



Social Media Analytics you can See, Read & Understand

Tracking • Engaging • Targeting

Social media analytics can be overwhelming, that's no lie. While they are overwhelming and show a lot of information, they are one of the most helpful tools in identifying your audience's preferences for content types and helps influence their purchasing decisions.

Here are 5 reasons why you should pay attention to social media analytics for your brand:


1. *Social analytics help you understand your audience.*
2. *Social analytics show you what your best, most receptive social platforms are.*
3. *Social analytics reveal what styles of content best resonate with your audience.*
4. *Social analytics help you identify the best social media strategy for your brand.*
5. *Social analytics show you how your social media campaigns are performing.*

Here are some key analytics (and what they do for you) that you should be tracking on your brand's social media channels:

- **Engagements:** Any interaction a follower has with your brand that shows their interest or that they want to support your brand
 - *Likes, Follows, Saves, Tags, Mentions, Shares, Clicks, Retweets*
- **Awareness:** The extent to which consumers are familiar with the distinctive qualities or image of your brand of goods or services
 - **Impressions:** *How many times your content is displayed*
 - **Reach:** *The number of people who see your content*
- **ROI (Return on Investment):** The tool to measure the effectiveness of a marketing campaign
 - **Social Media Referrals:** *How a user lands on your website from your social media platforms*
 - **Conversions:** *When someone purchases something from your site after visiting your social channels that direct them to that product*
- **Customer Care:** Response rate & time

Paid Facebook Ad: Video

Video Details ✕




Wabash Marketplace, Inc.: Get ready to party with us!...
 Join us on Veteran's Plaza / Tremont Parking Lot on September's Wabash First Friday for a totally rad tent party! We'll have karaoke from Wabash Area Community Theater, live music from 35 Trax, multiple food trucks and a mobile bar from Marke...

1:03 · Uploaded on 08/18/2021 · Owned · Appears Once · View Permalink · Copy Video ID

Total Video Performance (i)

- 🕒 Minutes Viewed 2,703 >
- 👤 1-Minute Video Views 213 >
- 👤 10-Second Video Views 4,157 >
- 👤 3-Second Video Views 9,236 >
- 📄 Average Video Watch Time 0:08 >
- 📄 Audience Retention >
- 👤 Audience and Engagement >

This video is used in 1 post (i)

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
 Wabash Marketplace, Inc. Get ready to party with us! Join ...	● 08/18/2021 3:35 PM	12K	9.2K 100%	4.1K 100%	7.1K	182	0:08 / 1:03

Total 3-second video views on Facebook: 9.2K (i)

Organic Facebook Post: Wabash Marketplace Wabash is Hiring Campaign

Post Details
✕

Wabash Marketplace, Inc.

July 14 · 🌐

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"It's no secret that the job market is tough right now. Our job postings make it easy to find your next adventure right here in Downtown Wabash." - Andrea Zwiebel, Wabash Marketplace Executive Director

📌 For a full list of #DowntownWabash jobs, visit WabashMarketplace.org/jobs.

✔ **Get More Likes, Comments and Shares**

When you boost this post, you'll show it to more people.

9,500

People Reached

1,319

Engagements

Boost Post

👍❤️
11

7 Comments 102 Shares

👍 Like

💬 Comment

➦ Share

🌐

Performance for Your Post

9,500 People Reached

249 Reactions, Comments & Shares

<p style="font-size: 18px; margin: 0;">105</p> <p style="font-size: 12px; margin: 0;">👍 Like</p>	<p style="font-size: 18px; margin: 0;">10</p> <p style="font-size: 12px; margin: 0;">On Post</p>	<p style="font-size: 18px; margin: 0;">95</p> <p style="font-size: 12px; margin: 0;">On Shares</p>
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<p style="font-size: 18px; margin: 0;">5</p> <p style="font-size: 12px; margin: 0;">❤️ Love</p>	<p style="font-size: 18px; margin: 0;">1</p> <p style="font-size: 12px; margin: 0;">On Post</p>	<p style="font-size: 18px; margin: 0;">4</p> <p style="font-size: 12px; margin: 0;">On Shares</p>
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<p style="font-size: 18px; margin: 0;">1</p> <p style="font-size: 12px; margin: 0;">😂 Haha</p>	<p style="font-size: 18px; margin: 0;">0</p> <p style="font-size: 12px; margin: 0;">On Post</p>	<p style="font-size: 18px; margin: 0;">1</p> <p style="font-size: 12px; margin: 0;">On Shares</p>
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<p style="font-size: 18px; margin: 0;">4</p> <p style="font-size: 12px; margin: 0;">😮 Wow</p>	<p style="font-size: 18px; margin: 0;">0</p> <p style="font-size: 12px; margin: 0;">On Post</p>	<p style="font-size: 18px; margin: 0;">4</p> <p style="font-size: 12px; margin: 0;">On Shares</p>
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<p style="font-size: 18px; margin: 0;">32</p> <p style="font-size: 12px; margin: 0;">Comments</p>	<p style="font-size: 18px; margin: 0;">7</p> <p style="font-size: 12px; margin: 0;">On Post</p>	<p style="font-size: 18px; margin: 0;">25</p> <p style="font-size: 12px; margin: 0;">On Shares</p>
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<p style="font-size: 18px; margin: 0;">102</p> <p style="font-size: 12px; margin: 0;">Shares</p>	<p style="font-size: 18px; margin: 0;">102</p> <p style="font-size: 12px; margin: 0;">On Post</p>	<p style="font-size: 18px; margin: 0;">0</p> <p style="font-size: 12px; margin: 0;">On Shares</p>
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1,070 Post Clicks

<p style="font-size: 18px; margin: 0;">124</p> <p style="font-size: 12px; margin: 0;">Photo Views</p>	<p style="font-size: 18px; margin: 0;">186</p> <p style="font-size: 12px; margin: 0;">Link Clicks</p>	<p style="font-size: 18px; margin: 0;">760</p> <p style="font-size: 12px; margin: 0;">Other Clicks</p>
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NEGATIVE FEEDBACK

<p style="font-size: 18px; margin: 0;">5 Hide Post</p>	<p style="font-size: 18px; margin: 0;">0 Hide All Posts</p>
<p style="font-size: 18px; margin: 0;">0 Report as Spam</p>	<p style="font-size: 18px; margin: 0;">0 Unlike Page</p>

Reported stats may be delayed from what appears on posts

Organic Instagram Post: Wabash First Friday August Food & Drink Offerings

