Communications Processes

Tracking Online Analytics

These training materials have been prepared by Aspiration.
Who is Aspiration?

- Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- We serve as *ally, coach, strategist, mentor* and *facilitator* to those trying to make more impactful use of information technology in their social change efforts.
- www.aspirationtech.org/services
Learning Goals

- See the tools that provide you with analytics for your messaging
- Get introduced to the statistics different online channels can provide about your messaging
- Learn about ways in which to use analytics to improve your online messaging
Four Processes

Audience Assessment → Tracking & Metrics → Publishing Matrix → Message Calendar
Analytics Overview

- Attached to measurable goals, analytics are your thermometer
  - Make sure you know what goal the data is speaking to

- Helps determine what value you’re providing to whom

- Tracking is key!!
  - Trends more important than isolated numbers
Goals

- Tracking analytics related to measurable goals is key.
  - Makes the #s mean something, makes tracking them worth your time
  - Helps you to evaluate and adjust communications and programmatic work
**Example Goal**

- **Issue:** Opposition to police surveillance center
- **Audience:**
  - Residents of Oakland
  - Bay area residents concerned with privacy
  - Anyone concerned about “Big Brother”

<table>
<thead>
<tr>
<th>Goal</th>
<th>Measurability</th>
<th>What does success look like?</th>
<th>Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase attendees at “awareness action” through online efforts</td>
<td>Compare this month's attendance to last month's</td>
<td>10% increase in attendance</td>
<td>Email Blast, Texting, Facebook</td>
</tr>
</tbody>
</table>
Example Goal Con't

Programmatic Goal: Increase attendance to events.

Tools: Email Blast, Facebook Page, Text Message

Need to know: What tools works best?

<table>
<thead>
<tr>
<th>Email</th>
<th>Facebook</th>
<th>Text Message</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>• open rate</td>
<td>• # Post likes &amp; comments</td>
<td>• # replies</td>
<td>• How many?</td>
</tr>
<tr>
<td>• most popular clicked link</td>
<td>• # Event Page</td>
<td>• # rsvps</td>
<td>• Who?</td>
</tr>
<tr>
<td>• # went to registration page</td>
<td></td>
<td></td>
<td>• Where did they find out?</td>
</tr>
</tbody>
</table>
Tracking Document

- How do you keep track of your analytics data?
- Start with a simple spreadsheet tracking basic web site traffic
  - Update once a week
- Iterate (small steps) to tracking your other channels over time
  - Email open rates over time
  - Twitter Clicks, Facebook interactions, etc.
- Make notes on peaks and dips to describe what content caused them
# Tracking Doc Example

## SSC Blog

<table>
<thead>
<tr>
<th></th>
<th>09/09/11 to 09/15/11</th>
<th>09/16/11 to 09/22/11</th>
<th>09/23/11 to 09/29/11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>278</td>
<td>230</td>
<td></td>
</tr>
<tr>
<td>Clicks</td>
<td>1</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>CTR</td>
<td>0.36%</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>Avg CPC</td>
<td>$1.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Cost</td>
<td>$1.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Avg. Position</td>
<td>5.9</td>
<td>5.5</td>
<td>6.4</td>
</tr>
<tr>
<td>Visits</td>
<td>344</td>
<td>329</td>
<td>358</td>
</tr>
<tr>
<td>Page Views</td>
<td>451</td>
<td>427</td>
<td>443</td>
</tr>
<tr>
<td>Bounce Rate %</td>
<td>85.17%</td>
<td>88.15%</td>
<td>87.99%</td>
</tr>
<tr>
<td>Avg. Time on Site</td>
<td>01:09</td>
<td>00:52</td>
<td>00:56</td>
</tr>
<tr>
<td>% New Visits</td>
<td>88.95%</td>
<td>86.02%</td>
<td>89.66%</td>
</tr>
</tbody>
</table>

**Bit.ly Referrers:**
- 0
- 0
- 0

**Twitter Referrers:**
- 1
- 0
- 0

**FB Referrers:**
- 6
- 5
- 1
- 15

**Notable Referrers:**
- hosted.vertical
- hosted.vertical
- socialsources.t.co (18)

**Top Page**
- `/2011/04/face` /2011/04/face
- `/2011/04/face` /2011/04/face
- `/2011/04/fac` /2011/04/fac

**Second Most Popular Page**
- `/2011/03/crea` /2011/03/crea
- `/2011/04/imac` /2011/04/imac

**Third Most Popular Page**
- `/2011/04/imac` /2011/04/imac
- `/2011/03/crea` /2011/03/crea
Traffic Doc Example

Webinar Attendance

SSC Blog Visits

# VISITS

Week
# Tracking Doc Example

## Aspiration Traffic Report

<table>
<thead>
<tr>
<th>Web properties</th>
<th>08/08/14 Email</th>
<th>Social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregate visits: 1384</td>
<td>Total Sign-ups: 1544</td>
<td></td>
</tr>
<tr>
<td><strong>aspirationtech.org</strong></td>
<td></td>
<td>Facebook</td>
</tr>
<tr>
<td>Visits: 505</td>
<td>Latest send &gt; 1000 recipients</td>
<td></td>
</tr>
<tr>
<td>Compared to average: ▼ 10%</td>
<td>Subject: When tinfoil hats aren't enough</td>
<td></td>
</tr>
<tr>
<td>Notable referrer: Bethkanter.org</td>
<td>Vs. average: ▲ 18%</td>
<td></td>
</tr>
<tr>
<td><strong>socialsourcecommons.org</strong></td>
<td>Click rate: 5.38%</td>
<td></td>
</tr>
<tr>
<td>Visits: 309</td>
<td>Vs. average: ▼ 21%</td>
<td></td>
</tr>
<tr>
<td>Compared to average: ▼ 25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notable referrer: ideaIware.org</td>
<td></td>
<td>Twitter</td>
</tr>
<tr>
<td><strong>blog.socialsourcecommons.org</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visits: 529</td>
<td>Latest send &lt; 1000 recipients</td>
<td></td>
</tr>
<tr>
<td>Compared to average: ▼ 44%</td>
<td>Subject: Thank you for attending CA Tech</td>
<td></td>
</tr>
<tr>
<td>Notable referrer: duckduckgo.com</td>
<td>Vs. average: ▲ 15%</td>
<td></td>
</tr>
<tr>
<td><strong>Aspiration Visitors</strong></td>
<td>Click rate: 100.00%</td>
<td></td>
</tr>
<tr>
<td>Last Three Months</td>
<td>Vs. average: ▲ 59%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Aspiration Traffic Report Diagrams

- **Aspiration Visitors** Last Three Months
- **E-Blast and Newsletter Open Rate**
- **New Twitter Followers** Last Three Months

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www.aspirationtech.org/training
## Tracking Doc Example

### Website Visits and Pageviews

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Visits</th>
<th>Pageviews</th>
<th>Most Popular Post Title</th>
<th>Most Popular Post Pageviews</th>
<th>Top Other Referral Site</th>
<th>Top Other Referral Site Visits</th>
<th>TABridge Group Members</th>
<th>Posts Per Week</th>
<th>AVG. &quot;Seen By&quot;</th>
<th>F9 Referrals to TABridge Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/4 – 7/10</td>
<td>106</td>
<td>185</td>
<td>Indie Trust Enhancing More Effective Giving by UK Foundations</td>
<td>25 pffund.org</td>
<td>3 30 2</td>
<td>9 24</td>
<td>1150 16 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/11 – 7/17</td>
<td>82</td>
<td>138</td>
<td>&quot;Mapping&quot; Transparency Effects: Revealing the Connections</td>
<td>9 pffund.org</td>
<td>5 41 1</td>
<td>7 19</td>
<td>1175 10 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/18 – 7/24</td>
<td>201</td>
<td>504</td>
<td>Tech Strategy Fundamentals Webinar, 25 July – Special for a TABridge Virtual Learning Event</td>
<td>107 globalintegrity.org</td>
<td>28 42 2</td>
<td>12 13</td>
<td>1195 22 12</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/25 – 7/31</td>
<td>166</td>
<td>326</td>
<td>Tech Strategy Fundamentals – TABridge Webinar</td>
<td>48 globalintegrity.org</td>
<td>27 43 5</td>
<td>12 9</td>
<td>1210 37 18</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8/1 – 8/7</td>
<td>120</td>
<td>154</td>
<td>Abolish Anti-Transparency and Tech Groups “Can’t Open” Government</td>
<td>37 globalintegrity.org</td>
<td>25 44 0</td>
<td>0 3</td>
<td>1231 17 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8/8 – 8/14</td>
<td>94</td>
<td>139</td>
<td>Still Share Event on Service Delivery</td>
<td>15 svsnews-watch.org</td>
<td>24 44 2</td>
<td>8 7</td>
<td>1224 12 4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8/15 – 8/21</td>
<td>192</td>
<td>406</td>
<td>TABridge Open Monitoring Project, Call for Participants</td>
<td>11 svsnews-watch.org</td>
<td>31 45 3</td>
<td>7 4</td>
<td>1243 21 13</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Analytics Tools

- Website Analytics
- Email Analytics
- Social Media Analytics
Web Site
Web Site

Tools

- Many free tools out there
- Google Analytics
  - Free
  - Stores visitor data on their servers
  - Incredible info w/some limitations
- Urchin
- Awstats
- Piwik

Stats you can Track

- # Visitors
- # Bounces
- # Pageviews
- Referring Sites
- Search keywords used
- Top landing/exit pages
- Countries of Visitor Origin
- Mobile devices used
- and so much more...
Using Web Site Analytics

There are many things to track; What is your goal?

- Determining your audiences?
  - Start at your most popular pages
- Figuring out if social media is driving your traffic?
  - Check out your referring sites
- Just simply monitoring basic traffic trends?
  - Visitors, PageViews/Visitor, Referring Sites, Bounces
Email

Analytics come from your blasting software
- Vertical Response, MailChimp, MyEmma, etc.

All should have ability to track:
- Open Rates (Standard ~16%)
- Click Rates (Standard ~3%)
- Unsubscribes ( <2% )
- Bounces (hard & soft)
Using Email Analytics

- Subject Line Optimization
  - A/B Testing
  - What gets the most opens?

- Message Content Optimization
  - What gets the most clicks?

- Segmentation after Sign-Up
  - Those who clicked on this get this email in the future
  - Those who clicked on that get that email in the future

- Determining proper pacing for messaging
  - Pay attention to jumps in unsubscribe rates to determine your spamming potential
Twitter

- Now Built-in Analytics :) 
  - analytics.twitter.com

- There are ways to track interaction
  - Followers
  - Retweets
  - @ Mentions
  - Use of your hashtag
  - Outside Services
    - URL shorteners (e.g. Bit.ly)
    - commun.it
    - Klout

How to stop Facebook from using Facial Recognition on You: lifehac.kr/k9Hqk8 #privacy via @lifehacker
Using Twitter Analytics

Your Tweets earned **38.7K impressions** over the last 28 days
That's 17.2% more impressions than the previous 28-day period

- **Engagements**
  - **Engagement Rate**: 0.5%
  - **Today**: 0.6% engagement rate

- **Link Clicks**: 55
  - Link clicks down 21.6% compared to the previous 28 days

- **Retweets**: 64
  - Retweets down 13.2% compared to the previous 28 days

**Followers**

- **Showing all 1,600 followers as of 1/20/2014 (days shown in Pacific time)**

**Interests**
- Most unique interests
  - 85% Financial news
  - 76% Government
  - 70% Business news and general info
  - 53% Beginning investing
  - 42% Nonprofit

**Gender**
- 72% M
- 28% F

**Your followers also follow**
- 50% TheEconomist
- 45% WorldBank
- 44% iran
- 43% anti-corruption

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Using Twitter Analytics

- **Message Optimization**
  - What content gets most clicks, retweets?
  - What time of day gets most clicks, retweets?

- Determining proper pacing for messaging

**Graph:**
- 4pm Sat
- 10am Fri
- 2pm Thu
- 4pm Sun
- Rows 1 to 4 with clicks ranging from 0 to 100
Facebook

Page Likes
- Total Page Likes: 1,431
- New Page Likes: 2 (100% increase from last week)
- Last week vs. this week:
  - Last week: 1,430
  - This week: 1,432
- Growth rate: 0.1% from last week

Post Reach
- Total Reach: 234
  - Post Reach: 77
    - This week: 82.9% (82.9% decrease from last week)
    - Last week: 150

Engagement
- People Engaged: 15
  - Likes: 0
  - Comments: 0
  - Shares: 1
  - Post Clicks: 24

Your 5 Most Recent Posts
- Published: 01/22/2014 11:07 am
- Post:
  - Need communications plans or process that help things work? We might have what you are looking
- Type: 
- Targeting: 
- Reach: 32
- Engagement: 0
- Promote: 

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Facebook

Facebook PAGES have “Insights”
- Groups do not
- Profiles do not

Stats you can Track
- # Likes
- # Post Views
- # Active Users
- Demographics (e.g. Age)
- # Reach
- Media Consumption (type)
- Post Impressions
- Post Feedback
- and so much more…
Using Facebook Analytics

Message Optimization
- What content gets most interaction?
- What content gets most impressions?
- Country or Language-specific statuses

Determining your audience
- Facebook has amazing demographic information

<table>
<thead>
<tr>
<th>Your Fans</th>
<th>People Reached</th>
<th>People Engaged</th>
<th>Check-ins</th>
</tr>
</thead>
</table>
| The people who like your Page

Women
- 43% Your Fans
- 46% All Facebook
- 13-17: 0.8%
- 18-24: 3%
- 25-34: 13%
- 35-44: 13%
- 45-54: 8%
- 55-64: 3%
- 65+: 2%

Men
- 54% Your Fans
- 54% All Facebook
- 13-17: 0.6%
- 18-24: 6%
- 25-34: 17%
- 35-44: 17%
- 45-54: 9%
- 55-64: 3%
- 65+: 1%
Social Media Dashboard

Your real-time window into your mentions online
Workflow

➢ Send Action Alert
  ➢ Go through Pub Matrix and send according to message calendar
  ➢ After action time period complete, check out analytics
    • Use Dashboard to SEE the content that corresponds with the #s
  ➢ Fill in analytics doc to compare to past messaging
    • Adjust publishing matrix, message calendar accordingly
Section Summary

- What are your goals for these channels?
  - Identifying them clears up the utility of analytics

- Use a document to track stats over time
  - A simple spreadsheet works fine

- Start small. Iterate up

- Make small changes to messaging over time to take advantage of what analytics tell you
Thank You!

- Questions?

- Comments?

- Special Thanks to Monica Ruck for sharing her analytics knowledge and passion.
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