

Capturing Impact from Social Media

Nicola Osborne

Digital Education Manager/Service Manager, EDINA

Nicola.Osborne@ed.ac.uk



Outline for Today

- Identifying useful impact data for your social media channels.
- Tools and approaches for capturing evidence.
- Understanding the data, and how it indicates impact.
- Reflecting upon and benefitting from impact data.
- Building the evidence for an impact story.
- Resources associated with today can be found here:
<http://bit.ly/ImpactSocMed>

Some assumptions...

- You are currently using social media in your research communications.
- You have access to the appropriate social media channels – with at least 2 people having access to monitor, manage, etc.
- You are aware of the UoE Social Media Guidance (<http://bit.ly/edinburgh-social-media>)
- You are working on research projects and are looking at impact in the context of REF, reporting to funders, etc.

So, first... a few things that are NOT useful social media impact

- Data and/or standard metrics from social media channels without indication of context or meaning.
- Sharing, likes, follows, and other lightweight engagement, unless supported by richer interactions or a trail of evidence of change, impact, etc.
- Descriptions of engagement without evidence to back it up – URLs, screen captures etc. These should be in PURE.

What is useful relevant impact in the context of Social Media?

- Something meaningful – engagement beyond likes, shares, etc.
- Something tangible – which means capturing screen shots, capturing appropriate data, understanding the process and relationship between different types of interactions and resultant impacts.
- Something well evidenced – with URLs, documents, screen captures, etc. in PURE.
- Something that tells a compelling and coherent story... Which sometimes requires you to play detective...
- For ideas, there are a range of [social media examples](#) (some very good) in the REF2014 Impact Case Studies:
<http://impact.ref.ac.uk/CaseStudies/Results.aspx?val=social%20media>.

What does (social media) success look like?

- What are the key goals and expectations of your project or research team?
- Which audience(s) are you trying to reach?
- What kind of impact are you trying to achieve?
- What would a successful outcome look like?
 - How would you know you had achieved this goal?
 - When would you know that you had achieved this goal?
- How does impact fit into the wider project?
 - How does a successful outcome fit with the research objectives or outputs?
 - What reporting is required as part of the core project work?

What are your goals and “Key Performance Indicators” for social media in your project?

- You can capture MUCH more information than is actually useful.
- Establishing SMART (Specific, Measurable, Attainable, Relevant, Timely) goals for a project will help you decide on appropriate KPIs to measure progress towards those goals.
 - Goals should be about real change, impact, (not usually numerical).
- Setting KPIs (Key Performance Indicators) early on, and reviewing them regularly, will help you capture and track progress and impact.
- Scheduling and documenting your process will ensure you and your colleagues can maintain records and tracking of your project over time – and build evidence for your impact story.

REF Impact Definition (for REF 2014)

“an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia.”

Indicators of success in social media include...

- **Indicators of real engagement** – contributions to a hashtag, comments, replies, write ups, genuine participation. E.g. comment threads, a group of tweets to a hashtag, etc.
- **Data with context** and a relationship to other richer engagement with your project, or of acting upon that project by taking the research out into policy, the community, etc. E.g. a blog post describing these impacts.
- **Evidence of change or meaningful engagement** – e.g. indications of an action after having been part of a social media dialogue, citing of social media posts/videos/information in another document or report; participation in an event promoted via social media.
- **Stories of change, success, influence** – these may be self evidenced through social media, reported or shared there, etc. e.g. an instagram post on a personal change; a facebook post sharing a newspaper article on the project with commentary; a very impactful tweet by a notable figure resulting in an action.

Discussion: Understanding Success

Think about a project you are currently working with.

- Who is/are the intended audience(s)?
- What are the funder-agreed objectives for the work?
- Are there other goals or expectations from the project team or their audience(s) or stakeholders?
- **What would success look like?**
- What kind of impact would that involve?
- Are there existing KPIs for this work?

See also this document: <https://www.wiki.ed.ac.uk/download/attachments/311151998/ERI-Impact-UnderstandingSuccess-20160524.pdf?version=1&modificationDate=1464170807000&api=v2>

Capturing Evidence of Social Media Impact

Plan out...

- What you are going to measure (KPIs)
- When/how often you are going to capture data against your KPIs
- Regular reflection points that will allow you to review your practice, to analyse the data, to understand if you are reaching your goals.
- When you will report on your social media impact (regularly, at set intervals, at the end of the project)?
- How will you be reporting your impact? What else do you need to capture?
- How will your social media and online impact be reflected on PURE for the organisation and REF impact stories?

Key Performance Indicators (KPIs)

- Tend to be numerical.
- Are used to track against project goals and objectives.
- Are a useful structure for capturing evidence of impact.

KPIs for social media activities could include things like...

- Number of (non spam) @replies on Twitter, indicating a genuine response to a post (weekly).
- Number of new email queries about participation in the project triggered by clicking through from a Facebook page (monthly).
- Number of visits to the project website triggered by social media amplification of a conference (over the course of 5 days).

Setting KPIs for Social Media & Online Activity

- Start with what you would *like* to capture.
- Look at what you *can* capture in the particular space/with readily available tools.
- What essential or additional evidence you would *ideally want* to gather.
- What is a realistic target for this KPI?
- What would a stretch target look like?
- What is the minimum activity/activity to justify this activity?
- Can you schedule the time and staffing to capture the data? Think about what is absolutely essential.
- How confident are you of the data? What are the health warnings or qualifiers?

A bit of homework: KPIs

Think about a current/recent project...

- Write down* three useful KPIs for your social media activity for this project.
 - What will these KPIs tell you? Why are they useful?
 - How will you measure these KPIs? What evidence do you need to capture?
 - How often will they be measured?
 - How will you use the data captured?

You should remember to review your proposed KPIs regularly, reflecting upon the project objectives and thinking about your social media data capture options...

**You can use this template: <https://www.wiki.ed.ac.uk/download/attachments/311151998/ERI-Impact-KPIs-20160524.pdf?version=1&modificationDate=1464170798000&api=v2>*

Tools and approaches for capturing & exploiting data

Useful tools include:

- Google Analytics
- Twitter analytics/data
- Facebook Insights/data
- Blog data
- Other relevant sites and tools for your project/community...
- Research impact tools: Impact Story; Altmetrics
- Using PURE to capture social media impact data

See also more detailed slides here:

<https://www.wiki.ed.ac.uk/download/attachments/311151998/Capturing%20Impact%20from%20Social%20Media-1.pptx?version=1&modificationDate=1464179900000&api=v2>

Twitter Impact

- Twitter Analytics provides excellent overview of most successful posts.
- TAGS can capture mentions of accounts, hashtags, search terms. Full tweets are saved to a Google spreadsheet, can create archive and network visualisations through the tools.
- IFTTT can be used to automate further capture or sharing of tweets (and other social media).
- Twitter.com, Tweetdeck or Hootsuite can be used to monitor mentions and dialogue.
- Use URLs (right click on the Tweet timestamp) and screenshots to evidence tweets/discussions.
- Tweets are used for sharing – use Google Analytics with Twitter or TAGS to find influencers, evidence of impact and engagement.
- Lots of 3rd party tools to review activity, e.g. QuillConnect

Twitter Analytics

Analytics Home Tweets Audiences Events More

Nicola Osborne  Sign up for Twitter Ads

Account home
Nicola Osborne @suchprettyeyes Page updated daily

28 day summary with change over previous period



May 2016 • 24 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 2,112 impressions

So #DigScholEd is up and running! Really looking forward to an exciting day, which I'm blogging here: nicolaosborne.blogs.edina.ac.uk/2016/05/18/dig...

11 7

View Tweet activity

View all Tweet activity

Top mention earned 30 engagements

 **Michael Seery**
@seerymk May 4

Programme and final details from @suchprettyeyes for #elearninged this Friday. Looks great, looking forward to it! bit.ly/1Tptdgl

1 1

View Tweet

Top Follower followed by 710K people



Stewart Harding

@Exposure4All FOLLOWS YOU

Full-time Online #Marketer, #promoting people and #businesses professionally and effectively to my now 710,000 followers via exposure4all.co.uk since 2012.

View profile

View followers dashboard

Enrich your Tweets with Twitter Cards

Using Twitter Cards gives you greater insight into your URL clicks, app installs, and Retweets.

Learn more about using Cards on Twitter

Top media Tweet earned 1,562 impressions

Real academic spam in my inbox today "Kevlar Bulletproof Protection For Your Students/Faculty At No Cost". #hellno pic.twitter.com/JPF6G8JbM8

have - our children. Also unique is the cost structure - with no outlay of funds coming from your school.

Athe the core of our protection solution is Kevlar. It's a fabric that is 5 times stronger than steel but a tenth the weight. Our Kevlar plates for lunch boxes, backpacks.

1 1

View Tweet activity

View all Tweet activity

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

Get started

MAY 2016 SUMMARY

Tweets 193 Tweet impressions 94K

Profile visits 1,456 Mentions 93

New followers 47

Analytics Home Tweets Audiences Events More

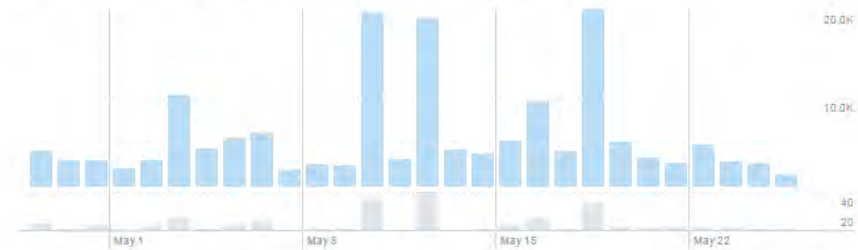
Nicola Osborne  Sign up for Twitter Ads

Tweet activity

Last 28 Days







Export data

Your Tweets earned 102.5K impressions over this 28 day period



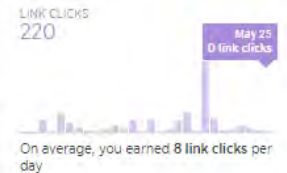
YOUR TWEETS
During this 28 day period, you earned 3.6K impressions per day.

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

Tweet	Impressions	Engagements	Engagement rate
 Nicola Osborne @suchprettyeyes · 5h Really pleased that our #uodf eProfessionalism guide for educators is now live! Comments, reuse, etc. all welcomed! twitter.com/uoef_online/sta... View Tweet activity	230	2	0.9%
 Nicola Osborne @suchprettyeyes · 5h Much #OITNB academic awesomeness from the fabulous @Sarah_Jane_Artt and colleagues! twitter.com/sarah_jane_art... View Tweet activity	175	1	0.6%
 Nicola Osborne @suchprettyeyes · 22h All primed for my #citizenscience slot at Flood & Coastal Erosion Risk Management Network/FCERM.net Assembly in June eventbrite.com/e/flood-and-c-o... View Tweet activity	267	0	0.0%
 Nicola Osborne @suchprettyeyes · 24h Interesting piece comparing various aspects of #EUref media coverage thus far... twitter.com/conversationuk... View Tweet activity	316	0	0.0%
 Nicola Osborne @suchprettyeyes · May 23 Slides from @LornaMCampbell & my #DigScholEd workshop last week on Tweeting & Blogging for Academics are now online: slideshare.net/edinadocumenta... View Tweet activity	561	5	0.9%
 Nicola Osborne @suchprettyeyes · May 23 A mildly alarming thought. And where is our sense of imagination if we are seeking such literal viewing experiences? twitter.com/wireduk/status... View Tweet activity	457	0	0.0%

Engagements

Showing 28 days with daily frequency



TAGS (<https://tags.hawksey.info/>)

OITNBConference TAGS v6.0ns

File Edit View Insert Format Data Tools Add-ons Help TAGS Start timer Last edit was made seconds ago by Nicola Osborne

TAGS v6.0

A B C

1 TAGS v6.0

2 NS - New Sheets

3 Created by mhawksey. Read more about this at:
<http://tags.hawksey.info>

4 **With this spreadsheet you can:**

5 - automatically pull results from a Twitter Search into a Google Spreadsheet

6 **Instructions:**

7 1. If there is no TAGS menu click this button -->

8 2. If you've never run TAGS > Setup Twitter Access do so now (this should only need to be done once for all your TAGS sheets)

9 3. Enter term <- you can use search operators like AND OR as well as from: and to: eg #JobsNow AND from:BarackObama' (without quotes)

10 4. Make a one off collection with TAGS > Run now! or set a trigger to collect every hour TAGS > Update archive every hour. To change the frequency open Tools -> Script Editor then Triggers -> Current scripts triggers... and adjust

12 **Advanced Settings:**

13 Period

15 Follower count filter <- if search term is being spammed you can set the minimum followers a person must have to be included in archive

16 Number of tweets <- maximum varies based on the type of archive you are collecting

17 Type <- use a search term in step 3 above to get results from last 7 days

18 **Stats**

19 Number of Tweets

20 Unique tweets

21 First Tweet

22 Last Tweet

OITNBConference TAGS v6.0ns

File Edit View Insert Format Data Tools Add-ons Help TAGS Start timer Last edit was made seconds ago by Nicola Osborne

1 Filter

2 Top Tweeters

3 No. @'s % RT

4 Twitter Activity

5 Number of links

6 Number of RTs

7 Number of Tweets

8 Unique tweets

9 First Tweet in Archive

10 Last Tweet in Archive

11 In Reply Ids

12 In Reply @s

13 Tweet rate (tw/min)

14 Public web views

15 TAGS Explorer

16 TAGS Archive

17 Note

18 Grey = calculated fields

19 Blue = Request File > Published to the web

Filter	Top Tweeters	No.	@'s	% RT	Twitter Activity
Link	Sarah_Jane_Art	9	11	22%	
Link	blaygamal	8	#NA	76%	
Link	laurawellenpoyce	8	3	#NA	
Link	LauraJaneMayne	3	#NA	07%	
Link	doctor_nic	3	1	33%	
Link	Emma_Harrod	2	#NA	#NA	
Link	Jo_Merrygold	2	10	100%	
Link	MSTUProtRyalls	2	1	#NA	
Link	UriShelSIBS	2	6	#NA	
Link	bumyoubones	2	2	50%	
Link	LiteraryLitch	1	#NA	#NA	
Link	AbbeyAbbeyc	1	#NA	#NA	
Link	NSP7Marie_Er	1	#NA	#NA	
Link	RemySkylar	1	#NA	100%	
Link	S_Taylor_Hanna	1	#NA	100%	
Link	DonnaSolomoni	1	1	#NA	
Link	SoMFlitz	1	#NA	100%	
Link	HPerspectives	1	10	100%	
Link	JessicalKeady	1	10	100%	
Link	EdinburghNapier	1	11	100%	
Link	chris_belcher	1	5	#NA	
Link	KateBEwards	1	#NA	100%	

id	id_str	text	created_at	time	geo_coordinates	user_name
1	581748	EmilyKFB	@hannahkwood: Im hoping to propose it to them for their conference this year and the #OITNB conference too. Double duty!	Sun Dec 27 10:29:53 -0700 2015 10:29:53		em
2	582151	Joc_B	RT @UnshelSIBS: #OITNB member @jessalkeady interviewed about #HPerspectives #OITNB conference @Jo_Merrygold @lucyess4 https://t.co/PtD...	Sun Nov 09 13:54:33 -0800 2015 13:54:33		em
3	583092	SoMFlitz	RT @UnshelSIBS: #OITNB member @jessalkeady interviewed about #HPerspectives #OITNB conference @Jo_Merrygold @lucyess4 https://t.co/PtD...	Sat Nov 07 20:41:35 -0700 2015 20:41:35		em
4	583094	JessalKeady	RT @UnshelSIBS: #OITNB member @jessalkeady interviewed about #HPerspectives #OITNB conference @Jo_Merrygold @lucyess4 https://t.co/PtD...	Sat Nov 07 20:56:12 -0700 2015 20:56:12		em
5	583072	Jo_Merrygold	RT @UnshelSIBS: #OITNB member @jessalkeady interviewed about #HPerspectives #OITNB conference @Jo_Merrygold @lucyess4 https://t.co/PtD...	Sat Nov 07 19:19:28 -0700 2015 19:19:28		em
6	583073	Jo_Merrygold	RT @UnshelSIBS: #OITNB member @jessalkeady interviewed about #HPerspectives #OITNB conference @Jo_Merrygold @lucyess4 https://t.co/PtD...	Sat Nov 07 19:19:28 -0700 2015 19:19:28		em
7	583074	Jo_Merrygold	RT @UnshelSIBS: #OITNB member @jessalkeady interviewed about #HPerspectives #OITNB conference @Jo_Merrygold @lucyess4 https://t.co/PtD...	Sat Nov 07 19:19:28 -0700 2015 19:19:28		em
8	583038	lucyess4	RT @UnshelSIBS: #OITNB member @jessalkeady interviewed about #HPerspectives #OITNB conference @Jo_Merrygold @lucyess4 https://t.co/PtD...	Sat Nov 07 17:01:24 -0700 2015 17:01:24		em
9	583028	HannahKwood	RT @UnshelSIBS: #OITNB member @jessalkeady interviewed about #HPerspectives #OITNB conference @Jo_Merrygold @lucyess4 https://t.co/PtD...	Sat Nov 07 17:09:24 -0700 2015 17:09:24		em
10	583033	HPerspectives	RT @UnshelSIBS: #OITNB member @jessalkeady interviewed about #HPerspectives #OITNB conference @Jo_Merrygold @lucyess4 https://t.co/PtD...	Sat Nov 07 16:59:02 -0700 2015 16:59:02		em
11	583037	UnshelSIBS	#OITNB member @jessalkeady interviewed about #HPerspectives #OITNB conference @Jo_Merrygold @lucyess4 https://t.co/PtD...	Sat Nov 07 16:58:34 -0700 2015 16:58:34		em
12	583031	UnshelSIBS	#OITNB member @jessalkeady interviewed about #HPerspectives #OITNB conference @Jo_Merrygold @lucyess4 https://t.co/PtD...	Sat Nov 07 16:58:34 -0700 2015 16:58:34		em
13	444270	NSP7Marie_Er	@orange: I really hope to see you at the OITNB conference in Paris 13-17 April! Hope to meet you there for my first time! :oop: distance	Fri Sep 05 20:50:41 -0700 2015 21:50:41		em
14	443305	isa_walsh	Change is The New Black #OITNB conference https://t.co/8u8w3Bp...	Mon Sep 14 08:58:14 -0700 2015 07:28:11		em
15	433761	AbbeyAbbeyc	#OITNB is a huge thing going to be a solid conference thing like the #OrangeIsTheNewBlack conference in Paris last year in April! Our OITNB Conference in Paris April 2016 has it's own #OITNB hashtag #OITNB16	Mon Aug 24 10:32:17 -0700 2015 11:32:19		em
16	422491	LiteraryLitch	@jessalkeady: My session at NYC did the huge OITNB conference thing: they just tweeted out that they decided to release a book!	Sat Jul 19 17:24:02 -0700 2015 18:04:02		em
17	500106	amber_hoy	Writing up notes on #OITNBconference camp, walking I was tweeting #OITNB instead, like going to wrong room. Sane: economy where everyone else...	Fri Jun 12 01:11:53 -0700 2015 02:11:53		em
18	507154	blaygamal	Delighted we could welcome so many great people to #OITNBconference @Concunghaper an amazing day! shout out to @hannahkwood: Today was easily the best conference experience I've had. Great talks, colour of things done, amazing thanks to all involved.	Sun Jun 07 14:00:31 -0700 2015 15:00:31		em
19	480683	Sarah_Jane_Art	Delighted we could welcome so many great people to #OITNBconference @Concunghaper an amazing day! shout out to @hannahkwood: Today was easily the best conference experience I've had. Great talks, colour of things done, amazing thanks to all involved.	Sun Jun 05 23:18:19 -0600 2015 03:18:19		em
20	520691	Sarah_Jane_Art	Today was easily the best conference experience I've had. Great talks, colour of things done, amazing thanks to all involved.	Fri Jun 05 23:10:40 -0600 2015 03:10:40		em
21	520692	Sarah_Jane_Art	Today was easily the best conference experience I've had. Great talks, colour of things done, amazing thanks to all involved.	Fri Jun 05 23:10:40 -0600 2015 03:10:40		em

TAGS Explorer (https://tags.hawksey.info/)

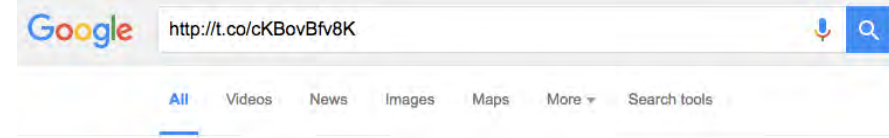
The image displays the TAGS Explorer interface, which is a web-based tool for exploring Twitter data. The interface is divided into several sections:

- Top Header:** Features the "TAGS Explorer" logo with a "BETA" tag, navigation links for "Top Tweeters", "Top Hashtags", "Top Conversationalists", and "Search Archive", and a "Make your own" button.
- Left Panel: TAGS Searchable Twitter Archive**
 - Includes a "Tweet" button and a subtitle: "Experimental searchable Twitter archive interface for TAGS archives".
 - Filters: "Tweet" and "Screen name" input fields.
 - Timeline: A calendar view from July 2015 to January 2016, with a "text" view selected.
 - Search Results: A list of tweets with user avatars, names, and timestamps. The first tweet is from @EmilyRFB on 27/12/2015 at 16:26:58.
- Center Panel: Network Graph**
 - A circular network graph showing connections between users. Key nodes include @chris_belcher, @burnmyourbones, and @lauraellenjoyce.
- Right Panel: Summary - lauraellenjoyce**
 - Shows 3 connections and 8 tweets.
 - Replay Tweets section with 8 tweets, 0 replies, and 0 mentions.
 - Individual tweet details, including text and interaction options (Favorite, Retweet, Reply).
- Bottom:** A "By" section with a "Follow @mbawksey" button.

A Cautionary note on Twitter...

- Twitter tools usually use the Twitter API which surfaces “Top Tweets”, a selective capture. Always monitor Twitter accounts more closely for outliers and comments to reply to.
- Tweets are better when fresh – the (free) API has a maximum of 1500 requests per hour, and only makes tweets from the last 7 days available. Older tweets are findable with Twitter.com or via their URLs, sometimes also through web search.
- Automated capture gathers spam as well as valid comments – review TAGS search terms and IFTTT recipes accordingly.

Tracing Twitter Referrals



Google Analytics Reporting

nk1.osborne@gmail.com
http://nicolaosborne.blogs.edina.ac.uk/...

Source	Acquisition			Behaviour			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	
1. t.co	426 (71.60%)	66.20%	282	87.06%	1.21	00:00:42	0.00%	
2. keywords-monitoring-your-success.com	49 (8.24%)	100.00%	49					
3. digital.hss.ed.ac.uk	22 (3.70%)	54.55%	12					
4. twitter.com	16 (2.69%)	62.50%	10					
5. free-video-tool.com	14 (2.35%)	100.00%	14					
6. blogs.edina.ac.uk	7 (1.18%)	57.14%	4					
7. innogen.ac.uk	6 (1.01%)	83.33%	5					
8. feedly.com	5 (0.84%)	20.00%	1					
9. images.google.fr	5 (0.84%)	100.00%	5					
10. m.facebook.com	5 (0.84%)	80.00%	4					


Referral Path		Acquisition	
		Sessions	% New Sessions
1. /cKBovBfv8K		84 (19.72%)	73.81%
2. /15DyLFZsPI		76 (17.84%)	56.58%
3. /vxJRNjher8		62 (14.55%)	58.06%
4. /7skohwpDgv		41 (9.62%)	75.61%
5. /lM004wt4fz		30 (7.04%)	76.67%
6. /ryCibK2pSF		26 (6.10%)	53.85%
7. /eVZxzEt81M		22 (5.18%)	59.09%
8. /AUEivWQmoQ		13 (3.05%)	76.92%
9. /Bs4V9hJJDj		9 (2.11%)	88.89%
10. /wc4tloanHT		9 (2.11%)	88.89%

Nicola Osborne on Twitter: "So, #digifest16 is a wrap! My notes from ...
<https://twitter.com/suchprettyeyes/status/705421597306437634>
 3 Mar 2016 - ... use of Metrics for Research, are now live: <http://nicolaosborne.blogs.edina.ac.uk/2016/03/03/jisc-digifest-2016-day-two-live-blog/> ... Retweets ...

Nicola Osborne on Twitter: "That's my liveblog of the #digifest16 Power ...
<https://twitter.com/suchprettyeyes/status/705402295144603648>
 3 Mar 2016 - ... Power of Digital plenary on Data now live: <http://nicolaosborne.blogs.edina.ac.uk/2016/03/03/jisc-digifest-2016-day-two-live-blog/> ...

Responsible Metrics (@ResMetrics) Twitter Profile | Twical
<https://twical.com/ResMetrics>
 5 May 2016 - Great post by @protohedghehog @Science_Open <https://t.co/F6ADNhQ6vM> ... use of Metrics for Research, are now live: <https://t.co/cKBovBfv8K>.

Old Tweets: caro11ne (Caroline Ingram) - TweetTunnel
tweettunnel.com/caro11ne
 Join them in hall 1 or watch online at <https://t.co/qvliDy6eH7> #digifest16. Retweeted by Caroline ... is now live: <https://t.co/cKBovBfv8K> #digifest16. Retweeted by ...



Nicola Osborne
@suchprettyeyes

So, #digifest16 is a wrap! My notes from my final session on Responsible use of Metrics for Research, are now live:
nicolaosborne.blogs.edina.ac.uk/2016/03/03/jisc-digifest-2016-day-two-live-blog/

RETWEETS: 15 LIKES: 16

3:56 PM - 3 Mar 2016

Reply to @suchprettyeyes

	1.69	00:00:55
	1.22	00:00:00
	1.44	00:00:07

Facebook Impact

Facebook Insights are the key way to find data on Facebook activity.
But...

- They include a lot of unnecessary data.
- The format is complex and has changed multiple times in the past.
- They can be exported for a limited time window (180 days max).
- Use their own terminology, including:
 - Reach – number of people who have “seen” the post in their newsfeed. Combines “organic” and “paid” appearance in the feed. You can promote/boost a post – that is paid reach.
 - Engagement – Divided into clicks on a post (blue) and reactions, comments and shares of a post (pink)

Facebook Insights

Page Messages Notifications **Insights** Publishing Tools

Aubergine
Community Page about Eggplant

Timeline About Photos Likes More

Facebook navigation bar: mUoE Managing Your Digital Footprint, Nicola, Home 20+

Page Messages Notifications **Insights** Publishing Tools Settings Help

Overview Last 7 days Export

Actions on Page
May 16 - May 22

Not enough data for this range

Page Views
May 16 - May 22

1
Total Page Views ▼50%

Page Likes
May 16 - May 22

You don't have any Page Likes yet

Reach
May 16 - May 22

70
People Reached ▲3%

1
Post Engagement ▼88%

Videos
May 16 - May 22

Not enough data for this range

Page Messages Notifications **Insights** Publishing Tools Settings Help

Overview Likes Reach Page Views Actions on Page **Posts** Events Videos Messages

When Your Fans Are Online Post Types

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS

Sun	Mon	Tue	Wed	Thu	Fr	Sat
68	66	69	71	71	73	74

TIMES

All Posts Published

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/23/2016 10:51 am	New resources on e-profession alism.What you need to know! e	Image	Public	12	0 0	Boost Post
05/16/2016 11:01 am	http://www.wired.com/2016/05/k urt-caviezel-wallpaper/	Link	Public	37	2 1	Boost Post
05/16/2016 10:50 am	Twitter can be a great way of net working, researching occupatio	Image	Public	50	0 0	Boost Post
05/14/2016 11:00 am	https://www.wired.com/2016/05/ check-apps-access-tweets-stop/	Link	Public	14	1 0	Boost Post

Exporting Facebook Insights

1	Date	Lifetime Total Likes	Daily New Likes	Daily Unlikes	Daily Page Engaged Users	Weekly Page Engaged User	28 Days Page Engaged Us
2		Lifetime: The total number of	Daily: The number of new pec	Daily: The number of Unlikes	(Daily: The number of people v	Weekly: The number of people	28 Days: The number of peo
3	3/31/16		0	0	0	1	5
4	4/1/16	472	0	0	5	6	5
5	4/2/16	471	0	0	1	6	5
			0	0	0	6	5
			0	0	0	6	5
			0	1	0	6	5
			0	0	2	7	2
			0	0	0	7	2
			0	0	2	8	2
			0	0	21	24	3
			1	0	15	38	5
			0	1	1	38	5
			0	2	0	38	5
			0	0	1	37	5
			0	0	1	37	5
			0	0	0	36	4
			0	0	5	23	4
			0	0	3	10	5
			0	0	0	9	5
			0	0	1	10	5
			0	0	0	9	5
			0	0	1	9	5

Export Insights Data

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type

- Page data
Key Page metrics for engagement, like sources and audience details.
- Post data
Key post metrics for reach, impressions and feedback.
- Video data
Key video metrics including views, unique views, paid views and organic views.

Date Range
April 25, 2016 - May 23, 2016

File Format
Excel (.xls)

Export data using the old template

Facebook Page Terms

Cancel Export Data

Blogs

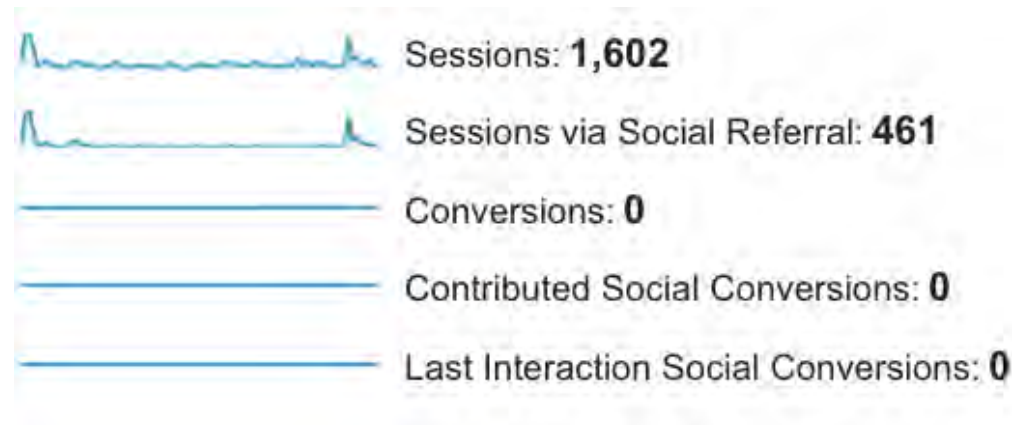
- WordPress.com, Blogger, Medium, Tumblr, etc. all have their own stats.
- Use Google Analytics in addition to these.
- Best measures of engagement and impact are often qualitative – responses, related posts, comments, etc. Often captured via images or in written reports.
- Sharing of blogs (through various channels) can also be a useful measure of engagement.

A word about Google Analytics...

- It is VAST and provides far more types of data than you will need.
- It relies on cookies on your audience(s) devices to work. Not all activity will be captured in the same way because of this.
- Be aware that you can trace referring URLs back to blogs etc., and you can switch on additional features for tracking social media shares.
- You can set your own goals – pathways through the site, campaigns.
- You can annotate your stats – including peaks etc.
- You can create custom dashboards – to view just the data that matters to you.
- You can integrate GA with your blog, MailChimp newsletter, etc.

Using GA to track other social media channels...

- Acquisition
 - Overview
 - All Traffic
 - AdWords
 - Search Engine Optimisation
- Social
 - Overview**
 - Network Referrals
 - Landing Pages
 - Conversions
 - Plug-ins
 - Users Flow



Social Sources
Social Network

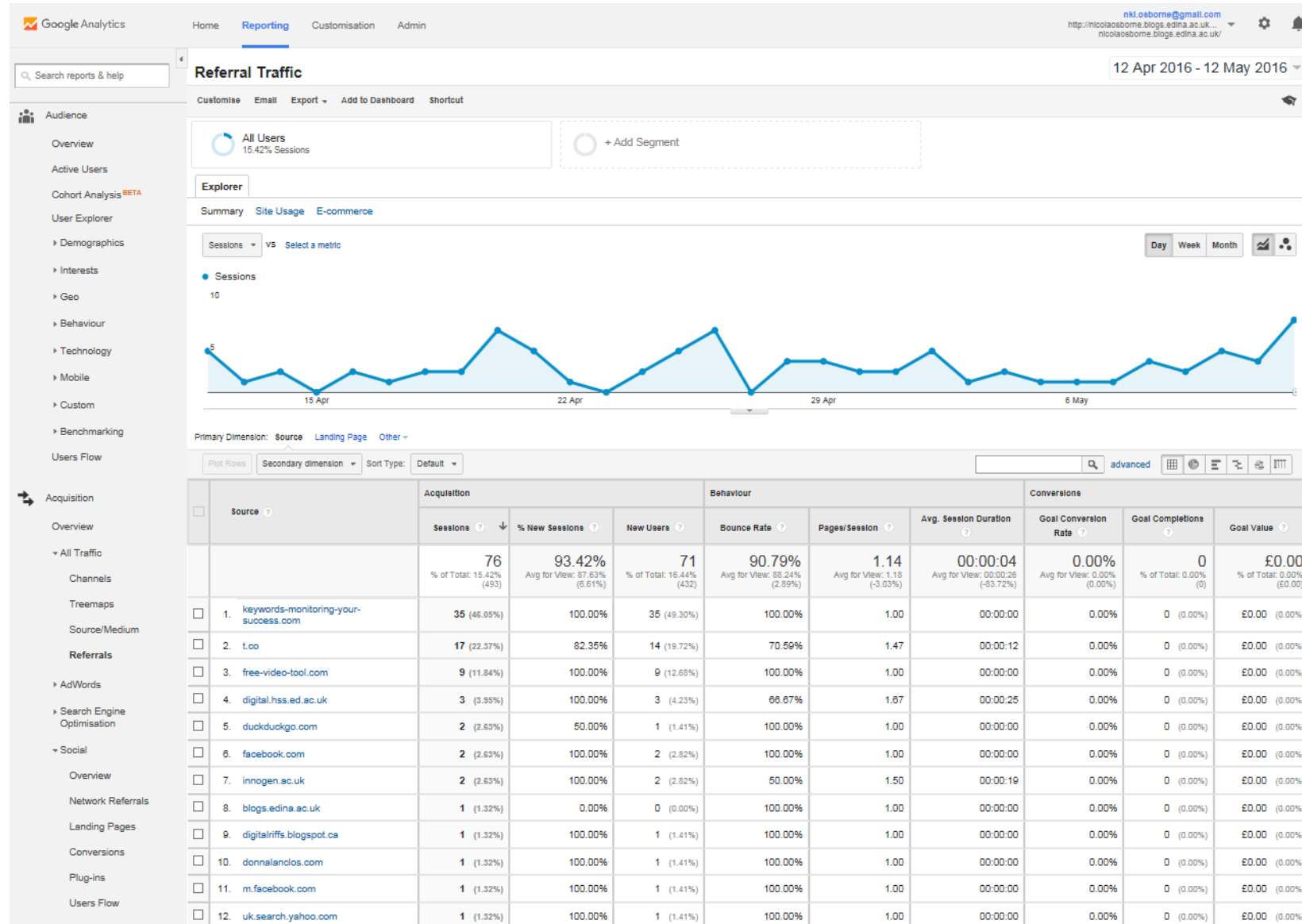
Pages
Shared URL

Social Plug-ins
Social Network

Social Network	Sessions	% Sessions
1. Twitter	442	95.88%
2. Facebook	10	2.17%
3. LinkedIn	5	1.08%
4. paper.li	2	0.43%
5. Blogger	1	0.22%
6. Delicious	1	0.22%

[view full report](#)

GA: Finding Influential Referrers...



Other sites and tools

- All of the usual academic citation data, tools like Academia.edu, Impact Story, Altmetric. **Top tip: always share your DOI!**
- Instagram, Flickr - stats and qualitative measures.
- LinkedIn – profile views, group posts, shares/likes etc. of group content.
- YouTube – Insights provide detailed view of engagement during video.
- Vine, Boomerang, etc. – simple measures of likes/shares.
- Google+ includes analytics type information for groups/pages.
- Media Hopper – analytics per video of views/drop offs/engaged users
- Bit.ly – enables trackable links when sharing in print, on websites, etc.
- GitHub – track code/data use through forks, engagement, questions, etc.

And don't forget

- PURE and other repository/publication data.
- Social sharing data – if you use AddThis, ShareThis, etc. on websites.
- JiscMail, Sympa, MailChimp, etc. data (sharing, referrals, content)
- Events channel, Eventbrite, etc. data (e.g. referrals)
- Events, meetings and other anecdotal feedback – and follow up to this.
- Print and online publications, and how they relate to social media sources.
- Use/reuse of reports or publications – and social media activity, engagement or discovery of these.
- Information that can include capture of social media data – “how did you find out about this project” questions, surveys on engaging in a project, etc.

Reflect on what the data and evidence is telling you...


- Is there more you need to do to make impact visible – bit.ly URLs, use of DOIs in sharing publications, focusing efforts on most effective channels etc?
- Do colleagues/project partners need reminding of keywords, project names, hashtags etc? Are their researcher profiles up to date with appropriate IDs and works?
- Are there champions to identify and engage with? Can they tell you more about the (offline) impacts here?
- Can you engage supporters in social media activity that will bring in new audiences, or increase attention for your project?
- Are you posting at the right time of day, in the right spaces, in the right types of format, etc?

Investigating the data (AKA Playing Scooby Doo... !)

Stats and obvious feedback are great but you also need to...

- Capture any known impact that isn't otherwise obvious – e.g. one tweet = new contact = articles and influence of project.
- Investigate Google Analytics data and trace referrals back to their source...
- Google Alerts for project mentions will pick up additional mentions.
- Searches with Bing, DuckDuckGo, etc. will surface more engagement and impacts beyond obvious content.
- [SocialMention](#) (patchy but includes exportable data), [Social Searcher](#), etc. find additional information – but likely to be noisier source.
- Storify is a good way to regularly monitor and capture mentions, and follow up leads...
- Searches within social media will capture more data than third party tools.




MediaHub  Blog

SHARING HIGHLIGHTS AND UPDATES ON THE DEFINITIVE ACADEMIC VIDEO, IMAGE AND AUDIO RESOURCE

Search

Blog About Highlights From Our Collections Roadmap Jisc MediaHub

 Jisc MediaHub is part of Jisc eCollections

Recent Posts

- The African American Civil Rights Movement
- Announcement on the Future of Jisc MediaHub
- 16th November 2015
- Exploring Jisc MediaHub – October 2015 Most Popular

Amber Films

Anglia Television Library

AP Archive

Biochemical Society


British

War Horse Highlights on JISC MediaHub

Now that [JISC MediaHub](#) has been live for some time we thought it would be useful to highlight some of the best collections and materials that you can find and access in the service. To kick off this [series](#) of posts we thought we'd take inspiration from the recently released BAFTA and Academy Award nominated film 'War Horse' and use JISC MediaHub to explore further how horses have been used in war.

'War Horse' has gained six Oscar nominations, including Best Picture, and was inspired by the original book by [Michael Morpurgo](#) and the acclaimed [National Theatre stage show](#).

Take a look at the following images which show the stark reality of life for horses on the battlefield during the First World War:



Exploring Jisc MediaHub

A successful post... But why? And should it be repeated?

Our most popular post, every year since it went live..

- A niche subject but of high interest.
- Originally timed to fit release of the film War Horse.
- Well publicised and shared on release.
- Well linked to and well tagged – easy to find and well ranked by search engines.
- Included rare content.
- It's a good post but... We won't make all our posts the same as it doesn't fit our wider goals and objectives.

<http://mediahub.blogs.edina.ac.uk/2012/02/01/war-horse-highlights-on-jisc-mediahub/>

Tell a Compelling Story

Think about how you would make sense of the social media activity you are capturing, and how that explains or constitutes impact...

- What is the story here?
- How can you explain and evidence that impact?
 - Is there quantitative data that supports your case?
 - Is there qualitative data – comments, screen captures, etc. to support this impact?
 - Have you submitted all of your impacts and evidence through PURE so it is REF-ready?
- How will you capture this in Pure and in your project reports?
- Does this feel like a compelling REF Impact Story?
- Is this impact also a news item/follow up piece in itself?

Further Resources

All worksheets and resources from today – plus lots of additional stuff - are available via the Managing your Digital Footprints Resources for Educators wiki page on Analytics and Reporting:

<http://bit.ly/ImpactSocMed>

Please do provide feedback, comments, requests for additional information etc.