

Tracking Social Media



Data is essential to track all school engagement efforts. One of the best ways to know what your audience is interested in is to track and measure the performance of your various social media accounts. While managing social media accounts can be difficult, it does not have to be overwhelming. What tools are best for monitoring school social media accounts and viewing analytics? Here are a few you should take a closer look at:

HootSuite

Social media dashboards can help ensure success by enabling you to aggregate your content from several social media platforms, house it in one location, and keep everything clear and organized.



Hootsuite offers a dashboard interface and syncs with Twitter, Facebook, LinkedIn, Google+, Four-square and Wordpress. You can create custom analytics reports, schedule posts/tweets, monitor social networks for mentions of your school, and more! Hootsuite has a mobile app for iPhone, iPad and Android.

Cost? HootSuite offers a basic free plan but you can upgrade for more functionality.

Sprout Social



Sprout Social has a dashboard interface similar to HootSuite's. It syncs with Twitter, Facebook, Google+ and LinkedIn. You can schedule, queue and publish posts right from the dashboard. Monitoring is easy with their inbox feature that aggregates all interactions. They also offer analytics (and customizable options). SproutSocial has a mobile app for iPhone, iPad and Android.

Cost? Anyone can sign up for a 30-day free trial, but after that period you must choose from three pricing tiers.

Buffer



Buffer has a dashboard interface and syncs with Facebook, Twitter and LinkedIn. Buffer's greatest strength is offering custom scheduling. They've designed the program to let you add a lot of posts/content all at once and they automatically post them for you throughout the day. They also offer detailed analytics.

Cost? Buffer offers a free trial and will then ask you to upgrade to their \$10 per month starter plan. If you need more robust options, Buffer has business plans available.

Instagram



What about Instagram? There are a few services that allow you to monitor Instagram (like InstaDesk and Curalate) but Instagram does not allow any third-party apps to post to the service. We recommend monitoring and uploading to Instagram directly on the app from your mobile device.

Pinterest



What about Pinterest? There are two main marketing and analytics services for Pinterest: ViralTag (formerly Pingraphy) and Curalate. ViralTag starts at \$12 per month for a basic account and Curalate offers a \$99 per month option for a maximum of 4 users.

Analytics



Analytics are your friends. Being part of the social media scene isn't enough—smart educators know and record whom they're interacting with so they can measure their efforts. Have your social media team provide monthly analytic reports. These should measure at a minimum conversations, users, shares, and clicks. If this is a new concept for your school, look into free resources available, such as Klout or Google Analytics.



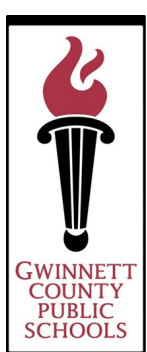
Google Analytics is convenient for your blog and/or website. Google provides a free tool that can track your website or blog visitors, most popular content, and top keywords.

Facebook Insights



Facebook Insights - you can get these automatically from Facebook once you reach 30 fans on your Facebook Page. But this is the best way for you to see what is working and what's not and what the best times to post are such as male/female and age breakdown. There are many tutorials online that explain how best to set up and use Facebook Insights.

Minilytics by PageLever - PageLever is a full suite of analytics for Facebook, but what they give you here is a mini version to whet your appetite. In a nutshell, it's free and tells you when the best time to post is, what types of posts generated the most engagement, how many (%) fans are you reaching with your posts, and some basic demographics of who your fans are.



For questions or comments about this guide, send email to IMD_Connection_Newsletter@gwinnett.k12.ga.us

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