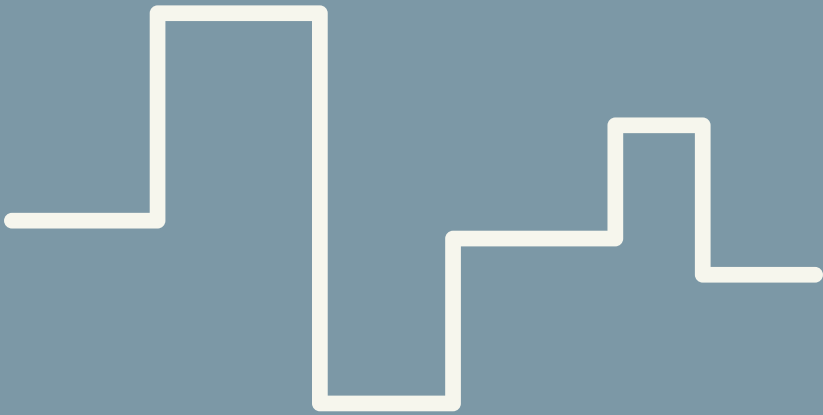




State Library
of Oregon



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

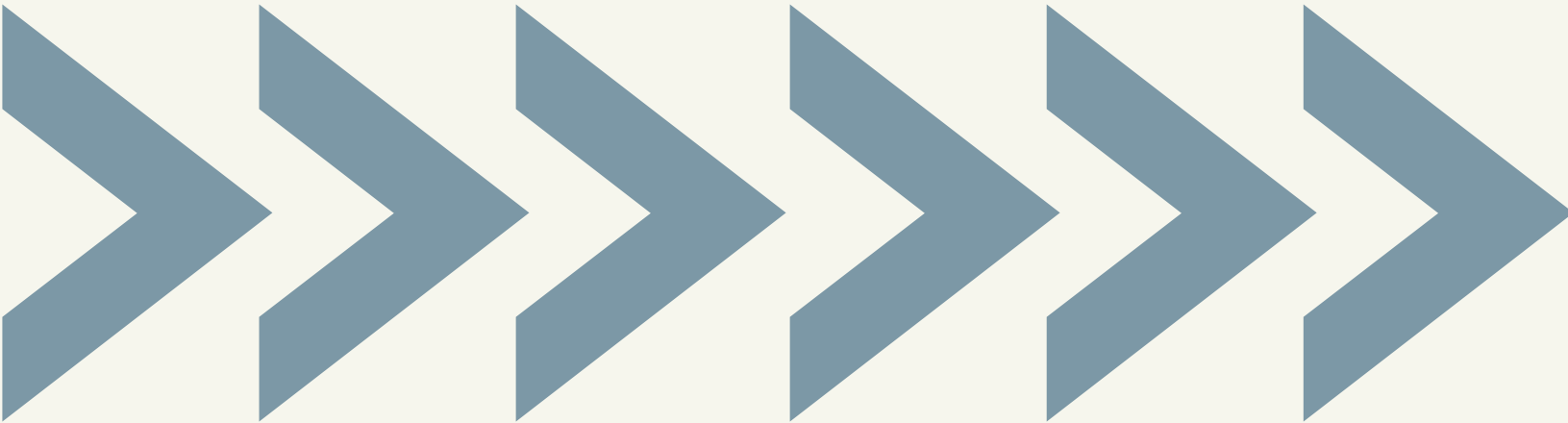
- Creates content
- Maintains branding
- Tracks all social media data

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



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 & Definitions

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



← → ↻ 🔒 https://www.facebook.com

Search Facebook

State Library of Oregon

Ads Manager

Ad Center

Meta Business Suite

Professional dashboard

Suggested

Welcome to professional dashboard

Insights, management tools and ad creation - all in one place.

Page Overview

Followers: 1,298
Last 28 days

Post reach ⓘ 2,222	Post Engagement ⓘ 476	New followers ⓘ 10
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[See more insights](#)

Recent content

Last 28 days

	ICYMI, The Museum at Tamastslikt Cultural Institute just celebrated their 25th anniversary! They've played a vital role in... Thu, Apr 13	Post reach: 166	Engagement: 9
	Today marks Celebrate Teen Literature Day, an observance that is exactly what it sounds like – a day to celebrate teens reading! Go... Thu, Apr 13	Post reach: 99	Engagement: 5
	See below for an amazing event University of Washington Information School is offering this weekend! Wed, Apr 12	Post reach: 70	Engagement: 4

[See more](#)

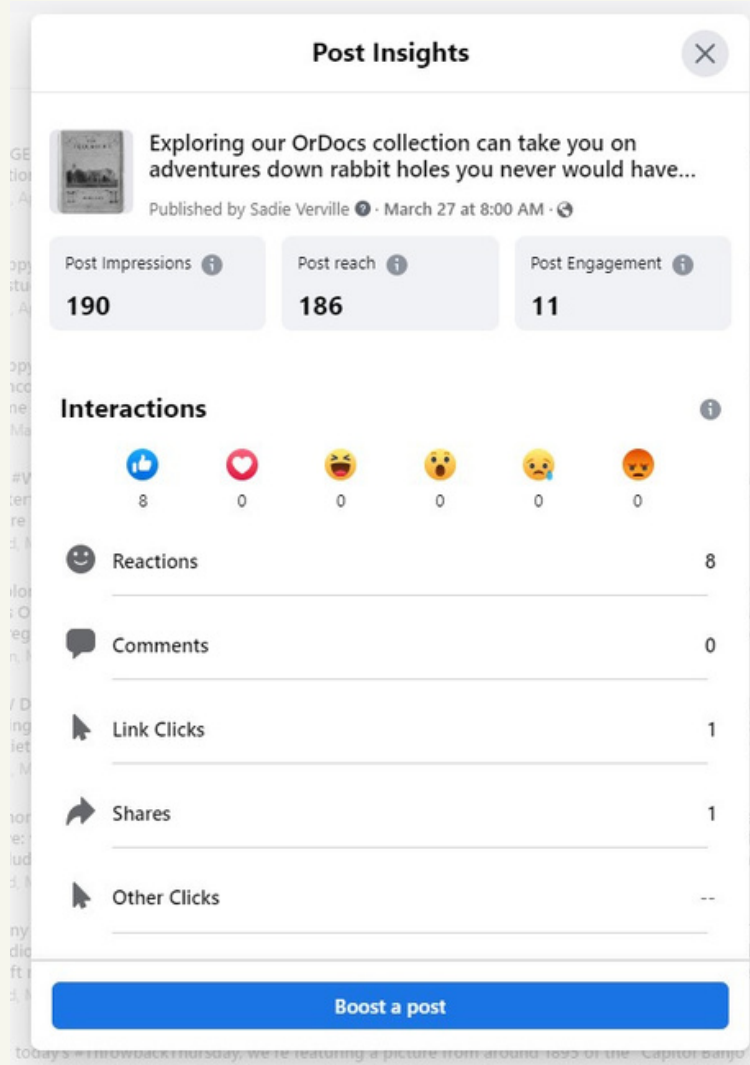
Frequently Asked Questions

Answers to common questions about the new Pages experience.

- What policies apply to the new Pages experience? ▾
- What will happen to posts I made on my classic Page? ▾
- Is there any content that will not transfer from my Page? ▾
- How will people find my new Page? ▾
- What is a News Feed? How can I set up my News Feed? ▾

Pulling Data

facebook



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

Pulling Data



The image displays three sequential screenshots of the Instagram mobile app interface, illustrating the navigation path to access analytics data. Red annotations highlight key elements:

- Screenshot 1 (Left):** Shows the profile page for 'statelibraryor'. The 'Professional dashboard' link is circled in red. An arrow points from this link to the next screenshot.
- Screenshot 2 (Middle):** Shows the 'Professional dashboard' screen. The 'Account insights' section is visible, showing a bar chart of reach for the last 30 days. A 'See all' link is circled in red. An arrow points from this link to the final screenshot.
- Screenshot 3 (Right):** Shows the 'Insights' screen. The 'Content You Shared' section is circled in red. An arrow points from this section to the bottom of the page.

Account Insights Data (from Screenshot 2):

- 363 accounts reached in the last 30 days
- 68 are non-followers
- Bar chart showing reach for Followers (blue) and Non-Followers (dark blue) from Mar 15 to Apr 13.

Insights Overview Data (from Screenshot 3):

- Last 30 Days: Mar 15 - Apr 13
- You gained 9 more followers compared to Feb 13 - Mar 14.
- Accounts reached: 363 (-27.3%)
- Accounts engaged: 90 (-32.9%)
- Total followers: 965 (+0.9%)

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

Pulling Data



Verizon LTE 3:32 PM

Post Insights

March 31 at 8:00 AM

19 Likes, 0 Comments, 0 Shares, 1 Saves

Overview

Accounts reached	102
Accounts engaged	20
Profile activity	0

Verizon LTE 3:32 PM

Insights

Reach

102 Accounts reached

102 Followers, 0 Non-Followers

Impressions 108

From Home	105
From Profile	3

Engagement

20

Verizon LTE 3:32 PM

Insights

Engagement

20 Accounts engaged

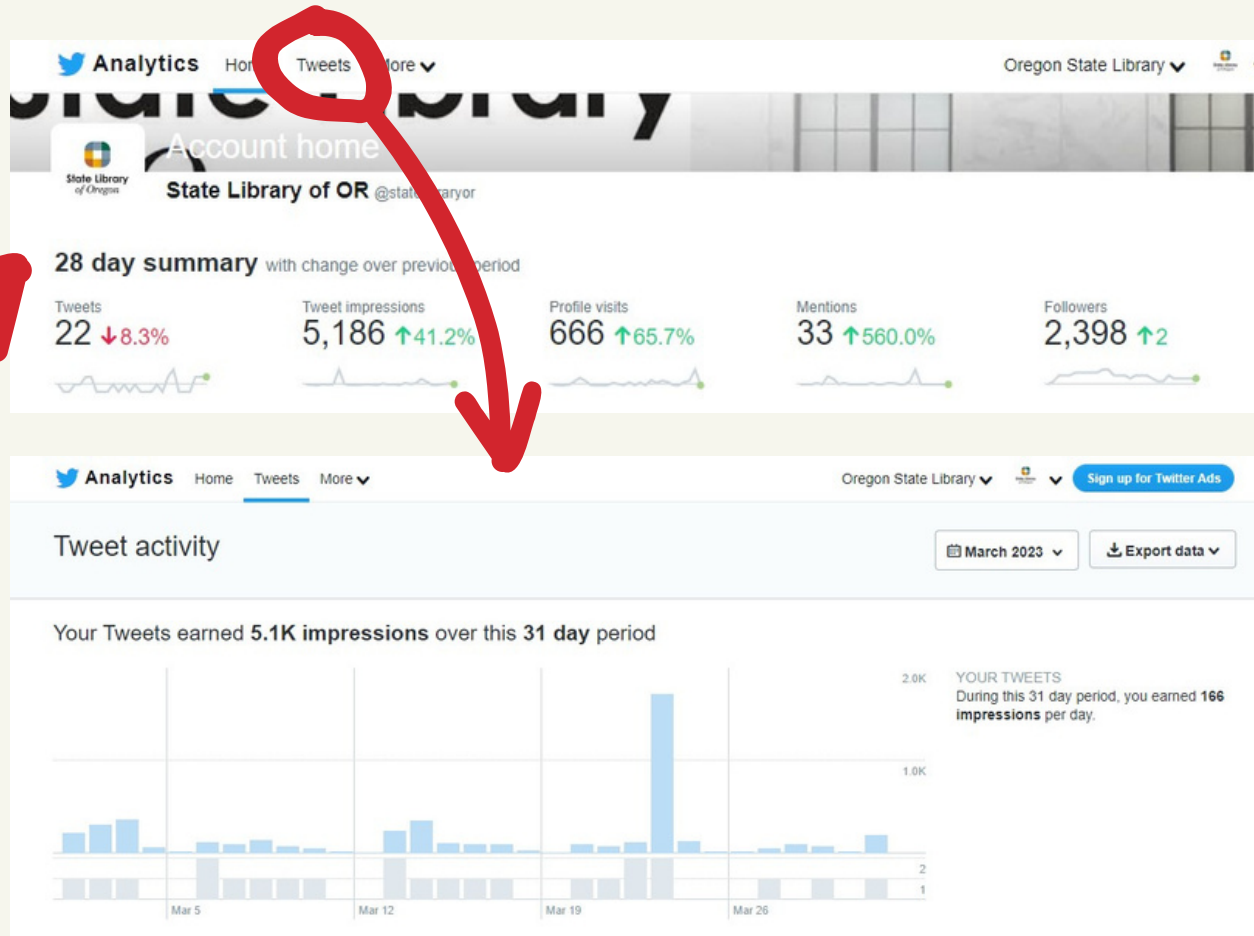
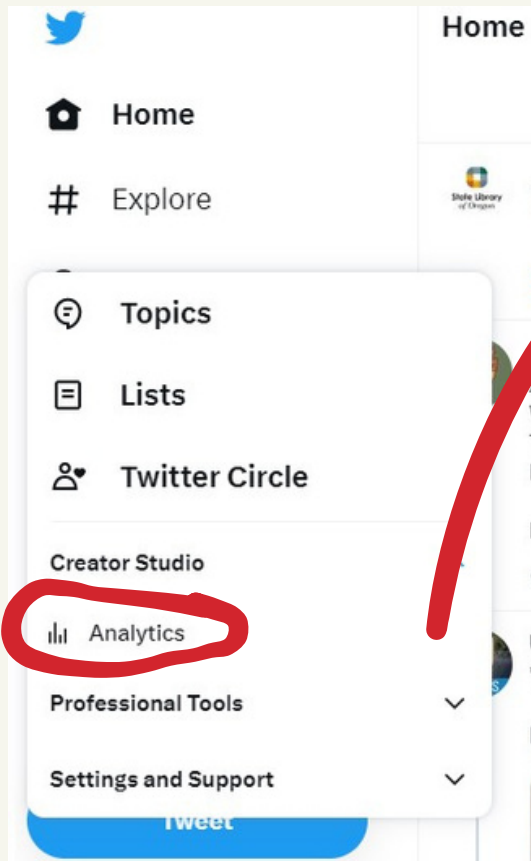
20 Followers, 0 Non-followers

Post interactions 20

Likes	19
Saves	1
Comments	0
Shares	0

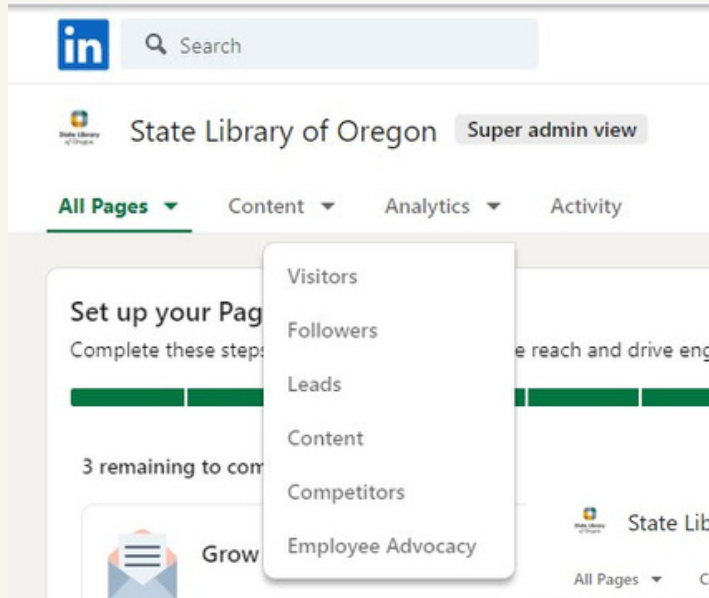
Profile activity 0

Pulling Data

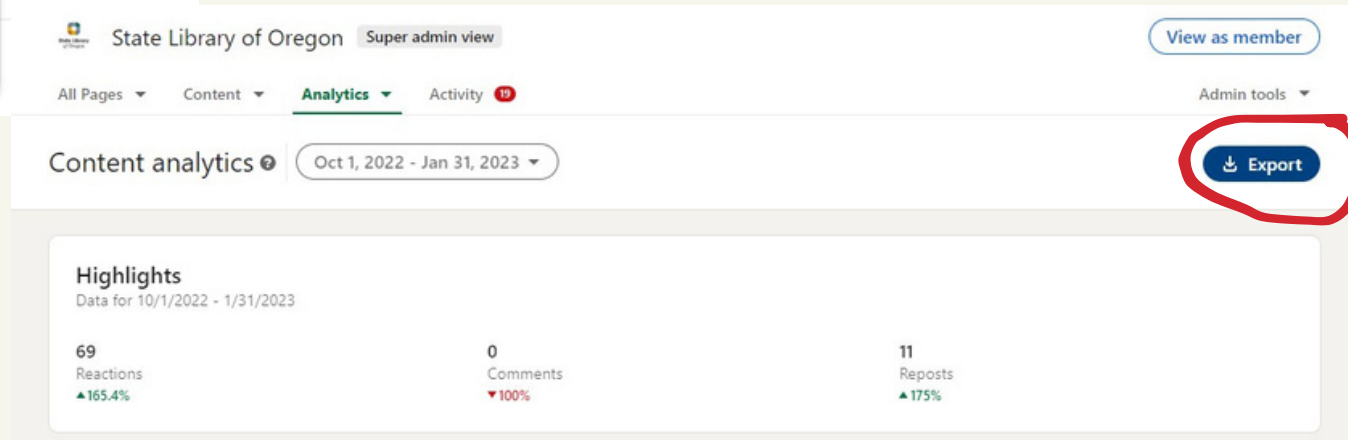


Twitter data can be downloaded into a spreadsheet, either by tweet or by day.

Pulling Data



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



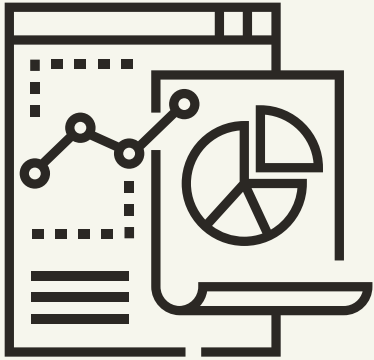
LinkedIn data can be downloaded as a spreadsheet.

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	October 2022 Summary	
10/4/2022	128	9	6	3	0	0	7.03%	General	Holiday/observance	LGBTQ History Month	Tweets	27
10/4/2022	107	2	1	0	0	0	1.87%	OrDocs	Holiday/observance	Hair day	Impressions	6986
10/5/2022	241	24	7	4	1	7	9.96%	NWDH	Announcement	New DPLA site	Profile Visits	531
10/7/2022	127	7	4	0	1	0	5.51%	General	Holiday/observance	Spooky season	New Followers	-7
10/7/2022	125	3	2	1	0	0	2.40%	Library support	Training	Frontline workers	Mentions	8
10/10/2022	581	29	10	8	0	5	4.99%	NWDH	Information	Agricultural labor highlight	November 2022 Summary	
10/11/2022	86	2	1	1	0	0	2.33%	Talking Books	Information	LWVOR	Tweets	22
10/11/2022	85	2	0	1	1	0	2.35%	Talking Books	Information	LWVOR	Impressions	8620
10/11/2022	68	4	0	1	1	0	5.88%	Talking Books	Information	LWVOR	Profile Visits	333
10/11/2022	64	4	0	1	1	0	6.25%	Talking Books	Information	LWVOR	New Followers	-53
10/11/2022	137	7	2	3	1	0	5.11%	Talking Books	Information	LWVOR	Mentions	9
10/12/2022	69	4	2	2	0	0	5.80%	Talking Books	Holiday/observance	NDEAM	December 2022 Summary	
10/12/2022	74	2	1	0	0	0	2.70%	OrDocs	Holiday/observance	School lunch week	Tweets	23
10/13/2022	58	0	0	0	0	0	0.00%	General	Information	Tax credit	Impressions	4309
10/14/2022	196	7	6	0	1	0	3.57%	General	Holiday/observance	Spooky season	Profile Visits	473
10/17/2022	264	11	5	3	0	2	4.17%	Library support	Holiday/observance	Friends of the Libraries Week	New Followers	-9
10/18/2022	126	5	2	0	0	1	3.97%	NWDH	Seasonal	Pumpkins	Mentions	2
10/19/2022	242	12	5	3	0	0	4.96%	Talking Books	Information	LWVOR		

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 IMPRESSIONS 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

