

Social Media Analytics

Session 1: Defining Key Metrics

Lesson 1: Social Media audit

Lesson 2: Shaping an effective social media strategy

Lesson 3: Measuring success

Assignment: Create a one page Metrics document, which you will update and incorporate into your social media report as we move along in the course. Question to think about when preparing your document: What does social media success mean to you and how can that be measured? Take the Social Media Savvy Quiz.

Session 2: Platform Tools

Lesson 1: How to measure

Lesson 2: Exploring social media platform analytics tools

Lesson 3: Going deeper with Twitter

Assignment: Choose one of your strongest pieces of content you've shared via social, and use the platform analytics tool(s) to create a 1-page report, showing what you measured and a statement on its success.

Session 3: Management Tools & Google Analytics

Lesson 1: Analyzing third-party management tools

Lesson 2: Endless possibilities with Google Analytics

Lesson 3: Creating reports and using them in the big picture

Assignment: Build a new social media dashboard in Google Analytics. Take a screenshot of a new key metric that you'll include in your social media report.

Session 4: The Social Media Report

Lesson 1: Building a solid social media report

Lesson 2: The narrative

Lesson 3: Managing expectations and outcomes

Assignment: Put the final touches on your social media report and turn in as your final class project.