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Why Social Media Analytics Matters

Social networking communities cannot be set on auto-pilot and need to be well maintained. Here are a few steps to help businesses maximize the impact of social media postings and to utilize the data collected.

Social media sites such as Facebook, Twitter, LinkedIn, and Google+ have become key communications channels for businesses. However, businesses need to be careful to ensure that postings help support the company's branding and messaging and cultivate followers, rather than alienate them.

Social networking communities cannot be set on auto-pilot and need to be well maintained. Hence, communication on social networking websites is a tool that needs constant fine tuning. Spending a few hours of your time delving into communication data analysis can help you gain invaluable suggestions to achieve higher consumer engagement.

Step 1: Collect data for relevant metrics on social networks that are of interest to you. Community size, activity in the community, and responses from the community audiences are key performance indicators (KPIs) that should be tracked on a regular basis to gauge the status of your community. Facebook graph API and YouTube analytics offer community administrators access to specific details on the three KPIs mentioned. However, Twitter Insights doesn't provide details of the responses. Most of the brands typically revert to tools offered by Simply Measured, CoTweet, etc. to collect data around these KPIs for Twitter.