Basic Analytics for Social Media & Web

Brett Wolff, UK Center for Crop Diversification

Full Webinar Series

Exploring Markets & Considering New Crops (11/18)

Simple Web Design + Google Business Profiles (11/25)

Record Keeping Basics (12/2)

Offseason Marketing and Customer Retention (12/9)

2021: Looking Ahead for Farmers Markets & COVID-19 (12/16)

Next week!

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Thanks to All Our Partners!

USDA Specialty Crop Block Grant Program

Kentucky Center for Ag & Rural Development
Kentucky Horticulture Council
Community Farm Alliance
Kentucky Department of Agrictulture

Planning team: Brett Wolff, Emily Spencer, Savannah Columbia, University of Kentucky Extension

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Today we'll cover

- Approaching Analytics
- Facebook Insights
  - What they mean
  - How to interpret them
  - So what? How to *learn* from and *think* about them
- Google Analytics
  - In-browser view
  - Analytics Dashboard
    - Where to look, what to see
- Brief Discussion of Instagram Analytics

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Approaching Analytics

- **"We will never throw data away"**
  - Jeff Bezos
- **"Walmart only relies on the previous 4 weeks of data for its day-to-day merchandising strategies."**
  - Forbes
- **"Data analytics have no value on their own. Value is only derived when raw data is turned into insights, then translated into action."**
  - **Jason Lee, Bain & Company**

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Big Data vs. Targeted Data

- Who are your customers?
- What content do they want?
- When are they online?

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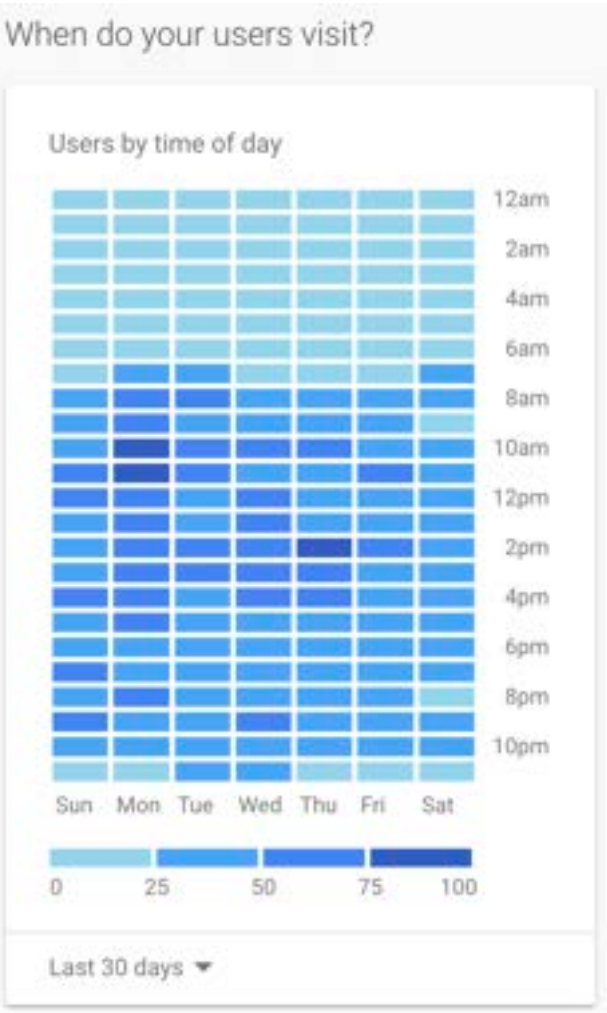
Who are your clients?



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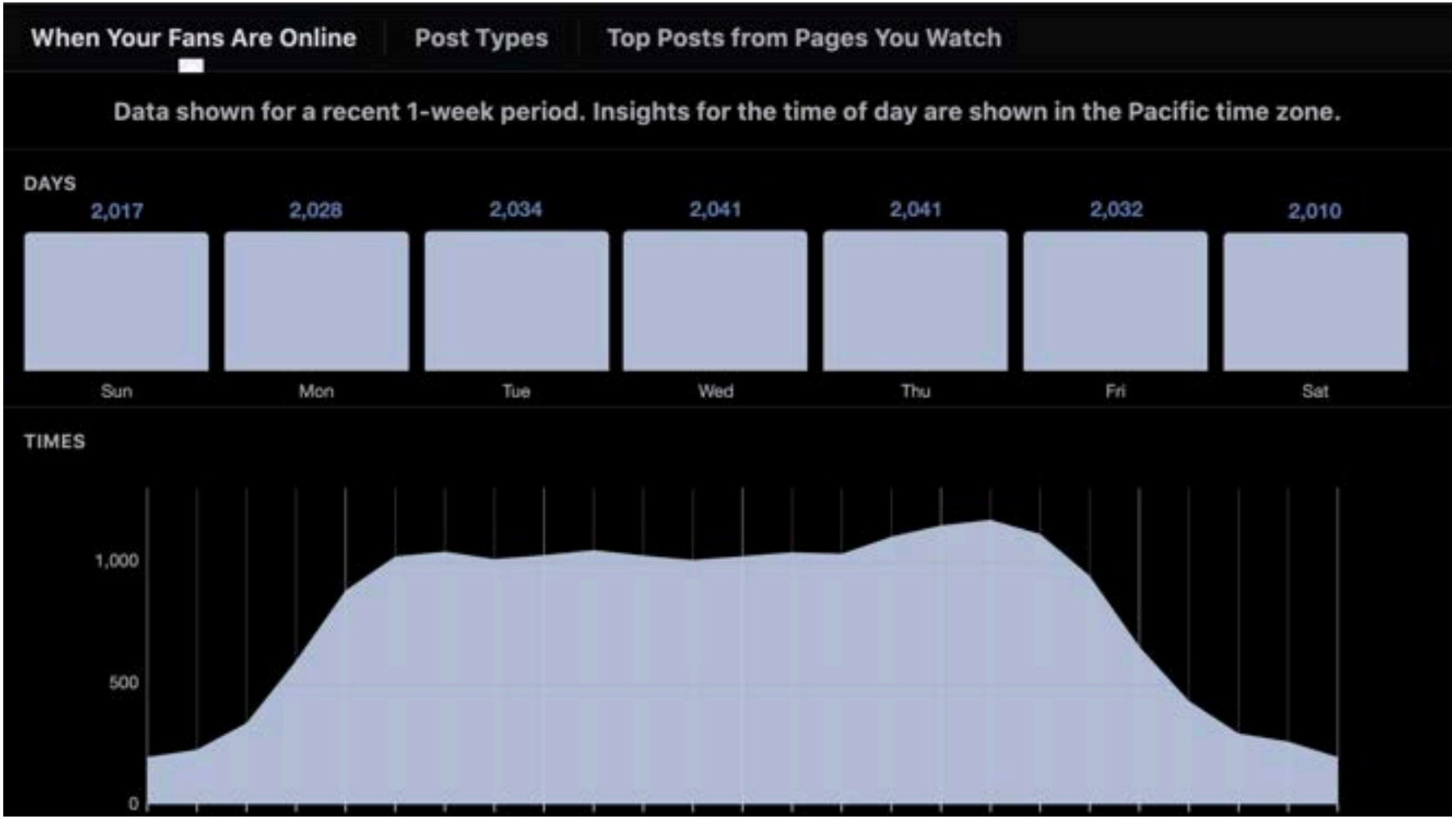
When are your clients online?



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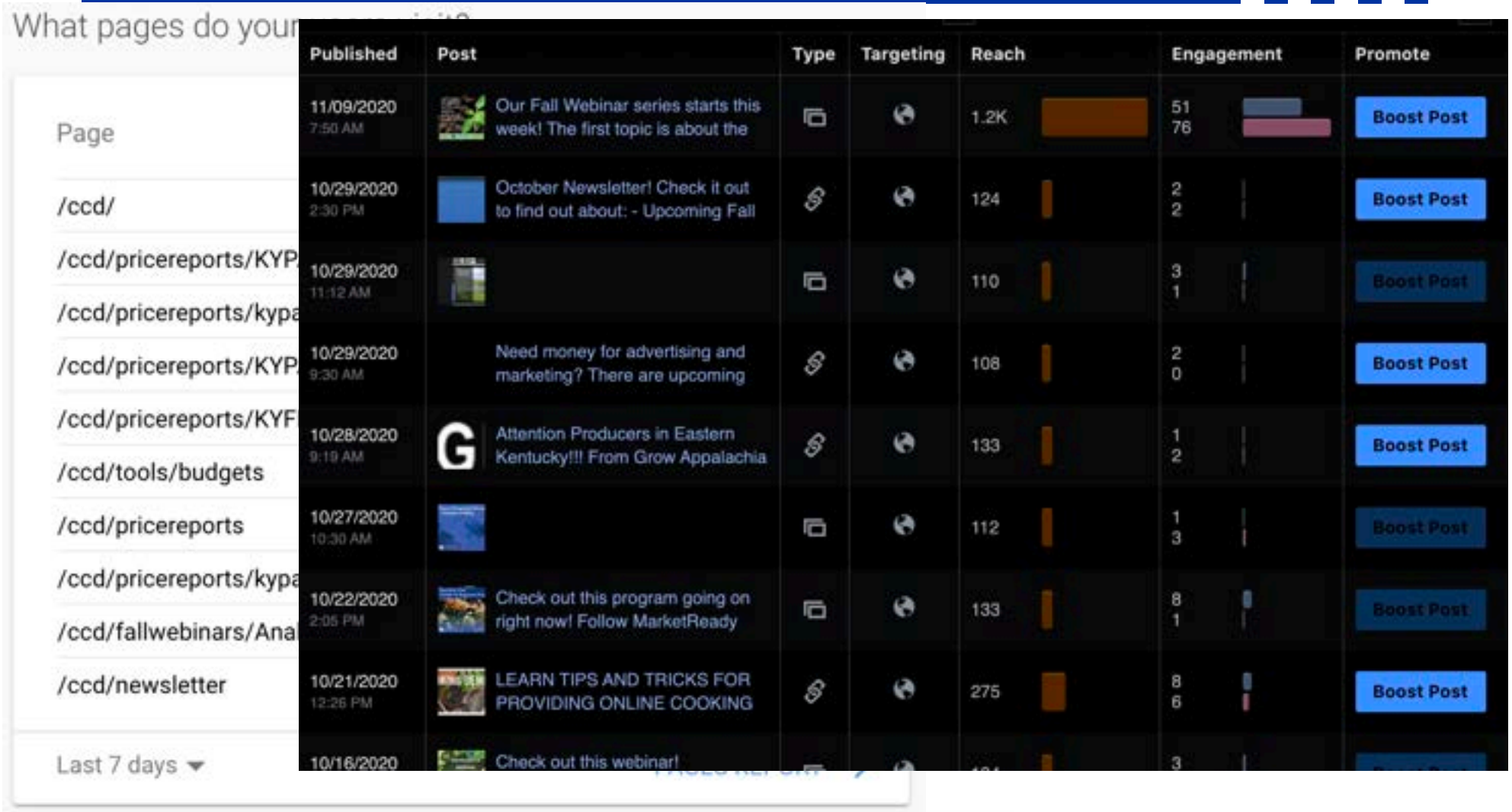
What are they interested in?



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Facebook Insights: Page Analytics

- **Reach**
  - the number of people who had any content from your Page or about your Page enter their screen.
  - Billboard?
- **Impressions**
  - the number of times any content from your Page or about your Page entered a person's screen
  - Billboard?!!?
- **Page Views**
  - the number of times a Page's profile has been viewed by people, including people who are logged into Facebook and those who aren't.
- Likes, Follows, Unlikes,

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Facebook Insights: Engagement

Likes, Loves, Angries, etc.

- What does this indicate?

Comments

- What can we learn from this?
- Are you responding?

Clicks & Shares

- What kind of content are these?

Center for Crop Diversification
August 17 ·

A GREAT opportunity to learn about Post-Harvest handling, and to stay in touch with the amazing team at Grow Appalachia.

P.S. If you haven't already, go like their page

Get More Likes, Comments and Shares
Boost this post for $3 to reach up to 1,600 people.

726	29	28	
People Reached	Engagements	Clicks	Boost Post

Lynnandj Blankenship, Andrea Stith and 7 others — 5 Shares

Performance for Your Post

726 People Reached

29 Reactions, Comments & Shares

15 Like	8 On Post	7 On Shares
5 Love	1 On Post	4 On Shares
4 Comments	0 On Post	4 On Shares
5 Shares	5 On Post	0 On Shares

28 Post Clicks

7 Photo Views	0 Link Clicks	21 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Moderate Reach
Moderate Engagement

Center for Crop Diversification is with Brett Wolff.
August 8 ·

We had a great time out at S & L Farms with Harrison County Cooperative Extension- Agriculture last night. We dodged the rain and had a blast!

Get More Likes, Comments and Shares
Boost this post for $3 to reach up to 1,600 people.

422	25	87	
People Reached	Engagements	Clicks	Boost Post

Performance for Your Post

422 People Reached

25 Likes, Comments & Shares

17 Likes	**16** On Post	**1** On Shares
6 Comments	**5** On Post	**1** On Shares
2 Shares	**2** On Post	**0** On Shares

87 Post Clicks

50 Photo Views	**0** Link Clicks	**37** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	**0** Hide All Posts
0 Report as Spam	**0** Unlike Page

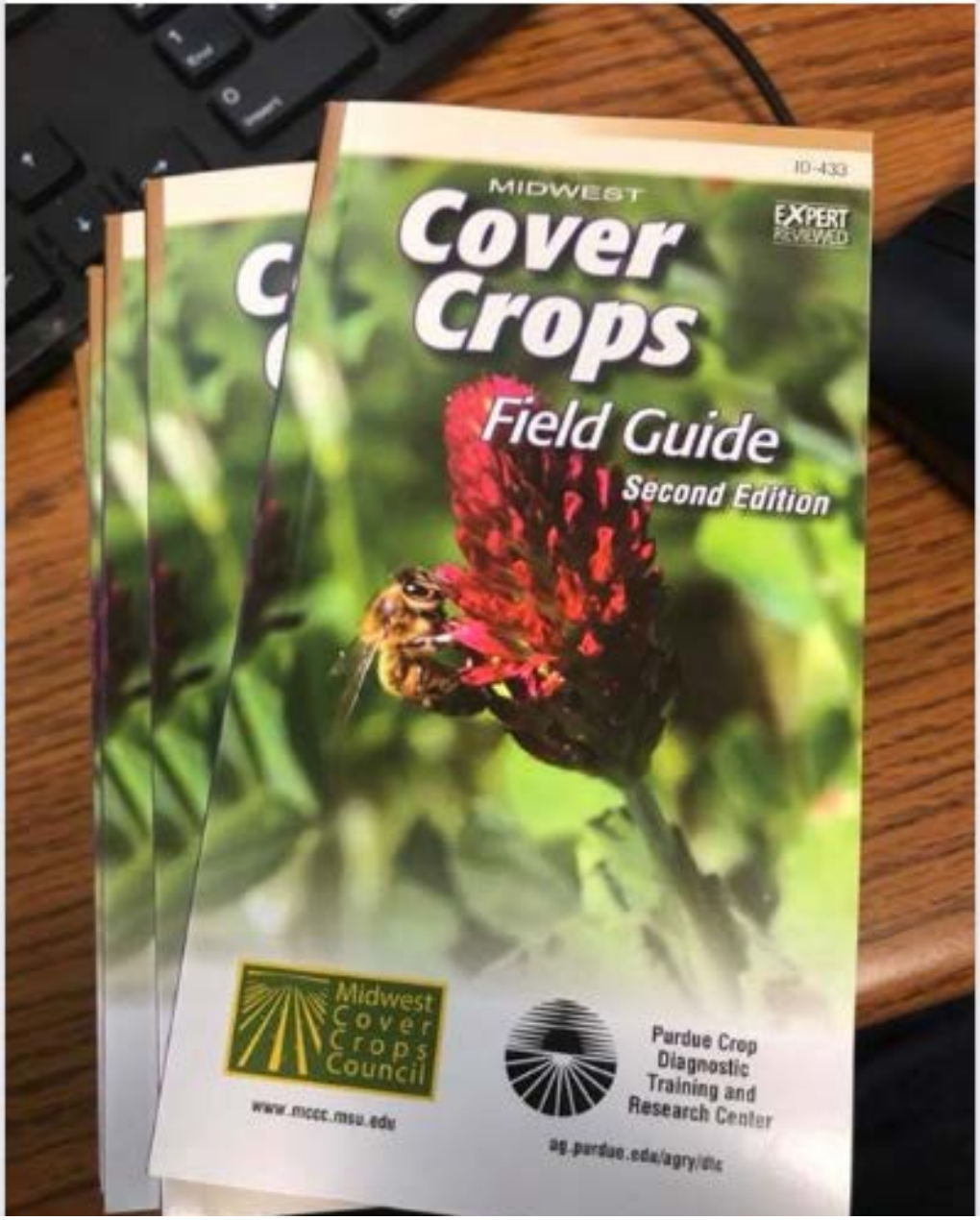
Reported stats may be delayed from what appears on posts

Lower Reach
Moderate Engagement

Center for Crop Diversification
August 1 ·

Who has done cover cropping this year? Who plans to put some in this fall?

LIKE and COMMENT tagging a friend who likes cover crops for your chance at a FREE cover crops pocket guide.



Performance for Your Post

1,514 People Reached

122 Reactions, Comments & Shares

56 Like	52 On Post	4 On Shares
6 Love	2 On Post	4 On Shares
49 Comments	40 On Post	9 On Shares
12 Shares	12 On Post	0 On Shares

119 Post Clicks

19 Photo Views	1 Link Clicks	99 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Moderate Reach

High Engagement

Center for Crop Diversification
August 7 ·

If your summer is flying by like ours, this is a good time remind ourselves that lots of fall crops are planted NOW!!

Full publication available here:
http://www2.ca.uky.edu/agcomm/pubs/id/id128/id128.pdf

Table 12. Crops for the fall garden.

Vegetable	Date of Planting	Seeds	Transplants	Days to Maturity[1]	Date of Harvest
Beets	Jul - mid-Aug	x		70 - 75	Oct
Bibb lettuce	Jul - Aug	x	x	50 - 60	Sep - Oct
Broccoli	Jul - Aug		x	60 - 80	Sep - Nov
Brussels sprouts	Jun - Jul		x	70 - 80	Oct - Nov
Cabbage	late Jun - early Aug		x	60 - 70	Sep - Nov
Carrots	Jul - Aug	x		80 - 90	Nov
Cauliflower	late Jun - early Aug		x	70 - 80	Sep - Nov
Chinese cabbage	Jul - Aug	x	x	50 - 70	Sep - Nov
Collards	Jul - Aug	x		80 - 90	Oct - Nov
Endive	Jul - Aug	x	x	70 - 80	Sep - Nov
Green beans, bush	Jul - mid-Aug	x		60 - 65	Sep
Kale	Jul - Aug	x	x	70 - 80	Sep - Nov
Kohlrabi	Jul - Aug	x		60 - 70	Sep - Nov
Leaf lettuce	Jul - Aug - Sep	x	x	40 - 60	Sep - Oct
Mustard greens	Jul - Aug	x		50 - 60	Sep - Oct
Parsnips	June	x		90 - 100	Nov
Potatoes	mid-Jun	x		90 - 100	Oct
Radishes	Sep	x		30 - 40	Oct
Rutabaga	July - mid-Aug	x		80 - 90	Oct - Nov
Snow Peas	Aug	x		50 - 70	Oct
Spinach	Aug - Sep	x		50 - 60	Aug - Sep
Sweet corn	Jul	x		70 - 80	Sep
Turnips	Jul - Aug	x		50 - 60	Sep - Nov
Turnip greens	Jul - Aug	x		50 - 60	Sep - Nov

[1] Due to cool temperatures in the fall, a long time will be needed for certain

Performance for Your Post

12,110 People Reached

485 Reactions, Comments & Shares

213 Like	41 On Post	172 On Shares
57 Love	2 On Post	55 On Shares
92 Comments	1 On Post	91 On Shares
123 Shares	120 On Post	3 On Shares

631 Post Clicks

203 Photo Views	14 Link Clicks	414 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	1 Unlike Page

Reported stats may be delayed from what appears on posts

High Reach
High Engagement

Center for Crop Diversification
August 31 at 9:32 AM ·

We had a blast at the opening celebration of the Community Agricultural Nutritional Enterprises, Inc.- CANE facility yesterday. Brett is an amateur with the video, but a pro at hamming it up 😉

Do you like this kind of content? Should we come visit you next? Let us know in the comments below!

https://youtu.be/hq5vYUTf8Hs

YOUTUBE.COM

CANE Community Kitchen (Whitesburg, KY)--CCD Roadtrip

Brett attended the grand opening of the Community Agriculture & Nutritional Enterprise, Inc. (CANE)--a community kitchen and gathering space in Letcher...

Get More Likes, Comments and Shares
Boost this post for $3 to reach up to 1,600 people.

1,760	141	296	
People Reached	Engagements	Clicks	Boost Post

Carolyn Davis, Emily Kolb Long and 14 others — 3 Comments 15 Shares

Like · Comment · Share

Performance for Your Post

1,760 People Reached

141 Reactions, Comments & Shares

90 Like	16 On Post	74 On Shares
12 Love	0 On Post	12 On Shares
24 Comments	3 On Post	21 On Shares
15 Shares	15 On Post	0 On Shares

296 Post Clicks

0 Photo Views	137 Link Clicks	159 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

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What do these things mean?

- **Reach** = more eyeballs, growth, new customers
- **Impressions** = repeated exposure to new and current audience
- **Post Clicks**= people are visiting your post, intriguing, search?
- **Reactions** = low-level engagement, keeping people's attention
- **Comments** = more action = more engagement**
- **Shares** = people think this would be useful to their friends and they are vouching for your business.

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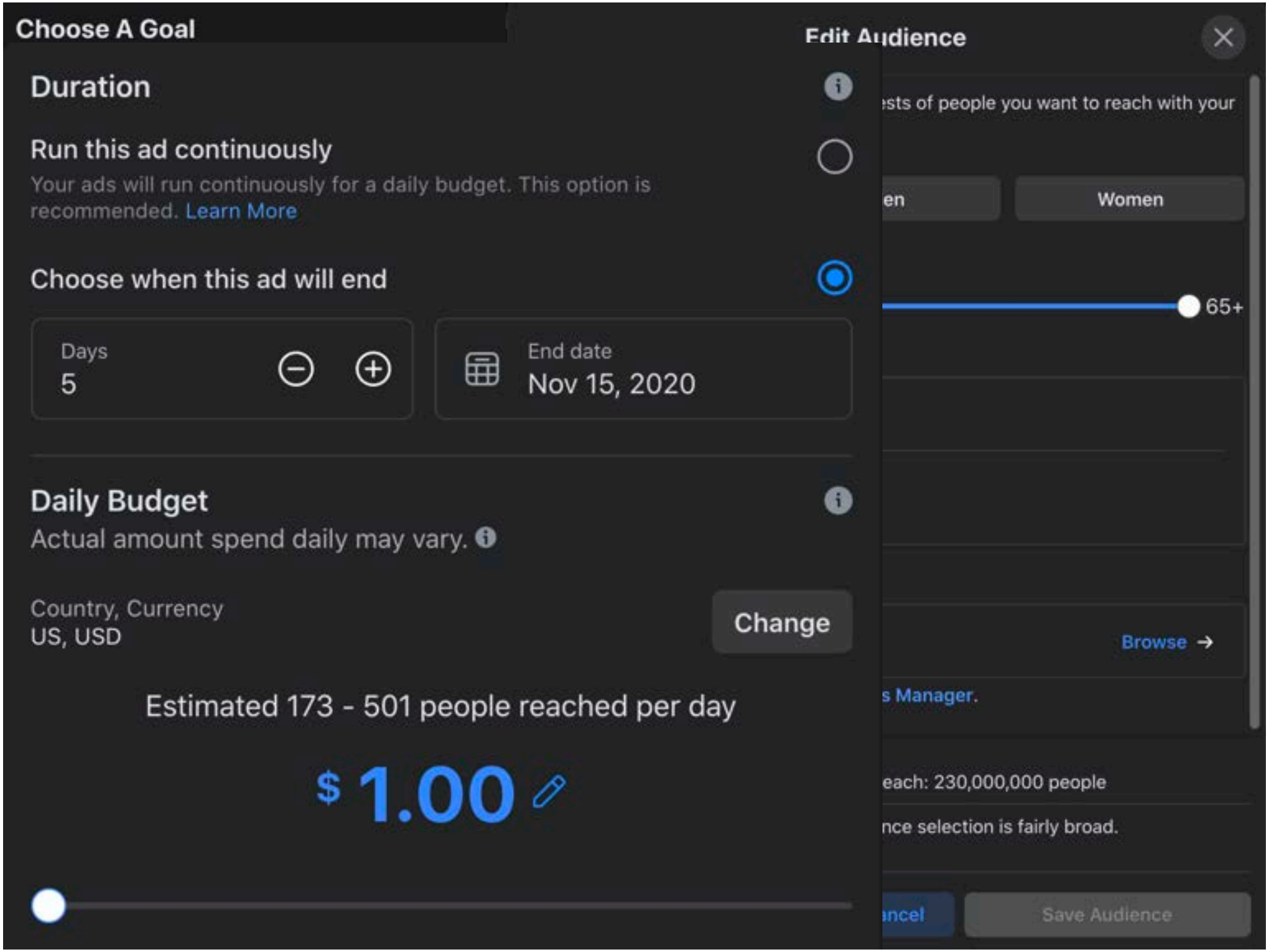
A quick note on FB advertisement

- Facebook can be a cost-effective way to advertise.
- Before throwing too much money in, make sure:
  - Your page is up to date
  - You are taking advantage of all free functionality
  - You are posting regularly
  - You have a way to assess success


Choose A Goal
Duration
Run this ad continuously
Your ads will run continuously for a daily budget. This option is recommended. Learn More
Choose when this ad will end
Days
5
End date
Nov 15, 2020
Daily Budget
Actual amount spend daily may vary.
Country, Currency
US, USD
Change
Estimated 173 - 501 people reached per day
$ 1.00
Edit Audience
sts of people you want to reach with your
en
Women
65+
Browse
s Manager.
each: 230,000,000 people
nce selection is fairly broad.
ncel
Save Audience

Google Analytics

- **Free Program for monitoring website analytics**
  - Has its own terms (“unique pageviews, sessions, users” etc.)
  - More complex than FB Insights
  - Compare Date ranges, track traffic, devices, etc.
- *****Must Install on site*****
  - Works well & Easy to Install on w/ most WYSIWYG platforms (Wix, Squarespace, Weebly, etc.)
- **Start it now even if you don’t think you’ll use it**

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Let's take a look…

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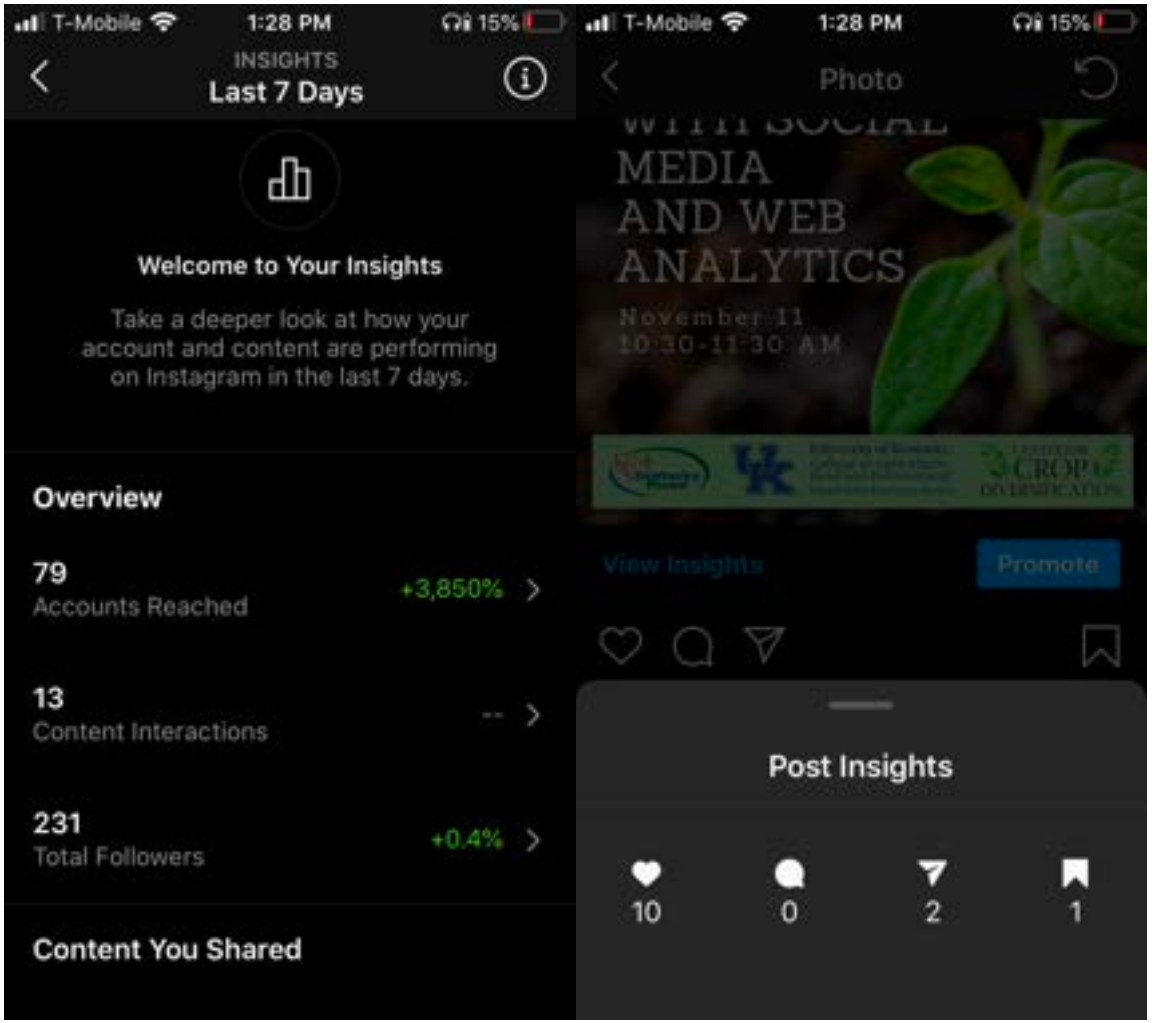
Instagram Analytics

Less internal analytics than FB

Requires IG Business Page

External Programs (free and paid) are available.



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Takeaways

Data are only valuable if they generate action.

If you are a business: 💰💰💰 > 👍👍👍

Don’t let the jargon intimidate you.

Start slow and simple, but you’ll only learn by interacting with the data.

You CAN do this!

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