



HOW-TO GUIDE: TRACKING SOCIAL MEDIA REPORTING

To get the most out of your social media accounts, you need to be checking the different terms, reports and metrics that are available. You need to be confident you understand the data you're looking at. But not to worry. We have outlined some of the basics that will help you analyse your social media reports.

- **The metrics you should measure**

You may be tracking a lot of different metrics, but which ones should your club focus on? Impressions, conversions, likes or clicks - these are just a few on a long list of data points you could consider. In addition to knowing your top metrics, you also need to know where to find them in different platforms and reports. This guide will give you all the information you need.

- **Which stats matter to you?**

A social media report is simply a collection of data and stats. But which data and stats should you be focusing on?

1. **Followers:** these tell you the number of people who wish to connect with your brand. The benefits of followers are for the reach of your content, the social proof of your organisation's popularity, and in some cases a simple vanity metric to boost your confidence!
2. **Clicks:** these tell you the content you're sharing is of personal interest to the user. Clicks send traffic to a URL and establish your social profile as a great resource for curated content.
3. **Views:** these tell you the number of people who have viewed your image or video.
4. **Impressions:** this stat tells you the number of people feeds and profiles your content has ended up on, whether that be through your hashtags, tags or comments.
5. **Engagement:** this is the number of people who engage with your content. Comments, likes and shares are all vital to getting your content seen by others!

- **How to check your reporting**

On each of your social platforms there is a click-through called 'Analytics' that will take you to a page where you can check all the above statistics. You will be able to check the progress of your analytics in seven day blocks or 28 day blocks. We recommend tracking your reporting across the month. Attached to this guide is a spreadsheet where you will be able to input all of your information and gather what is working and what is not. All analytics are in percentages (%) and will inform you of increases and decreases.

Tracking your social media accounts is vital to moving forward and building a greater following, as well as getting your message across!