

Maximizing Social Media

*The data you need to make immediate
impact upon your social platforms*



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The Stats You Need to Know

For Audience Development

- Rate of fan growth
- Churn Rate
- Cost per Like

To Determine the Success of your Content Extension Strategy

- Brand posts going out per month
- CTR Rate
- Audience Engagement
- Total Engagements

Type of Content Analysis

Posts & Engagement Summary

	Brand Posts	Avg Reach	Avg Engaged Users Per Post	Avg % of Reached Users Who Engaged
All Posts	45	700	68	9.7%
Multimedia Posts	42	713	72	10.0%
Status Posts	1	575	4	0.7%
Posts w/ Links	2	503	21	4.2%

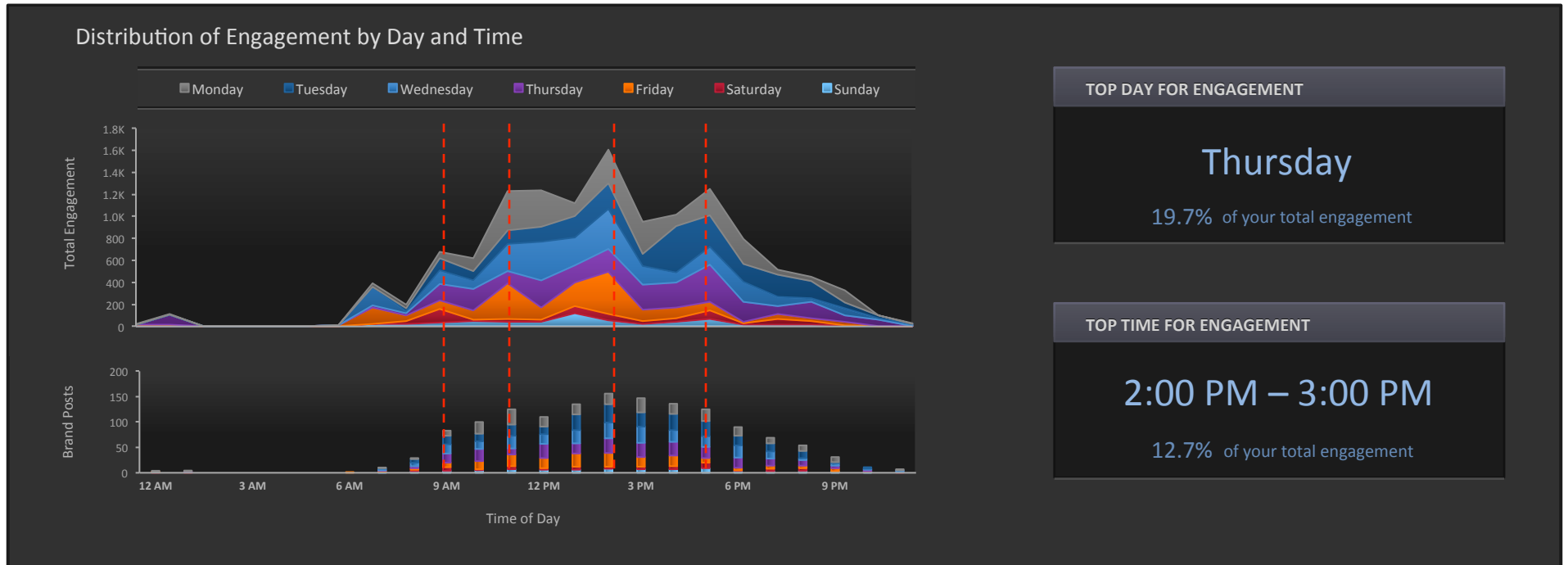
Key Takeaway:

Multimedia Posts reach the most users and Multimedia Posts also have the highest average engaged users per post. Multimedia Posts have the highest percentage of engaged users relative to reach.

Determine how audiences would like their content delivered to them by what drives actions.

- What presentation drives engagement (i.e. likes, comments, shares)?
- What presentation drives clicks?

Getting on social media channels when your audience is there



If you're already going to be investing the time into posting, why not ensure that you're doing so when your audience is already on social and actively engaging, consuming content?

Ultimately, it's about streamlining your efforts and maximizing your social ROI.

Benchmarking Engagement: Ensuring you have the best audience

