

Social Media Metrics

What's important and how to track it

Greg Block

Director of Media Relations and New Media

San Diego State University



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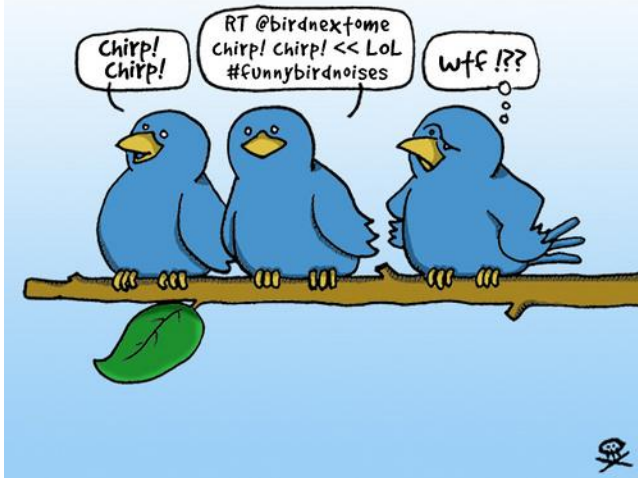
So Many Platforms, So Little Time

Better technology
=
more platforms
=
more opportunities
=
more to track



Where Do You Spend Your Time?

Twitter
Facebook
LinkedIn
YouTube
Blogs
Foursquare
Flickr/Picasa
Mobile Apps



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How do I make sense of it all?



Ask yourself ...

1. How can I show value?
2. What can I learn?

**Social Media is about engagement ...
So track the engagement**

What to Track and How to Track it

- Pay services for monitoring/tracking social media ...
 - Radian6
 - SM2
 - Actionly
 - Beevolve
 - ViralHeat
- **When you're on a tight budget ...**



Twitter

*4,745 Followers as of March 1, 2011

Report

The screenshot displays the Twitter profile of SDSU_NewsTeam. The profile header includes the Twitter logo, a search bar, and navigation links for Home, Profile, Messages, and Who To Follow. The SDSU_NewsTeam profile features a red header with the university logo and the text "Minds that move the world". The bio identifies the account as the official SDSU account, managed by Greg Block, Director of Media Relations & New Media at San Diego State University. A callout box highlights the "Followers" tab, showing "Your 4,524 followers". Below the profile, a list of followers is visible, including AntoniobVMW, earthcruise, and LisaCarter628. On the right, the profile of Jessica Goodwin (@JessiquePorVida) is shown, with a bio mentioning her double major in journalism and Spanish, and her internship at San Diego Magazine. Her recent tweets are also visible.



Twitter – Hootsuite (TweetDeck)

Compose message... Send Now  Search Twitter... 

SDSU_NewsTeam x blockgreg x PR Tweets x College Tweets x + Add Stream

Home Feed

30+

dauidalcorn
2:59pm via twitterfeed
Celebrity Invention: Eddie Van Halen's Guitar Support System: Given that Van Halen made his mark with his guitar... <http://bit.ly/IB4D71>

Freshe1stladybc
Feb 03, 12:10pm via Twitter for BlackBerry®
@NeneFavors → DMV HipHop & Urban Rock Concert 2-20-11 @ Slaviya Bar & Lounge 2424 18st NW Wash DC Adams Morgan
Retweeted by NeneFavors

NBCJodi
2:59pm via Web
It wasn't the 4 gunshot wounds to the head that nearly killed a little San Diego sea turtle. What it was may surprise u <http://bit.ly/gEKC8H>

OMG Facts
1:00pm via plode.me
(@MuggleNet) For all his heroics, Harry Potter only managed to destroy ONE of Voldemort's 7 Horcruxes! Details --> <http://bit.ly/fqzYSr>
Retweeted by tbomb_owalt

sdutCanepa
2:59pm via HootSuite
The snow has stopped in Dallas. Super Bowls should be played in destination cities. 7 hurt by ice falling at Cowboys Stadium #sdt

annemccoll
2:59pm via Web
Yes, @DowntownRob Hoping for good things with <http://fandommarketing.com/>

nbcсандiego
2:59pm via TweetDeck

Mentions

Haasybear
2:28pm via Twitter for iPhone
@SDSU_NewsTeam What time do the gates open on Saturday night for the game?
[Show Conversation](#)

AztecGameTime
2:42pm via Uber Twitter
#FF: @electricmice @TheJosh @SDarkwingDuck @GrewUpinThe90s @endcott8 @SDSU_NewsTeam Reply

candicecold9005
11:11am via Mobile Web
@MadeFade @benruset @locallylove @SDSU_NewsTeam @HeatherElder11 @DJTYTHEPOLOMAN @mollymossey CHECK OUT <http://tinyurl.com/sportscloud>

sdfamilyexpo
3:13am via Web
#FF: @austell739 @CatherineNBCSD @NBCphotog @SusanTaylorNBC @NewsHour @SDSU_NewsTeam @Jesse619 @janellelewis @coolmompicks #2011SDFE

Cutlos_Supreme
3:48am via Echotorn
Nice! RT @SDSU_NewsTeam: NASA Finds New Planetary System <http://ow.ly/3QnRt> SDSU astronomy prof one of nine working on Kepler Mission

JimmyDona22
Feb 03, 7:43pm via Web
@SDSU_NewsTeam Which is your favorite place in your house? (Question to ask a girl sponsored by actor Tom Truong from Tom's Show)

greenicycream
Feb 03, 11:09am via foursquare

SDSU OR "san diego state"

No. 7/6 SDSU Entertains TCU Saturday Night at Viejas Arena <http://ow.ly/3QEeS> Do you have your ticket?

HilaryBurrows
2:13pm via txt
Few more hours at work then finally can relax. Excited i got a ticket to SDSU game on Sat, students camped overnight in line. Haha not me

JackieNelson124
2:13pm via twitterfeed
Cougars in good shape for second half of league play: But a loss at The Pit, where SDSU won, kept the team from ... <http://bit.ly/h5nsVq>

FS_SanDiego
2:11pm via Fullseat
Silent Lune @SDSU Nooner! (Mar 15 @ San Diego State University - Aztec Center Patio) <http://full.st/BK4x> via @SilentLune

SilentLune
2:11pm via Facebook
Come to "Silent Lune @ SDSU Nooner!" Tuesday, March 15 from 12:00 pm to 3:00 pm. All ages! <http://fb.me/TB0pBLLs>

IeshaPetrisTMGI
2:10pm via web
Lionel Van Deerlin Professor of Communications and Public Policy, San Diego State

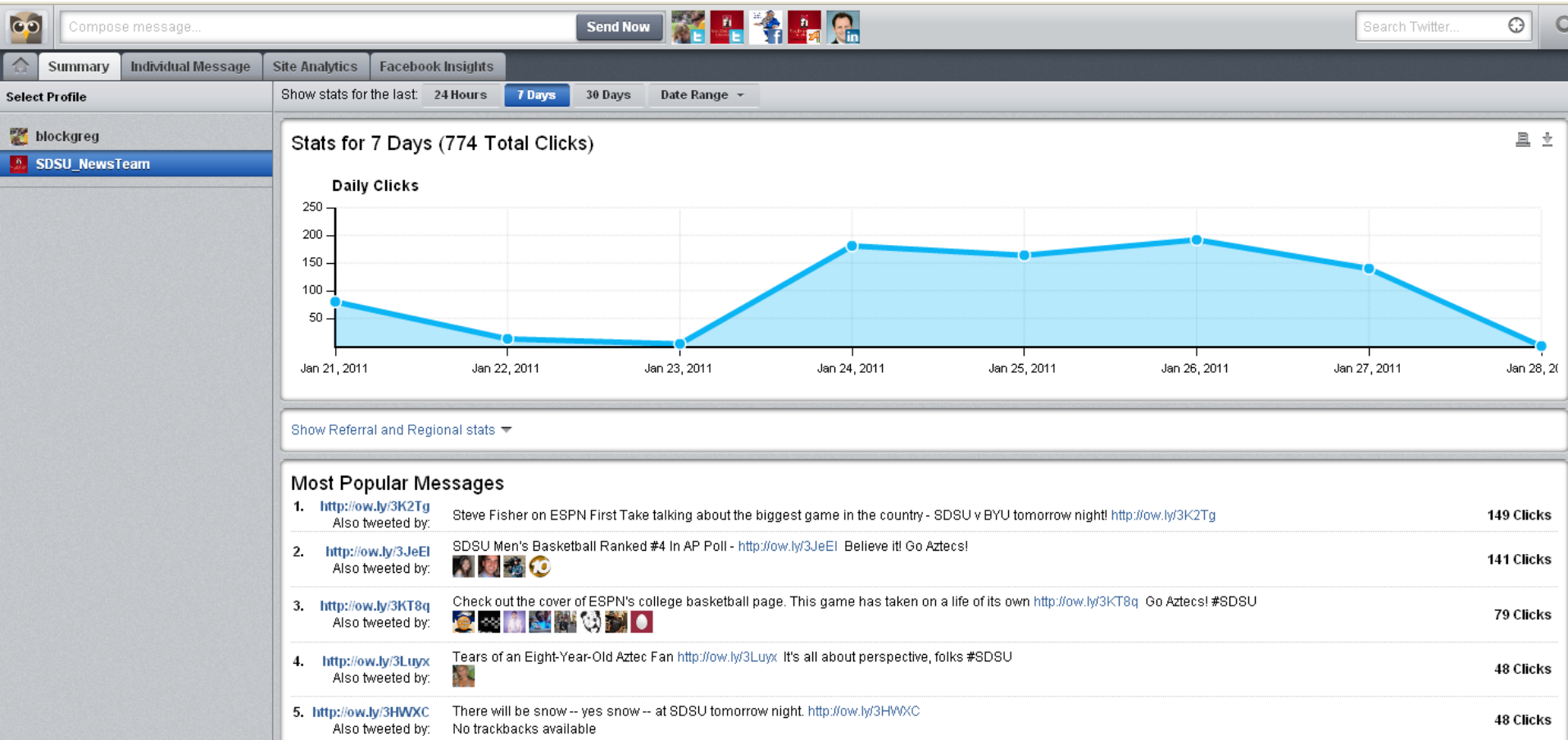
bradpete3
2:10pm via txt
RT @etwtdm: Great blog on #SDSU coach Long's recent comments. RT @zblxham My latest blog: I got 5 Questions for Rocky Long <http://wp.me/p1jp3X-1S> #BYU

dpizzle19
2:09pm via web
haha best thing about SDSU letting people ride their skateboards on



*How much value are people finding in what you are Tweeting?

Report



Twitter – How am I doing?

Learn



KLOUT *the Standard for Influence*

[dashboard](#) | [my profile](#) | [logout](#)

Klout Summary for SDSU_NewsTeam

Score Analysis

type a twitter username



SDSU_NewsTeam

Greg Block is the Director of Media Relations & New Media at San Diego State University
San Diego, CA

Follow

Klout Score

Measurement of your overall online influence [Learn more](#)

Score Summary



Tweet



Share

60

klout score

395

true reach

43

amplification

64

network

Numerical representation of the size and strength of a person's sphere of influence on Twitter. The scores range from 1-100 with higher scores representing a wider and stronger sphere of influence.

The size of your engaged audience: Followers, Mutual Follows, Friends, Total Retweets, Unique Commenters, Unique Likers, Follower/Follow Ratio, Followed Back %, @ Mention Count, List Count, List Followers Count.

A measurement from 0 to 100 that indicates how likely it is that your content will be acted upon. How often your messages generate retweets or spark a conversation.

A measurement of the influence level of the people who interact with you. Scores range from 0 to 100.



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2/4/2011	Klout Score	True Reach	Amplification	Network
SDSU_NewsTeam 4524	62	395	45	66
Blockgreg 1,720	52	981	32	60
Gina_SDSU 1,104	46	358	24	55
GoAztecs 1,643	48	493	27	54
UC San Diego News 4,200	37	26	17	43
UofSanDiego 1,284	37	349	20	37
UCLAnewsroom 5,815	51	2000	27	60
Stanford 24,751	70	4000	52	74
Harvard 32,277	69	9000	53	73
Calstate 2,215	49	757	26	55
UCBerkeleyNews 5,816	44	2000	20	52

Facebook –
You “Like”
me, you really
“Like” me

*5,898 Fans as of
Mar. 1, 2011



- Edit Page
- Promote with an Ad
- View Insights
- Suggest to Friends
- Add to My Page's Favorites
- Remove from My Page's Favorites

Information

Founded:
1897

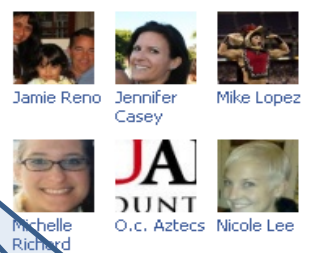
Insights [See All](#)

- 4,050 Monthly Active Users
- 7 Daily New Likes
- 22,114 Daily Post Views
- 149 Daily Post Feedback

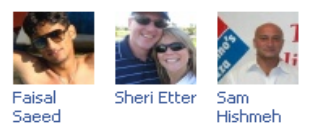
Insights are visible to page admins only.

193 Friends Like This [See All](#)

6 of 193 Friends



5,243 People Like This [See All](#)



San Diego State University - The Official Page

- Wall
- Info
- Photos
- Schedule/Team
- Polls
- Notes
- +
- Report

Share: Status Photo Link Video

Write something...

San Diego State University - The Official Page + Others

- Just San Diego State University - The Official Page
- Just Others
- Settings

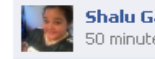
San Diego State University - The Official Page Fascinating story about a recent grad now working as a journalist in Egypt.



Dream Job Becomes Ethical Dilemma for Alumna
newscenter.sdsu.edu
After graduating last spring, the political science and journalism double-major moved to Egypt, where she was born. A month after moving, she landed a job as a reporter for Cairo-based Nile TV International. It was a dream come true.

about an hour ago · Like · Comment · Share · Promote

4 people like this.



Shalu Garg so proud of my friend Reem! :) keep up the good work!
50 minutes ago · Like

Write a comment...

San Diego State University - The Official Page After two wins this week, the Aztecs move up to #6 in both major college basketball polls.

NCAA College Basketball Polls, College Basketball Rankings, NCAA Basketball Polls - ESPN
espn.go.com
Latest AP and USA Today college basketball polls on ESPN.com.

5 hours ago · Like · Comment · Share · Promote

24 people like this.



Chelsea Merrill If anyone needs tickets to the game tomorrow, message me. I have two that I am selling. I can't go to the game due to class -_-
4 hours ago · Like



San Diego State University - The Official Page Congrats to Kawhi Leonard, Co MWC Player of the Week, and DJ Gay, Cousy Award Finalist!
4 hours ago · Like · 1 person

Write a comment...

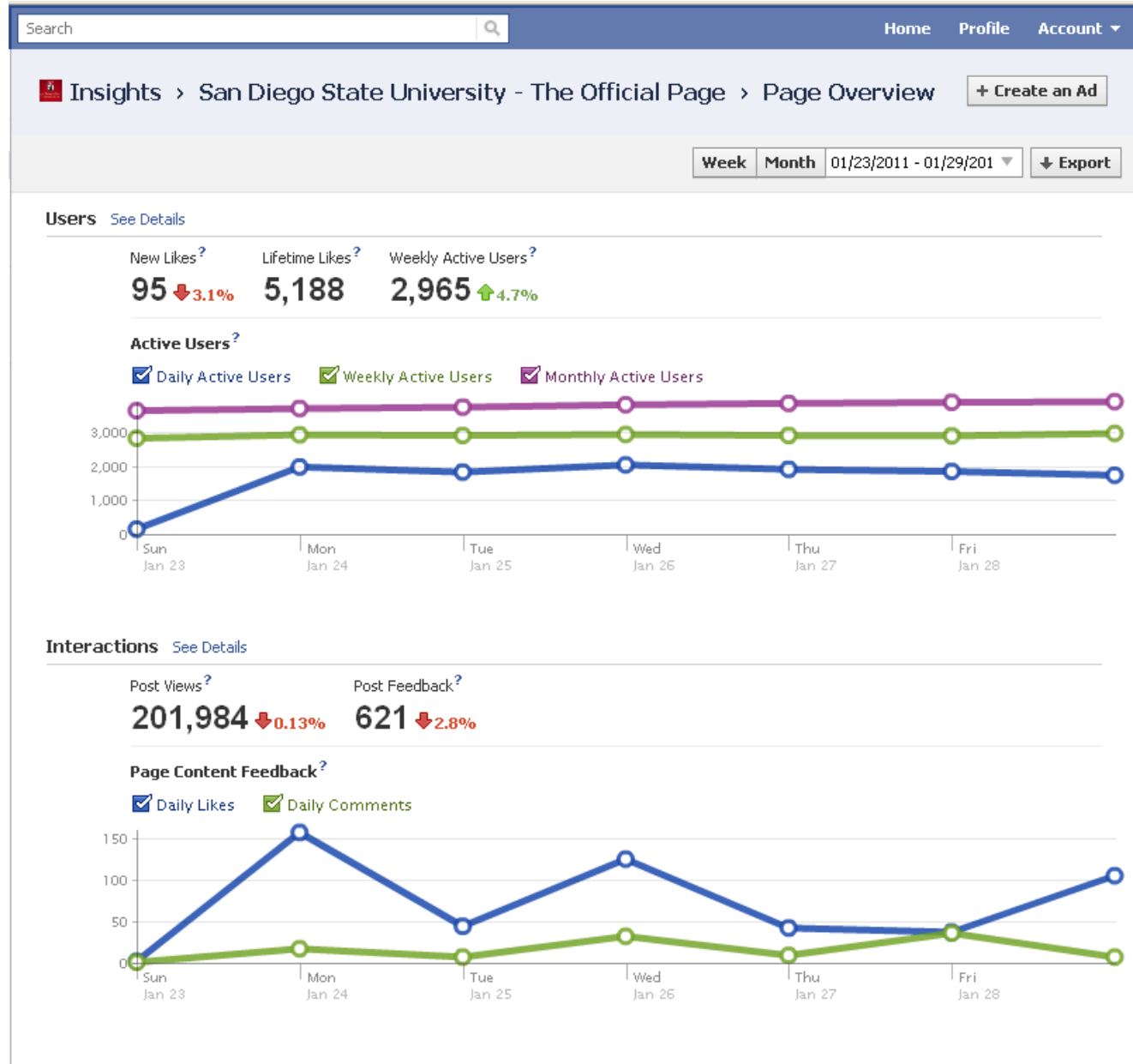
San Diego State University - The Official Page San Diego Chamber of Commerce Honors President Weber

San Diego Chamber of Commerce Honors President Weber
newscenter.sdsu.edu
The San Diego Regional Chamber of Commerce honored President Stephen L. Weber with the 2010 Regional Unity Award at its 140th Annual Dinner on Thursday, Feb. 3. President Weber was recognized for San Diego State University's successful engagement with the San Diego community, business leaders and

5 hours ago · Like · Comment · Share · Promote

Facebook – *Engagement is key – “Likes” and Comments

Report



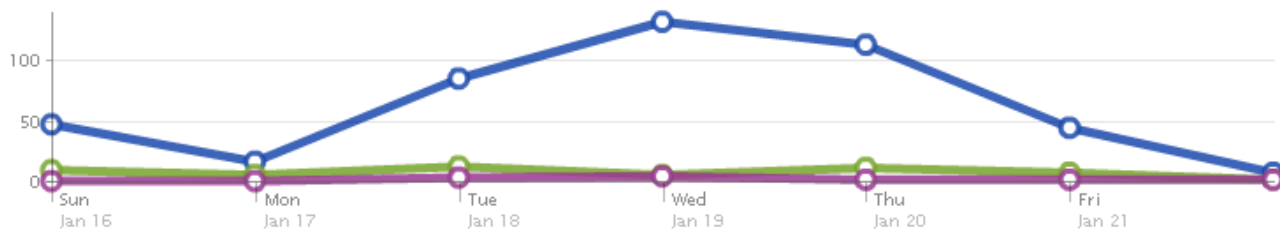
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Week Month 01/16/2011 - 01/22/2011 ▾

Post Views? **181,187** ↑119%
 Post Feedback? **494** ↑46%

Daily Story Feedback?

Daily Likes Daily Comments Daily Unsubscribes



Stream Posts?

Message	Posted	Impressions	Feedback ▾
Congratulations to the #6 Aztecs men's basketball team, who...	January 19 at 8:51pm	7,767	1.4%
"I Believe That We Will Win!" - Aztec Basketball v Air...	January 20 at 10:06am	5,592	0.48%
San Diego State First Team To 20 Wins - ESPN Video - ESPN	January 20 at 4:18pm	6,103	0.44%
A little love from the Orange County Register never hurts	January 20 at 9:15am	5,019	0.34%
What'd you all think of Tim Shelton and the Aztecs on Jim...	January 21 at 2:01pm	6,448	0.31%
If you missed Tim Shelton and the Aztecs on ESPN's Jim Rome...	January 21 at 5:42pm	6,572	0.27%
Highlights vs. Air Force 01/19/11	January 20 at 6:55am	4,657	0.26%
Tim Shelton will be the Guest Correspondent tomorrow on Jim...	January 20 at 5:44pm	7,012	0.23%
Basketball not the only Aztec team getting national	January 19 at 3:33pm	6,391	0.17%

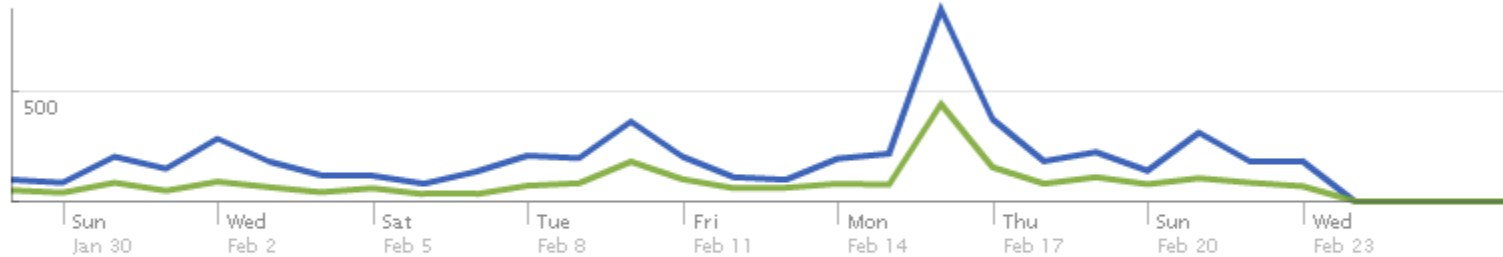
What specifically are people engaging with?



Activity

Page Views?

Logged-in Page Views Unique Page Views



Tab Views?

- 6,877 Wall
- 599 Photos
- 74 Information
- 71 Fanbase Team Information
- 50 Poll Daddy Polls
- 7 Notes
- 5

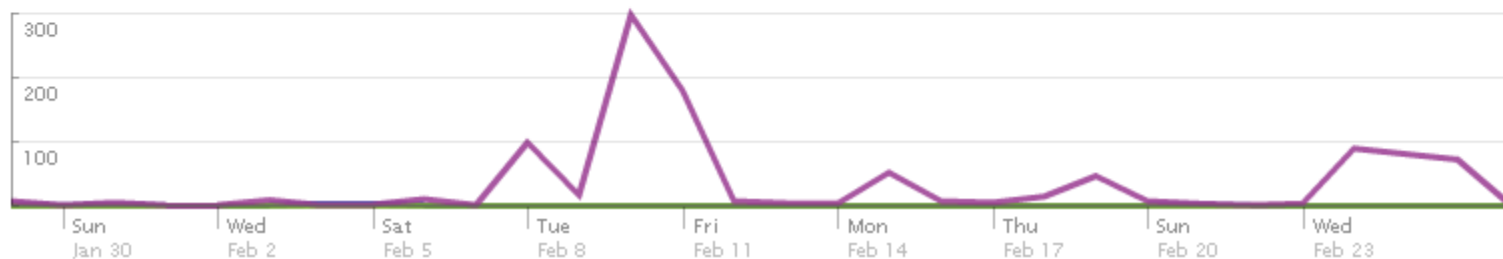
External Referrers?

- 374 sdsu.edu
- 313 aztecmesa.proboards.com
- 39 twitter.com
- 36 google.com
- 16 newscenter.sdsu.edu
- 13 police.sdsu.edu
- 7 dps.sdsu.edu
- 4 mail.aol.com
- 3 us.mc1121.mail.yahoo.com
- [More](#)

What specifically are people engaging with?

Media Consumption?

Video Views Audio Listens Photo Views





From the 1938 yearbook, San Diego State College members of the Woodsonian Club, named after Black History Month pioneer Carter G. Woodson.

Monday, January 31, 2011

SDSU Celebrates Black History Month

The Office of Intercultural Relations, the Cross Cultural Center and other campus organizations offer various events this February.

Story Highlights

- Events during February
- Notable African Americans throughout SDSU's history
- Department of Africana Studies at SDSU

Greg Block, Jack Beresford and 17 others like this. [Unlike](#)

Page Tools



By **Josh Hoffman**

In 1926, African-American historian Carter G. Woodson pioneered the first "Negro History Week" during the second week of February. 85 years later, the monthlong celebration continues to be observed nationwide, including at San Diego State University.

"Each time we do a Black History Month program, we try to introduce (people) to different figures from the (African-American) community (and) from national and historical perspectives so that the history of African Americans can be seen from a variety of lenses," said Tanis Starck, director of SDSU's Office of Intercultural Relations and Cross Cultural Center.

Showing 3 comments

Sort by [Subscribe by email](#) [Subscribe by RSS](#)



Jerri L. 4 days ago

Thank you for sharing this information regarding an important part of the history of SDSU and the San Diego Community.

Moreover, there are many notable and successful African American SDSU alumni and faculty who have and are continuing to be make a viable difference in San Diego and elsewhere.



Eureka 6 days ago

I received my undergraduate degree from Howard University (an Historically Black College) and I'm now working on a Master's from SDSU. I am inspired by the level of commitment SDSU is giving to support African American Heritage. Keep up the Good work!

PS. Could you include more days of the week when Black History programs are offered? I'm in class on most of

*Comments on SDSU NewsCenter stories = Engagement



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*Google Analytics – Traffic to the News site

Report

Dashboard

- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export
Advanced Segments: All Visits

Dashboard

Jan 1, 2011 - Jan 31, 2011

Graph by:

Site Usage

25,147 Visits

77.88% Bounce Rate

37,669 Pageviews

00:00:57 Avg. Time on Site

1.50 Pages/Visit

58.57% % New Visits

	Page Title <input type="button" value="None"/>	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	News SDSU	4,258	2,943	00:01:45	57.24%	48.26%	\$0.00
2.	News SDSU Rocky Long Era Begins	2,390	2,184	00:02:01	81.31%	76.11%	\$0.00
3.	News SDSU Ph.D. Programs Rank Among Best in the Natic	2,290	1,993	00:01:39	81.00%	70.04%	\$0.00
4.	News SDSU SDSU Statement on Proposed State Budget C	2,144	1,768	00:01:41	73.52%	60.82%	\$0.00
5.	News SDSU Spring Semester Brings Changes	1,600	1,429	00:01:43	77.08%	68.38%	\$0.00
6.	News SDSU Campus Springs Back with Orientation	1,492	1,283	00:01:49	66.83%	60.39%	\$0.00
7.	News SDSU Nursing, Physical Therapy Doctoral Programs	1,492	1,306	00:02:54	80.51%	74.73%	\$0.00
8.	News SDSU SDSU No. 1 in U.S. for Improved Grad Rates	920	794	00:01:38	76.85%	68.80%	\$0.00
9.	News SDSU Are You the Next Aztec Warrior?	773	694	00:01:42	87.35%	80.72%	\$0.00
10.	News SDSU Aztec Cats Find New Home	645	566	00:02:05	80.79%	64.65%	\$0.00

Filter Page Title: **Advanced Filter**

Go to:
Show rows:
1 - 10 of 958



San Diego State University
SDSUVideo's Channel

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Playlists



Info Favorite Share Playlists Flag

Of Cultura and Comics

From: SDSUVideo | September 14, 2010 | 795 views

Lalo Alcaraz draws "La Cucaracha," a nationally syndicated daily comic strip about Latino political issues. Alcaraz was an editorial cartoonist at The Daily Aztec and graduated from San Diego State University in 1987.



Search

Date Added | Most Viewed | Top Rated



The Crisis in Egypt

133 views - 6 days ago

3:35



Back to School - SDSU Spring

357 views - 2 weeks ago

1:24



SDSU 2010: An Amazing Year

2,130 views - 1 month ago

1:05



Poinsettia Bowl Presidential

825 views - 1 month ago

0:53



Neighborhood Walk

239 views - 2 months ago

3:15



President Weber Tribute

129 views - 2 months ago

6:49

*YouTube – What are people watching?

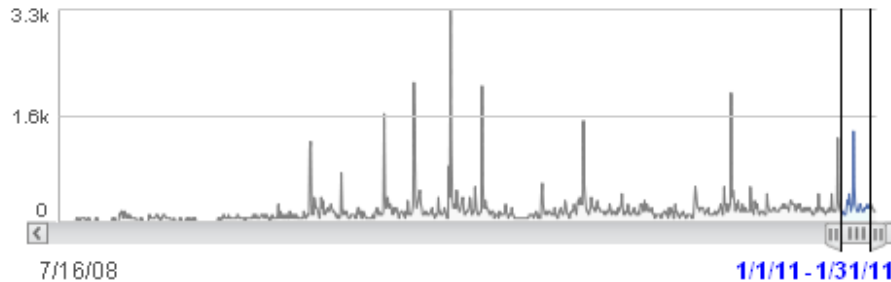
Report

Insight

Total views of all videos: 148,727. In the selected range and region: 8,520

Show previous: 1day 7days 1month 3months 6months 1year Max

Show region: All USA Asia Africa Europe Middle East South America Zoom



1/1/11 - 1/31/11 Selected region: All

All Videos

Summary

Views

Discovery

Demographics

Community

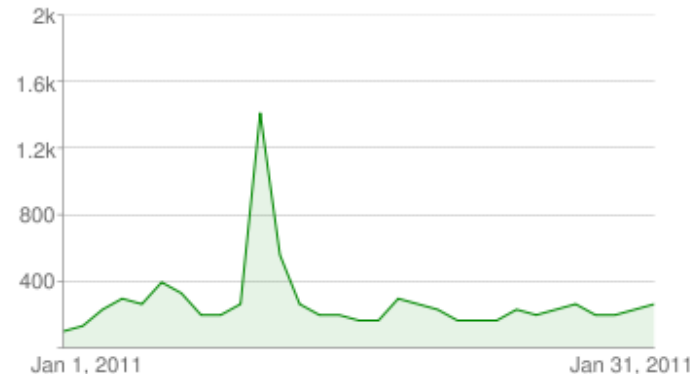
Subscribers

Search

Summary [More info](#)

Views

Each day on the graph shows the total number of views made on that day. Unique users is the number of users that made those views.



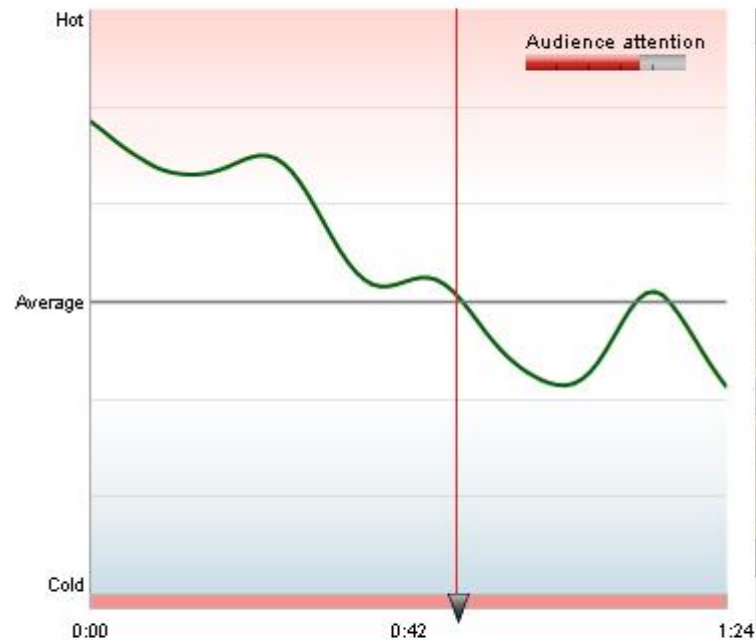
My videos


Video	Views (% of total)	Attention
SDSU Live: Interview with Footba	23.6	<div style="width: 23.6%;"></div>
SDSU 2010: An Amazing Year	6.8	<div style="width: 6.8%;"></div>
Fred Dryer Remembers Don Cor	4.5	<div style="width: 4.5%;"></div>
Back to School - SDSU Spring S	3.6	<div style="width: 3.6%;"></div>
Dan Fouts Remembers Don Cor	3.3	<div style="width: 3.3%;"></div>
'Football Genius' Don Coryell Re	3.2	<div style="width: 3.2%;"></div>
Are social networking sites maki	2.4	<div style="width: 2.4%;"></div>
Aztec for Life	2.1	<div style="width: 2.1%;"></div>
Joe Gibbs Remembers Don Cor	1.9	<div style="width: 1.9%;"></div>
SDSU Live: Interview with Brian E	1.9	<div style="width: 1.9%;"></div>



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Hot Spots The ups-and-downs of viewership at each moment in your video, compared to videos of similar length. The higher the graph, the hotter your video: fewer viewers are leaving your video and they may also be rewinding to watch that point in the video again. Audience attention is an overall measure of your video's ability to retain its audience. [More info](#)



Download reports for this video: [csv](#) 

Each day reported is 24 hours, starting at midnight, pacific standard time.

The data represented on this page is an aggregate informational representation. The actual number of views may be higher or lower.

Hot Spots can help you refine your videos



FEBRUARY 3, 2011 | EDIT

Replacing a President

☆☆☆☆☆ [Rate This](#)

Jim Herrick is director of the [SDSU Alumni Association](#). This post originally appeared in his blog, [Directly Speaking](#), on Feb. 2, 2011.

And so it begins...

Tuesday, CSU Chancellor Charles Reed came down from Long Beach for a visit. He was joined by some of the trustees and some more members of the committee to select the next president of San Diego State. They dined with the

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- [students](#)

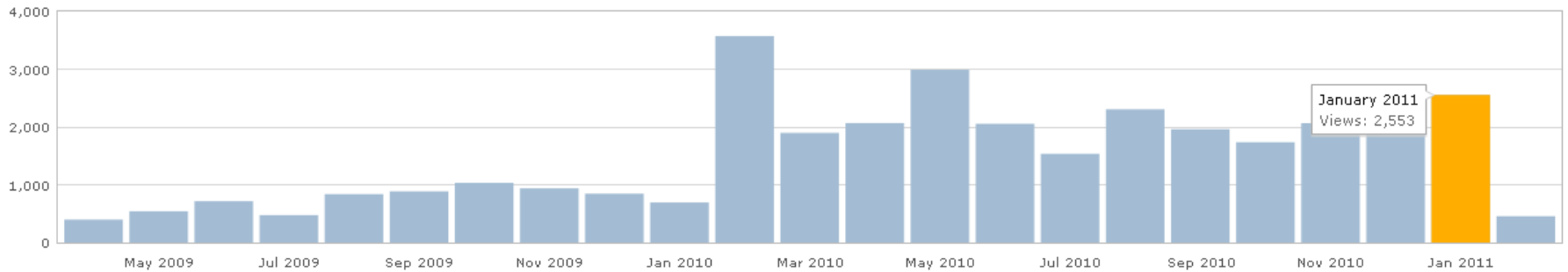


*Blog – How many readers, Top stories

Report

At A Glance

Days Weeks Months



34,369
views all-time

38
[views today](#)

695
views on your busiest day, [February 8, 2010](#)

[Summary Tables](#)

Referrers

Today Yesterday [This week](#)

Referrer	Views
sdsu.edu	3
statsactive.com/counter	1
linda-online.co.tv	1
linkedin.com/news?viewArticle&articleID=162757865&gid=2203905&type=member&i	1
Total views referred by links to your blog	6

Search Engine Terms

Today Yesterday [This week](#)

Search Engine Term	Views
...	...

Top Posts & Pages

Today Yesterday [This week](#)

Title	Views
Home page	7
5 Great Examples of New Media in Higher Ed	6
"What They Did For Me Here"	4
experts now just a click away	4
Airlift to Haiti - Day 3 in Port Au Prince	2
new brochure speaks to younger audience	2
I am an Aztec for Life	2
Apple iPad - Impact on academia	2
airlift to Haiti II - Les Cayes and Jacmel	1

Top Metrics

Sometimes it's what's important, sometimes it's what your supervisor thinks is important

- **Twitter:** Followers, Number of Clicks on things you've posted
- **Facebook/LinkedIn:** Fans/Followers, Comments and "Likes"
- **Comments** on university news site
- **Google Analytics** – Web traffic
- **YouTube:** Number of views, popular videos
- **Blog:** Number of views, popular posts



Follow or Contact Me

Email: gblock@mail.sdsu.edu

Twitter: @SDSU_NewsTeam

Twitter: @blockgreg

Facebook

LinkedIn

Or, heaven forbid, phone: 619-594-2176 ;)

