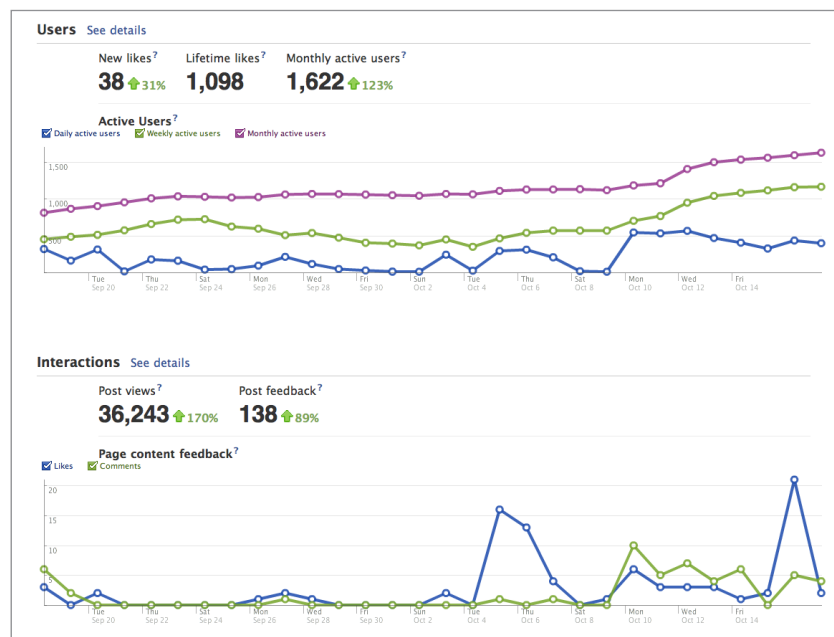


HOW TO: Social Media

Facebook has Insights; Youtube has Statistics; and while Twitter is yet to launch an official integrated data tool, there are some external tools such as Twitalyzer which can offer up some interesting information.



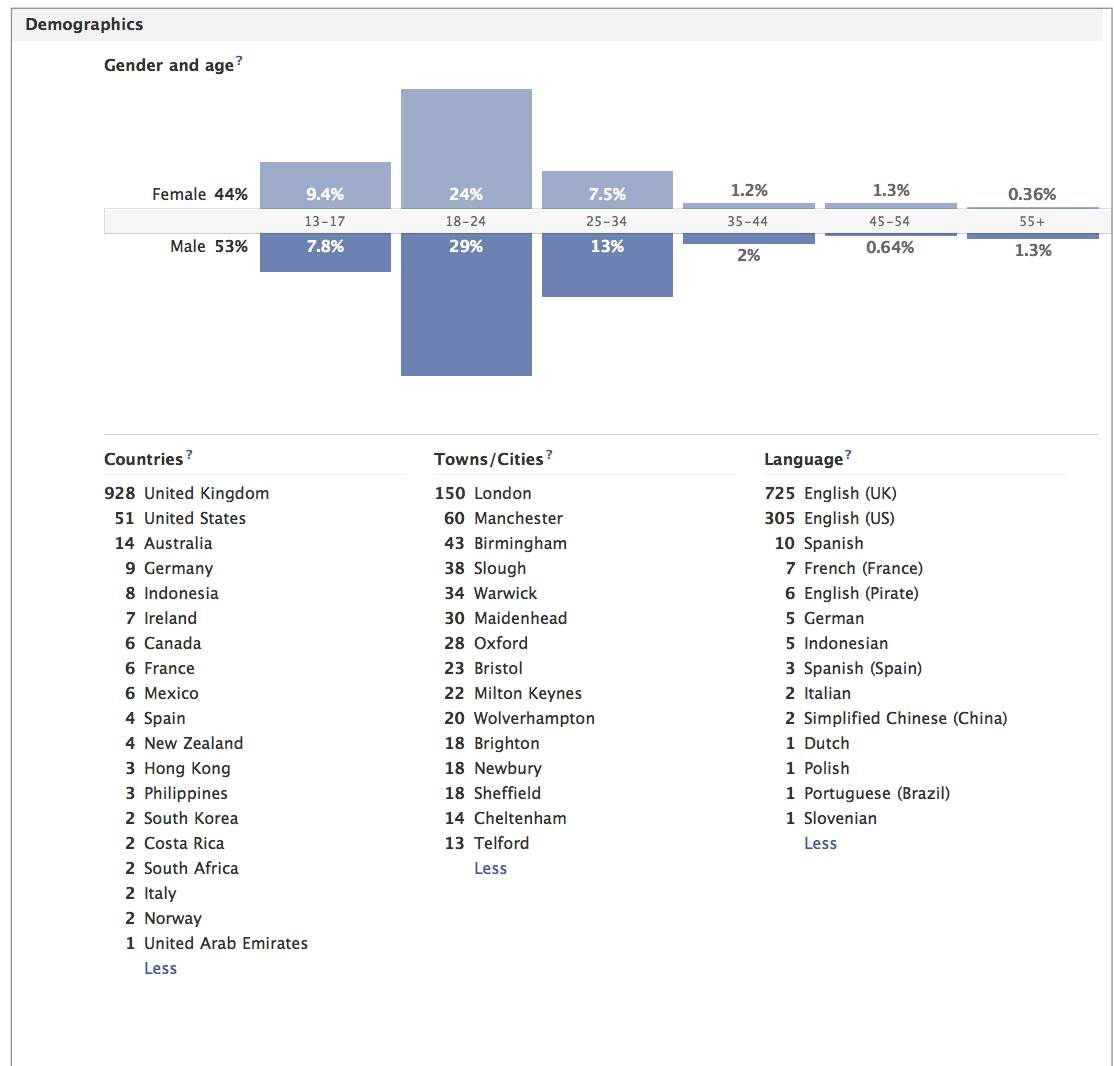
This information is free to all account holders, however there are some slight drawbacks. Let's begin with Facebook Insights, as it is possibly the more developed of the integrated social media tools we are discussing.

There are two options on the initial dashboard; by following the "Users" tab we are presented with detailed breakdown of the all important Like count for the page and a list of daily, weekly and monthly user figures. We see the different ways people have interacted with the page as well.

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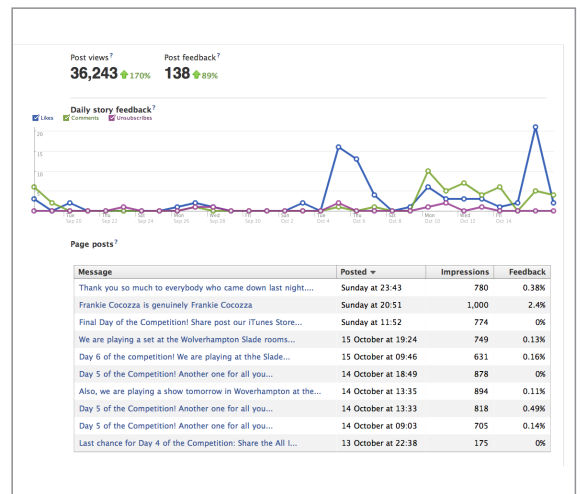
There is also a useful demographics tool, assuming that people use the correct information on their profile...

From the information displayed, we could assume that the strongest segment of page users are English-speaking 18-24 year olds living in London. However, we must always be wary, as this may not be the case. The core age group may be distributed all over the country and similarly, the core audience in London may be completely female, we don't know.



So, while this information may be particularly useful for an online store running a discount competition to target 18-24 year olds, we must always bear in mind that the data will not stand up as well if we begin combining results, as tempting as that may be.

In terms of interactions, we can see the number of impressions and percentage of feedback for each post on the page, as well as how people share the page with friends. We can use this information over time to see when people are more susceptible to our Facebook posts and what type of communications trigger the most feedback.

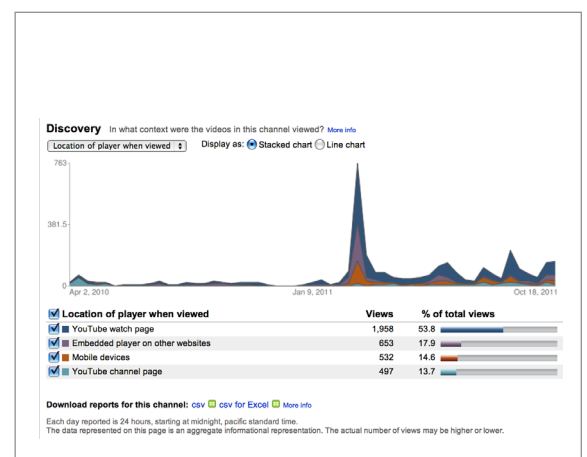


How useful all this information is to us depends on what we want from our social media activities. If we want to spread brand awareness through word-of-mouth, then knowing what content encourages people to share our page with all their contacts, and what time they are more likely to respond to these communications, is very helpful indeed.

Overall, while social media insight tools can be very useful we must always be mindful that, much like Wikipedia, the information and content is user generated and not monitored, validated and cleansed like a database that can be purchased from Market File or Nielson. Removed from the social media environment the data is not reliable. However, as low cost tools for developing social media presence and one to one communications with consumers, these free insights offer up some worthwhile information.

In practice:

- You can compile a list of people who share a page’s wall posts. Drive an increase in Likes by launching a competition for people to enter by sharing selected content from your page with their Friends.
- Use information to identify peak interaction and viewing times (videos on Youtube) to know when to upload new content making posts and activity as efficient as possible.



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