STATISTICS & METRICS FOR SOCIAL MEDIA

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SAA/RBMS Standardized Statistical Measures and Metrics for Public Services in Archival Repositories and Special Collections Libraries

Recommendations for social media

- Number of interactions within each social media account, categorizing interactions by type
  - Likes
  - Follows
  - Comments
  - Shares
  - Reposts
- Track counts for each social media service separately to facilitate longitudinal comparisons and evaluations of the reach and impact of each
- Aggregate counts from different services to obtain an overall measure of social media reach
Examples from SGA Social Media

Statistics from April 20, 2020-July 26, 2020

- Facebook
  - 1203 likes
  - 1361 followers
  - New page likes: 17
  - Page unlikes: 5
  - Page views: 353
  - Post reach: 7515
  - Post engagement: 997
  - Most popular posts
    - Delta Flight Museum Digital Archives
    - DLG digitized African American funeral programs
    - National Nurses Day

- Twitter
  - 558 followers
  - Gained 15 new followers
  - Most popular posts
    - Acworth Beach
    - Juneteenth celebration
    - Delta Flight Museum Digital Archives

- Instagram (past 3 months)
  - 447 followers
  - 27 new followers
  - Post reach: 2786
  - Post engagement: 365
  - Most popular posts
    - Juneteenth celebration
    - National Nurses Day
    - AAPI month
Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.
Twitter Analytics

Tweet activity

Your Tweets earned 9.3K impressions over this 28 day period

Showing 28 days with daily frequency

Engagement rate
1.5%

Link clicks
6

On average, you earned 0 link clicks per
Instagram Insights

Society of Georgia Archivists
Nonprofit Organization
soga.wildapricot.org/

Edit Profile
Promotions  Insights  Email

Overview
160  Accounts Reached  +21.2%
31  Content Interactions  -24.4%
482  Total Followers  -0.5%

Content You Shared
2 Posts
Why Track this Information?

- Assess how frequently users are accessing and interacting with your content
- Help determine priorities for social media outreach
- Target desired audiences and determine appropriate platforms for different types of media
- Suggestions for getting started
  - Decide what intervals you want to collect (daily, weekly, monthly, quarterly) before you start recording data
  - Keep a spreadsheet with all your data, both aggregate and by platform