

Social Media - Week 5:

Social Media tracking and data analysis.

Focus: In this video we will focus on the important social media data you must be monitoring. I will take you step by step through the tracker we've created to make analysing this data super simple and easy to do.

Common problems/mistakes:

- We cannot improve what we do not measure;
- Many business owners do not know what they should be monitoring;
- Very few know how many people engage with their content.

Why is it important:

- Data ensures you can make better decisions;
- Gives you more control – You know what is happening and why;
- You can make important changes to your social media content before it is too late.

How to do it well?

Screen Share:

- Social media tracker.

Template/checklist:

- Social media tracker.

Tips for success:

- Pick a set day and time to note down your weekly stats;
- Review and analyse this at the end of every month;
- Use this insight to improve your social media strategy.

Task:

Download the Social Media Tracker provided and begin to track your weekly statistics. We have done all the hard work for you so simply input the data and use it to track all your social media accounts.