Social Media Analytics, Part 2: How to Get Insights From Data and Apply It to Communications Strategies

Nadia Goodman, TED Social Media Editor

@nadiagoodman
#powerofPR

1. Be data-informed, not data-driven.

Most popular TED Talks of all time

Ken Robinson
Do schools kill creativity?
Views 35M
Rated Inspiring, Funny

Amy Cuddy
Your body language shapes who you are
Views 28M
Rated Inspiring, Fascinating

Simon Sinek
How great leaders inspire action
Views 23M
Rated Inspiring, Persuasive

Brené Brown
The power of vulnerability
Views 21M
Rated Inspiring, Courageous

Jill Bolte Taylor
My stroke of insight
Views 17M
Rated Inspiring, Fascinating

Mary Roach
10 things you didn't know about orgasm
Views 16M
Rated Funny, Informative

Tony Robbins
Why we do what we do
Views 15M
Rated Inspiring, Persuasive

Dan Pink
The puzzle of motivation
Views 14M
Rated Persuasive, Inspiring

Pranav Mistry
The thrilling potential of SixthSense technology
Views 14M
Rated Ingenious, Inspiring

David Gallo
Underwater astonishments
Views 12M
Rated Fascinating, Beautiful

Susan Cain
The power of introverts
Views 12M
Rated Inspiring, Courageous

Shawn Achor
The happy secret to better work
Views 11M
Rated Inspiring, Funny

@nadiagoodman
#powerofPR

SCIENCE

GLOBAL ISSUES

@nadiagoodman
#powerofPR

2. Remember you are your first reader.

1. What is most interesting to you about this piece?

2. What would you tell a friend about why they should watch/read it?

TED ✔
Published by SocialFlow [?] · October 30, 2014 · 🌐

"I held him and told him as gently as I could, 'It's going to be okay. It's going to be okay.' I'd never held anyone who gripped me as tightly as that child or who cried as hard or as long."

An extraordinary excerpt from human rights lawyer Bryan Stevenson's new book:

How America's justice system failed our children

Read an excerpt from Bryan Stevenson's powerful new book, 'Just Mercy.' It's incredibly moving and well-written; we couldn't turn away.

IDEAS.TED.COM

TED ✔
Published by SocialFlow [?] · January 18 · 🌐

"I held him and told him as gently as I could, 'It's going to be okay. It's going to be okay.' I'd never held anyone who gripped me as tightly as that child or who cried as hard or as long."

A child imprisoned for protecting his mother and the lawyer who saved his life

Bryan Stevenson's chilling accou... ...e, a 14-year-old tried as an adult for capital murder.

T.TED.COM

6x more engagement

@nadiagoodman
#powerofPR

3. Interpret the data like a human being.

TED ✓
Posted by SocialFlow [?] · January 23 · 🌐

Yes, life does go on.

11 TED Talks to get you through a quarterlife crisis
Take a deep breath and survive twenty-something burnout with the help of these...
T.TED.COM | BY TED

859,136 people reached

Like · Comment · Share

👍 Hailey R., Tom Thorp, Laura Middlebrook and 2,759 this.

↪ 1,506 shares

31K clicks

TED ✓
Posted by SocialFlow [?] · February 27 · 🌐

Having a life crisis? Start with these:

11 TED Talks to watch when you have no idea what to do with your life
Yes, you're an adult. But there's no need to panic!
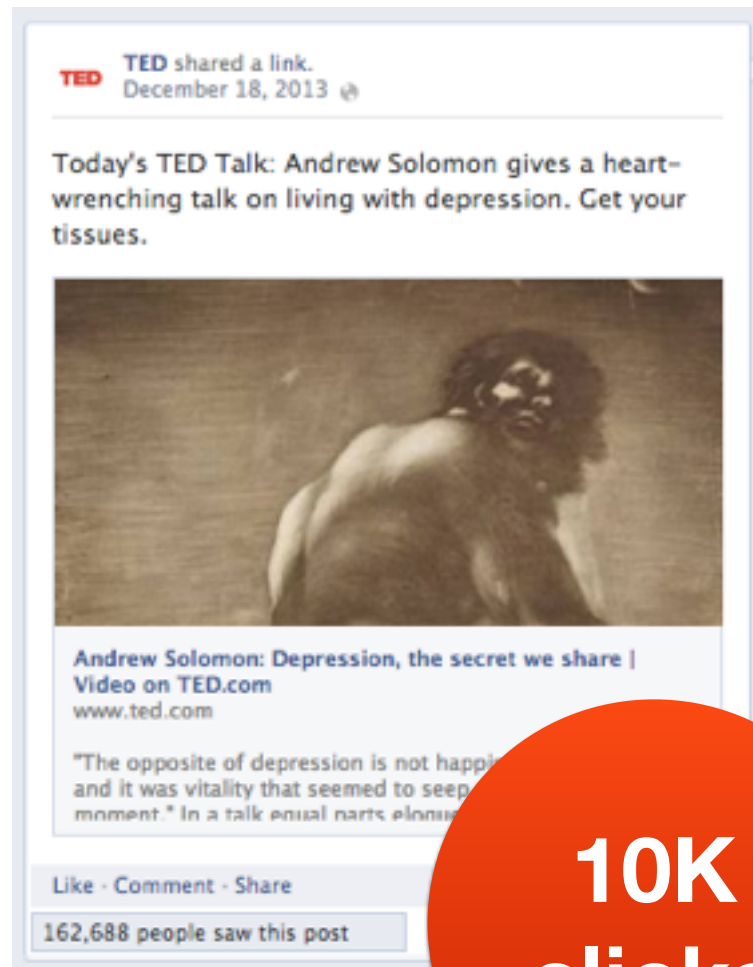T.TED.COM | BY TED

3,434,496 people reached

Like · Comment · Share

👍 Joseph De La Cruz, Vu Binh, Bui Thi Bich Van and 25 like this.

↪ 17,321 shares
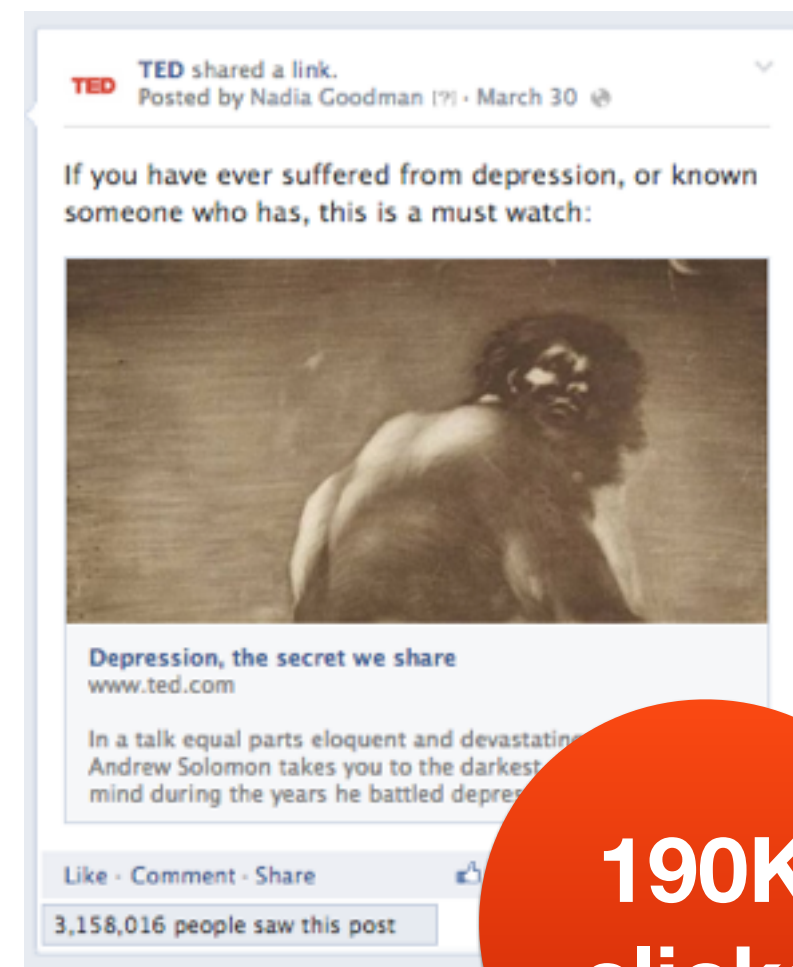
234K clicks

@nadiagoodman
#powerofPR

11am Wednesday

8pm Sunday

TED **TED** shared a link.
December 18, 2013

Today's TED Talk: Andrew Solomon gives a heart-wrenching talk on living with depression. Get your tissues.

Andrew Solomon: Depression, the secret we share | Video on TED.com
www.ted.com

"The opposite of depression is not happi... and it was vitality that seemed to seep... moment." In a talk equal parts eloque...

Like · Comment · Share

162,688 people saw this post

10K clicks

TED **TED** shared a link.
Posted by Nadia Goodman [?] · March 30

If you have ever suffered from depression, or known someone who has, this is a must watch:

Depression, the secret we share
www.ted.com

In a talk equal parts eloquent and devastating Andrew Solomon takes you to the darkest mind during the years he battled depre...

Like · Comment · Share

3,158,016 people saw this post

190K clicks

@nadiagoodman
#powerofPR

4. Respond to your audience's feedback.

What are people searching to find you?

Education

Leadership

Love

Happiness

Music

Motivation

Sex

Body Language

Stress

Depression

TED ✓
Published by SocialFlow [?] · August 23 · 🌐

These speakers bravely shatter the silence about depression:

4 TED Talks on overcoming depression
Depression is an illness that many suffer alone.
T.TED.COM | BY TED
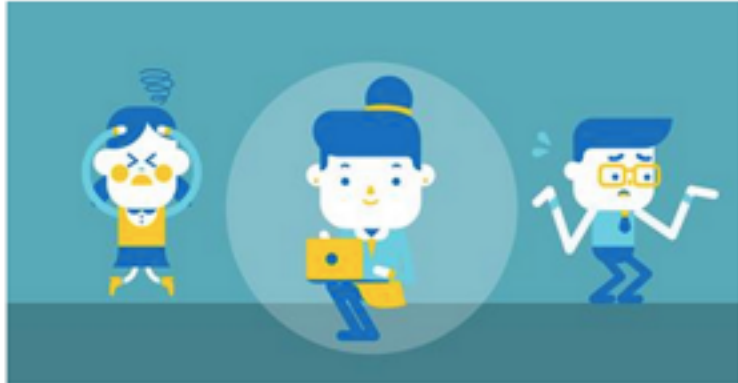
TED ✓
Published by SocialFlow [?] · August 14 · 🌐

You probably didn't learn this in sex education...

5 TED Talks full of weird facts about sex
Science is great.
T.TED.COM | BY TED

TED ✓
Published by SocialFlow [?] · June 22 · 🌐

A better way to manage stressful situations:

How to be good at dealing with stress
What does it mean to be "good" at stress?
T.TED.COM

@nadiagoodman
#powerofPR

What are people talking about in the comments?

KEY TAKEAWAYS

- Use data to inform your ideas and improve your pitches, but never let it dictate what you create.

- Rely on your own reactions to help you find the core of a story or pitch.

- Make an educated guess about why a post did or didn't work, and test that hypothesis. Focus on when and why your audience would want to engage with a post.

- Know the most-searched terms people use to find your site and generate content ideas based on those topics.

- Dig into comment threads for new content ideas.

- Resources: TED uses SocialFlow and Google Analytics to gather data.

@nadiagoodman
#powerofPR