



Measuring Digital Across Platforms



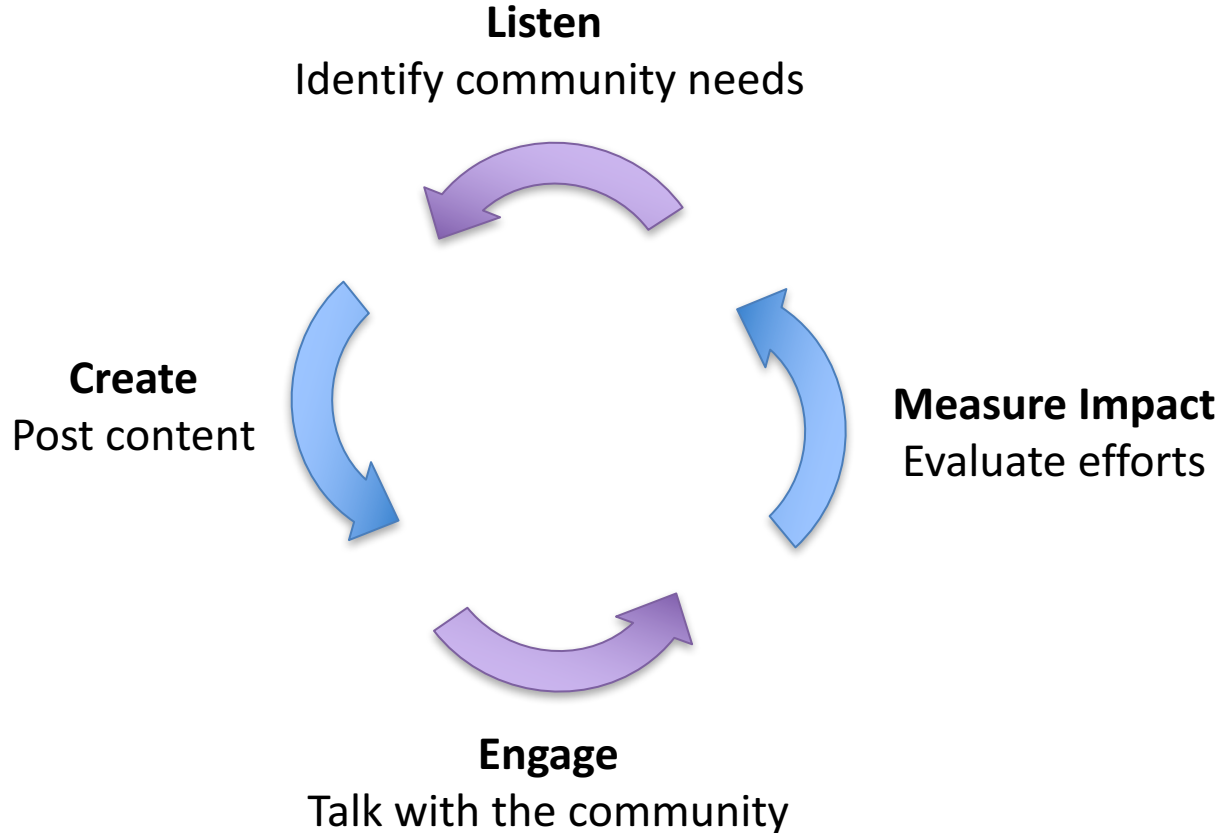
Danielle Brigida

@starfocus or @USFWS

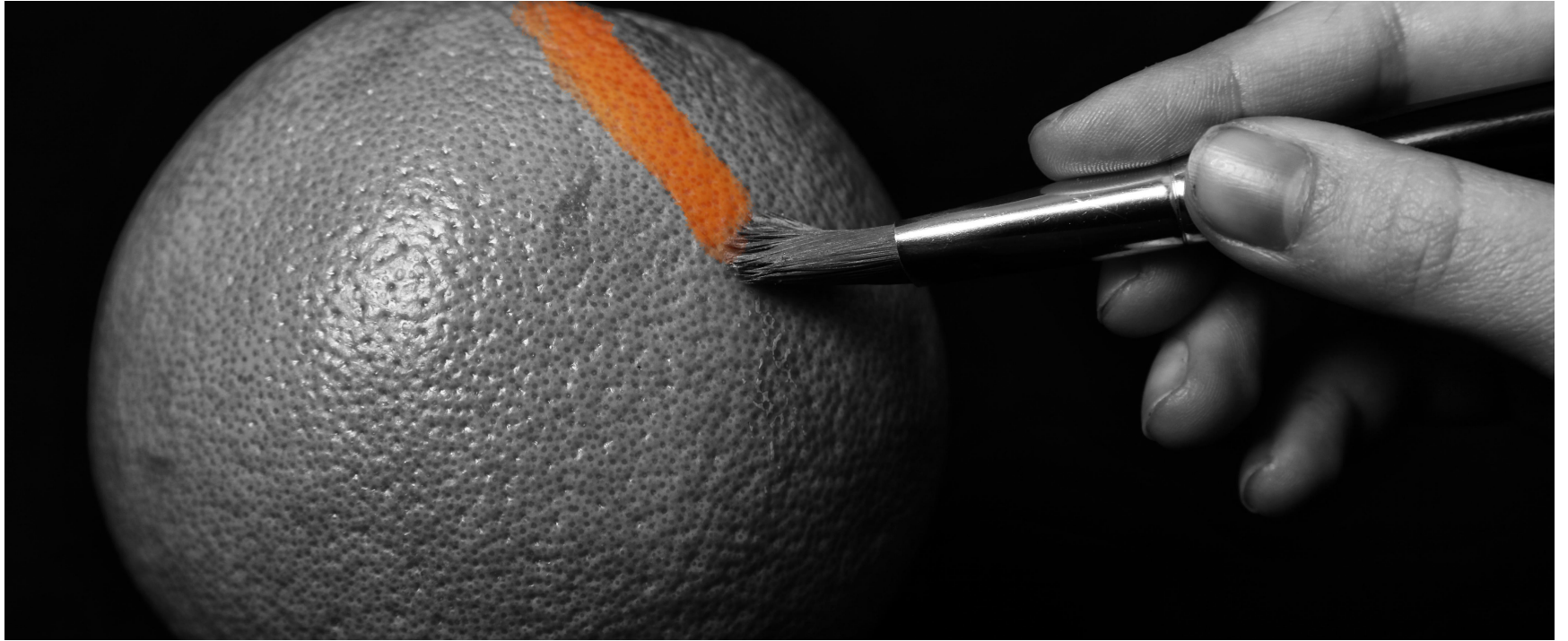
National Social Media Manager



Our Social Strategy



Painting a Complete Picture with Reports



Weapon of Choice: Google Analytics

● Sessions via Social Referral

3,000

1,500

Apr 8

Apr 15

Apr 22

Apr 29

● All Sessions

60,000

30,000

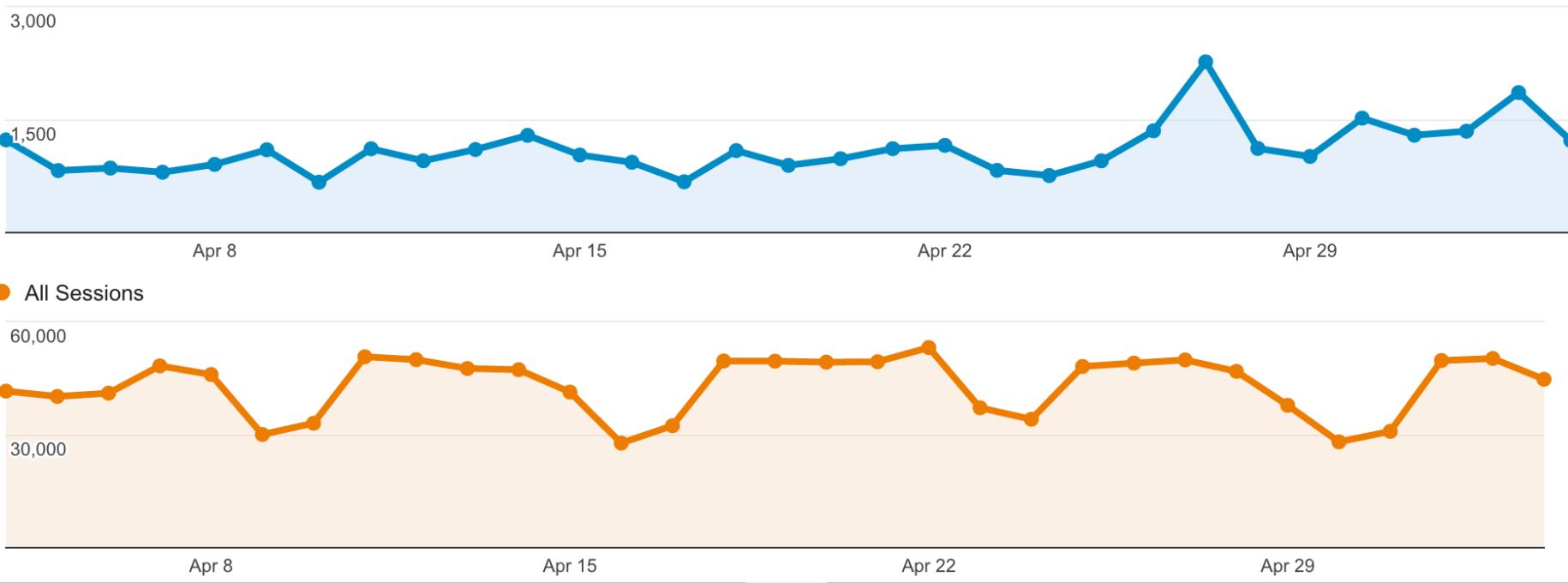
Apr 8

Apr 15

Apr 22

Apr 29

Primary Dimension: Shared URL



Top Content

FWS Main

★★ Main Site ★★ ▾

HOME **REPORTING** CUSTOMIZATION ADMIN

			81,415 % of Total: 0.72% (11,282,126)	75,253 % of Total: 0.92% (8,148,481)	00:03:18 Avg for View: 00:01:21 (145.05%)	69,807 % of Total: 1.98% (3,528,550)	48.5
Search reports & help							
▶ Social	<input type="checkbox"/>	1. /news/blog/index.cfm/2015/8/5/Balloons-and-Wildlife-Pleas-e-Dont-Release-Your-Balloons	28,070 (34.48%)	26,903 (35.75%)	00:02:16	26,824 (38.43%)	
▶ Campaigns	<input type="checkbox"/>	2. /news/blog/index.cfm/2015/8/5/balloons-and-wildlife-pleas-e-dont-release-your-balloons	9,655 (11.86%)	9,002 (11.96%)	00:03:28	8,979 (12.86%)	
Behavior	<input type="checkbox"/>	3. /news/blog/index.cfm/2016/7/14/The-Pokemon-Around-Us	4,465 (5.48%)	4,219 (5.61%)	00:04:00	4,132 (5.92%)	
Overview	<input type="checkbox"/>	4. /news/blog/	2,233 (2.74%)	1,874 (2.49%)	00:02:59	1,000 (1.43%)	
Behavior Flow	<input type="checkbox"/>	5. /news/blog/index.cfm/2016/7/8/Wildlife-Safety-Tips-for-Enjoying-the-Great-Outdoors	1,801 (2.21%)	1,666 (2.21%)	00:04:48	1,609 (2.30%)	
▼ Site Content	<input type="checkbox"/>	6. /news/blog/index.cfm/2016/9/6/Birdbanding	1,319 (1.62%)	1,202 (1.60%)	00:04:55	1,177 (1.69%)	
All Pages	<input type="checkbox"/>	7. /news/blog/index.cfm/2016/7/1/Milkweed--For-More-Than-Monarch-Butterflies	1,316 (1.62%)	1,222 (1.62%)	00:04:01	1,196 (1.71%)	
Content Drilldown	<input type="checkbox"/>	8. /news/blog/index.cfm/2016/7/19/Surrogate-Leatherback-Sea-Turtle	1,114 (1.37%)	1,015 (1.35%)	00:04:44	934 (1.34%)	
Landing Pages	<input type="checkbox"/>	9. /news/blog/index.cfm/2016/8/5/Go-Fish-Anglers-Share-Their-Favorites	1,104 (1.36%)	1,010 (1.34%)	00:05:26	794 (1.14%)	
Exit Pages	<input type="checkbox"/>	10. /news/blog/index.cfm/2015/11/23/8-fascinating-facts-about-snowy-owls	1,036 (1.27%)	952 (1.27%)	00:05:19	936 (1.34%)	
▶ Site Speed							
▶ Site Search							
▶ Events							

Top Referring URLs

FWS Main
** Main Site **

HOME REPORTING CUSTOMIZATION ADMIN

Search reports & help

Behavior Overview Behavior Flow Site Content All Pages Content Drilldown Landing Pages Exit Pages Site Speed

Page	Source	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
		38,976 % of Total: 1.19% (3,273,845)	13,442 % of Total: 0.57% (2,372,542)	00:00:28 Avg for View: 00:01:23 (-66.30%)	8,318 % of Total: 0.79% (1,050,093)	0.73% Avg for View: 49.26% (-98.51%)
1. /refuges/	google	15,324 (39.32%)	5,172 (38.48%)	00:00:26	2,597 (31.22%)	0.50%
2. /refuges/	(direct)	14,204 (36.44%)	5,056 (37.61%)	00:00:26	3,972 (47.75%)	0.78%
3. /refuges/	bing	2,445 (6.27%)	821 (6.11%)	00:00:26	433 (5.21%)	0.00%
4. /refuges/	search.usa.gov	1,169 (3.00%)	402 (2.99%)	00:01:11	219 (2.63%)	4.11%
5. /refuges/	yahoo	879 (2.26%)	317 (2.36%)	00:00:31	143 (1.72%)	0.00%
6. /refuges/	t.co	353 (0.91%)	134 (1.00%)	00:01:00	116 (1.39%)	0.00%
7. /refuges/	facebook.com	326 (0.84%)	129 (0.96%)	00:00:28	67 (0.81%)	0.00%
8. /refuges/	m.facebook.com	281 (0.72%)	125 (0.93%)	00:00:20	107 (1.29%)	0.00%
9. /refuges/	animaledu.com	268 (0.69%)	98 (0.73%)	00:00:14	98 (1.18%)	0.00%

Weapon of Choice: Social/Media Monitoring Tool

8 New Notifications

USFWS ALL

8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

sproutsocial

MESSAGES TASKS FEEDS PUBLISHING DISCOVERY REPORTS

COMPOSE

GROUP TRENDS USFWS ALL Across USFWS ALL's Twitter and Facebook accounts

Apr 28, 2016 - May 04, 2016

Incoming Messages	360.1k
Sent Messages	1.1k
New Twitter Followers	2.2k
New Facebook Fans	25.8k

Response Rate 1% AVG RESPONSE TIME 12 HOURS

362.0k INTERACTIONS
BY 306.4k UNIQUE USERS
11.6m IMPRESSIONS

PROFILES

connected to USFWS ALL



+256 more

AUDIENCE DEMOGRAPHICS Across USFWS ALL's Twitter and Facebook accounts

TWITTER FOLLOWERS

65% 35%

FACEBOOK IMPRESSIONS DEMOGRAPHICS

44% 56%

TEAM MEMBERS

managing USFWS ALL



Weapon of Choice: Exporting...All the Things

The image shows a screenshot of a social media analytics dashboard. In the background, there are three columns representing different time periods: 'February 8 - March 6'. The first column shows 'Men 25-34' with a value of '5,371,371'. The second column shows a value of '15,028'. Other partially visible text includes 'Largest', 'Mot', 'Most Co', 'Messag', 'February', '67%', 'Respons', and '17:3'. An 'Export Insights Data' modal is overlaid on the dashboard. The modal has a title bar with a close button (X). Below the title bar, there is a text instruction: 'Select a data type, file format and date range. You can export up to 500 posts at a time.' The modal is divided into three sections: 'Data Type', 'Date Range', and 'File Format'. Under 'Data Type', there are three radio button options: 'Page data' (selected), 'Post data', and 'Video data'. Each option has a brief description. Under 'Date Range', there is a dropdown menu showing 'January 7, 2015 - February 7, 2015'. Under 'File Format', there is a dropdown menu showing 'Excel (.xls)'. At the bottom right of the modal, there is a checkbox labeled 'Export data using the old template' with a help icon.

February 8 - March 6	February 8 - March 6	February 8 - March 6
Men 25-34	5,371,371	15,028

Export Insights Data [X]

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type

- Page data
Key Page metrics for engagement, like sources and audience details.
- Post data
Key post metrics for reach, impressions and feedback.
- Video data
Key video metrics including views, unique views, paid views and organic views.

Date Range

January 7, 2015 - February 7, 2015 ▾

File Format

Excel (.xls) ▾

Export data using the old template ⓘ

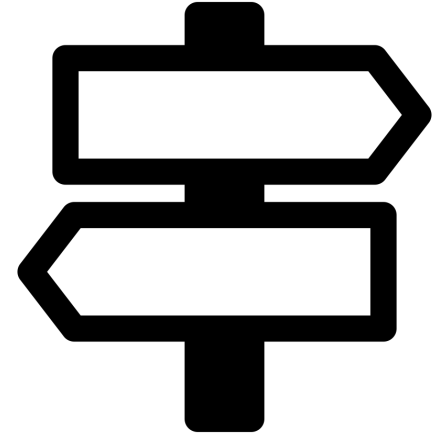
Consider...



Timing



Trends



Next Steps

Ways to Measure Earned Social

- Shared Content: Sharethis
- Web Analytics (Google Analytics)
- Google Webmaster Tools (Links, Search)
- RSS Reader Subscribers (Feedly)
- Mentions (Google Scripts, Social Mention)



Sky & Telescope @SkyandTelescope · 42m

Life has become much more charming in our editorial offices since we started following @USFWS on twitter.



US Fish and Wildlife @USFWS

We introduced 30 black-footed ferrets to a new home at this Colorado #WildlifeRefuge: 1.usa.gov/1WLcdoJ

Weapons of Choice: Google Alerts

The image illustrates the integration of Google Alerts with Feedly. On the left, the Google Alerts interface shows a search bar and a list of alerts. On the right, the Feedly interface shows a sidebar with 'USFWS Mentions' selected and a list of recent mentions. A large blue arrow points from the Google Alerts interface to the Feedly interface, indicating the flow of information.

Google Alerts Interface:

- Alerts
- Monitor the web for interesting new content
- Create an alert about...
- My alerts (5)
- "National Wildlife Refuge"
- "Fish and Wildlife Service"
- "migratory bird"
- "USFWS"

Feedly Interface:

- Today
- USFWS Mentions
- USFWS Content
- Birding
- Environmental Blogs
- Funny
- Gardening
- Wildlife
- Photography
- Fish Blogs
- Technology
- Social Media Measurement
- Play Outdoors
- Science

USFWS Mentions (Latest):

- Icerocket blog s... Eight Wild Facts About the Rare
- Google Alert - "... Talks underway to create habitat
- Google Alert - "... Meeting on Piping Plovers The n
- Google Alert - "... Trout streams are perfect for fall
- Google Alert - "... \$300000 Available in Cooperative
- Google Alert - "... Lawsuit Settlement Updates the I
- Google Alert - "... Wolf attacks frustrate Fort Klama
- Google Alert - "... Senator Sullivan Chairs Environ
- Google Alert - "... Fish hatchery reopens with ceren
- Google Alert - "... Ivory ban affects Native arts ... A
- FWS.Gov / Ken... Refuge Notebook: Yes, earthworr
- Google Alert - "... Warren, Tsongas, Clark oppose H
- Google Alert - "... Thurston Commission hopefuls t
- Icerocket blog s... 2016 Expansion of Hunting and F
- Icerocket blog s... 2016 Expansion of Hunting and F
- Icerocket blog s... Red Wolves need the same type















Google.com/alerts

feedly.com

What Can Provided Platform Analytics Tell Us?

- Top shareable content – what works, what should you produce more of?
- Who is your current active audience?
- Where are there growth opportunities?

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published <input type="button" value="v"/>	Post	Type	Targeting	Reach	Engagement	Promote
05/04/2016 11:48 am	 First piping plover nests of the year spotted in Maine! Tips to res			28K 	748 1.8K	<input type="button" value="Boost Post"/>
05/03/2016 3:15 pm	 Hummingbird eggs are tiny, about the size of jelly beans! Please			1m 	98.3K  82.8K 	<input type="button" value="Boost Post"/>
05/03/2016	 Fox kit pouncing at Bombay Ho			100K 	4.2K	<input type="button" value="Boost Post"/>

Qualitative Information: Power of Commenting

The screenshot shows a Twitter thread on the profile page of the US Fish and Wildlife Service (@USFWS). The thread consists of five tweets:

- Joshua Drew (@Drew_Lab)** (Apr 5): "This (now deleted) @USFWS survey showed that in 2011 birding generated apx. 6x the number of jobs as coal mining webcache.googleusercontent.com/search?q=cache..." (1 reply, 60 retweets, 53 likes)
- Priya Shukla (@priyology)** (1h): "Do you know why the survey was deleted?" (1 reply, 0 retweets, 0 likes)
- Joshua Drew (@Drew_Lab)** (1h): "I do not, and I don't want to place it in conspiratorial light. It's just not there anymore." (1 reply, 0 retweets, 0 likes)
- Priya Shukla (@priyology)** (1h): "Got it - I was curious if there was an error or some other reason, not trying to brew conspiracy" (1 reply, 0 retweets, 1 like)
- US Fish and Wildlife (@USFWS)** (Headquarters): (No text visible)

The background of the profile page features the US Fish and Wildlife Service logo and the text "Headquarters". The bottom of the page shows the footer with copyright information: "© 2017 Twitter About Help Center Terms Privacy policy Cookies Ads info".

Sections of Our Reports

- **Distribution:** fans, followers, mentions, reach
- **Interaction:** sharing, pageviews, reviews
- **Influence:** sentiment shift, brand evangelists
- **Action:** volunteers, event attendees
- **Internal:** blog posts, new techniques, content

Snapshot: Monthly and Campaign Focused

Distribution and Growth

Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 U.S. Fish and Wildlife Service Facebook Page	322,734	3.08%	31	8,803,133	283,972	198,947	6,417.6	11,345
 U.S. Fish and Wildlife Service usfws	303,405	100.00%	34	–	–	216,723	6,374.2	–
 US Fish and Wildlife @USFWS	177,916	5.26%	58	1,891,214	32,607	77,770	1,340.9	4,790

Engagements per post show the average interactions our content (liking, sharing, replying etc)

Most Interactive Posts

Top 5 Posts for Each Network

Facebook

Posts:

1. Reptile traffickers were arrested trying to move 199 radiated tortoises. These tortoises are listed as Critically Endangered on the IUCN Red List of Threatened Species, facing serious habitat destruction and intense collection for both domestic purposes and international trafficking. More impressive wildlife trafficking busts: <http://bit.ly/2jEj3kN> **9,540 reactions, 1,329 shares**

Attempt to Paint the Full Picture



Questions?

Danielle Brigida

U.S. Fish and Wildlife Service

@USFWS or @starfocus

danielle_brigida@fws.gov

