The Metrics Behind Social Media Success For The Public Sector

Presented by

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Why Are the Metrics Different For The Public Sector?

The average person may use social media for information or to gain a level of notoriety. For public sector entities, social media should be purpose driven. As a representative for the agencies, school districts, and law enforcement precincts that use social media, the metrics you care about most are different from the average user. Impressions on Twitter and Instagram mean more than likes. Reaching your local constituents on Facebook means more than total follower count. Your community members rely on supported social media to learn accurate information about sponsored events, breaking news, and civic engagement opportunities. So analyzing the numbers that help you meet those needs will give your social media the greatest impact.

Why does engagement matter?

In the interest of preventing controversy, many agencies try to limit engagement and only use social media as a form of one-way communication. This strategy not only reduces the spread of the posts and possible impressions, but it also limits your agency's ability to build trust with your community and control your story if challenges ever arise. Liking posts, asking questions, and addressing concerns help your agency define itself as a reliable resource.

Facebook

Facebook is the social network where you can share your most important events and receive direct feedback from your community. Build trust among your followers by addressing questions and engaging in discussions that ensure an accurate and positive narrative for your agency and district.

Metrics that Matter

Number of Posts

Number of Followers

Number of New Followers

Average Impressions

Percentage of Followers Who Saw Our Post

Average Number of Engagements Per Post

Average Engagement Rate Per Follower

How To Download

1. Go to the page you want to download data from

2. Click **More** button at the top of the page

3. Select **Insights** from the drop down menu

4. On the first Overview page (**Overview** on the left), click **Export Data**

Equations To Know

Average Impressions
= Lifetime Post Total Reach/ Total Number of posts

Percentage of Followers Who Saw Our Post
= Average Impressions/ Number of Followers

Average Number of Engagements Per Post
= Total Number of Engagements/ Total Number of Posts

Average Engagement Rate Per Follower
= Average Number of Engagements Per Post/ Number of Followers (Multiply by 100 to get the percentage)

Twitter

Twitter is an opportunity to quickly share information with a variety of audiences, including those outside your direct community. Your goals for each tweet can range from building awareness around an upcoming event to managing communication in an emergency.

How To Download

1. Go to the page you wish to download data from

1. Click on the *More*

2. Click on *Analytics*

3. Click on *Tweets, adjust your* date

   range for the data you want to export.

Protip!
Change the row height to 14 or 15, so it's easier to move through the spreadsheet.

What To Measure

Number of Posts

Number of Followers

Number of New Followers

Average Impressions Per Follower

Average Number of Engagements Per Post

Average Engagement Rate Per Follower

Equations To Know

Average Impressions Per Follower
= Average Impressions/ Number of Followers

Average Number of Engagements Per Post
=Average Engagements/ Number of Posts

Average Engagement Rate Per Follower
=Average engagement/ Number of Followers

Instagram

Instagram is quickly becoming the primary platform used by younger millennials and GenZ! Instagram and Instagram Stories focus on quality images and quick videos that will help you showcase the experiences your agency can offer to visitors.

What To Measure

Number of Posts

Number of Followers

Number of New Followers

Reach Rate

Engagement on Reach

Average Saves

Number of Mentions

Protip!
To view mentions

1. Click **Media**
2. Select **My Feeds**
3. Viewiable under **My Tags**

How To Download

Your agency should be using an Instagram Professional account to get the best analytics available. The easist way to find these data points is looking at each post on the application.

The JSON Files

If you feel comfortable transitioning between different file types, Instagram will let you request to download your metrics through JSON files separated by content type.

Equations To Know

Reach Rate
=Number of People Who Have Seen Post/Number of Followers

Engagement on Reach
=Total of Likes, Comments, and Saves for a Post/ Posts' Reach

Average Saves
=Number of Saves/Number of Posts Over Time

YouTube

Want to give more information than a tweet and better quality than facebook live? YouTube is where you can take your time to create quality videos for people that may want to know about the what, why, and how behind the work that goes on behind the screen.

How To Download

1. Go to the page you want to download data from

2. Click *YouTube Studio*

3. Select *Analytics* from the left hand menu

4. Select *See More*

5. Select the *Share and Download Icon* from the top right.

What To Measure

Average Number of Engagements

Impressions Click-Through Rate

Unique Viewers

Views Per Unique Viewers

Geography of viewers

Traffic Sources

Channel analytics

Overview	**Reach**	Engagement	Audience

Impressions ▲	Impressions click-through rate	views ▲	Unique viewers ▲
146	12.3%	51	—

BONUS!
The YouTube analytics studio gives you all the data points without needing to do the extra math!

Measuring the Greatest Success

Success on social media does not come overnight. The very definition of success may be different for each district, agency, or office depending on your specific community. Instead of trying to get the highest number on all of your metrics, focus on the outcomes you wish to see in your community. Let those outcomes be the guide for your social media strategy. For example:

Low turnout rate at local events?
Build your Reach! Post shareable teasers about the event on Facebook and Twitter to build excitement, and consider using Instagram Live to showcase real-time action. Don't forget to use a memorable event hashtag!

Poor public relations?
Focus on engagement rates! Ask questions, create polls, share the best content you have to offer. Most importantly, make it a conversation and respond thoughtfully to your constituents.

How can you save your records?

Data is only as productive as it's accuracy. Just like you wouldn't want to lose a data point. You wouldn't want to lose your records. Archiving your social media records protects you from data loss and protects your agency from litigation for failed or late public record requests.

Whether you represent a school district, law enforcement agency, or municipality, your social media has the power to truly improve the lives of your community members. Focusing on the metrics that best support your social media strategy will decrease your effort and increase your impact.

Want to see more?

Social media is the best way to help your district stay connected in moments of celebration or crisis. To learn more tips for building your social media strategy and ways to safely archive your social media records visit our website at ArchiveSocial.com.

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