

Communications Processes

Tracking Online Analytics



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



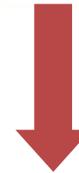
Publishing Matrix



Tracking & Metrics



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"

Goal	Measurability	What does success look like?	Tools
Increase attendees at "awareness action" through online efforts	Compare this month's attendance to last month's	10% increase in attendance	Email Blast Texting Facebook

Example Goal Con't

- ▶ Programmatic Goal: Increase attendance to events.
- ▶ Tools: Email Blast, Facebook Page, Text Message
- ▶ Need to know: What tools works best?

Email	Facebook	Text Message	Attendance
<ul style="list-style-type: none"> • open rate • most popular clicked link • # went to registration page 	<ul style="list-style-type: none"> • # Post likes & comments • # Event Page rsvps 	<ul style="list-style-type: none"> • # replies • # rsvps 	<ul style="list-style-type: none"> • How many? • Who? • Where did they find out?

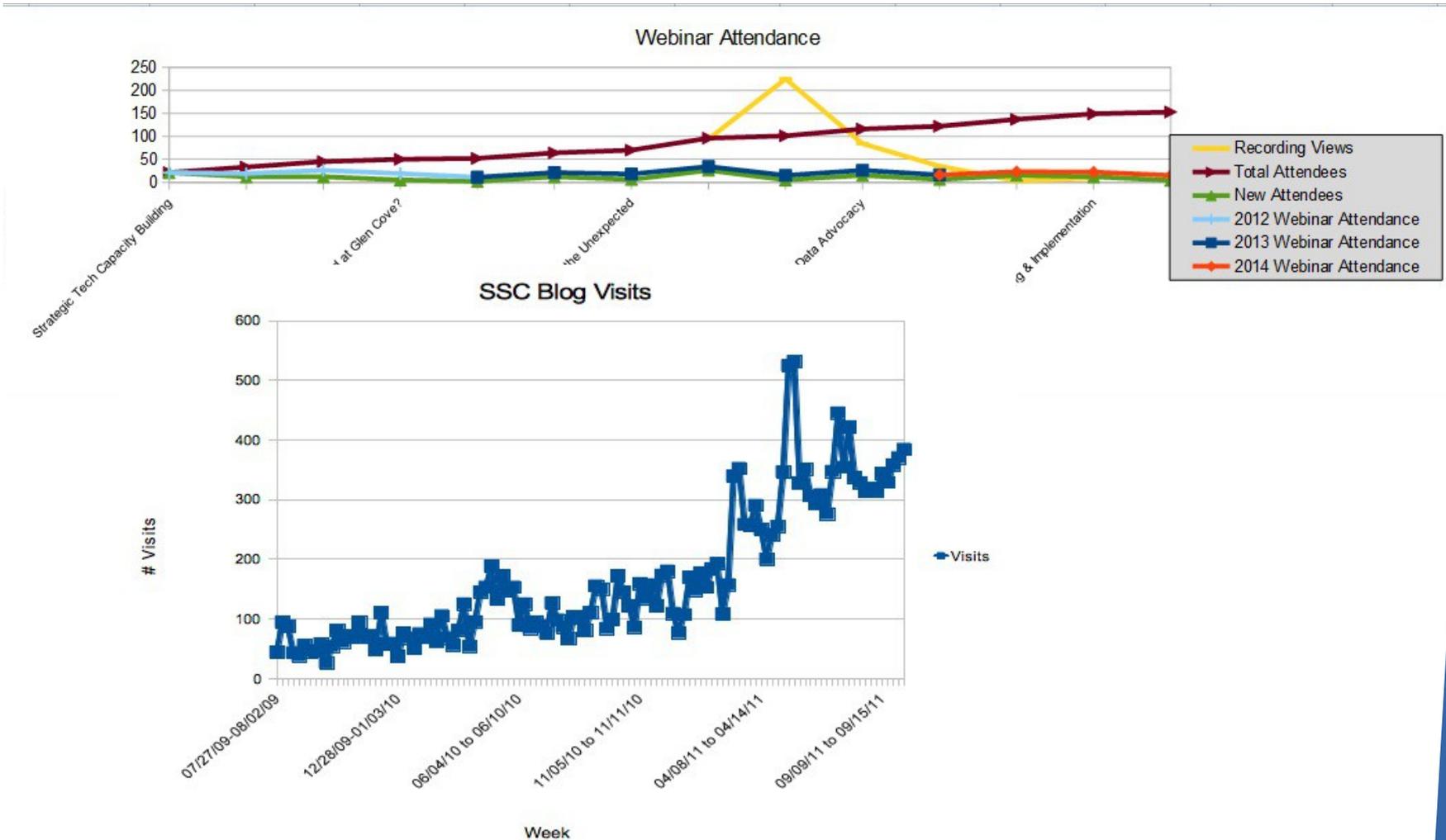
Tracking Document

- ▶ 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

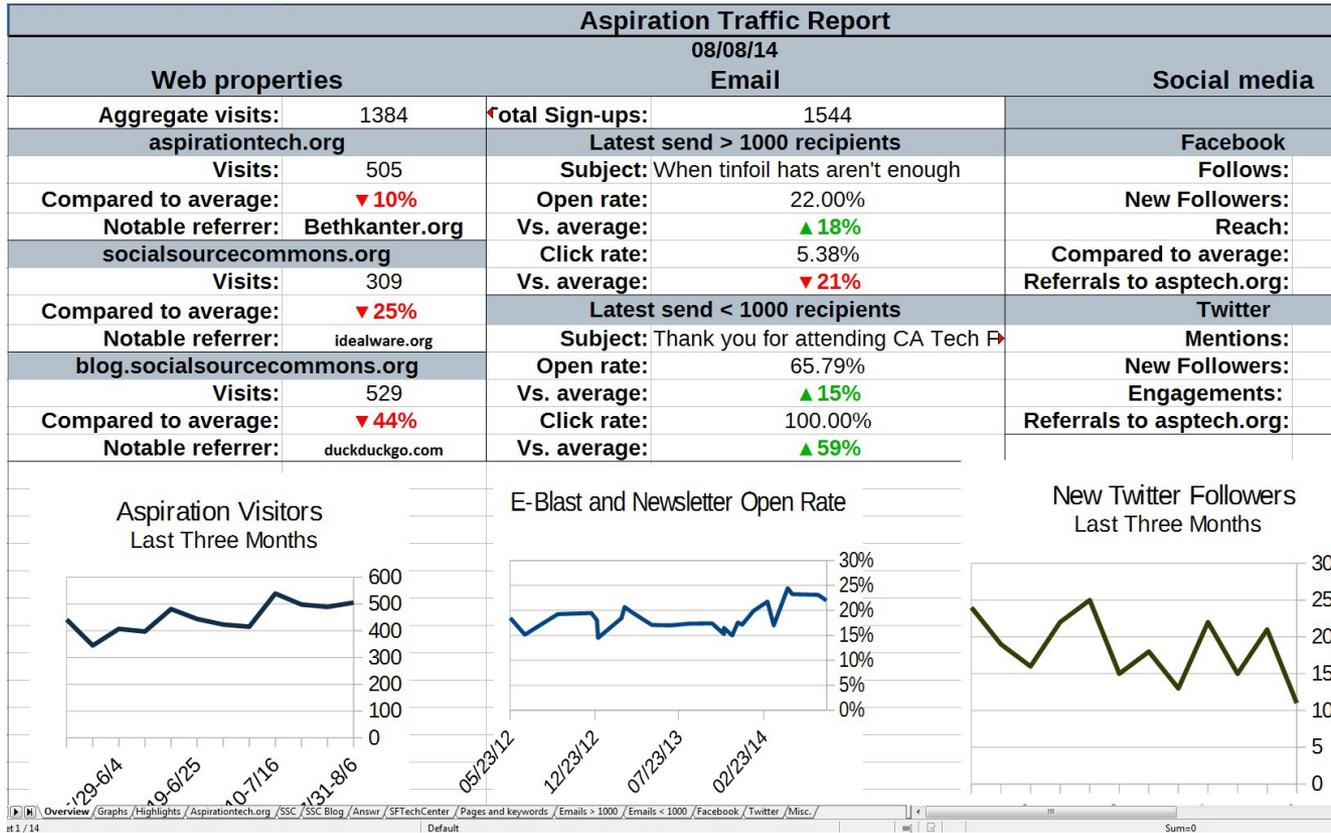
Tracking Doc Example

A	DH	DI	week	Website			Social Media		Email	
				Visits	% Bounce	Top Referrer	Most Popular Page	Facebook Page Likes	Twitter Followers	% Email Open
SSC Blog										
	09/09/11 to 09/15/11	09/16/11 to 9/22/11	09/23 09/29							
Impressions	278	230								
Clicks	1	0								
CTR	0.36%	0.00%								
Avg CPC	\$1.00	\$0.00								
Cost	\$1.00	\$0.00	\$0.00	\$0.00						
Avg. Position	5.9	5.5	6.4	5.9						
Visits	344	329	358	370						
Page Views	451	427	443	599						
Bounce Rate %	85.17%	88.15%	87.99%	81.62%						
Avg. Time on Site	01:09	00:52	00:56	01:48						
% New Visits	88.95%	86.02%	89.66%	81.35%						
Bit.ly Referrers:	0	0	0	0						
Twitter Referrers:	1	0	0	0						
FB Referrers	6	5	1	15						
Notable Referrers:	hosted.vertica	hosted.vertica	socialsourcec	t.co (18)	con					
Top Page	/2011/04/face	/2011/04/face	/2011/04/face	/2011/04/face	/20					
Second Most Popular Page	/2011/03/crea	/2011/04/ima	/2011/04/ima	/2011/03/crea	/20					
Third Most Popular Page	/2011/04/ima	/2011/03/crea	/2011/03/crea	/	/					

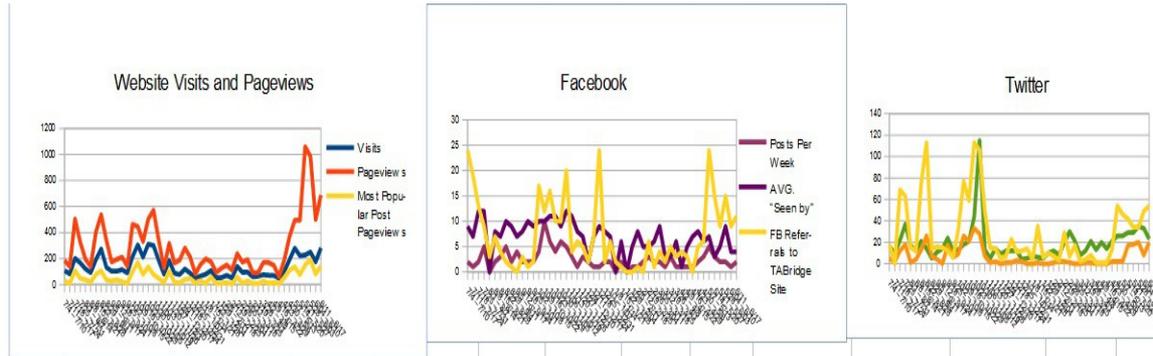
Traffic Doc Example



Tracking Doc Example



Tracking Doc Example



		tech.transparency-initiative.org					Facebook					Twitter			
		Visits	Pageviews	Most Popular Post Title	Most Popular Post Pageviews	Top Other Referral Site	Top Other Referral Site Visits	TABridge Group Members	Posts Per Week	AVG. "Seen by"	FB Referrals to TABridge Site	@TAInitiative Followers	@TAInitiative Posts	#tabridge Posts	T Refer TAI
2013	7/4 – 7/10	106	185	Indigo Trust: Enabling More Effective Giving by UK Foundations	25	ptfund.org	3	38	2	9	24	1150	16	5	
	7/11 – 7/17	82	138	"Mapping" Transparency Efforts: Revealing the Connections	9	ptfund.org	5	41	1	7	19	1175	10	2	
	7/18 – 7/24	201	504	Tech Strategy Fundamentals Webinar, 25 July – Join us for a TABridge Virtual Learning Event	107	globalintegrity.org	28	42	2	12	13	1195	22	12	
	7/25 – 7/31	166	326	Tech Strategy Fundamentals – TABridge Webinar	47	globalintegrity.org	27	43	5	12	9	1210	37	18	
	8/1 – 8/7	120	194	AbreLatAm: Transparency and Tech Groups "Can Open" Government	37	globalintegrity.org	25	44	0	0	3	1221	17	1	
	8/8 – 8/14	91	139	Skill Share Event on Service Delivery	19	revenuewatch.org	24	44	2	8	7	1224	12	4	
	8/15 – 8/21	192	405	TABridge Open Mentoring Project: Call for Participants	78	revenuewatch.org	21	45	3	7	4	1243	21	13	
				Managing the Unexpected – TABridge											

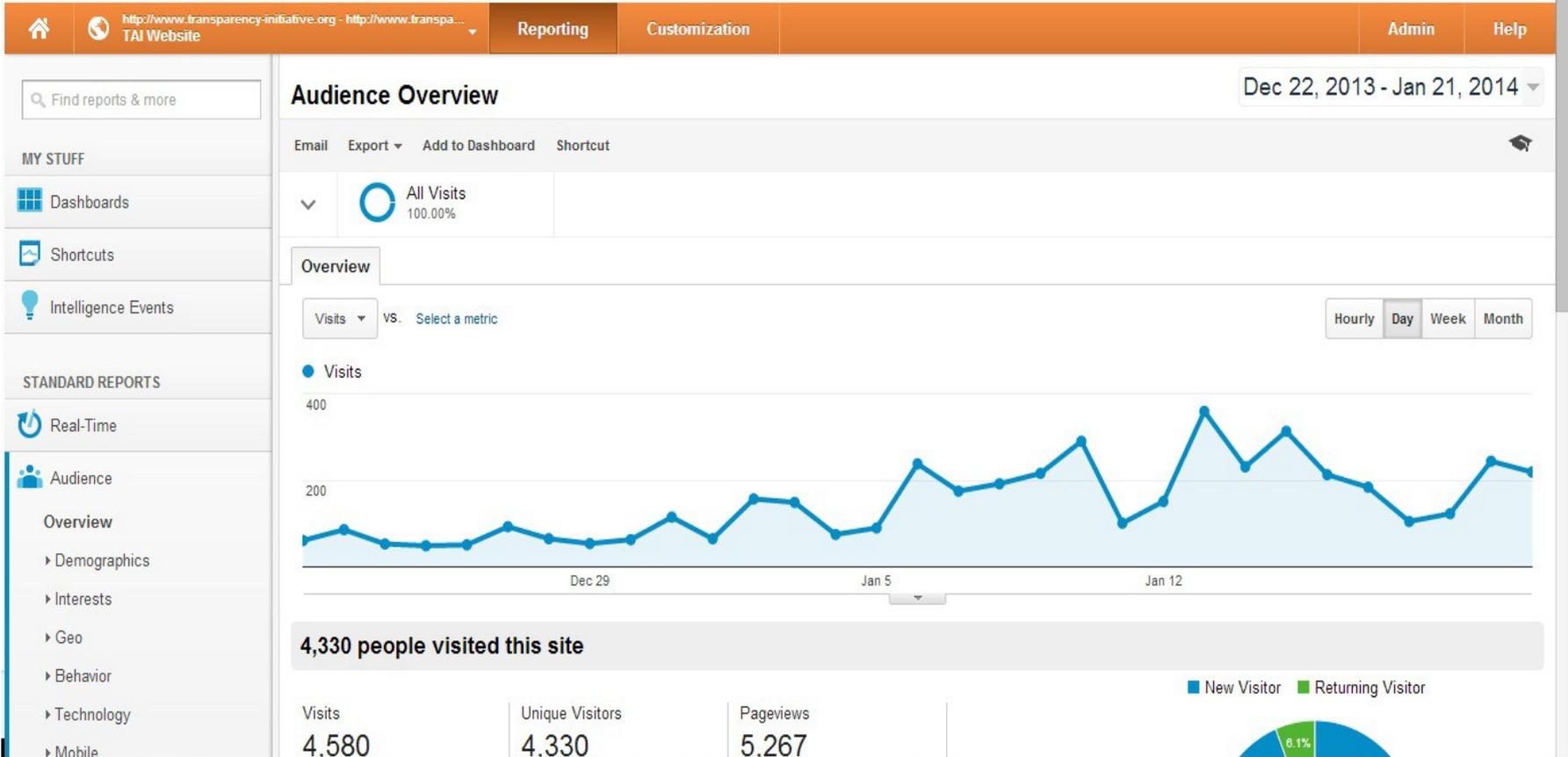
Analytics Tools

- ▶ Website Analytics
- ▶ Email Analytics
- ▶ Social Media Analytics

Web Site

Google Analytics

Settings My Account Sign out



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

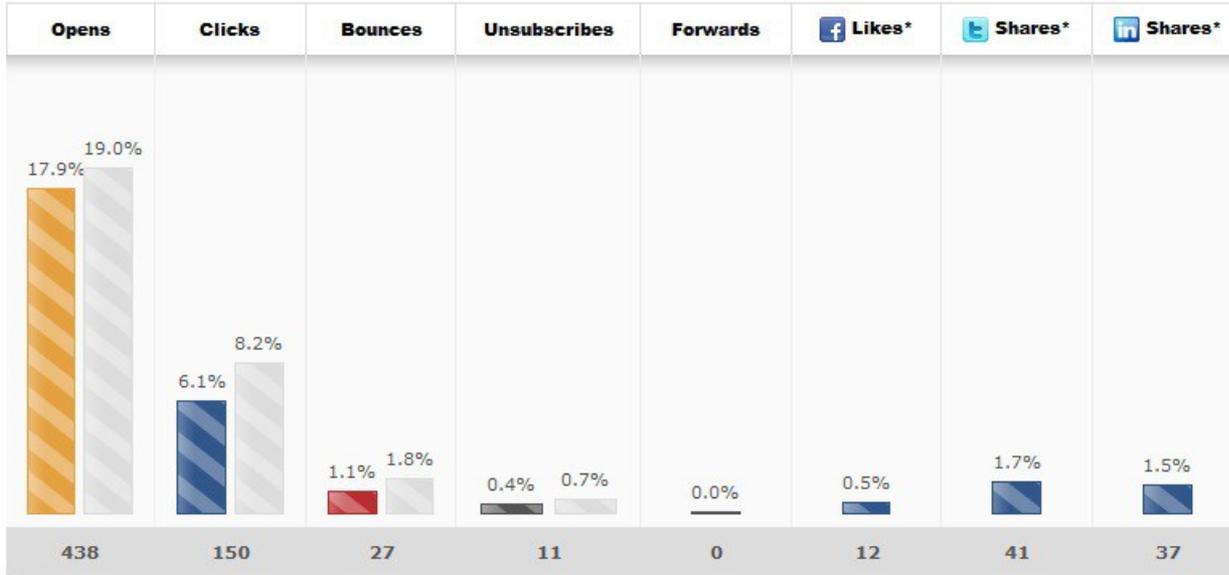
Stats you can Track

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

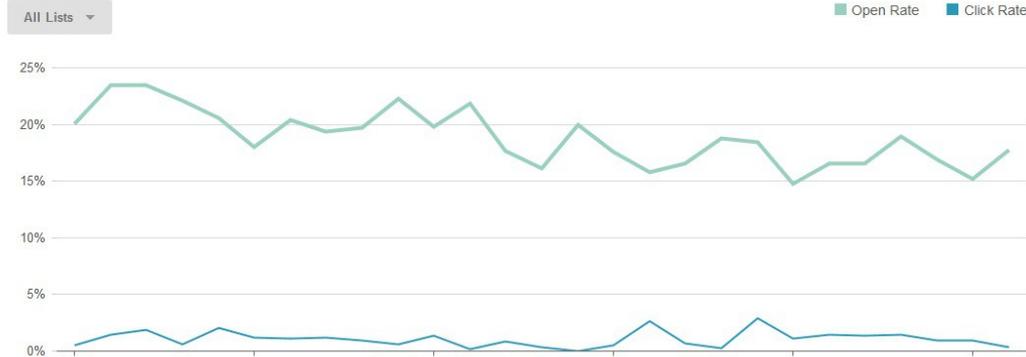
Using Web Site Analytics

- ▶ 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

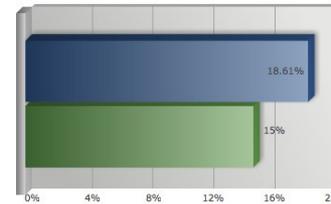
Email



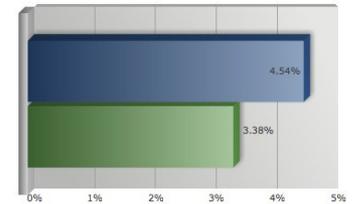
Overview Revenue



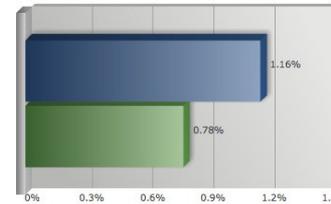
Percent Opened:



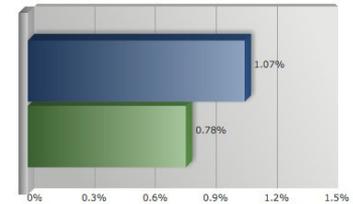
Percent Clicked:



Percent Bounced:



Percent Unsubscribed:



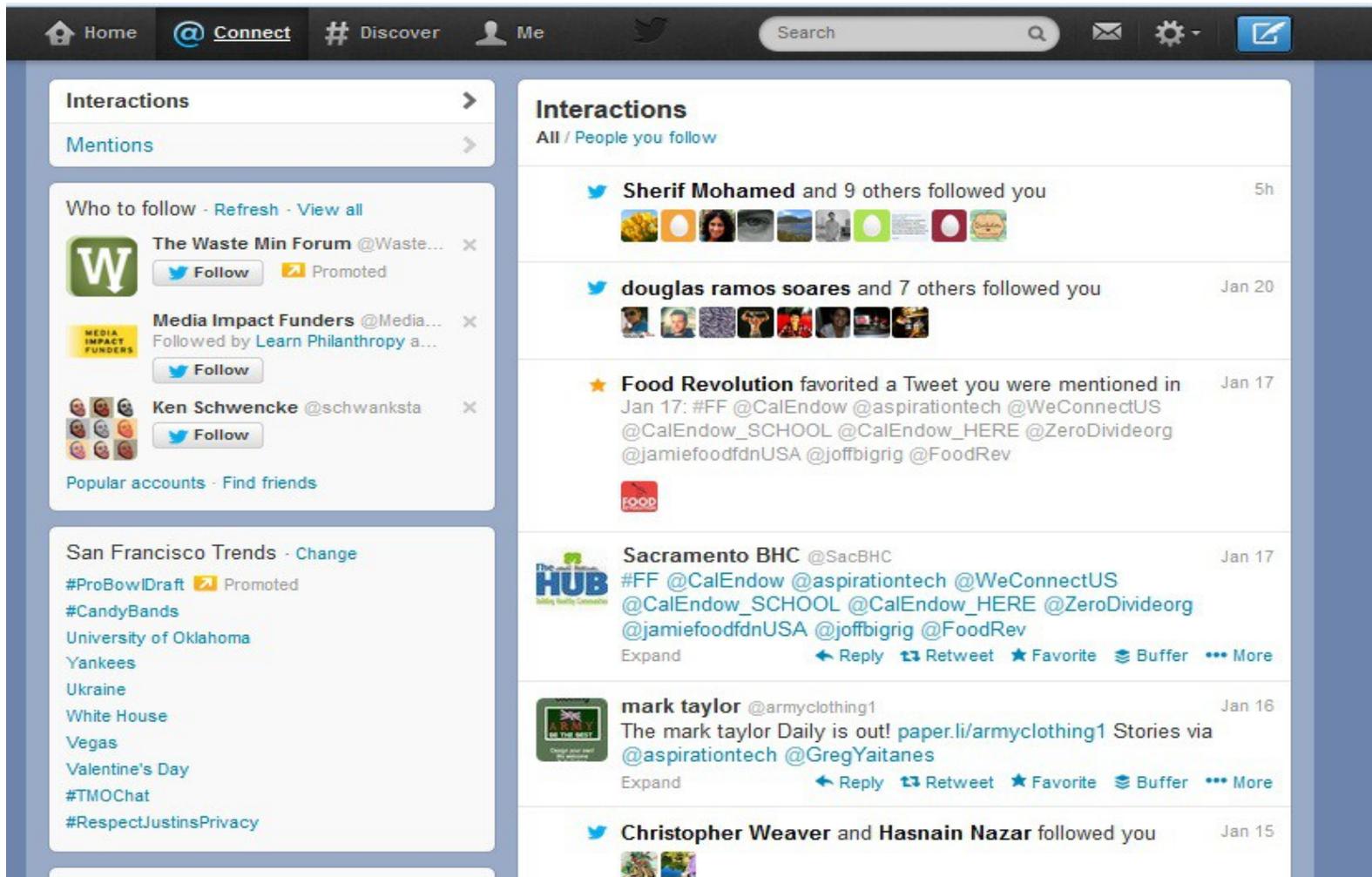
Email

- ▶ 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



The screenshot shows a Twitter profile page for a user. The top navigation bar includes Home, Connect, Discover, Me, and a search bar. The left sidebar contains sections for Interactions (Mentions), Who to follow (The Waste Min Forum, Media Impact Funders, Ken Schwencke), and San Francisco Trends. The main content area shows a list of interactions: Sherif Mohamed and 9 others followed you (5h), douglas ramos soares and 7 others followed you (Jan 20), Food Revolution favorited a Tweet you were mentioned in (Jan 17), Sacramento BHC @SacBHC posted a tweet (Jan 17), mark taylor @armyclothing1 posted a tweet (Jan 16), and Christopher Weaver and Hasnain Nazar followed you (Jan 15).

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:
lifehack.kr/k9Hqk8 #privacy via
[@lifehacker](#)

8 Jun via Twitter for Mac

☆ Favorite ↩ Reply 🗑 Delete

Retweeted by [ClaireInParis](#) and 8 others



Using Twitter Analytics

Tweet activity

Export data

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



YOUR TWEETS
So far today, your Tweets have earned **1 impressions**. This is lower than your 28-day average of 1.4K impressions per day.

Engagements

Showing last 28 days with daily frequency

ENGAGEMENT RATE

0.5%

Today
0.6% engagement rate



LINK CLICKS

55

Today
0 link clicks



Link clicks down **21.6%** compared to the previous 28 days

RETWEETS

64

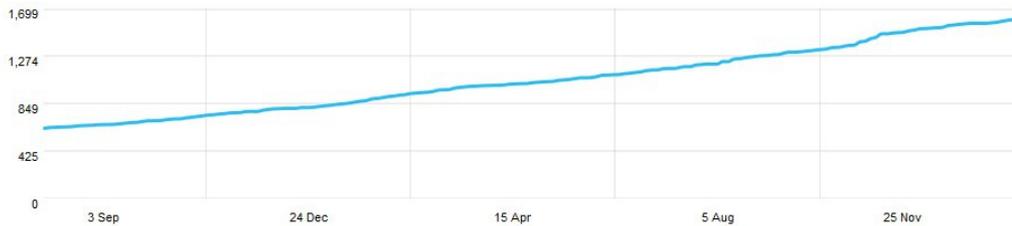
Today
3 retweets



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

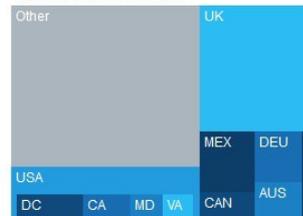
Most unique interests

- 85% Financial news
- 76% Government
- 70% Business news and general info
- 53% Beginning investing
- 42% Nonprofit

Top interests

Location

Top countries and states



Gender

72% M 28% F

Your followers also follow

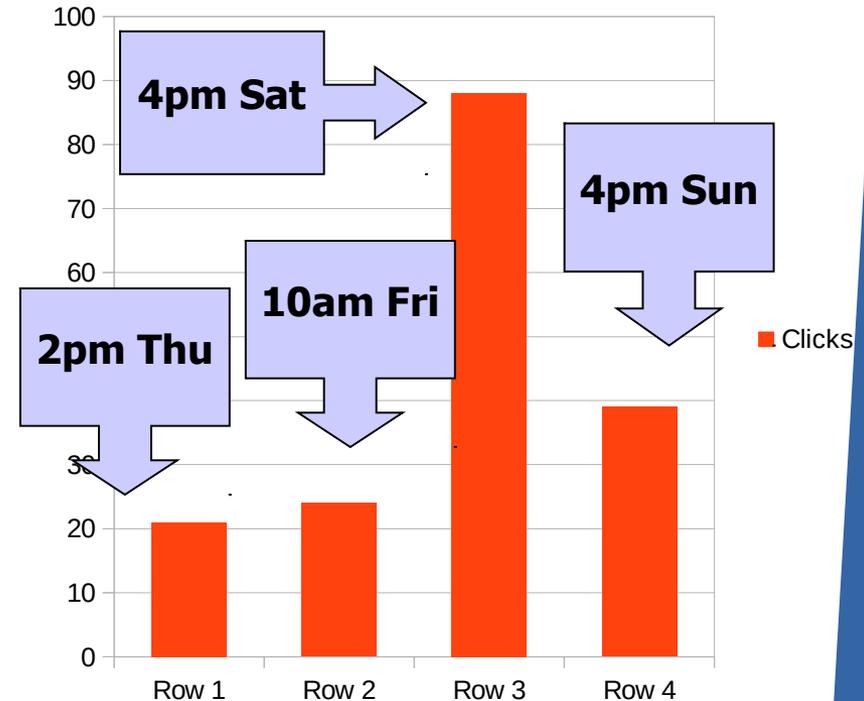
- 50% TheEconomist · Profile
- 45% WorldBank · Profile
- 44% hrw · Profile
- 43% anticorruption · Profile

Using Twitter Analytics

▶ Message Optimization

- ▶ What content gets most clicks, retweets?
- ▶ What time of day gets most clicks, retweets?

▶ Determining proper pacing for messaging



Facebook



Your 5 Most Recent Posts

Legend: Reach: Organic / Paid (Orange), Post Clicks (Blue), Likes, Comments & Shares (Purple)

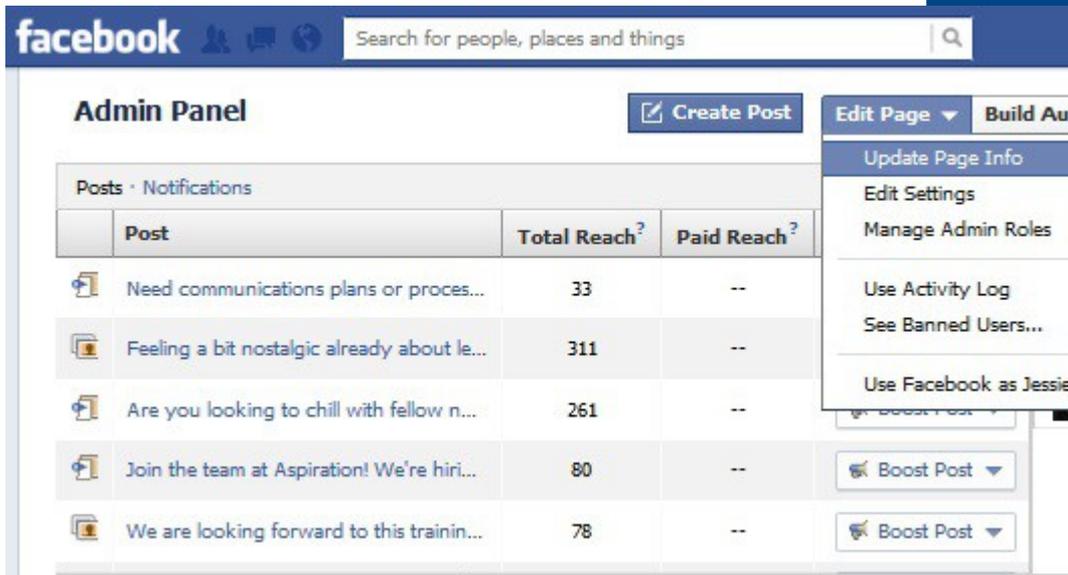
Published	Post	Type	Targeting	Reach	Engagement	Promote
01/22/2014 11:07 am	 Need communications plans or process that help things work? We might have what you are looking			32	0 0	Boost

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...

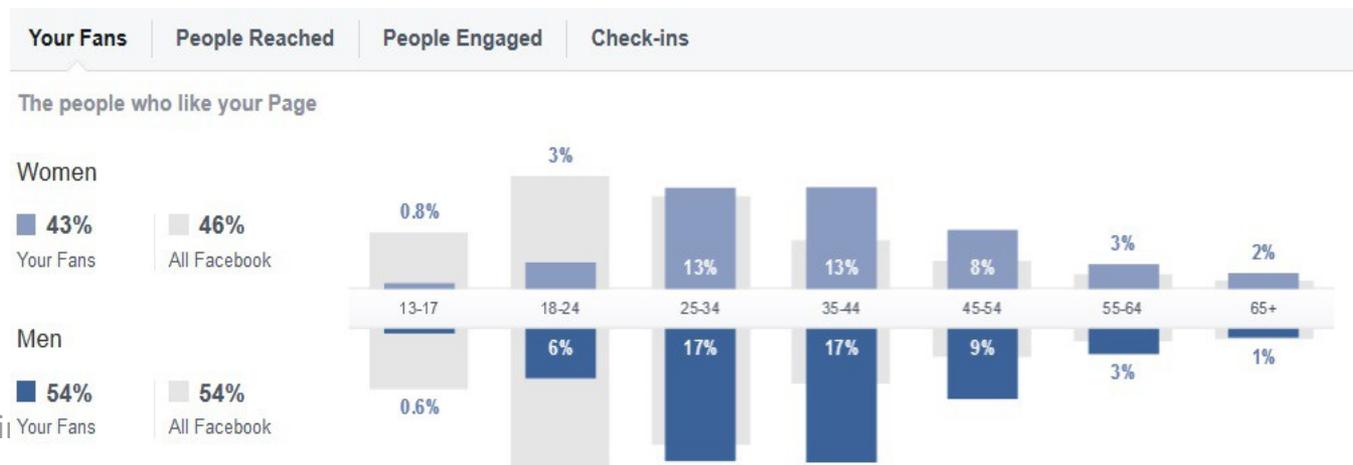


The screenshot shows the Facebook Admin Panel interface. At the top, there is a search bar and navigation icons. Below that, the 'Admin Panel' section is visible, featuring a 'Create Post' button and a dropdown menu for 'Edit Page' with options like 'Update Page Info', 'Edit Settings', and 'Manage Admin Roles'. The main content is a table titled 'Posts · Notifications' with columns for 'Post', 'Total Reach', and 'Paid Reach'. The table lists several posts with their respective reach values.

Post	Total Reach [?]	Paid Reach [?]
Need communications plans or proces...	33	--
Feeling a bit nostalgic already about le...	311	--
Are you looking to chill with fellow n...	261	--
Join the team at Aspiration! We're hiri...	80	--
We are looking forward to this trainin...	78	--

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



Social Media Dashboard

▶ Your real-time window into your mentions online



The dashboard is titled "Aspiration's Social Media Dashboard" and features a navigation bar with tabs for: Aspiration (190) Edit, Social Source Commons, SSC Blog (2), Answer, Fundraising, NP Tech Blogs, Nonprofit Software Dev. Summit, OTT, Central Valley, and New Tab.

The main content area is divided into several sections:

- Twitter Search: 'aspirationtech'**: A list of tweets including:
 - peterscampbell**: Off to the @aspirationtech 5 year anniversary party in SF. Who's with me? - 3 days ago
 - mistavila**: bah ha ha ha, just another day at work #pushups #aspirationtech staff training http://twitpic.com/61fb5j - 3 days ago
 - urbanlabs**: RT @aspirationtech: Apply for Doc Camp with FLOSS Manuals/Book! Applications close Friday http://t.co/PysAOV9 - 6 days ago
 - ArtSpark**: many many thanks! to Matt Garcia @aspirationtech for a fantastic webinar re: online comm and the arts sponsored by @artspark @creativeabq - 6 days ago
 - aspirationtech**: Apply for Doc Camp with FLOSS Manuals/Book! Applications close Friday http://t.co/PysAOV9 - 6 days ago
 - AnthonyDuke**: @aspirationtech REMINDER TOMORROW Aug 3The Westin BWI-12-5Interview With L-3Startis, LOCKHEED MARTIN & 25top companies http://bit.ly/p56yGZ - 6 days ago
- Recent Uploads tagged aspirationtech**: A central image showing a group of people in a meeting. Below the image is the text: "Effective Online Advocacy for Grassroots Organizations" at the California Endowment in LA. Made Possible by the California Consumer Protection Foundation.
- Twitter Search: "allen gunn"**: A list of tweets including:
 - treehuggingr14u**: RT @LeafLesbians: "Even in my dreams I engaged in the pursuit of freedom." ~ Poet Paula Allen Gunn - 3 days ago
 - remoteCSW**: RT @LeafLesbians: "Even in my dreams I engaged in the pursuit of freedom." ~ Poet Paula Allen Gunn - 3 days ago
- (5) aspirationtech - Social Mention**: A list of social media mentions including:
 - Export to Outlook or iCal (.ics) - 2 weeks ago - 3 weeks ago 2 weeks ago
 - Allen Gunn's Page - FrontlineSMS 2 weeks ago
 - Events - telecentre-europe 2 weeks ago
 - Open Translation Tools 2009 - telecentre-europe 1 month ago
 - Friendster - Heather 1 month ago
 - Gerardo Capiel 1 year ago
 - "Język polski jako obcy" - Spoleczne Pracownie 2 years ago
- Comment Search for "aspirationtech"**: A list of social media mentions including:
 - Export to Outlook or iCal (.ics) - 2 weeks ago - 3 weeks ago 2 weeks ago
 - Allen Gunn's Page - FrontlineSMS 2 weeks ago
 - Events - telecentre-europe 2 weeks ago
 - Open Translation Tools 2009 - telecentre-europe 1 month ago
 - Friendster - Heather 1 month ago
 - Gerardo Capiel 1 year ago
 - "Język polski jako obcy" - Spoleczne Pracownie 2 years ago
- Twitter Search: 'npstech'**: A list of tweets including:
 - anushamadhavan**: RT @TechSoup: In case you missed the webinar on Microsoft's new #nonprofit donation program, you can watch the recording: http://bit.ly/msftaug4 #npstech - 7 minutes ago
 - MoabCAC**: RT @amysward: 7 Habits of Effective Personal Fundraisers from @CauseVox http://t.co/V9PJm4j via #npstech #fundraising - 17 minutes ago
- (12) link:aspirationtech.org - Google Blog**: A list of blog links including:
 - 2 weeks ago
 - 2 weeks ago
 - How Do You Rate the People You Love? | Social Source Commons Blog 3 weeks ago
 - 3 weeks ago
 - How to Manage an Email Discussion List to Invite Collaboration

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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www.aspirationtech.org/attribute

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