



## Facebook Metrics THAT MATTER

*November 2, 2017*







# Facebook metrics that matter

- Relevance vs Resonance
- Key metrics we measure & why
- Sharing data with your team
- Key takeaways



# Relevance vs Resonance





## RELEVANCE VS RESONANCE

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*Just because something is relevant to an individual does not always mean it resonates with them.*

# Meet Jason.



- ✓ Go to college to pursue a bachelors
  - ✓ Go to public university
  - ✓ Go to a ranked business school







## DRIVING CHOICE

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In order to drive choice, we need to be relevant and resonate with individuals.

It's not enough to just know that Ohio State exists or what we offer.

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It's about creating interest in Ohio State.





# Key metrics we measure and why



## KEY METRICS FOR IDENTIFYING RESONANCE

Vanity metrics		Metrics that indicate more resonance
Likes, comments, shares	➡	Consumptions
Impressions	➡	Viral Impressions
Shares	➡	Stories
Link Clicks	➡	Click through & quality of reader



## LIKES, COMMENTS, SHARES VS CONSUMPTIONS: KEY METRICS FOR IDENTIFYING RESONANCE

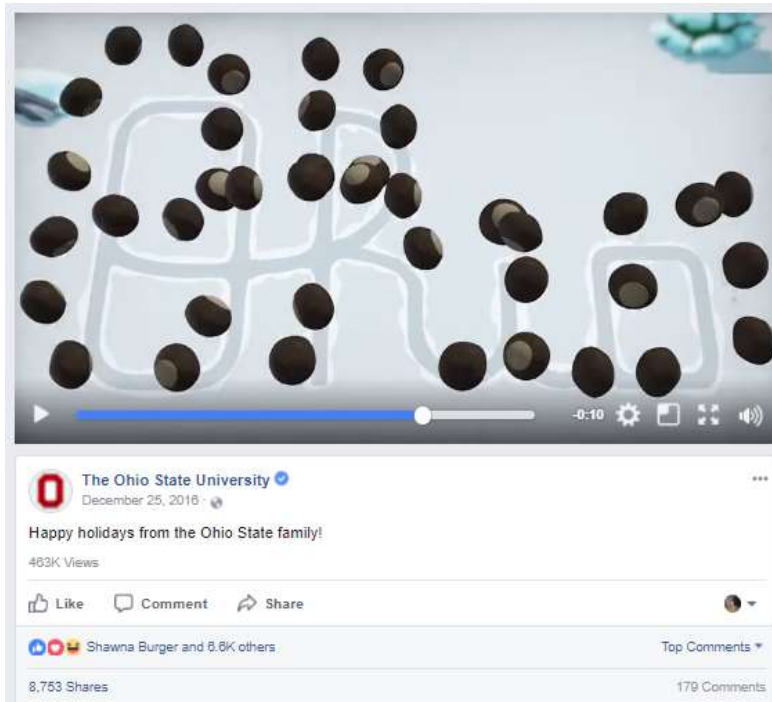
If you're pulling comments, likes and shares ...	... also pull 'Lifetime post consumptions' and 'Lifetime post consumptions by type'
The ways a user can interact with your post that is visible to all on the platform.	The number of clicks anywhere in your post. By type refers to the specific click (video, other clicks, photo view, link clicks)
Engagement metrics	Interest, content performance, audience insights

### *Why is this important?*

Post consumptions take into account the behind-the-scenes interactions that users cannot see. It lets you know that while people might not have taken an action, they are lurking. Additionally, post consumptions impact the news feed algorithm and are known to drive impressions ...



## LIKES, COMMENTS, SHARES VS CONSUMPTIONS: KEY METRICS FOR IDENTIFYING RESONANCE



Total post reach: 2M  
Organic reach: 831K  
Total impressions: 3.5M  
Total viral impressions: 2.36M  
Engaged Users: 73K  
Stories: 43,000  
Consumptions: 82,000

Tons of reach, lots of impressions. Happy organic audience.





## IMPRESSIONS & VIRAL IMPRESSIONS: KEY METRICS FOR IDENTIFYING RESONANCE

If you're pulling 'Lifetime post total impressions' ...	... also pull 'Lifetime post viral impressions.'
The total number of impressions of your Page post.	The number of impressions of your Page post in a story generated by a friend.
Awareness	Resonance, content performance, audience insights

### *Why?*

Understanding Impressions vs viral impressions will help give you an indication of your resonance because viral impressions are a direct result of a story occurring.



## IMPRESSIONS & VIRAL IMPRESSIONS: KEY METRICS FOR IDENTIFYING RESONANCE



Total post reach: 2.7M  
Organic reach: 92K  
Total impressions: 4.35M  
Total viral impressions: 4.21M  
Engaged Users: 169K  
Stories: 152,000  
Consumptions: 94,000

Tons of reach, lots of impressions. Engaged external audience, but little impact on organic audience.



## SHARES & STORIES:

### KEY METRICS FOR IDENTIFYING RESONANCE

If you're pulling post shares or amplification rate ...	... also pull 'Stories.'
Amplification rate is the number of shares per post.	Updates from friends about their engagement with pages, people, etc. That appear in the News Feed
Resonance	Awareness

### *Why?*

Beyond post shares, users who do not follow your page can see your page's post if one of their friends engaged with it.

In this case, if you are trying to increase awareness of your page, this could be another metric to follow.



## SHARES & STORIES:

### KEY METRICS FOR IDENTIFYING RESONANCE



Total post reach: 2.34M

Organic reach: 325K

Total impressions: 4.165M

Total viral impressions: 3.69M

Engaged Users: 230K

Stories: 55,000

Consumptions: 302K

This post was our highest reaching content marketing post of FY17.

Stories > viral impressions >  
consumptions > organic reach





## CLICK THROUGH & QUALITY OF READER: KEY METRICS FOR IDENTIFYING RESONANCE

If you're pulling post link clicks ...	... also pull from your web analytics: review inbound traffic and evaluate further actions on the page
Your audience finds this interesting... its relevant to them... they want to learn more	Did they read further? Did they engage with our content and indicate that they wanted to learn more?
Relevance	Resonance

### *Why?*

A lot of universities share research and thought leadership and other various stories about their students, faculty, staff and alumni. While it's great to have a piece that is social centric, that's not always the best way to tell the story, nor do we always have the resources.

Another way to gauge a post's success, can be by looking at what a social user does on your website.

## CLICK THROUGH & QUALITY OF READER: KEY METRICS FOR IDENTIFYING RESONANCE



Total post reach: 188K  
Organic reach: 134K  
Total impressions: 309K  
Total viral impressions: 85.9K  
Engaged Users: 83K  
Stories: 2,000  
Consumptions: 8,400

- > Link clicks were bulk of consumptions
- > Story generations strong, but not strong enough to generate viral impressions
- > Our post drove half of traffic to the story during the first week that it was posted

## CLICK THROUGH & QUALITY OF READER: KEY METRICS FOR IDENTIFYING RESONANCE



Total post reach: 97.6K  
Organic reach: 91K  
Total impressions: 157.5K  
Total viral impressions: 10.9k  
Engaged Users: 4.7K  
Stories: 621  
Consumptions: 6,844  
Link Clicks: 2,715

30% of people who clicked through from Facebook to the web engaged with image sliders within the story.



Sharing this with your team





## THE **IMPACT** ... AND SHARING DATA WITH YOUR TEAM

	Link	Photo	Shared Video	Video
# of Posts	351	255	14	138
Average Post Reach	60,643	85,197	64,768	115,210
Average Viral Reach	9,719	29,763	8,890	46,059
Total Impressions	33,627,588	33,801,696	1,440,774	26,514,145
Viral Impressions	5,235,076	11,433,329	177,178	10,958,808
Stories/Post	462	2,119	361	1,604
Consumptions/Post	1,395	3,230	3,899	5,774
Stories/Impression	0.48%	1.60%	0.35%	0.83%
Consumptions/Impression	1.46%	2.44%	3.79%	3.01%

Try sorting by:

- 1) Post type
- 2) Content
- 3) Source of content





## THE **IMPACT** ... AND SHARING DATA WITH YOUR TEAM

How did different inbound audiences respond to business & finance research content offered off-site?

Platform	Facebook	LinkedIn	Twitter	Email
Unique Pgv	800	200	200	200
Avg Time on Page	76.7	47.8	170.3	130.9
Pages / Session	1.07	1.08	1.08	1.27
Reached Bottom of Content	82.2%	89.3%	91.6%	80.7%
Share CTR	0.83%	1.74%	7.89%	15.10%
Content Card CTR	0.84%	3.26%	0.00%	27.08%
Inline Link CTR	2.63%	3.26%	12.36%	22.92%





# Key Takeaways





## KEY TAKE AWAYS

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1. Look at your marketing and social media goals
2. Decide which metrics help you reach those goals and consider those that suggest deeper engagement and resonance
3. The next time your post takes off (or doesn't) take a deeper look at why







# Questions?

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