LUAN Wise

A Guide to Native Social Media Analytics

1. Introduction

Social media is simultaneously the most measurable marketing channel, and also the one that is most difficult to assess. Like traditional media, a lot of the added value of social media will never be measurable. There are also a large number of social media users who are influenced by social media, but who never interact online.

The plethora of social media analytics tools available can also be overwhelming, and although understanding what you are getting back from the time, money and resource you're putting into social media activity are business-critical, the vital factor to bear in mind is that you only need to measure what matters to your business.

• **It matters** if it's helping you achieve your business goals.
• **It matters** if you know what to do next when you look at the measurement i.e. what to keep doing, stop doing and start doing.

The point of measurement isn't just to prove your social media activity has a value, but to use the results to continually improve your activity and increase that value.

Note: It is difficult to attribute success to a single piece of marketing activity as there can be many touchpoints in the buyer's journey. However, there are measurements you can look at to assess the effectiveness of your social media activity, as outlined in the following pages.

Native analytics refers to the analytics tools and features that are built directly into social media platforms, allowing users to access detailed metrics and performance data without the need for external software or services.

Analytics are like a crystal ball for your business. They provide valuable insights into how your account is performing, what content resonates with your audience, and how you can improve engagement.

Reviewing your analytics regularly, at least monthly, is a must.

This guide shares the information you will find within the native analytics on LinkedIn, X (Twitter), Facebook, Instagram and TikTok.

2. KPI Setting

Key Performance Indicators (KPIs) are essential in social media marketing as they provide measurable values that track campaign performance and success. Setting KPIs starts by aligning them with your overall marketing goals/objectives and determining what metrics are most important for your business.

This can be done using industry benchmark reports to understand standard performance metrics or by analysing your own historical data to establish realistic baselines. From there, it's important to track progress regularly and adjust your KPIs to reflect continual improvement, ensuring your social media efforts stay competitive, relevant and aspirational.

Here are some common social media KPIs:

Reach and impressions: Reach represents the total number of unique users who have seen a particular social media post, while impressions measure the total number of times a post has been displayed. These metrics provide insights into the content's visibility and potential exposure to target audiences.

Engagement rate: Engagement rate calculates the level of interaction with the content posted on social media. It includes likes, comments, shares, and clicks. A higher engagement rate suggests that the content is resonating with the audience.

Follower growth: This KPI measures the increase in the number of followers on social media platforms over a specific period. It indicates whether you are successfully building your online audience.

Click through rate (CTR): CTR measures the percentage of users who click on a link included in a social media post or ad. It plays a role in evaluating the effectiveness of calls-to-action (CTA).

Website traffic: This KPI identifies website traffic that originates from social media platforms. It helps in understanding the role of social media in driving website visits and subsequent actions (conversions) such as time on page reading a blog, downloading a PDF document or making a purchase.

Conversion rate: Conversion rate tracks the percentage of social media users who take a desired action, such as making a purchase, signing up for a newsletter, or filling out a contact form.

Cost per acquisition (CPA): CPA measures the cost of acquiring a new customer through social media marketing efforts. It's particularly important for evaluating the cost-effectiveness of advertising campaigns.

Customer lifetime value (CLV): CLV estimates the total value a customer is expected to bring to the business over their entire relationship. It helps in understanding the long-term impact of social media marketing efforts on customer retention and revenue.

Share of voice (SOV): This KPI assesses a brand's presence in comparison to its competitors on social media platforms. It helps gauge the brand's share of the overall online conversation in its industry.

Sentiment: Sentiment analysis involves tracking and analysing mentions of a brand on social media to determine whether the sentiment is positive, negative, or neutral. It helps in understanding perception and managing reputation.

3. LinkedIn

LinkedIn offers data insights for personal profiles and Company Pages.

The information available includes:

Personal Profiles

Number of followers

Number of connections

Profile views (90 days)

Search appearances (7 days)

Posts: impressions, engagements, demographics (company size, job title, location, companies, industries)

Newsletters: subscribers, article views

Company Pages

Visitors: page views, unique visitors, custom button clicks, page types (home, about), demographics

Followers: total followers, new followers (30 days), demographics (location, job function, company size, industry, location, seniority)

Leads

Competitors: total followers, new followers, posts, engagement

4. X (Twitter) Analytics

Profile analytics for X (Twitter) are now available only via a premium subscription, starting at £9.60 a month, billed monthly. (Price correct at September 2024).
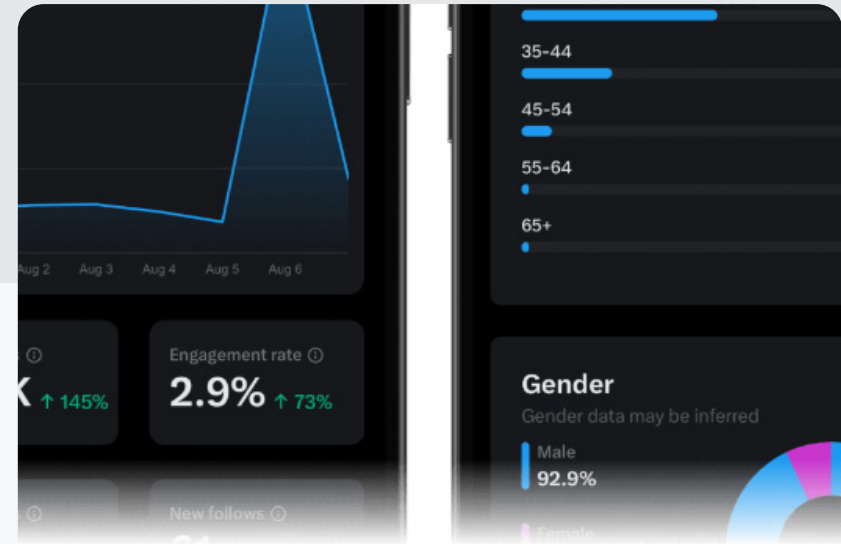
Key features available include:

Advanced analytics

Data on total impressions, engagement rate, profile visits, video performance, and link clicks.

Customisable display

A large bar chart that can be adjusted to show different data points and date ranges.

5. Facebook Insights

To access the Page Insights tool, go to your Facebook Page and look for the insights tab on the left navigation menu. Meta Business Suite will provide more detailed analytics.

Followers

How many people follow your page

Page likes

How many page likes you get

Actions

Who has clicked on an action button

Page views

The number of times that a Page's profile has been viewed by people (including people who are logged into Facebook and those who aren't)

Impressions

The number of times any content from your Page or about your Page is viewed.

Post reach

The number of people who saw any of your posts at least once. This metric is estimated. It can include both organic and paid content.

Post engagement

The number of reactions, comments, share and clicks on your posts.

Audience:

The age, gender and location of your page followers

6. Instagram Insights

To view Insights on Instagram, you need to have a business or creator account.

You can view insights for specific posts, stories, Reels and live videos to see how each one performed and how people engaged with them:

Views

The number of times that your content was played or displayed.

Accounts reached

The number of unique accounts that have seen your content on screen at least once and demographic information on the accounts you've reached, including top countries, top cities, top age ranges and gender breakdown.

For Reels, accounts reached is the number of unique accounts that have seen your Reel on screen at least once, whether or not your reel was played. Accounts reached is different from views, which may include multiple views of your Reel by the same accounts. These metrics are estimated.

Interactions

The number of actions that people take when they engage with your content, such as likes, comments, saves and shares.

Accounts engaged

The number of unique accounts that have interacted with your content and demographic information on the accounts that you've engaged with, including top countries, top cities, top age ranges and gender breakdown.

Total followers

View trends across your followers when you have at least 100 followers. These insights include: **Growth** (number of followers you've gained or lost), **Top locations of your followers, Age range and Times that they're most active on Instagram**

Content you've shared

View and filter all of your content by media type, reach, interactions and timeframe.

7. TikTok

To access TikTok analytics, you need a Creator or Business account.

TikTok analytics are organised into three main categories: **Overview**, **Content**, and **Followers**.

Overview

Under **Overview**, you will be able to see follower growth, video views, profile views, likes, comments, and shares over the last 7, 28, or 60 days, or a custom date range up to 60 days.

Content

If you want deeper insights, go to the **Content** tab for extended data and analytics for each post. This is where you'll find information such as total views, total likes, comments, shares, average watch time, watched full video (percentage of viewers who watched the entire video), traffic source type (where viewers found your videos, including your profile, the For You feed, etc.), and audience territories.

LIVE

Creators with **LIVE** access can also view their analytics (for the last 7 or 28 days) on the LIVE tab, home to information like total views, new followers, total time, Diamonds earned in the last 7 days or 28 days, and more.

Followers

The Followers tab highlights insights about the community you've built on TikTok. This includes information like where your audiences are from, times of the day or week when followers are most active on TikTok, and the change in follower growth compared to the previous period. If you scroll past the Followers graph, you can observe your profile views, toggling between a 7-day and 28-day view.

8. About Luan Wise

Luan Wise is a chartered marketer and fellow of the Chartered Institute of Marketing (FCIM) with over 20 years' experience in agency, client-side and consultancy roles working across sectors including b2b and b2c professional services, higher education, manufacturing, learning & development and more.

A specialist in social media, Luan has trained thousands of business professionals across the world via open social media training courses and in-house programmes. She is a course instructor for LinkedIn Learning and an accredited lead trainer for Facebook and Instagram.

Luan is author of the 'Relax! It's Only Social Media' and 'Planning for Success: A practical guide to setting and achieving your social media marketing goals', 'Using Social Media for Work: How to maintain professional etiquette online' and 'Smart Social Media: How to grow your business with social media marketing'

If you're looking for support with KPI setting or social media measurement, get in touch via email: sayhello@luanwise.co.uk

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