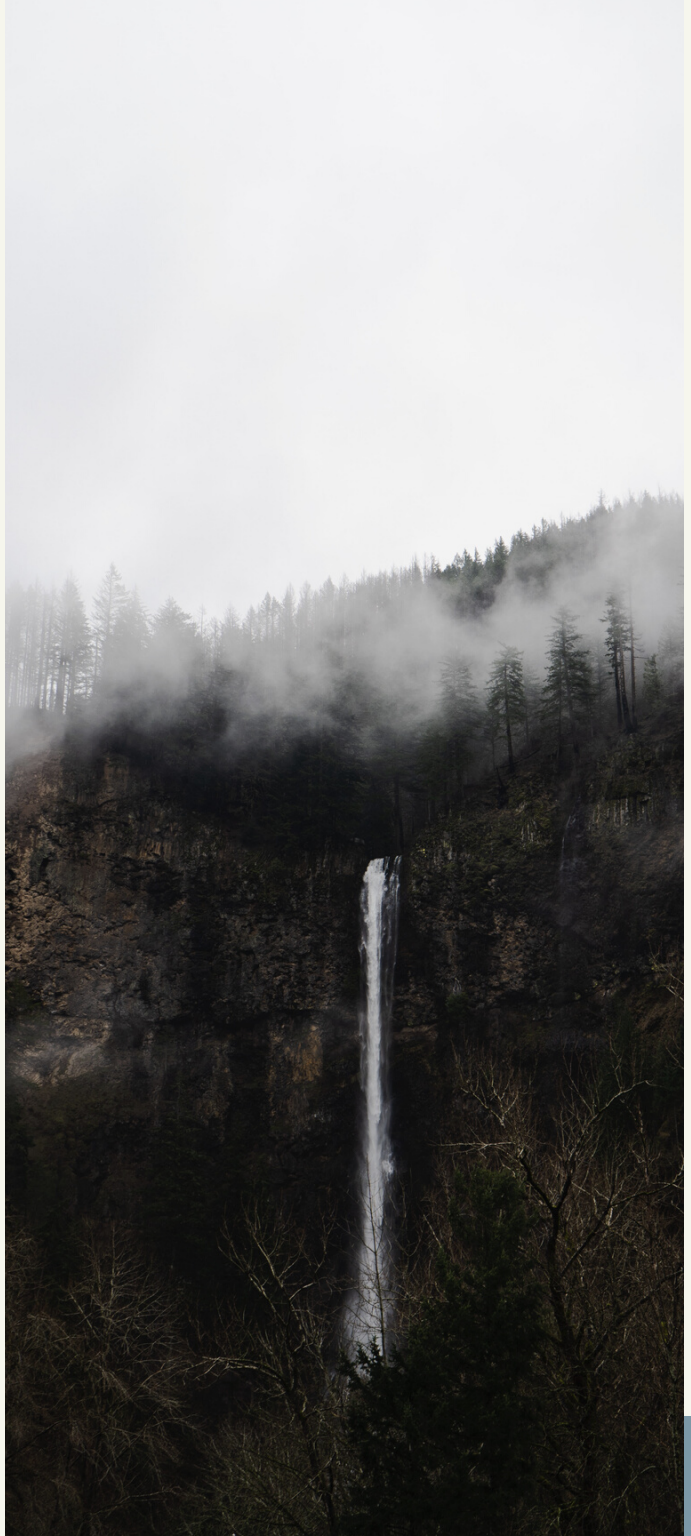
State Library of Oregon

Using Social Media Data to Inform Decision-Making Processes

BY SADIE VERVILLE,
COMMUNICATIONS ANALYST



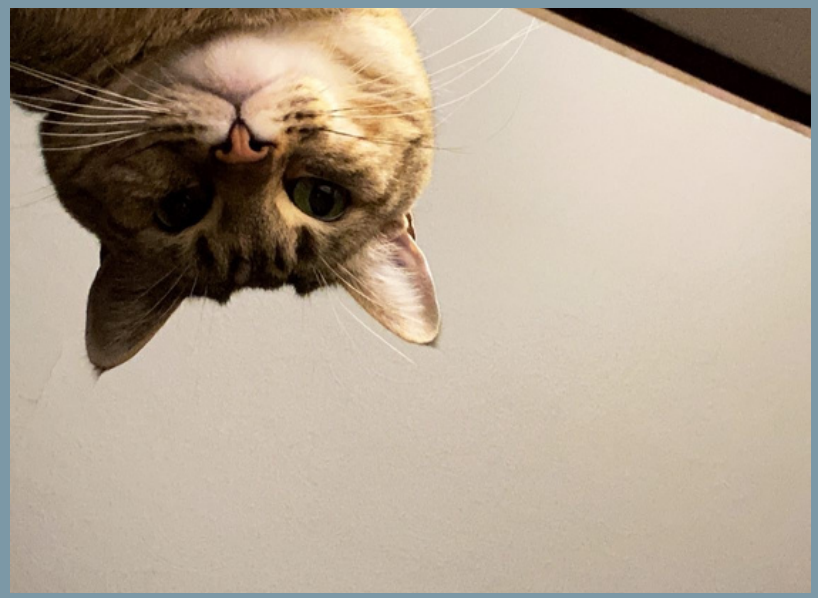
Presentation Overview

The Why, Where, How, and What of Pulling Social Media Data

Key Aspects of Social Media Data Analysis

Informing Future Content & Projects

ABOUT ME



Sadie Verville (she/her)

Communications and Policy Analyst for the State Library

- Creates content
- Maintains branding
- Tracks all social media data

Background

- MA in Book Publishing from PSU
  - Coursework included marketing, graphic design, and copyediting
- Social media manager for Ooligan Press
- Freelance social media manager for authors and agents

The why, where, how, and what of pulling social media data

05

THE WHY OF SOCIAL MEDIA DATA ANALYSIS

- Understand your audience
  - Who they are and what platforms to target
- Keeping track of what's trending for your organization
- Determining future content and projects

Key Terms & Definitoins

Impressions

Number of users that the post comes in front of, as determined by the platform's algorithm.

Ways to increase impressions:

- Higher engagement numbers in the initial hours a post is active
- Ads - pay per impression
- Interactions with other accounts - like, comment, and generally participate more in the social media platform
- Posting at ideal times - understanding when your followers are most active

Engagement

Number of times a user engages in any form with the post.

Forms of engagement:

- Reactions (likes)
- Shares
- Comments
- Link clicks

Engagement Rate

Number of engagements per impression.

Found by dividing number of engagements by number of impressions. Important for understanding audience interest.

Metrics

Specific measurements tracked - such as the number of link clicks on a post.

Analytics

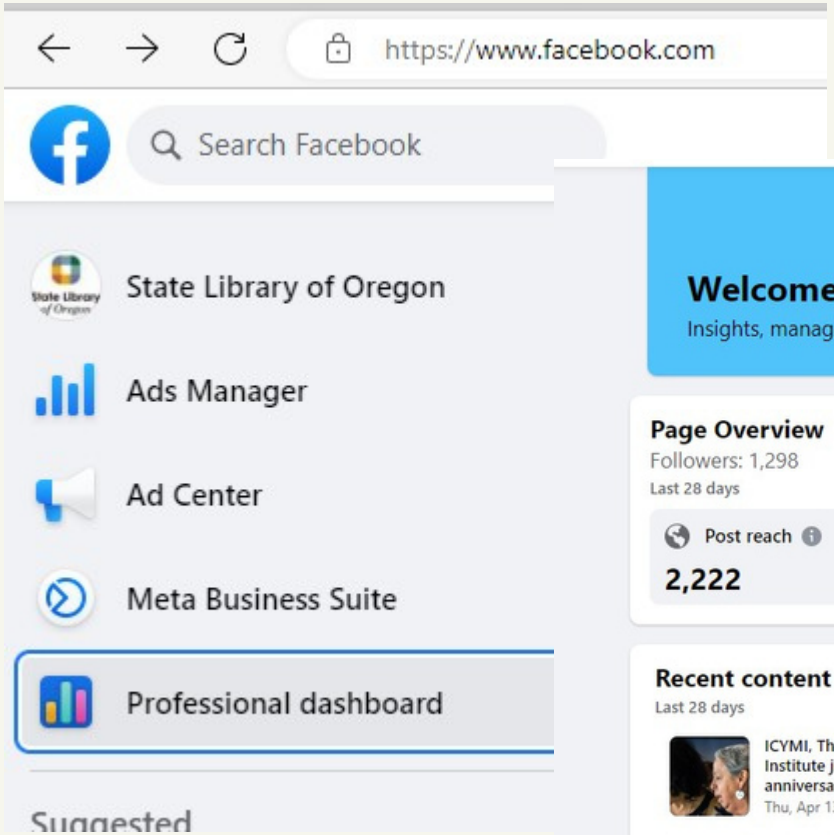
The whole picture of data from social media and the process of interpreting that data.

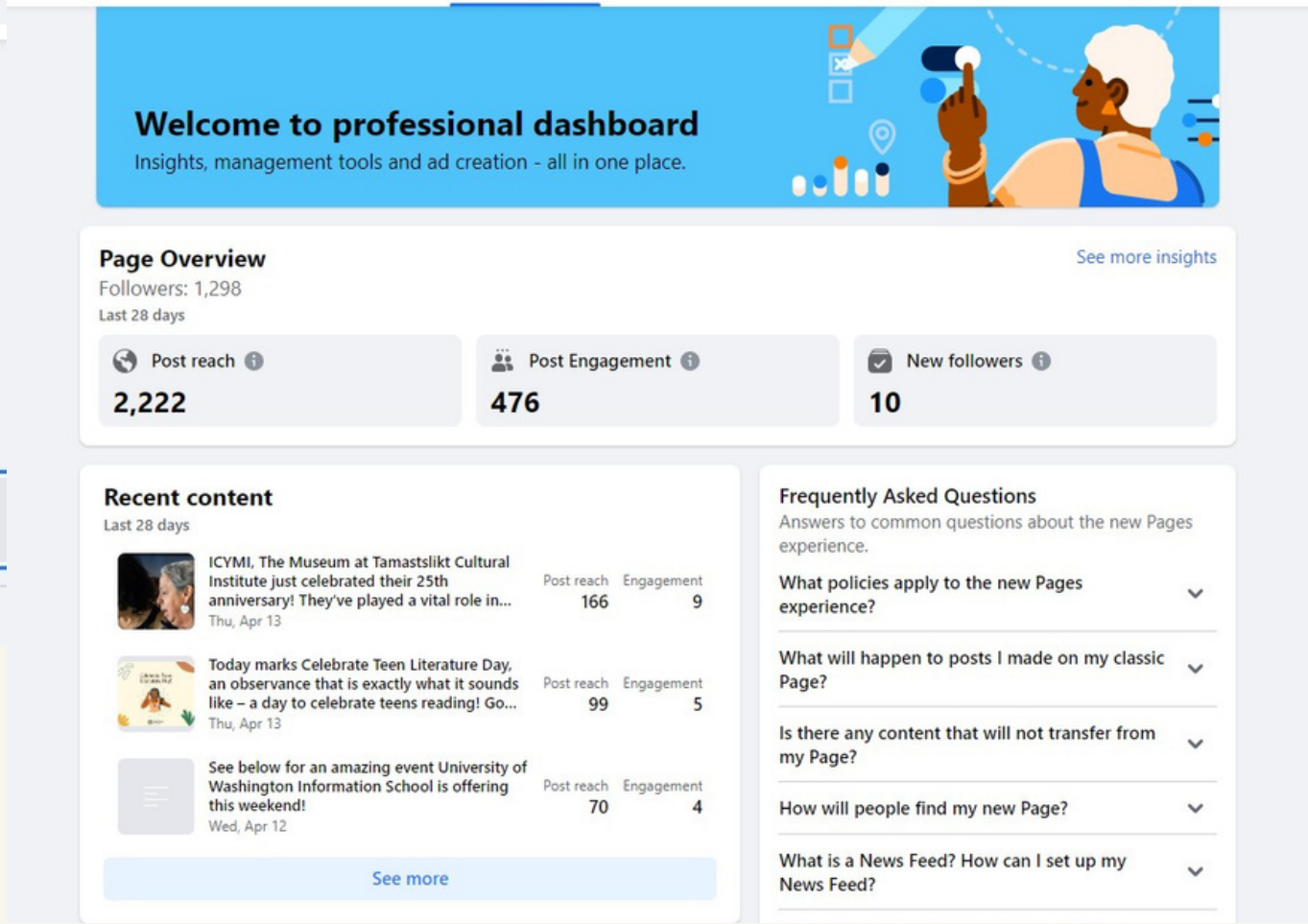
You'll see platform's pages for finding specific post metrics titled as "analytics." These data are the whole picture.

09

Pulling Data

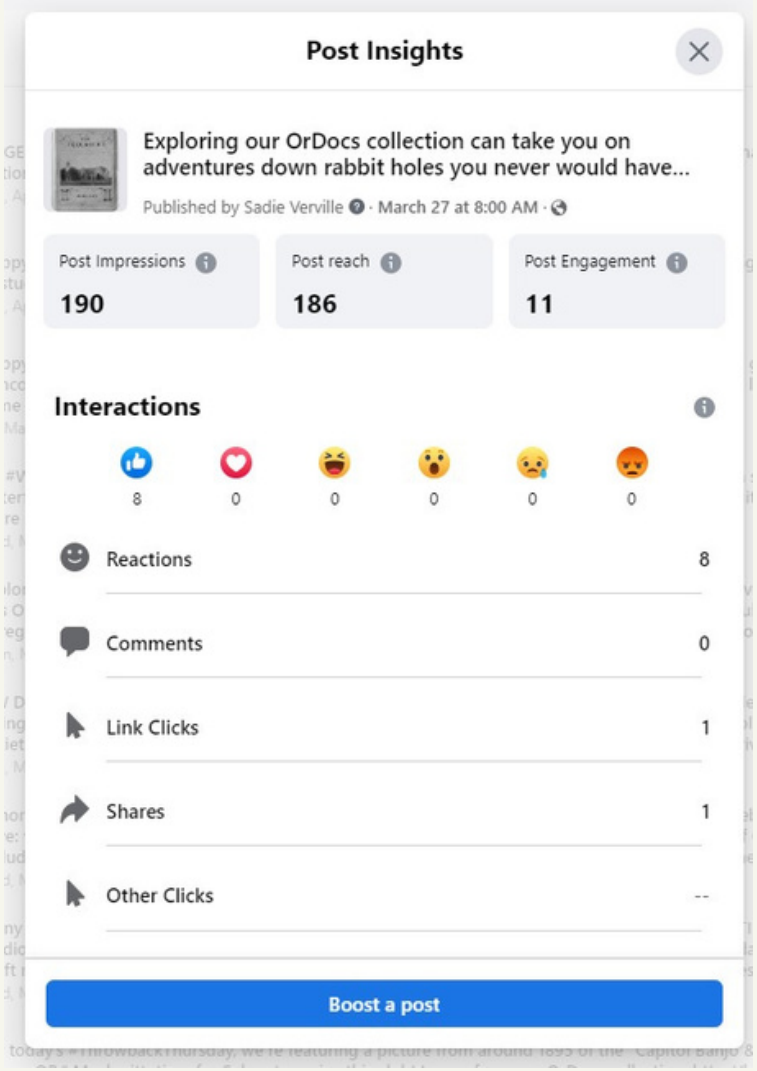
facebook





Pulling Data

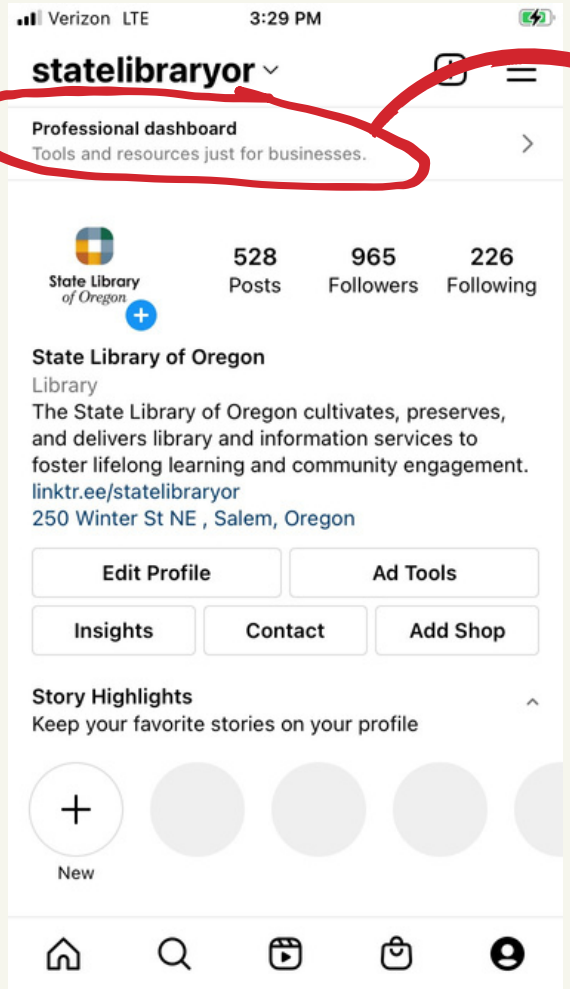
facebook

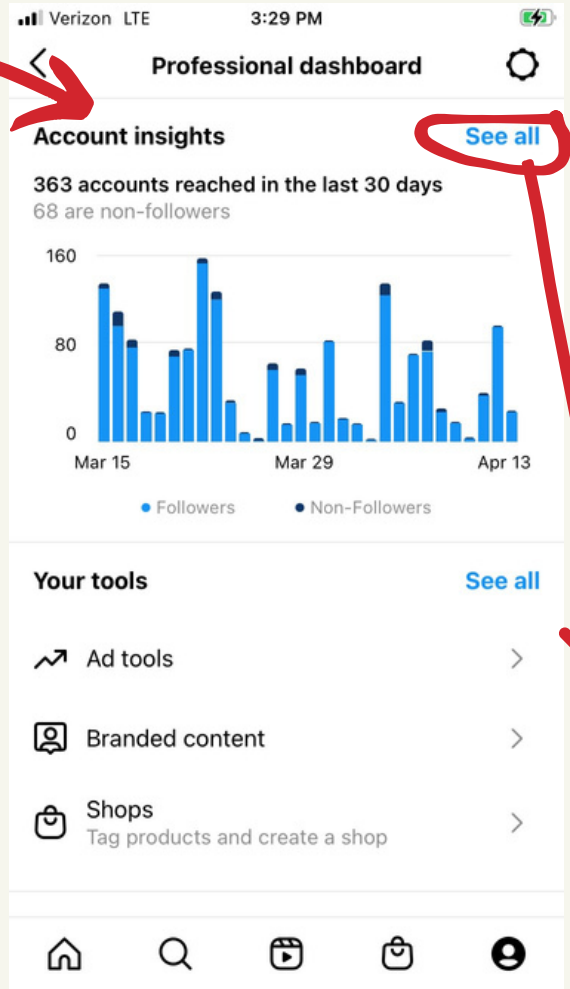


Use Facebook metrics to track reactions, comments, link clicks, shares, and date/time

Pulling Data

Instagram

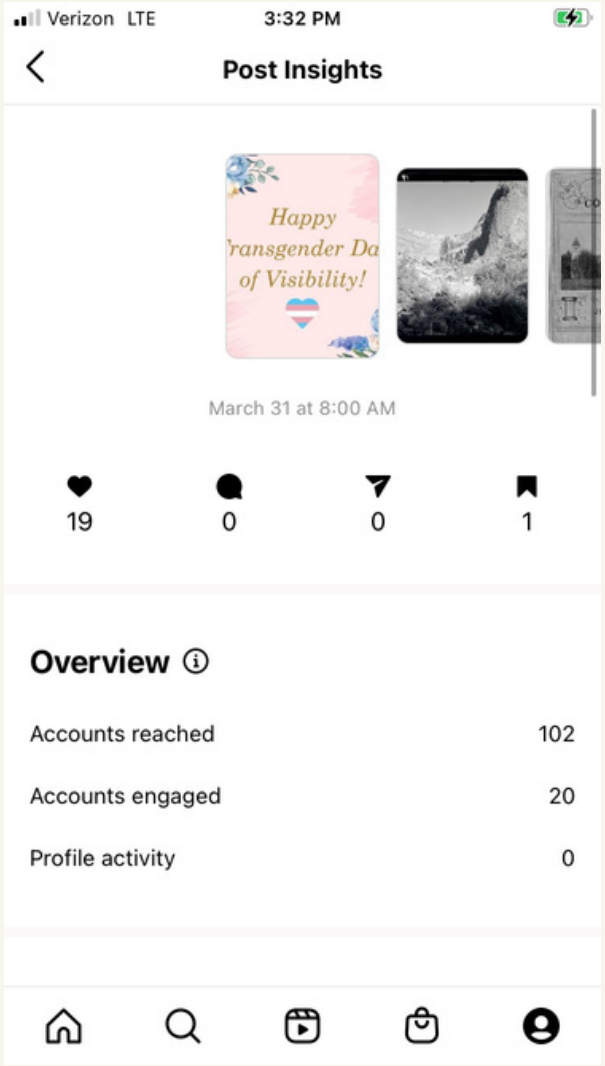


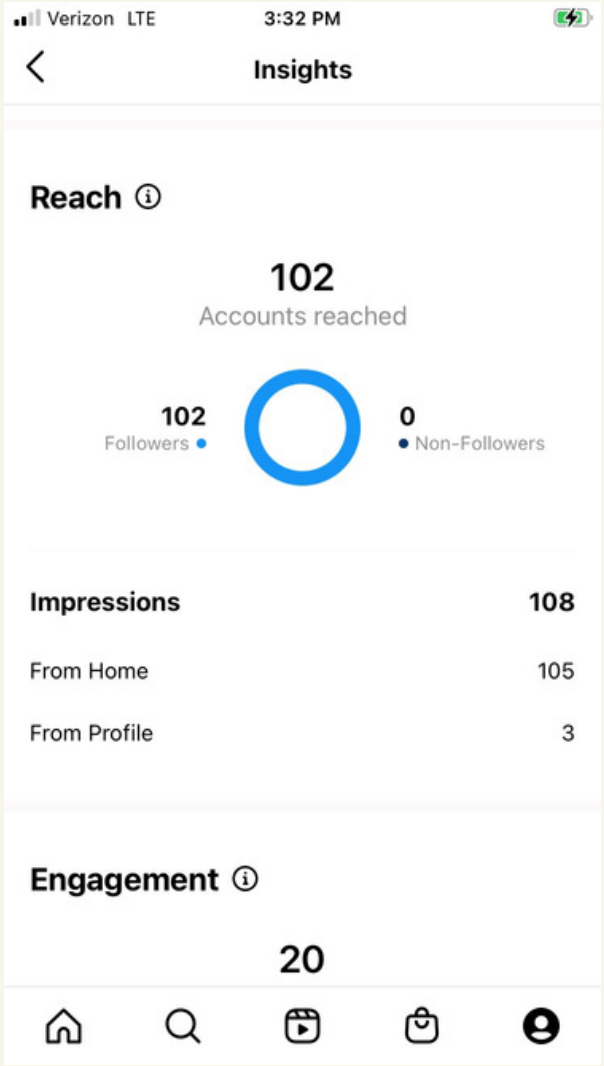


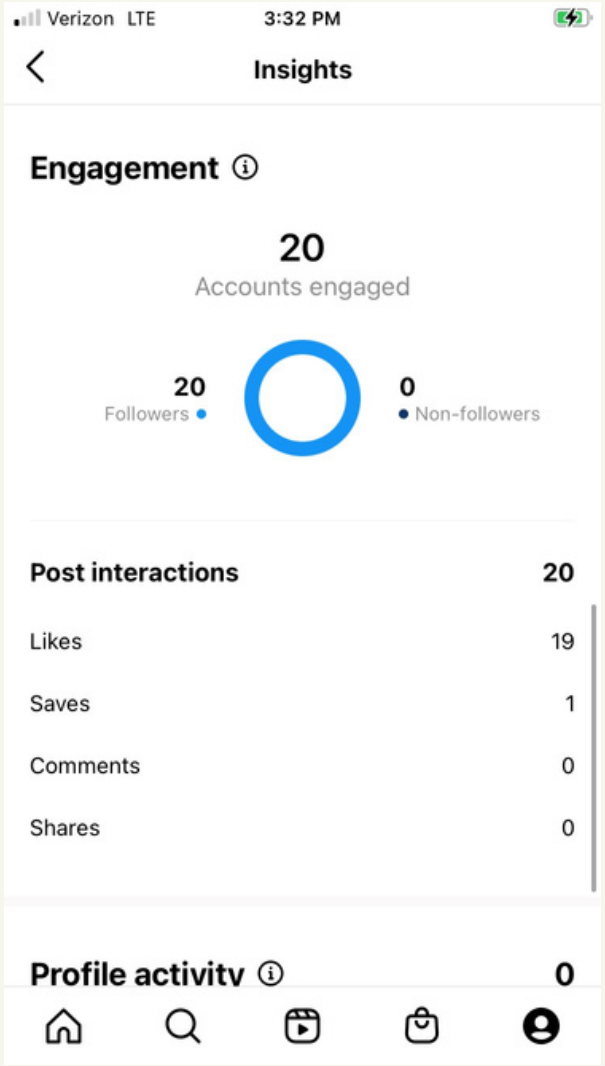
Note: Full Instagram analytics can only be pulled from a mobile device.

Pulling Data

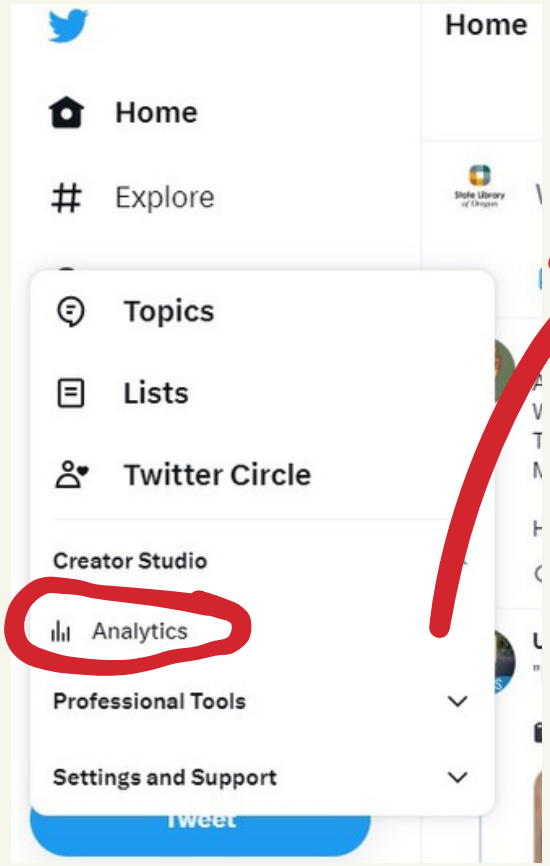
Instagram

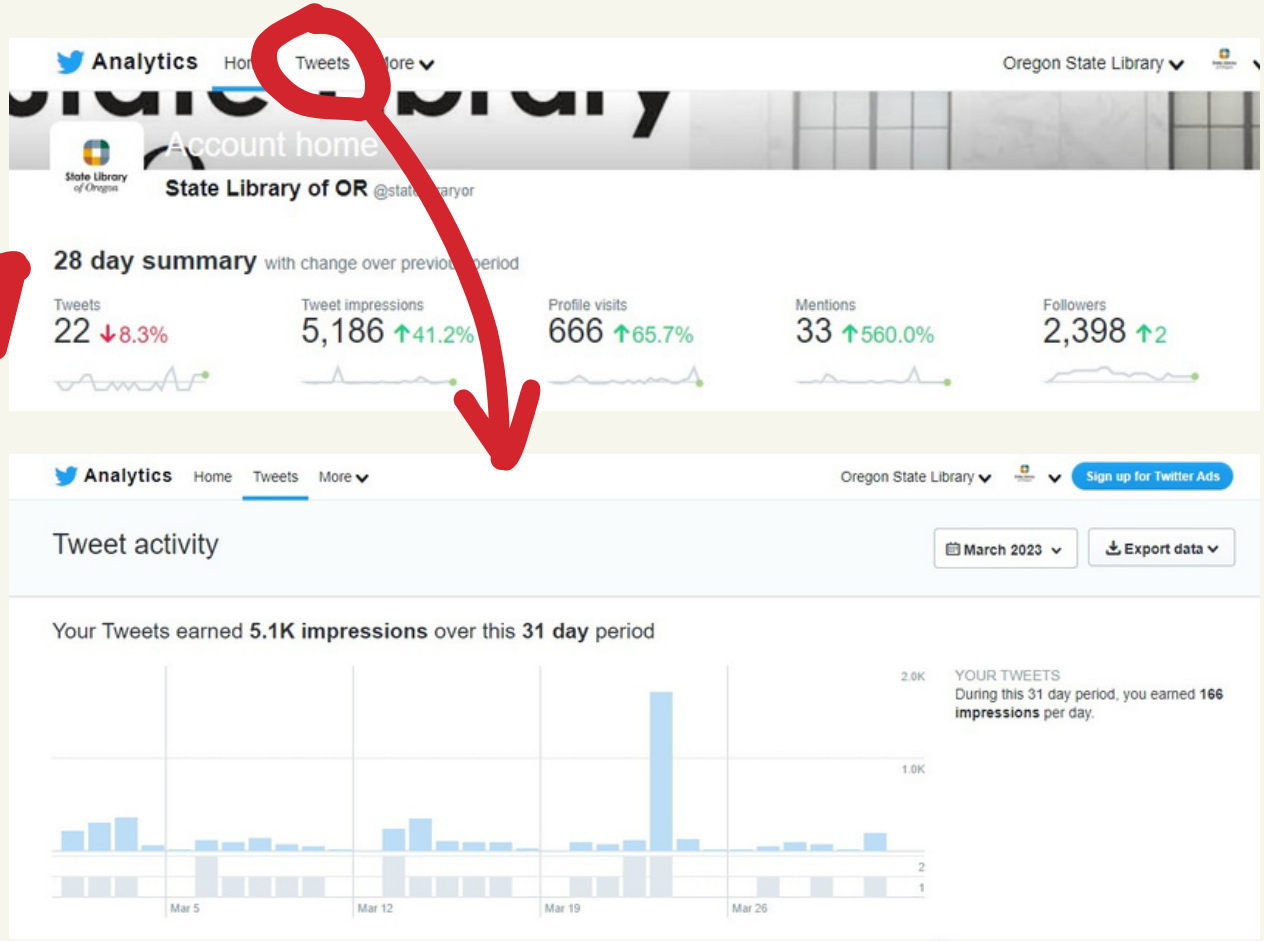






Pulling Data

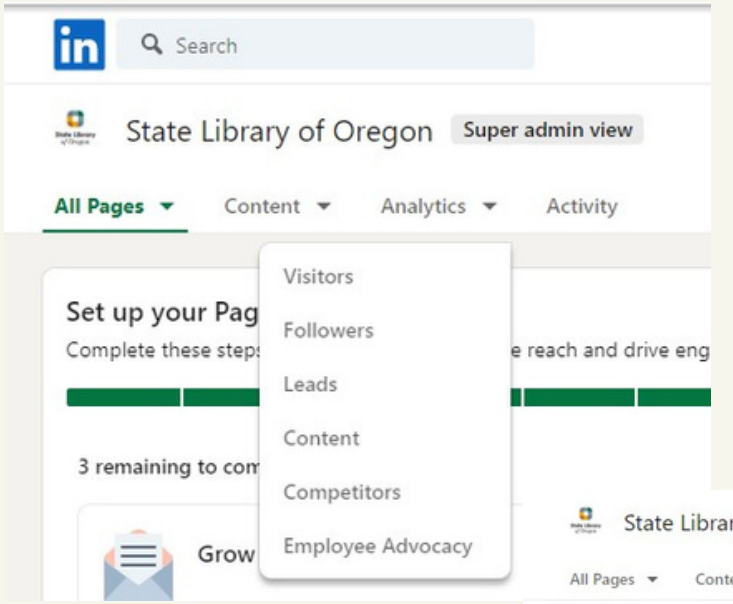




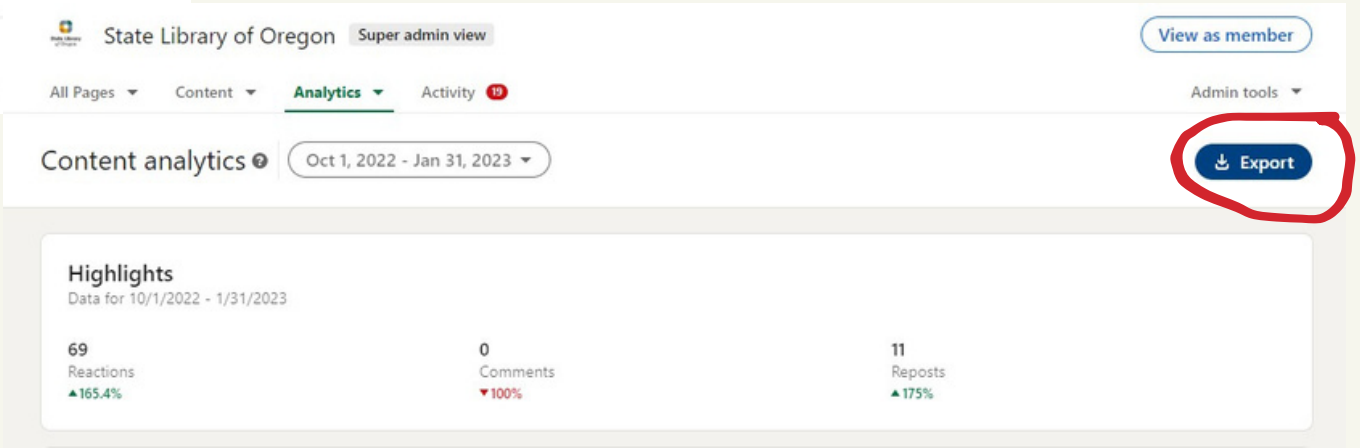
Twitter data can be downloaded into a spreadsheet, either by tweet or by day.

Pulling Data

LinkedIn



LinkedIn has several analytics options, including an option to see how you compare to "competitors."



LinkedIn data can be downloaded as a spreadsheet.

EXAMPLE DATA COLLECTION

Tweets

Follower count: 2,382

Date	Impres	Engage	Likes	Retwee	Replies	Link Cli	Engage	Campaign	Topic	Content
10/3/2022	279	25	8	4	0	7	8.96%	General	Event	Digital highlight
10/4/2022	128	9	6	3	0	0	7.03%	General	Holiday/observance	LGBTQ History Month
10/4/2022	107	2	1	0	0	0	1.87%	OrDocs	Holiday/observance	Hair day
10/5/2022	241	24	7	4	1	7	9.96%	NWDH	Announcement	New DPLA site
10/7/2022	127	7	4	0	1	0	5.51%	General	Holiday/observance	Spooky season
10/7/2022	125	3	2	1	0	0	2.40%	Library support	Training	Frontline workers
10/10/2022	581	29	10	8	0	5	4.99%	NWDH	Information	Agricultural labor highlight
10/11/2022	86	2	1	1	0	0	2.33%	Talking Books	Information	LWVOR
10/11/2022	85	2	0	1	1	0	2.35%	Talking Books	Information	LWVOR
10/11/2022	68	4	0	1	1	0	5.88%	Talking Books	Information	LWVOR
10/11/2022	64	4	0	1	1	0	6.25%	Talking Books	Information	LWVOR
10/11/2022	137	7	2	3	1	0	5.11%	Talking Books	Information	LWVOR
10/12/2022	69	4	2	2	0	0	5.80%	Talking Books	Holiday/observance	NDEAM
10/12/2022	74	2	1	0	0	0	2.70%	OrDocs	Holiday/observance	School lunch week
10/13/2022	58	0	0	0	0	0	0.00%	General	Information	Tax credit
10/14/2022	196	7	6	0	1	0	3.57%	General	Holiday/observance	Spooky season
10/17/2022	264	11	5	3	0	2	4.17%	Library support	Holiday/observance	Friends of the Libraries Week
10/18/2022	126	5	2	0	0	1	3.97%	NWDH	Seasonal	Pumpkins
10/19/2022	242	12	5	3	0	0	4.96%	Talking Books	Information	LWVOR

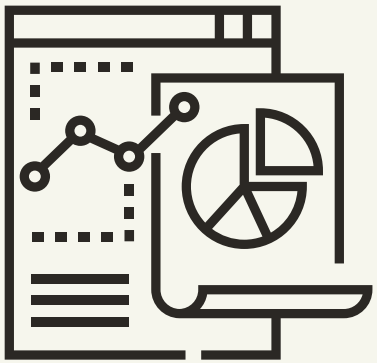
October 2022 Summary	
Tweets	27
Impressions	6986
Profile Visits	531
New Followers	-7
Mentions	8

November 2022 Summary	
Tweets	22
Impressions	8620
Profile Visits	333
New Followers	-53
Mentions	9

December 2022 Summary	
Tweets	23
Impressions	4309
Profile Visits	473
New Followers	-9
Mentions	2

Record of date, impressions, engagement, a breakdown of each engagement metric, campaign, topic, and content description.

I set aside 30 minutes on my calendar per week (usually Tuesday mornings) to record all our social media analytics in a quarterly spreadsheet.



Key aspects of social media data analysis

The following slides capture my process for how I developed a quarterly social media report that analyzed data for October - December 2022 on the State Library's channels.

Processing the Data

Campaign	Impressions	Engagement	Count	Engagement Rate
Talking Books	2635	309	7	11.73%
General	5792	612	20	10.57%
Library Support	2608	204	16	7.82%
Shared posts	3352	250	25	7.46%
OrDocs	2524	161	12	6.38%
NWDH	12263	496	15	4.04%

- Total the overall numbers for awareness metrics vs. engagement metrics
- Count the total number of posts per campaign
- Calculate the engagement rate for each campaign

Comparing to previous data

Quarter	Impres	Engage	Engage	Follow	Total p
Q2	26979	994	3.68%	2465	60
Q3	18290	673	3.68%	2382	71
Variance:	**-8689**	**-321**	**0.00%**	**-83**	**11**

Q2 →

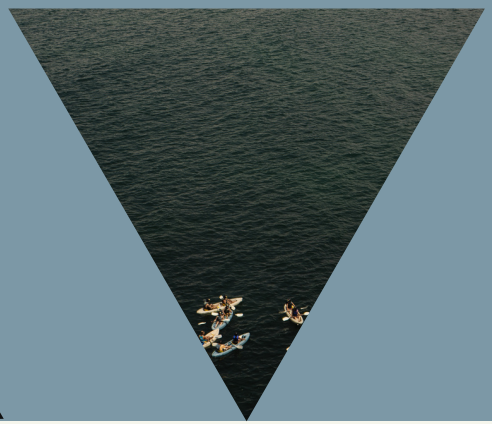
Campaign	Impressio	Engagement	Count	Engageme
Library Support	931	122	2	13.10%
General	8183	667	23	8.15%
NWDH	1336	99	13	7.41%
OrDocs	2104	149	12	7.08%
Shared posts	3755	252	38	6.71%
Archives Hashtag Party	246	16	2	6.50%
Training	479	21	4	4.38%
PCI Weekly Webinars	783	22	10	2.81%

Q3 →

Campaign	Impressions	Engagement	Count	Engagement Rate
Talking Books	2635	309	7	11.73%
General	5792	612	20	10.57%
Library Support	2608	204	16	7.82%
Shared posts	3352	250	25	7.46%
OrDocs	2524	161	12	6.38%
NWDH	12263	496	15	4.04%

IDENTIFYING CONTEXT

- Looking at factors that influenced your data this quarter that weren't present in the previous quarter - politics, trends, platform updates such as a change in the algorithm's code, workplace changes
- What special campaigns did you do?
- What holidays, observances, seasons were during this quarter that influenced your data?



POST TYPES WITH HIGH IMRPESSIONS OR ENGAGEMENT

Date	Impressions	Engagement	Campaign	Topic	Content Summary
11/23/2022	7689	65	NWDH	Information	Waterfall Wednesday
12/16/2022	2538	278	NWDH	Announcement	Athena Heritage
12/16/2022	1444	197	General	Announcement	State Librarian visit
11/14/2022	862	47	Library Support	Holiday/observance	Young Readers Week
11/28/2022	792	28	OrDocs	Information	State parks
12/18/2022	704	37	General	Holiday/observance	Hanuakkah
12/7/2022	640	84	Talking Books	Announcement	Volunteer position
11/8/2022	616	98	General	Announcement	Fire extinguisher training
10/11/2022	576	60	Talking Books	Information	LWVOR
12/29/2022	535	25	General	Information	FCC shared post
11/15/2022	522	71	Talking Books	Announcement	KLAS User Group President
12/22/2022	59	7	Shared post	Announcement	Curry County Law Library
10/13/2022	58	2	General	Information	Tax credit
10/4/2022	49	3	Shared post	Announcement	Sacheen Littlefeather
12/7/2022	49	2	Shared post	Information	Warrenton Community Library
12/9/2022	49	0	Library Support	Training	Edge cohorts
12/7/2022	42	1	Shared post	Announcement	Salem Public Library
12/19/2022	36	1	Library Support	Information	ALA rural libraries grant
12/14/2022	34	0	Library Support	Training	Edge cohorts

POST TYPES WITH HIGH LINK CLICKS

Date	Impressions	Engagement	Link clicks	Campaign	Topic
12/16/2022	2538	278	68	NWDH	Announcement
12/7/2022	640	84	29	Talking Books	Announcement
10/19/2022	239	28	14	General	Announcement
10/20/2022	153	26	9	Library Support	Training
11/9/2022	171	26	9	Library Support	Training
10/5/2022	390	38	8	NWDH	Announcement
11/2/2022	211	25	8	Shared post	Announcement
10/6/2022	175	18	6	Library Support	Training
11/28/2022	792	28	6	OrDocs	Information
12/7/2022	95	14	6	Library Support	Information
12/29/2022	535	25	6	General	Information
10/26/2022	176	22	5	Shared post	Information
11/2/2022	177	23	3	Shared post	Information
11/23/2022	7689	65	3	NWDH	Information
11/30/2022	209	16	3	NWDH	Announcement

Analysis

TURNING OBSERVATIONS INTO DECISIONS ABOUT FUTURE CONTENT & INFORMING PROJECT DECISIONS

- Goal-based decisions - what needs to be adjusted to meet your campaign goals?
- Awareness-based decisions - where do you see areas of improvement for your impressions?
- Engagement-based decisions - what is your audience most interested in right now?

Impact of social media data on project decisions

- Events - which event's campaign saw the most attention?
- Community engagement - consider the impact of posts about leadership or staff and the audience response
- Resource sharing - what resources are the most engaged with? What are discussions on those posts saying? What is the community's need?

Other Future Content Development Tips

- Look at other libraries' posts - what events or resources are gaining the most attention?
- Share out your community's success stories - it's not a competition!
- Don't be afraid to try something new - break out of the normal content to see how it impacts a campaign

Questions?

CONTACT:

Sadie Verville

sadie.verville@slo.oregon.gov

971-375-2713