

## Measuring social media success

Once you have your social media account set up and you start posting, you will want to measure how well you are doing. Having numbers about your social media activity can help you see if you are meeting your goals. That's where analytics come in. Each social media service has a different way of reporting analytics. Set up a schedule of when you will gather your analytics; for example, every week or every month. Then over time you can compare your numbers and see if you are making improvements towards your goals.

Which analytics to use?

- For Facebook: Facebook Insights <https://www.facebook.com/help/336893449723054/>
- For Twitter: Twitter Analytics <https://analytics.twitter.com/about>
- For Instagram: The third-party application Iconosquare allows you to get analytics for your Instagram account. Visit <http://iconosquare.com/>, log in with your Instagram account, and go to the statistics tab to see your numbers.
- For Pinterest: If you have a business account on Pinterest you have access to analytics on your pins. <https://analytics.pinterest.com/>

What should you be measuring?

1. **Activity**: Measure how many posts you have made on the social media account. This helps you get a sense of what your staff are doing with their social media time. You can also see if you are posting as frequently as you would like.
2. **Audience**: Track how many followers you have. This will allow you to see if your followers are growing. Look for any trends about when you gain the most new followers.
3. **Engagement**: Measure how many times viewers do something with your posts. Things that you can measure will be different for each social media site. Once you know which kinds of posts get the most engagement, you can change your content strategies accordingly.

### Types of engagement

Facebook: Likes, Shares, Comments

Twitter: Impressions (how many people saw the post), Favorites, Retweets, Mentions

Pinterest: Repins

Instagram: Comments, Likes

4. **Referral Metrics**: The content in your social media posts will often have links to your library website. It can be useful to track how many people use these links. Referral metrics track how users arrive at your website, whether it is from your social media sites or other places. If you use Google Analytics for your website, you can view your referral metrics by clicking on the Acquisitions tab, than Social, and then Network Referrals.