

## Central Components of Social Media Execution



- 47 -

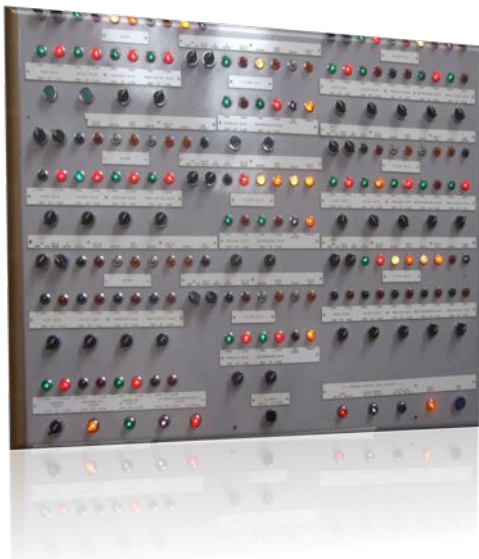
Social Media  
Werner Kunz – Spring Semester 2015



## Analytics & Controlling:

Analytics  
&  
Controlling

Does it work what we are doing?



- Attention span
- Network size
- Tracking software
- The two sides of Information:  
The daily race vs.  
strategic analytics

- 48 -

Social Media  
Werner Kunz – Spring Semester 2015



## What is a measure of success for a social media project?

- More interaction e.g.
- Comments
- Return visitors
- lower Bounce rate
- Longer time on the page
- Cookie information (demographics, interests)
- Pageview, sessions, Visitors
- Sharing
- Get to know,
- Get feedback / quality comments
- Followers/
- VIP followers
- Ratio of target audience
- Making Money (media news, speaking, invitation, asking reviews, selling items)
- I know the names of people
- Deeper Engagement (e.g. games, polling)
- Steady viewership
- First page on google (for which keyword)

## What is a measure of success for a social project?

### What we want to know

- Engagement
- How Interest
- How many people outside your inner circle
- How much money you make

### Metrics

- Number of comments
- Number of returning visitors
- How long stay
- Bounce rate (is that success!?)
- What kind of comments
- Mentioned on Twitter
- Sharing
- Media Attention (call by reporter)
- Sold items (e-books for 2\$)
- Advertising

## Metrics of Success

### "Attention" Metrics:

- Number of visits, impressions (eyeball measures!?)
- Time spent on pages
- Video: watched, partly/completely
- Number of incoming links

### "Engagement" Metrics:

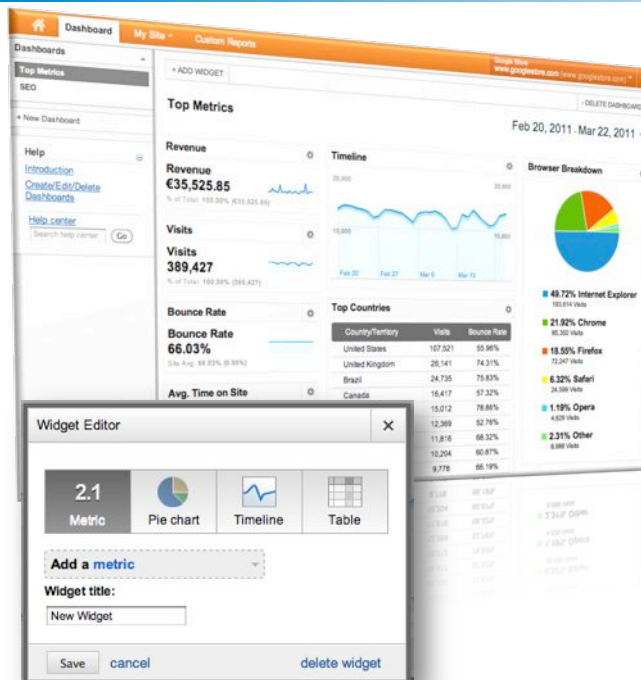
- Friends, fans, favs, G+ (followers of all kinds)
- RT on Twitter
- Installed apps (widgets, etc.) offered
- Shared content
- Promote content (Digg, Reddit, etc.)
- Comment/co-create
- Conversation Length

### Ultimate Social Media Metric:

- Click through to website
- Behaviors on the Website
- Number of referrals
- Download — white papers, videos, podcasts, etc.
- Transaction (sale, download, join, etc.)
- Media News
- PR/Media Requests



## Google Analytics – the most web traffic for your website

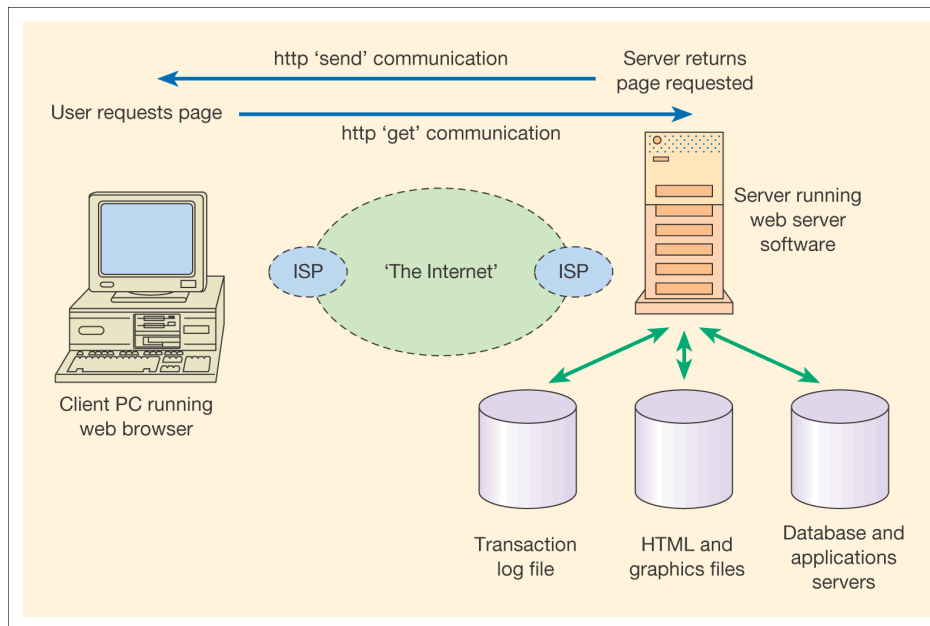


- Snippet in the HTML code
- Based on the fundamental web exchange between a server and a client
- No login data

### Example Data:

- Visits
- Visitors
- Unique Visitors
- Pageviews
- Time spend
- Location
- Source
- Used Device
- Detailed Cross-Tab Analysis possible
- Customer Funnel

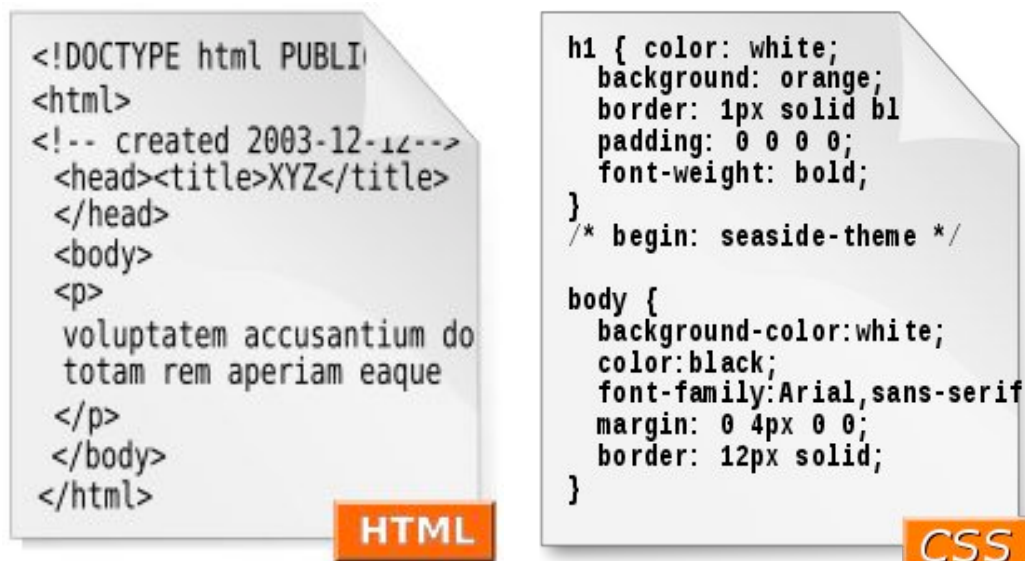
## How it works – Information exchange between a web browser (client) and a web server



## HTML & XML → make content flexible



## HTML & CSS → making design consistent



© Wikipedia

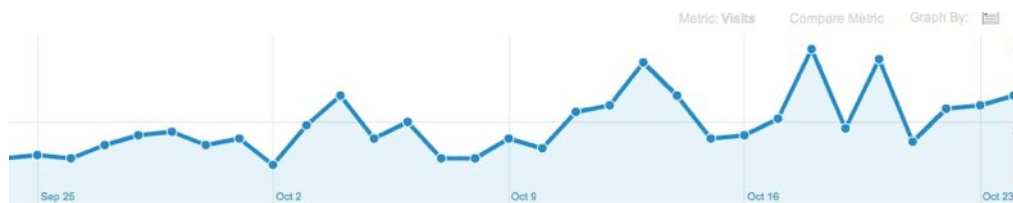
- 56 -

Social Media  
Werner Kunz – Spring Semester 2015



## How to read Analytics?

- How are we doing?
  - Trend
  - Peaks
  - Baseline
  - The daily race



- 57 -

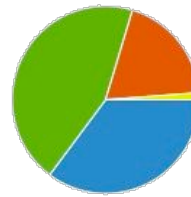
Social Media  
Werner Kunz – Spring Semester 2015



## We are doing good! → Why?

- From where comes the **traffic**?

- Referral links
- Keywords
- Campaigns



■	<b>35.21% Search Traffic</b>
	263 Visits
■	<b>44.44% Referral Traffic</b>
	332 Visits
■	<b>19.14% Direct Traffic</b>
	143 Visits
■	<b>1.20% Campaigns</b>
	9 Visits

- Which **content** work ?

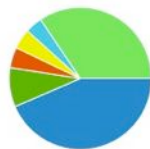
- Top pages (in a week, month)
- Average time on page (shows Engagement)
- Page impression per visit (shows Engagement)
- Combine content with traffic

Source	Visits	% New Visits
google	247	93.52%
(direct)	143	59.44%
flickr.com	125	87.20%
world.werner-kunz.com	61	80.33%
learningthelight.com	43	83.72%
facebook.com	33	45.45%
t.co	12	91.67%
hdrspotting.com	10	50.00%
feedburner	9	77.78%
lightstalking.com	8	100.00%

## We are doing good! → Why?

- Who is interested?

- Which country or city?
- What time do people check out my blog?
- Combining with engagement (time/page visits)
- Are mobile devices an important issue for me?



■	<b>43.50% United States</b>
	325 Visits
■	<b>8.96% Germany</b>
	67 Visits
■	<b>4.68% Iran</b>
	35 Visits
■	<b>4.55% United Kingdom</b>
	34 Visits

City	Visits	Bounce Rate
Westerville	25	100.00%
Boston	24	54.17%
Cambridge	24	20.83%
Tehran	17	82.35%
Singapore	13	46.15%
New York	13	53.85%
Seattle	13	61.54%
(not set)	11	90.91%
Munich	9	44.44%
Bangalore	9	88.89%



## We are doing bad! → Why?

- First two hours after posting
- Time on Page (per content)
- Traffic: Which channel does not work?
- Compare you statistic results with your posting schedule and promotion schedule

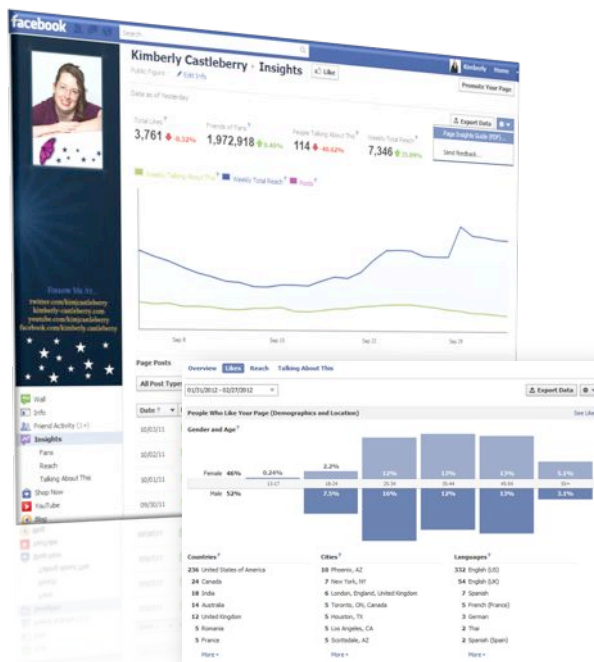


- 60 -

Social Media  
Werner Kunz – Spring Semester 2015



## Facebook Insights – Analytics for Facebook



- Delivers detailed data about the user of your fanpage
- No cross-tab analysis possible
- No individual analysis possible

### Example Data:

- Visits
- Likes
- Shares
- Comments
- Reach
- Engaged Users
- Virality
- Demographics
- Location

- 61 -

Social Media  
Werner Kunz – Spring Semester 2015

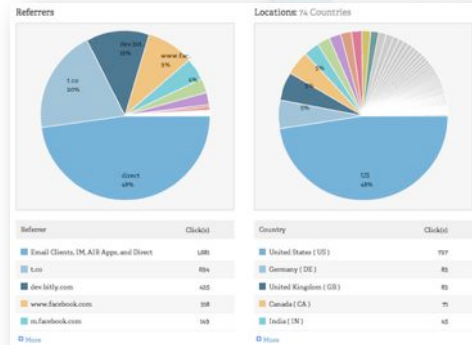


## Bitly – Backup plan for lost infos

- Shortens the link
- Tracks information of clicker

Example Data:

- Source
- Time
- Location



Alternative:

- HootSuite

- 62 -

Social Media  
Werner Kunz – Spring Semester 2015

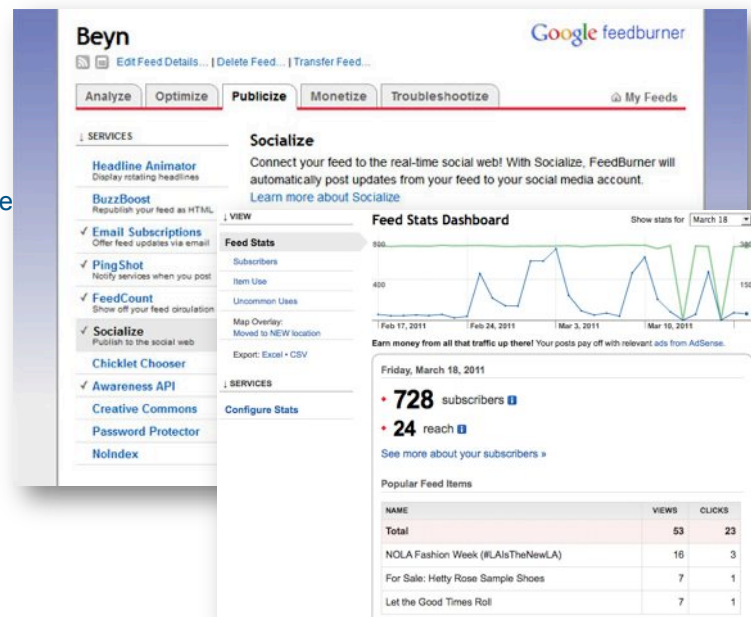


## Feedburner – Analytics for RSS Feeds

Service that enhance your standard RSS Feed

How to use:

- Increase importance because mobile applications use a lot the RSS Feed
- Offers more services (Newsletter, Badges, Sharing)
- Offers statistics



- 63 -

Social Media  
Werner Kunz – Spring Semester 2015

63

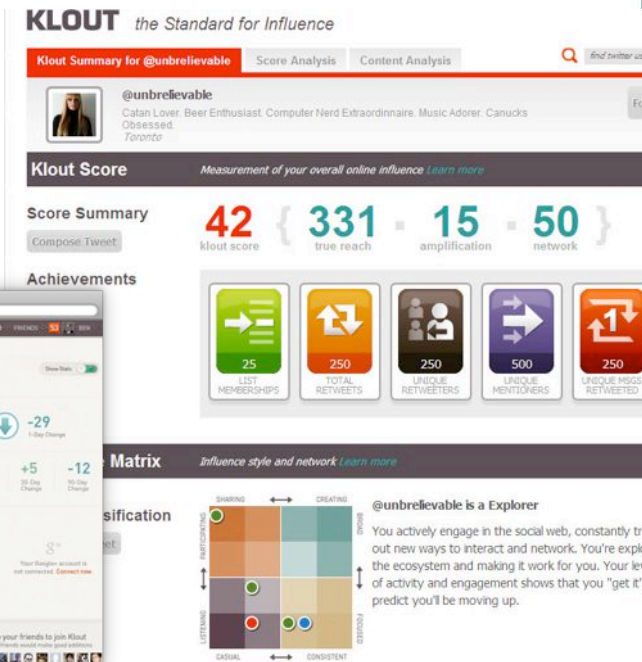




## Klout – Measuring your Influence within Social Media

The Klout Score is a **single number** that represents the aggregation of multiple pieces of data about your social media activity.

Based on all your social media accounts



- 66 -

Social Media  
Werner Kunz – Spring Semester 2015



## Social Media Channels

- 67 -

Social Media  
Werner Kunz – Spring Semester 2015



## What makes a good video?

- ???Not too long: less than 4 Minutes,
- 10-20 sec.
- 10-15 minutes → informational
- Sample videos
- You should use captions,
- **Title of the video** (fits to the content)
- **Evoking emotions**
- **Think for what/ think in a series**
- Content quality: not all over the place, relevant to audience & your topic, **engaging**, Good focus, “script” – know your execution, message
- Surprise moment
- **Technical quality:** HD quality, steady camera, sound, landscape orientation, proper lighting
- **Types of video:** How-to do, explain videos, Review, games/quiz, interview, comedy, news reporter,

- 68 -

Social Media  
Werner Kunz – Spring Semester 2015



## YouTube: The Video Sharing Site

- The Biggest Search Engine for Videos
- Video Channels & Subscription
- How to use:
  - Stay **short**: 2-3 Minutes
  - Being **engaging** all the time
  - Use the **title, (geo)-tags & description**
  - Make a series & open a channel
  - Offer Links with(in) the video
  - Use **Call to action** (at the end)
  - **Brand** your video clips
  - Complete your **profile**
  - Care about solide **Sound & video**
  - **Connect** your other platforms
  - Use **playlists**
- How **not** to use:
  - Database for **corporate videos** or **uncuted video footage**
  - **Professional video production** is not necessary needed
  - **Informal is okay & preferred**



- 69 -

Social Media  
Werner Kunz – Spring Semester 2015



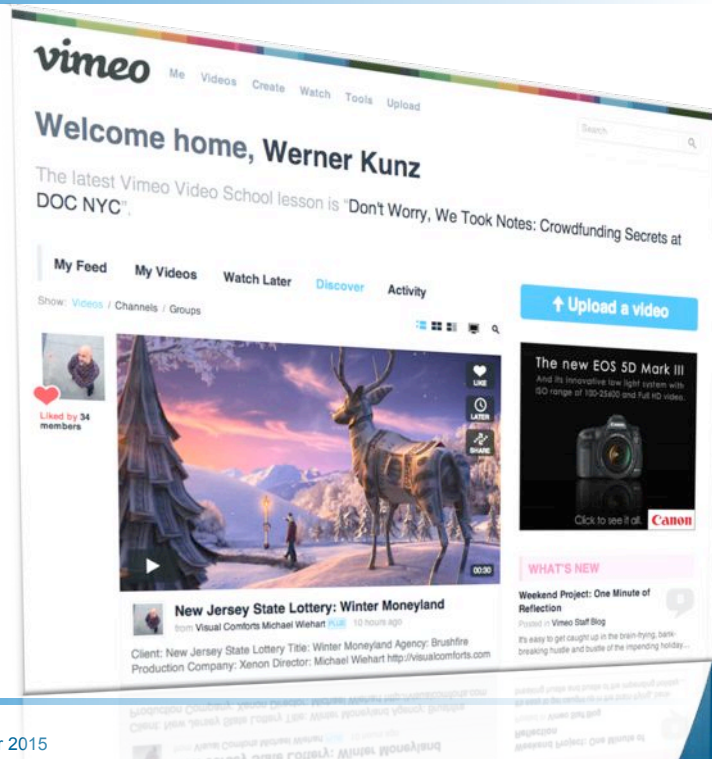
## Don't forget alternatives to YouTube

### Vimeo

Video Platform with a stronger artistic appeal

How to use?

- Videos can be longer
- Production Quality should be high level
- Videos can be also embedded in blog postings



- 70 -

Social Media  
Werner Kunz – Spring Semester 2015



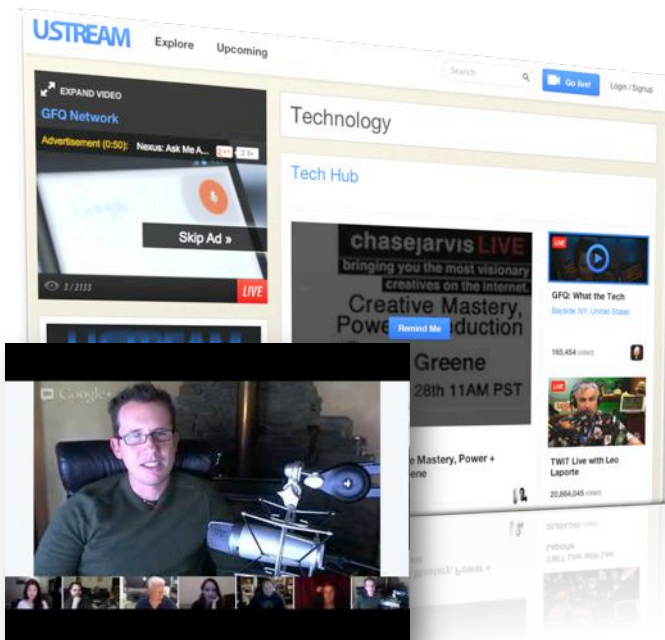
## Don't forget alternatives to YouTube

### Webcast

Live broadcast via Internet

How to use:

- Service: Ustream, Google+ Hangout, Youtube
- Webcam & Mic is enough
- TV-Show via Internet
- Great for online events. Promotion of the event is critical
- Interactive Channel. Users can send in comments and questions



- 71 -

Social Media  
Werner Kunz – Spring Semester 2015



## Don't forget alternatives to YouTube



### Podcasts

Downloadable free episodes of a video/audio-Show

How to use:

- Available in the iTunes Store
- Great for online education
- It's free
- Watch on the go
- Use it when you have time
- Webcam & mic and hosting service needed

- 73 -

Social Media  
Werner Kunz – Spring Semester 2015



## Advantage Podcast vs. Webcast

### Podcast

- Subscriber decides what content he/she receives
- Do not need to follow traditional radio stations
- Once downloaded, can be listened to and viewed on wireless handhelds; better utilize time
- A cheap microphone & plenty of free software can produce podcast

### Webcast

- Cost effective compared with broadcasting on TV
- Access the webcast at a time and in a location that internet is available
- It's interactive. Users can send in comments and questions via a text tool while the webcast is running, and get an answer straight away
- Can take place from any location, as long as the broadcaster has a computer with the right permissions as well as the necessary software and hardware (such as a webcam and a microphone).

- 74 -

Social Media  
Werner Kunz – Spring Semester 2015





## Homework: YouTube Video

Dear all,  
please produce as groups 2-3 small videos (everyone in the group should be involved in at least one video). The video should circle around the topic of your blog, so you can post it later. Ideally it is a series.

Please upload your videos to You Tube and send me the link with the names of the involved people till May 5<sup>th</sup>

## Winning the big Jackpot – Why do some things go viral?

- Having a **Big Shot** as your fan
- Having a community that can **build on your idea**
- Having a **surprise** moment

