



PONDURANCE

SOCIAL MEDIA ANALYTICS REPORT

This document analyzes social media posts on Twitter, Facebook, and LinkedIn from January of 2018 through June of 2018.

Created By: Bailie Pelletier

Created For: Pondurance Marketing Department // Outside Partners

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PURPOSE

The purpose of this report is to identify strengths and weaknesses within Pondurance's current social media content across Twitter, Facebook, and LinkedIn using the analytics offered for each post. This information will then be analyzed to confirm the best ways for Pondurance to optimize their social presence across these three channels. This will include suggestions on what to post and what not to post, what is getting the most engagement, what times to post, and scheduling suggestions.

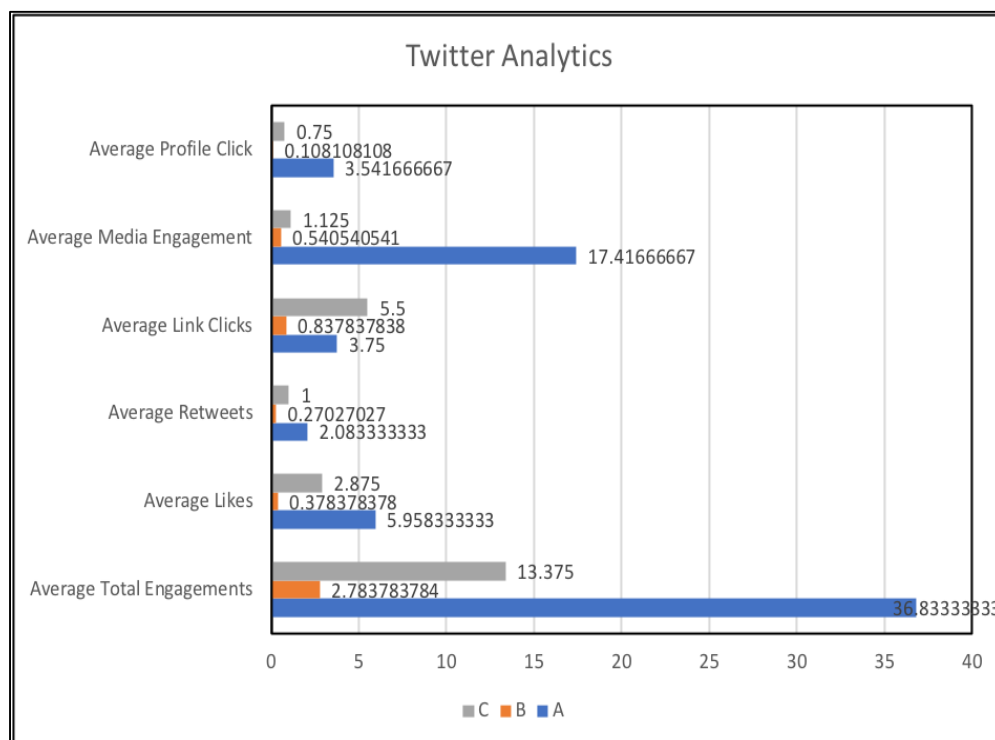
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Twitter

Method

Data from Twitter posts in January 2018 – June 2018 was collected and separated into six (6) different categories: profile clicks, media engagement, link clicks, retweets, likes, and total engagements. This data was then divided into categories based around the type of post: (A) company updates, (B) cybersecurity news, and (C) promotional. The average of each type of analytic was then taken for each type of post.



Key

A – Company Update
B – Cybersecurity News
C – Promotional

Profile clicks: # of clicks on profile from tweet

Media engagement: # of actions on tweet containing media

Link clicks: # of times link in post was clicked.

Retweets: # of retweets on post

Likes: # of likes on post

Total engagement: Total number of times the tweet was interacted with. This includes clicks anywhere on the post, retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or post expansion

Results

Company Updates (A): sharing news about Pondurance, posting about events or conferences employees are speaking about, broadcasting awards or recognitions Pondurance receives, etc.

- These posts showed the highest amount of average total engagement (36.833 for 24 posts).

Cybersecurity News (B): sharing news related to the world of cybersecurity such as threats, tips, and coverage of various data breaches – unrelated to Pondurance's operations.

- These posts showed the lowest amount of average total engagement (2.784 for 37 posts)

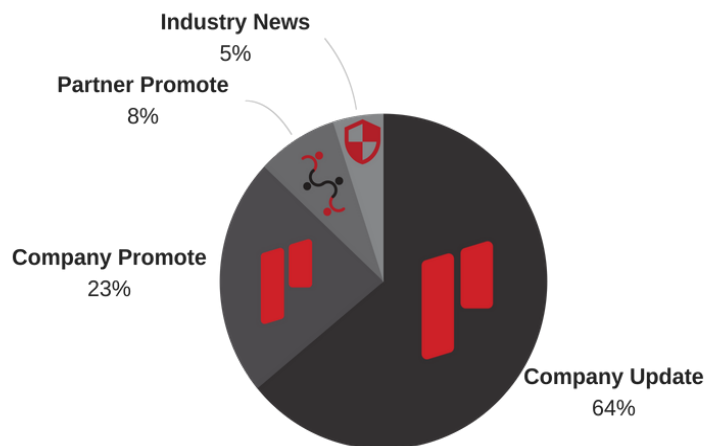
Promotional (C): broadcasting Pondurance's services and what we can do to help our current and prospective clients.

- These posts showed the second highest amount of average total engagement (13.375 for 8 posts)

Optimization Techniques – Twitter

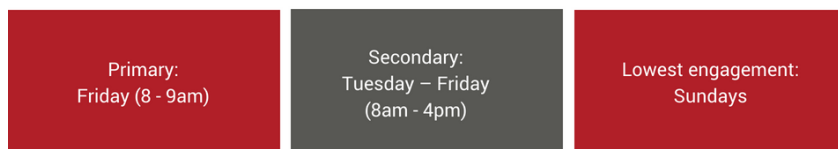
Post Category

After reviewing the analytics of each type of post, it is evident that *company updates* receive the most amount of engagement. Promotional posts received the second highest, and cybersecurity news received the lowest. When reviewing every post, a fourth category was discovered – partner promotion. This category has not had much previous use but is beneficial to relationships with our referral partners. When planning Twitter content to post, this graphic should be taken into consideration. *graphic calculated by taking sum of total engagement for each category (53). In order to factor in partner promotion, I estimated the amount of engagement this category would receive as well as how much content I believe we should gear towards this category –after reviewing all of the analytics. This brought the total number to 58. I then divided the average total engagement for each category by 58 to calculate the percentage of time allotted to each category.



When to Post

*based on a study conducted by Sprout Social's data science team, these are the best times to post tech-related content on Twitter.



Tools to Utilize

Buffer allows for users to schedule posts ahead of time, allowing for users to plan content well in advance. Buffer also allows users to track analytics for all past posts. Here is a list of what Buffer tracks for Twitter: retweets, likes, mentions, clicks, and potential. It also contains tabs allowing users to track most popular and least popular posts.

Other Notes

A social media content calendar should be utilized when planning out content for the month. Pondurance content calendar example:

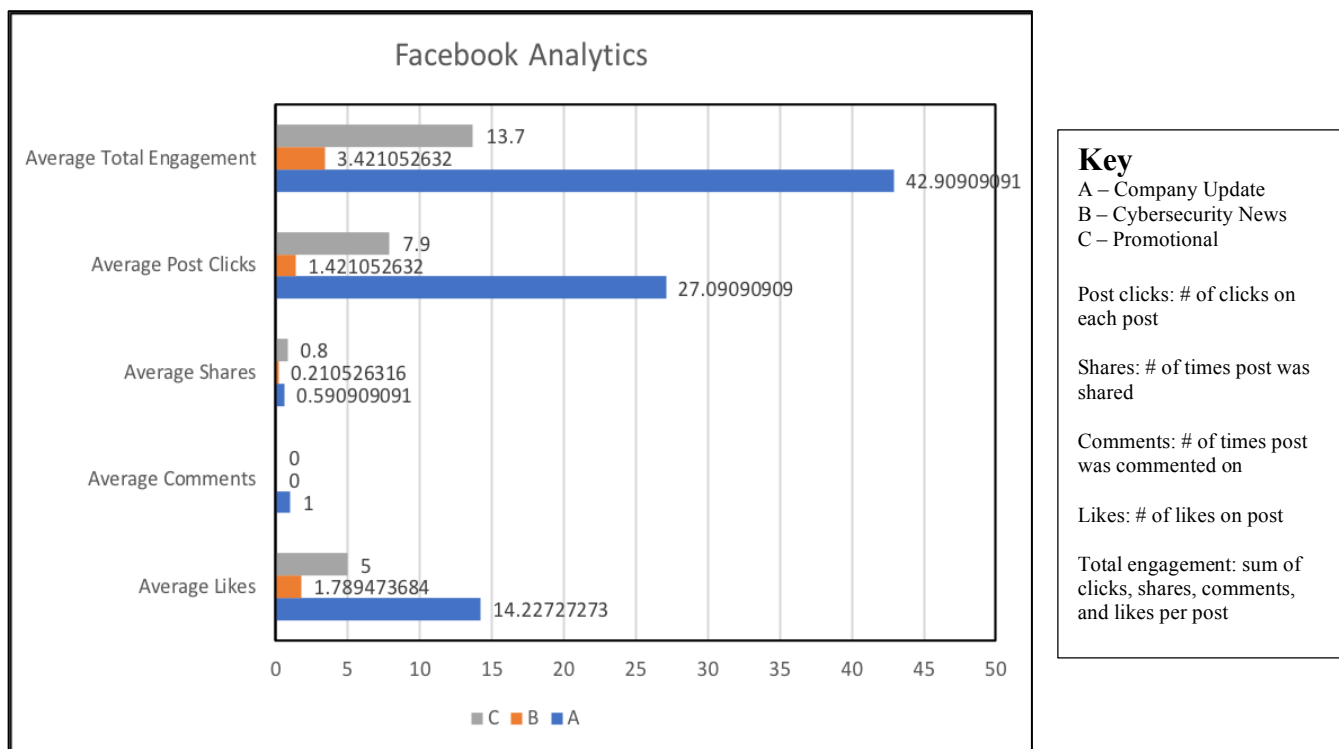
Day	Date	Category	Topic	Post Copy	Content Link	Graphic	Other Elements	Posted to Buffer (Y/N)
Friday	06/01	Company Update	CC Conference				Hashtags, tags, etc.	Y

Establishing posting patterns based around suggested posting times is essential, but it is also necessary to post important updates as soon as they are received. It is also important to actively retweet posts in which we are mentioned, as well as other posts relevant to Pondurance.

Facebook

Method

Data from Facebook posts in January 2018 – June 2018 was collected and separated into four (4) different categories: post clicks, shares, comments, and likes. This data was then divided into categories based around the type of post: (A) company updates, (B) cybersecurity news, and (C) promotional. The average of each type of analytic was then taken for each type of post.



Results

Company Updates (A): sharing news about Pondurance, posting about events or conferences we attend, or our employees are speaking at, broadcasting awards or recognitions Pondurance receives, etc.

- These posts showed the highest amount of average total engagement (42.910 for 22 posts).

Cybersecurity News (B): sharing news related to the world of cybersecurity such as threats, tips, and coverage of various data breaches – unrelated to Pondurance’s operations.

- These posts showed the lowest amount of average total engagement (3.421 for 38 posts)

Promotional (C): broadcasting Pondurance’s services and what we can do to help our current and prospective clients.

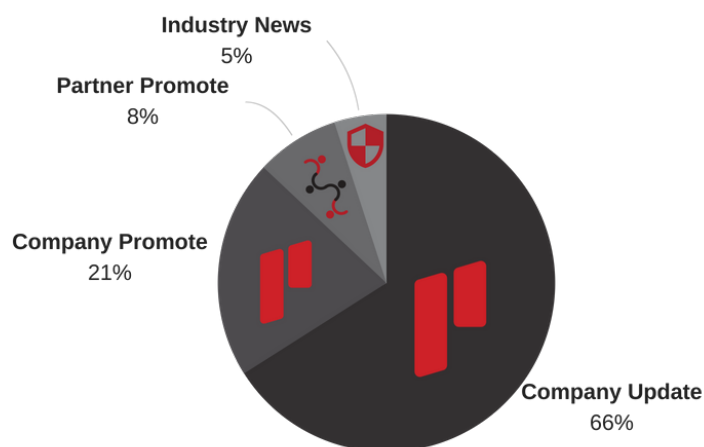
- These posts showed the second highest amount of average total engagement (13.700 for 10 posts)

Optimization Techniques – Facebook

Post Category

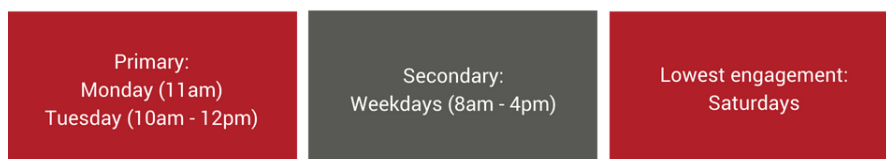
After reviewing the analytics of each type of post, it is evident that *company updates* receive the most amount of engagement. Promotional posts received the second highest, and cybersecurity news received the lowest. Much like with twitter, a fourth category was discovered –partner promotion. When planning Facebook content to post, this graphic should be taken into consideration.

*graphic calculated by taking sum of total engagement for each category (60). In order to factor in partner promotion, I estimated the amount of engagement this category would receive as well as how much content I believe we should gear towards this category –after reviewing all of the analytics. This brought the total number to 65. I then divided the average total engagement for each category by 65 to calculate the percentage of time allotted to each category.



When to Post

*based on a study conducted by Sprout Social's data science team, these are the best times to post tech-related content on Facebook.



Tools to Utilize

Buffer allows for users to schedule posts ahead of time, allowing for users to plan content well in advance. Buffer also allows users to track analytics for all past posts. Here is a list of what Buffer tracks for Facebook: comments, likes, clicks, reach, and shares. It also contains tabs allowing users to track most popular and least popular posts.

Other Notes

A social media content calendar should be utilized when planning out content for the month. Pondurance content calendar example:

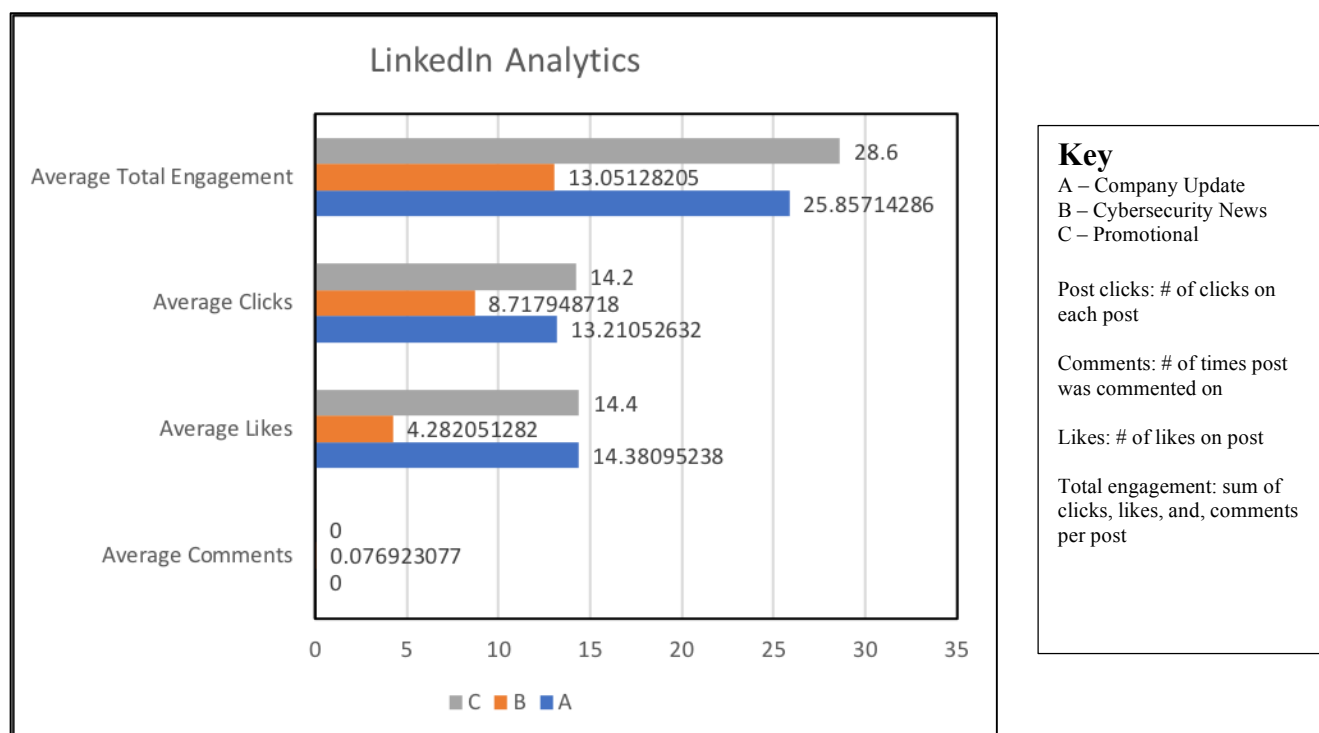
Day	Date	Category	Topic	Post Copy	Content Link	Graphic	Other Elements	Posted to Buffer (Y/N)
Friday	06/01	Company Update	CC Conference				Hashtags, tags, etc.	Y

Establishing posting patterns based around suggested posting times is essential, but it is also necessary to post important updates as soon as they are received, more common for b2b companies.

LinkedIn

Method

Data from LinkedIn posts in January 2018 – June 2018 was collected and separated into four (4) different categories: post clicks, likes, comments, and total engagement. This data was then divided into categories based around the type of post: (A) company updates, (B) cybersecurity news, and (C) promotional. The average of each type of analytic was then taken for each type of post.



Results

Company Updates (A): sharing news about Pondurance, posting about events or conferences we attend, or our employees are speaking at, broadcasting awards or recognitions Pondurance receives, etc.

- These posts showed the second highest amount of average total engagement (25.857 for 21 posts).

Cybersecurity News (B): sharing news related to the world of cybersecurity such as threats, tips, and coverage of various data breaches – unrelated to Pondurance’s operations.

- These posts showed the lowest amount of average total engagement (13.051 for 39 posts)

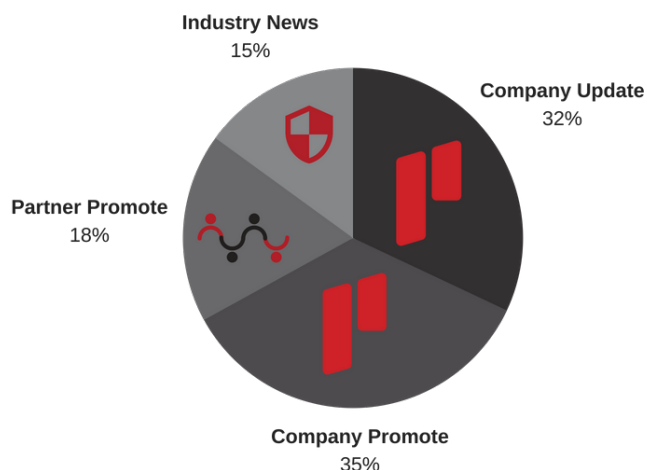
Promotional (C): broadcasting Pondurance’s services and what we can do to help our current and prospective clients.

- These posts showed the highest amount of average total engagement (28.600 for 10 posts)

Optimization Techniques – LinkedIn

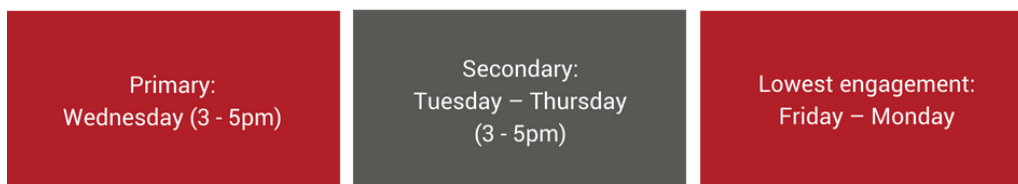
Post Category

After reviewing the analytics of each type of post, it is evident that *company promotional posts* receive the most amount of engagement. Company updates received the second highest, and cybersecurity news received the lowest. As with Facebook and Twitter, a fourth category was discovered –partner promotion. When planning LinkedIn content to post, this graphic should be taken into consideration. *graphic calculated by taking sum of total engagement for each category (67.5). In order to factor in partner promotion, I estimated the amount of engagement this category would receive as well as how much content I believe we should gear towards this category –after reviewing all of the analytics. This brought the total number to 82. I then divided the average total engagement for each category by 82 to calculate the percentage of time allotted to each category.



When to Post

*based on a study conducted by Sprout Social's data science team, these are the best times to post tech-related content on Twitter.



Tools to Utilize

Buffer allows for users to schedule posts ahead of time, allowing for users to plan content well in advance. Buffer also allows users to track analytics for all past posts. Here is a list of what Buffer tracks for LinkedIn: comments, likes, and clicks. It also contains tabs allowing users to track most popular and least popular posts.

Other Notes

A social media content calendar should be utilized when planning out content for the month. Pondurance content calendar example:

Day	Date	Category	Topic	Post Copy	Content Link	Graphic	Other Elements	Posted to Buffer (Y/N)
Friday	06/01	Company Update	CC Conference				Hashtags, tags, etc.	Y

Establishing posting patterns based around suggested posting times is essential, but it is also necessary to post important updates as soon as they are received.