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Online Northwest 2017

Mar 31st, 3:20 PM - 3:25 PM

Use Analytics to Put Your Social Media on Cruise Control

Adele Larson

Portland State University, adlarson@pdx.edu

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Larson, Adele, "Use Analytics to Put Your Social Media on Cruise Control" (2017). *Online Northwest*. 17. <https://pdxscholar.library.pdx.edu/onlinenorthwest/2017/schedule/17>

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Use Analytics

to put your social media
on cruise control

Adele Larson

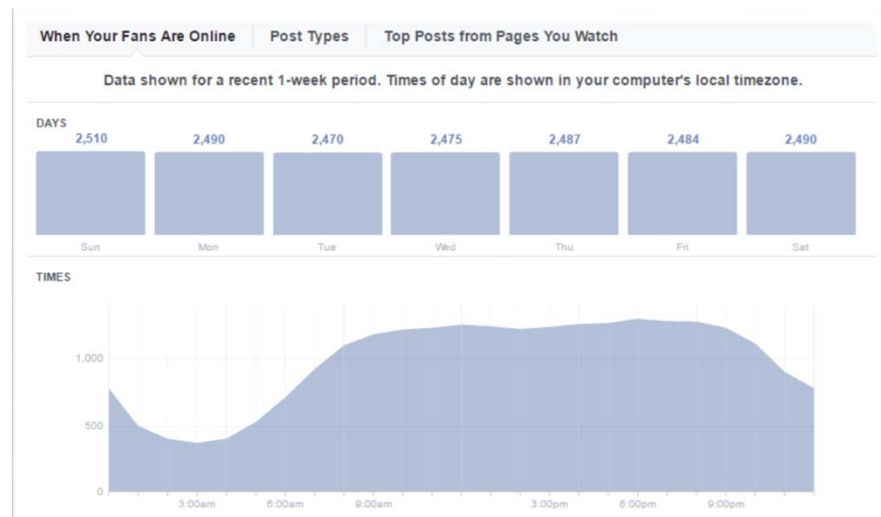
What's your top time

Twitter



- Peaks at lunch from 11am-3pm
- Slows after class/work
- Tapers off at night

Facebook



- Steady all day from 9am-9pm
- Tapers off at 10pm

Schedule in advance

- Leverage holidays
- Schedule all posts in advance (even serendipitous posts)
- Perfect tone and content with your extra time – it’s not an “edit” until it’s live





Top Tweet earned 13.5K impressions

Happy **#N7Day!** Read about Commander Shepard and the Mass Effect universe at PSU Library thanks to **@DarkHorseComics**
stats.lib.pdx.edu/p/a719ae1888
pic.twitter.com/7yzFgCKtPs



8 retweets 40 likes

[View Tweet activity](#) [View all Tweet activity](#)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	PSU Library @PSULibrary · 4h			93	5	5.4%
Our practice presentation rooms let you record and review your next presentation to improve your public speaking bit.ly/2jtFhEb pic.twitter.com/MfjbZAcISM View Tweet activity						
	PSU Library @PSULibrary · 22h			242	5	2.1%
Need a study break? @SOMPDX has a series of open rehearsals, master classes, and concerts coming up - many of which are free. twitter.com/SOMPDX/status/... View Tweet activity						
	PSU Library @PSULibrary · Jan 23			271	15	5.5%
Check out a book and celebrate #NationalReadingDay - we're here for you until midnight tonight! pic.twitter.com/QfwQduHvqj View Tweet activity						
	PSU Library @PSULibrary · Jan 23			344	29	8.4%
The "Never Built" exhibit now in the PSU Library uncovers Portland State projects that were planned, but never built bit.ly/2k9sNlc pic.twitter.com/W4J7fwWQ4 View Tweet activity						

Format matters

Have an [image](#) and a [link](#) (don't link w/o an image)

[Retweet](#) or [repost](#) on-brand or campus-wide messages

[Respond!](#) Be there for your audience

Scheduling posts is easy (and free)

My personal best practice is to schedule 1-2 weeks ahead

Have your text, links, images, and planned date & time ready

Don't post too much on the same day (unless it's a special event)

Use:

Schedule posts from your desktop computer

[TweetDeck.twitter.com](https://tweetdeck.twitter.com) for Twitter

[Facebook.com](https://facebook.com) for Facebook

There are other scheduling apps, but these are free.

Maintenance

Free social media means [a little more work](#):

- If you need to [promote a big event](#), post about it more than once, spread throughout the week.
- Don't get stuck in a rut or you will only reach the same exact people. [Use all of your peak time](#).
- Experiment on your peak times periodically [to check your analytics](#).

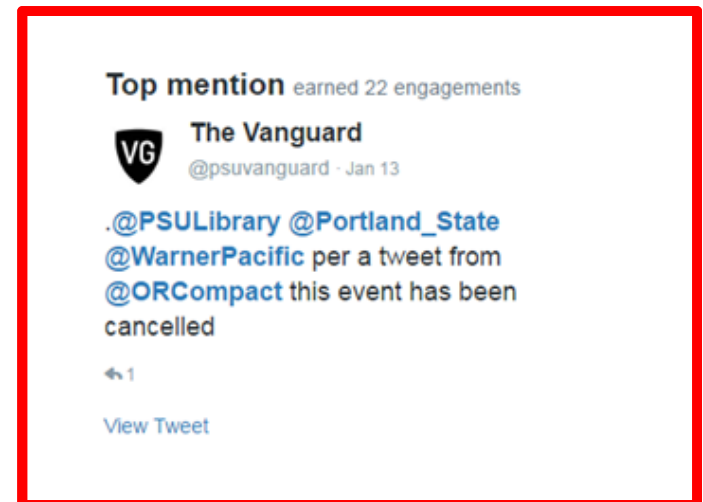


Wait... snow days?































Review your scheduled posts.





Be there for **unexpected events/closure**:

- Highlight **online resources**
- Share helpful **outside information**
(traffic, other closures, other resources)
- Take down **events that are (or may be) cancelled**



There is an audience for academic library posts

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/13/2017 5:35 pm	 Subject, Course and How-to Guides by PSU Librarians will help			2.3K 	16 2 	Boost Post
12/16/2016 11:06 am	 The PSU Library is open for business today after a late start, and			2.3K 	29 9 	Boost Post
12/02/2016 5:05 pm	 Our Librarians are here to help you as you wrap up your Fall fin			2.1K 	12 7 	Boost Post
12/05/2016 5:12 pm	 PSU students, join us tomorrow for a study break. Let us know w			2.1K 	5 7 	Boost Post
11/28/2016 4:28 pm	 The PSU Library is open 24/7 starting today! Come in and get re			2.1K 	21 9 	Boost Post
01/18/2017 9:45 am	 The PSU Library is open! Learn about research resources, get r			2K 	4 1 	Boost Post
				5,476	175	3.2%

 PSU Library @PSULibrary · Nov 26 24/7 Library starts next Monday at 7:30 a.m. and runs through December 8th at midnight. Study all day and all night at the Library pic.twitter.com/TAGuCTecms View Tweet activity	 PSU Library @PSULibrary · Nov 28 PSU Library is open 24/7! Learn more about entering Library after midnight and extended hours around campus bit.ly/2gbhqtf pic.twitter.com/DXMIHSDvGr View Tweet activity	 PSU Library @PSULibrary · Jan 17 The PSU Library will be closed Tuesday, January 17th due to inclement weather twitter.com/portland_state... View Tweet activity	 PSU Library @PSULibrary · Jan 9 Welcome back, students! Check our guide to find out how PSU Library can help you with your classes: library.pdx.edu/welcome-back-p... pic.twitter.com/iDTD8K48IG View Tweet activity
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No memes needed

What's your goal? Ours is a **positive, academic tone for all library patrons.**

Want to be interesting? Focus on what makes you **unique.**

The screenshot displays a Twitter analytics dashboard with two tweet entries and their associated performance metrics. The top navigation bar includes 'Tweets', 'Top Tweets', 'Tweets and replies', and 'Promoted'. The main table lists tweets with columns for 'Impressions', 'Engagements', and 'Engagement rate'. To the right, there are two charts: 'Engagements' showing a 1.1% rate with a 3.2% spike on Jan 23, and 'Link clicks' showing 264 clicks with 3 link clicks on Jan 23.

	<u>Impressions</u>	<u>Engagements</u>	<u>Engagement rate</u>
PSU Library @PSULibrary · Nov 7 Happy #N7Day! Read about Commander Shepard and the Mass Effect universe at PSU Library thanks to @DarkHorseComics stats.lib.pdx.edu/p/a719ae1888 pic.twitter.com/7yzFgCKtPs View Tweet activity	13,577	551	4.1%
PSU Library @PSULibrary · Dec 21 Looking for a local author? You might have heard of Chuck Palahniuk. Check out Fight Club and the new comic Fight Club 2 before the break! pic.twitter.com/mqbiMXVxf4 View Tweet activity	12,573	560	4.5%

Engagements
Showing 91 days with daily frequency

Engagement rate
1.1%
3.2% engagement rate Jan 23

Link clicks
264
3 link clicks Jan 23

Results

- Compare your analytics to similar periods (compare finals week to finals week, etc.)
- What did you gain or lose?
- Where do you want to improve?
(last term we grew followers and views – this term let's increase engagement!)

Questions?

Adele Larson

Interim Outreach Librarian

adlarson@pdx.edu