



K-State Social Media Council

12-9-2011



Why are we doing social media?

How do you know what you are doing is effective?



Objective Setting

- Do you have objectives for your social media presence?
- If you do, how do you measure those objectives?



Using Google Analytics

Can be used to measure social media objectives.

All sites in the CMS are set up with Google Analytics



Google Vocabulary

Site Usage



811,653 Visits



74.84% Bounce Rate



1,159,654 Pageviews



00:03:02 Avg. Time on Site



1.43 Pages/Visit



19.23% % New Visits

Visits

- Session- A period of interaction between a visitor's browser and a particular website, ending when the browser is closed or shut down, or when the user has been inactive on that site for a specified period of time.

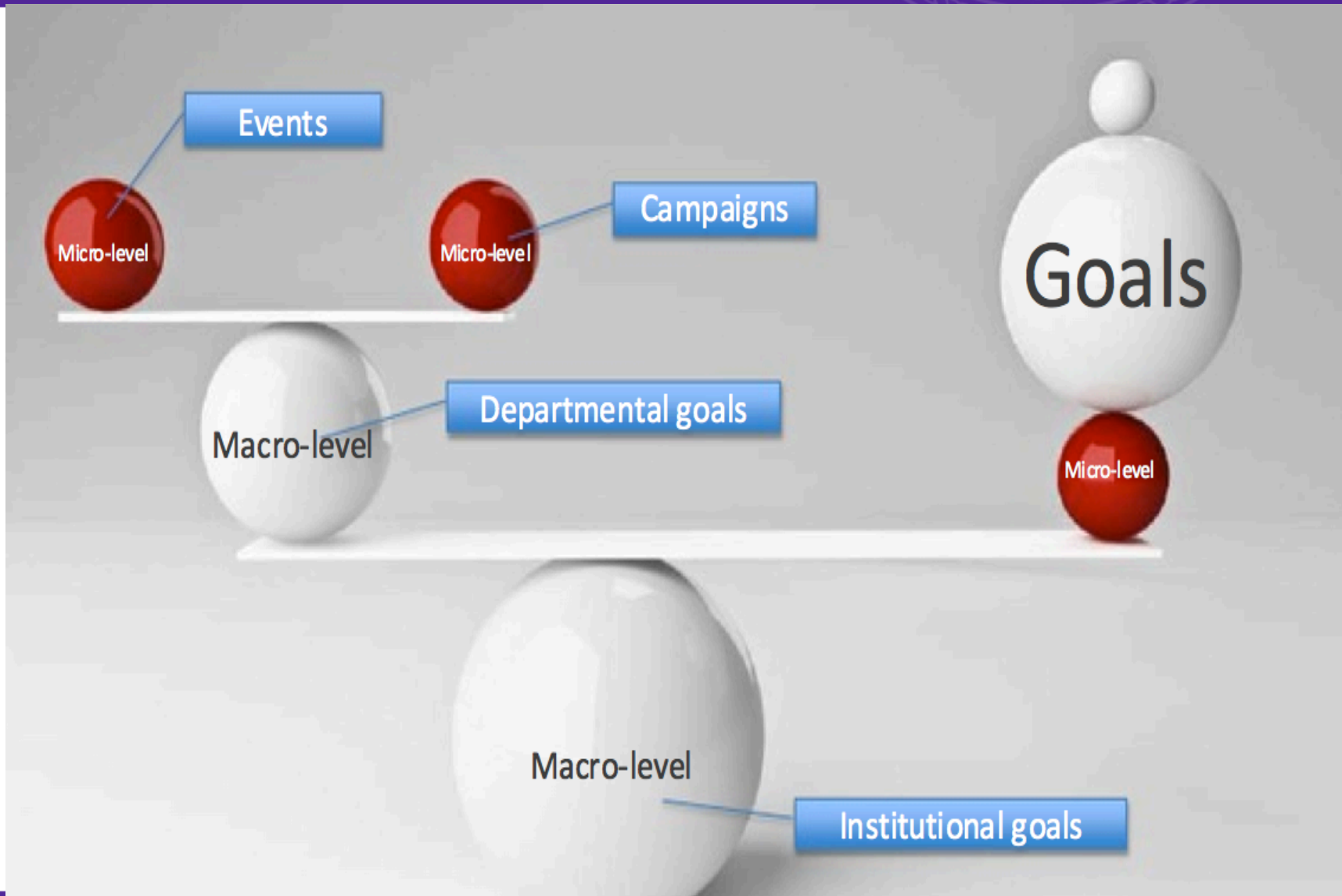
Page Views

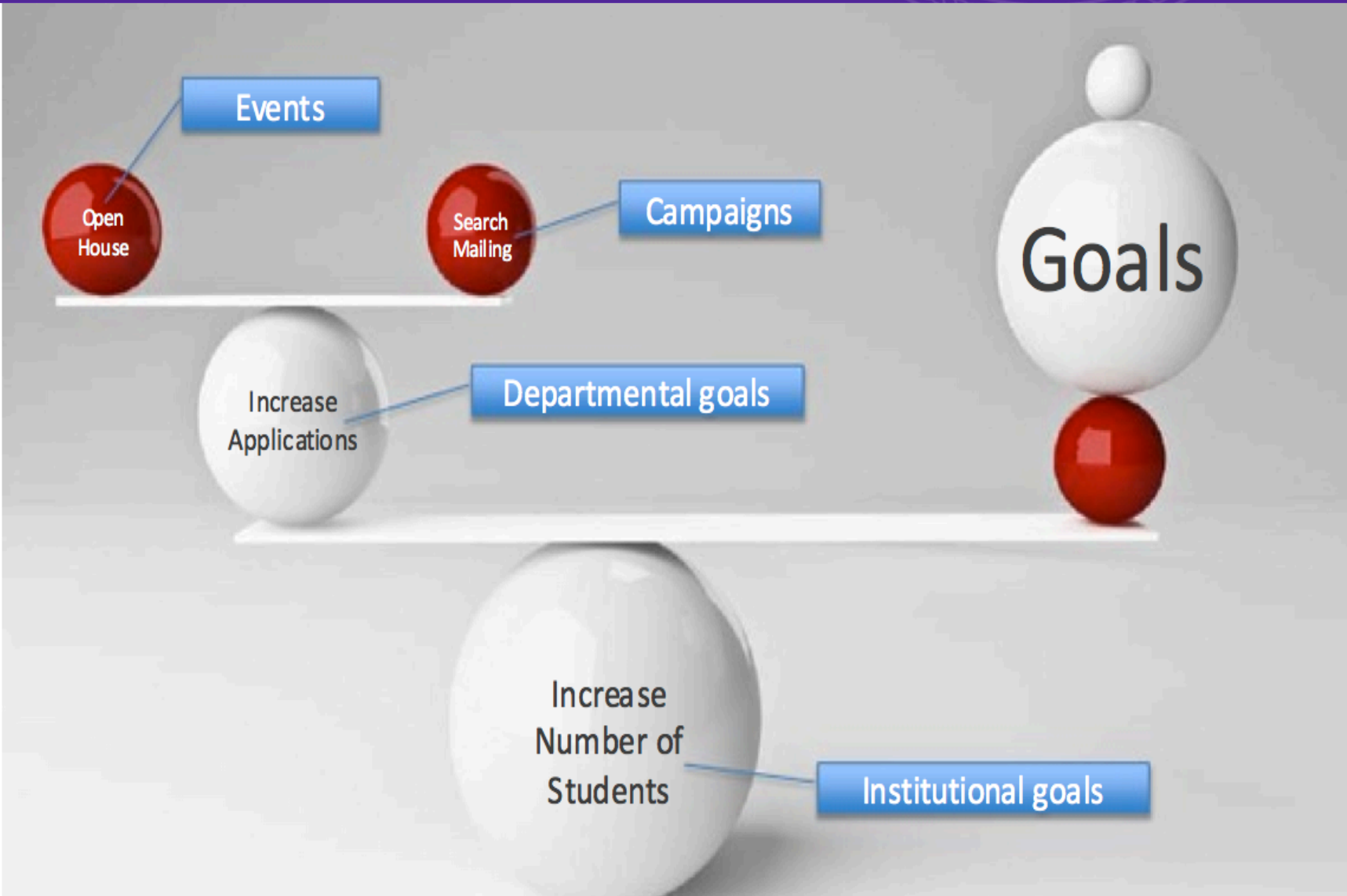
- A pageview is an instance of a page being loaded by a browser. Google Analytics logs a pageview each time the tracking code is executed.

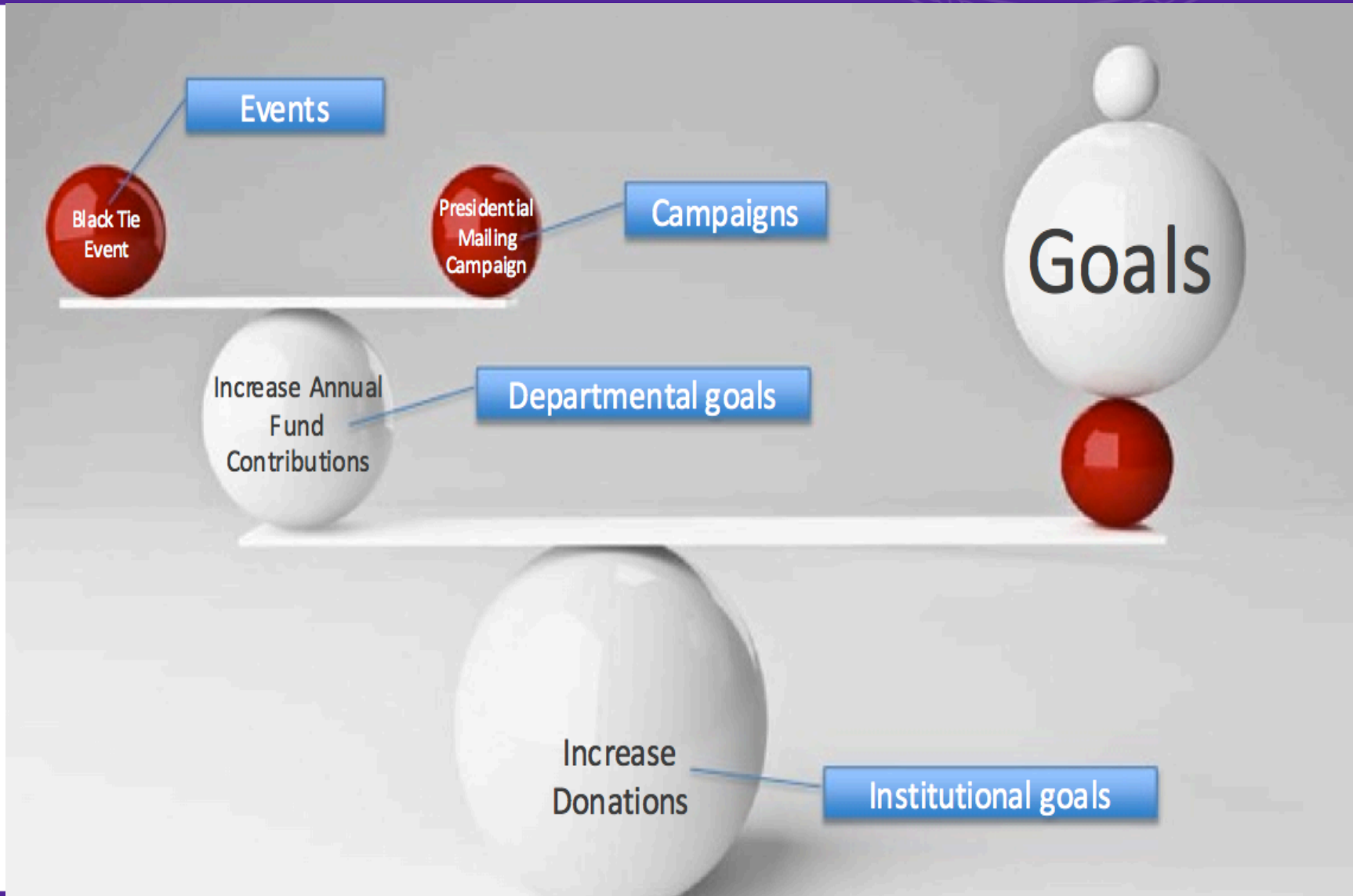


Bounce Rate

Bounce rate is the percentage of single-page visits or visits in which the person left your site from the landing page.









Your Marketing Hub

Determine

- Landing page
- Desired action
- How success will be measured
 - Confirmation page
 - Form submission
 - Download PDF



Start with destination URL

- Use Google URL Builder tool
- Bit.ly
- Vanity URLs/ Redirects

URL Builder

- <http://support.google.com/googleanalytics/bin/answer.py?hl=en&answer=55578>



Tool: URL Builder

Google Analytics URL Builder

Fill in the form information and click the **Generate URL** button below. If you're new to tagging links or this is your first time using this tool, read [How do I tag my links?](#)

If your Google Analytics account has been linked to an active AdWords account, there's no need to tag your AdWords links - [auto-tagging](#) will do it for you automatically.

Step 1: Enter the URL of your website.

Website URL: *
(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source: * (referrer: google, citysearch, newsletter4)
Campaign Medium: * (marketing medium: cpc, banner, email)
Campaign Term: (identify the paid keywords)
Campaign Content: (use to differentiate ads)
Campaign Name*: (product, promo code, or slogan)

Step 3



Helpful Information

Campaign Source (utm_source)	Required. Use utm_source to identify a search engine, newsletter name, or other source. <i>Example:</i> utm_source=google
Campaign Medium (utm_medium)	Required. Use utm_medium to identify a medium such as email or cost-per-click. <i>Example:</i> utm_medium=cpc
Campaign Term (utm_term)	Used for paid search. Use utm_term to note the keywords for this ad. <i>Example:</i> utm_term=running+shoes
Campaign Content (utm_content)	Used for A/B testing and content-targeted ads. Use utm_content to differentiate ads or links that point to the same URL. <i>Examples:</i> utm_content=logolink <i>or</i> utm_content=textlink
Campaign Name (utm_campaign)	Used for keyword analysis. Use utm_campaign to identify a specific product promotion or strategic campaign. <i>Example:</i> utm_campaign=spring_sale



Campaign Tracking

Set up links with tracking variables

http://mycollege.edu/?utm_source=newsletter&utm_medium=email&utm_campaign=annual%20Bfund





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What is the source in which this link appears?





Campaign Tracking

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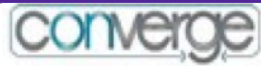
What is the medium/channel in which this link appears?



ing: Campaign Source Medium SourceMedium Other

secondary dimension: Sort Type:

Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce P
1. email	77	2.81	00:03:39	20.78%	
2. twitter	44	2.70	00:03:40	11.36%	
3. feed	23	1.35	00:00:24	13.04%	



Campaign Tracking

Set up links with tracking variables

http://mycollege.edu/?utm_source=newsletter&utm_medium=email&utm_campaign=annual%2Bfund




What is the name of the campaign?



A faint watermark of a university seal is visible in the top right corner of the purple header bar. The seal features a circular design with the text "FEBRUARY 16, 1863" around the perimeter.

Make that URL useful

- Bit.ly
- Vanity URLs/ Redirects

- 
- Google takes this data and uses it to build new reports and data points under the Traffic Sources section that you can use to filter information.



☐☐ **Dashboard**

📊 **Intelligence** Beta

👤 **Visitors**

➔ **Traffic Sources**

Overview

Direct Traffic

Referring Sites

Search Engines

All Traffic Sources

▸ AdWords

Keywords

Campaigns

Ad Versions

☐ **Content**

🚩 **Goals**

- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources**
 - Overview
 - Direct Traffic
 - Referring Sites
 - Search Engines
 - All Traffic Sources
 - AdWords
 - Keywords
 - Campaigns**
 - Ad Versions
 - Content
 - Goals
- Custom Reporting
- My Customizations
 - Custom Reports
 - Advanced Segments
 - Intelligence Beta
 - Email
- Help Resources
 - About this Report
 - Conversion University
 - Common Questions

Export | Email | Add to Dashboard | Visualize | Advanced Segments: All Visits

Overview » **Campaigns** Jul 1, 2011 - Jul 31, 2011



Campaign traffic sent 4,588 visits via 4 campaigns

Site Usage | Goal Set 1 | Views: [Grid] [List] [Table] [Chart]

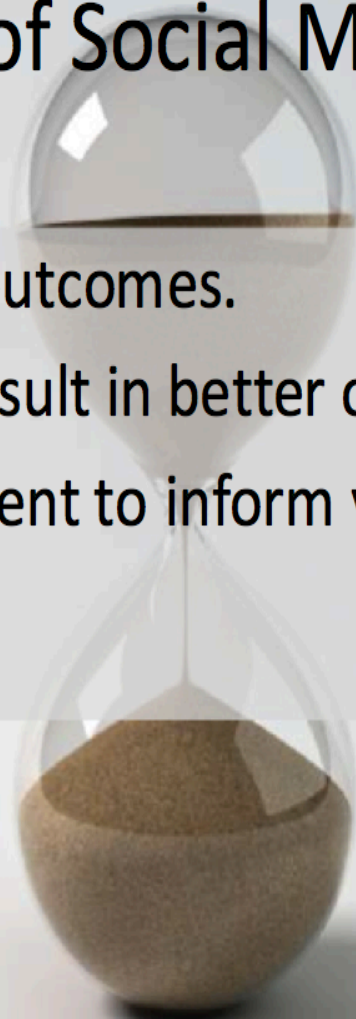
Visits 4,588 <small>% of Site Total: 1.65%</small>	Pages/Visit 2.26 <small>Site Avg: 2.77 (-18.44%)</small>	Avg. Time on Site 00:05:02 <small>Site Avg: 00:03:04 (63.95%)</small>	% New Visits 0.07% <small>Site Avg: 20.53% (-99.68%)</small>	Bounce Rate 61.27% <small>Site Avg: 52.04% (17.72%)</small>
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Campaign	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. Faculty-Staff Newsletter	4,582	2.26	00:05:02	0.04%	61.26%
2. Magazine QR Codes	4	1.50	00:02:24	0.00%	75.00%
3. Faculty-Staff	1	2.00	00:00:40	100.00%	0.00%
4. Viewbook QR Codes	1	1.00	00:00:00	0.00%	100.00%

Filter Campaign: containing [] Go Advanced Filter Go to: 1 Show rows: 10 1 - 4 of 4

Best Use of Social Media Time

- Tie actions to outcomes.
- Do what will result in better outcomes.
- Use measurement to inform you what that will be.



A faint watermark of the University of Kansas seal is visible in the top right corner of the purple header bar. The seal features a central figure and the text "FEBRUARY 16, 1862".

Spring Semester Dates

- Thursday, January 26 at 11am
- Thursday, February 23 at 11am
- Thursday, March 29 at 11am
- Thursday, April 26 at 11am

Social Media Wiki

- Kstatesocialmedia.pbworks.com