate in the *Report Tables* tab. If this is not the case, do the following:

- Navigate to the cell you in which you want the data to show up
- Along the top of the excel sheet, find the function bar



- Place your cursor behind the curly bracket, }, to the far right
  - Once you put your cursor in the function bar, it is important to NOT click on anything else until you complete the final steps
- Press **Ctrl+Shift+Enter**
- The equation should have now run and data should show up in the cell
- Repeat this for any cell that has not shown data