

ANALYTICS REPORT



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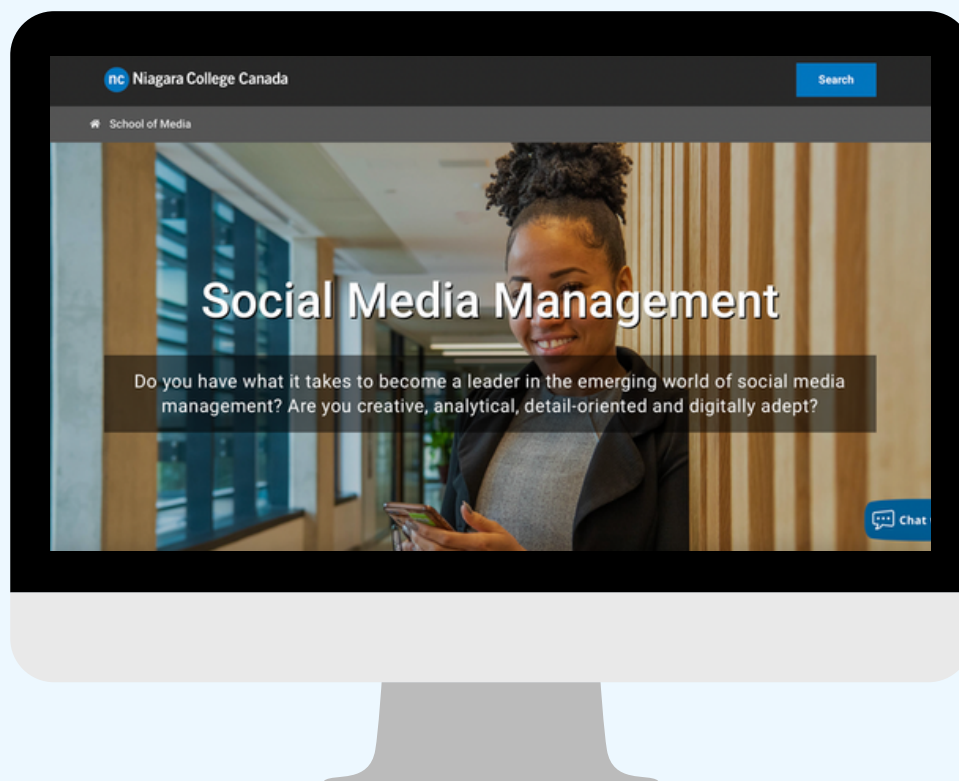
About US

Social Media Management - Niagara College

Social Media Management is an eight month graduate certificate being offered at Niagara College. The first cohort of this program is currently in progress. This is one of the first Social Media Management programs being offered within Ontario Colleges.

Highlights about this program include:

- Courses in many different areas
 - Examples include: Social Media Strategies, Writing, Law, Videography, Analytics, Leadership, and Website Management
- In class four days per week with Fridays off
- Opportunity to network with professionals working within the field
- The ability to work on two real client projects
 - One internal and one external



Campaign Overview

Socially NC



Socially NC is a short form video series that is set to be featured on the Social Media Management Instagram page. This video series is a fantastic way to reach out to our audience to show benefits of the program, speak about multiple different social media platforms, speak to different people about their experience in the program, and any other topics that might be relevant.

Key Points

- One to three minutes in length
- To start, our first episodes will be focused around the program itself
 - This will assist with educating people on what the program is about. Helps to create brand awareness
- Podcast like set up
- Shot directly within S207 to showcase our classroom space
- Will be incorporating #MyNCsocial to assist with other ongoing campaigns



Instagram Overview

@nc_socialmediamgmt

Social Media Management recently just launched their Instagram page in February of 2020. Listed below are some of the current statistics.

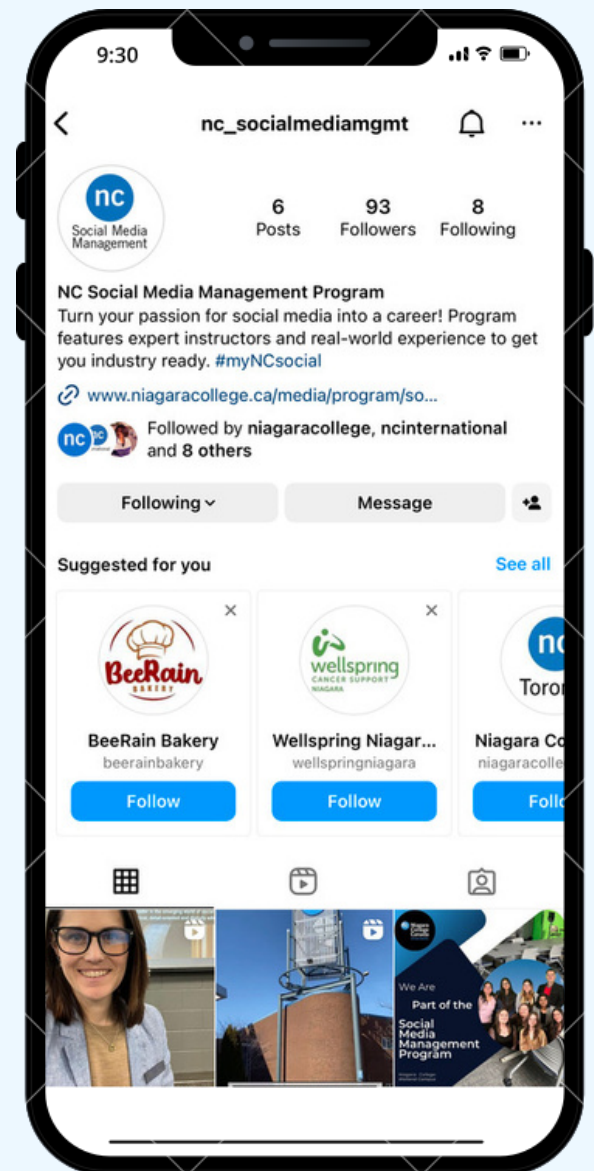
The main goal of launching the Instagram page is to create awareness and attract new applicants to the program. It will also become a space to interact with current students as well.

Followers: 113

Posts: 10

Average Likes: 29

Average Comments: 0.5



Analytics Overview

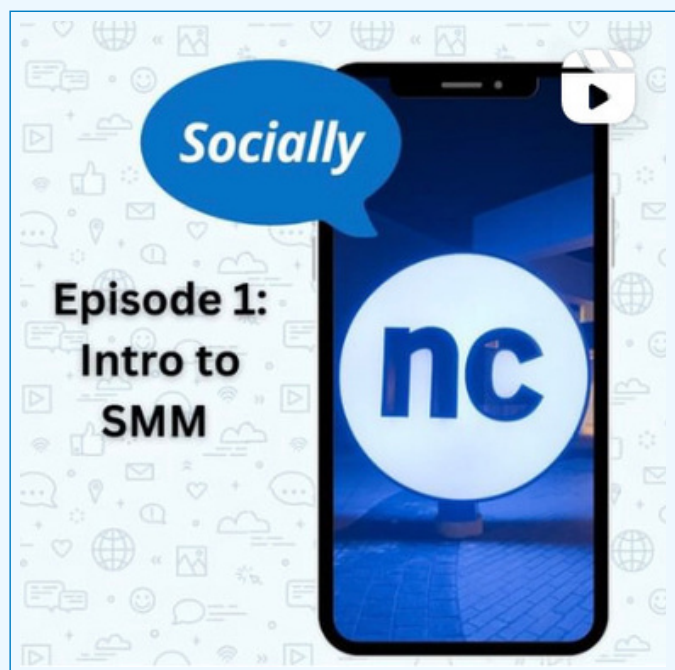
SMART GOALS:

To have an average of 50 views across the first five episodes of the video series. To accomplish this we plan to post reminders of the videos when they are released and try to make the captions engaging. With more engagement, we are hopeful that these videos will get pushed farther in the algorithm.

KPIs:

The KPIs that we will be looking at include:

- Views - how many views does each episode get?
- Reach - how many individual people are viewing the videos?
- Engagement - how many people are taking the time to engage with our content?
- Audience Growth - will we see a growth in our followers?

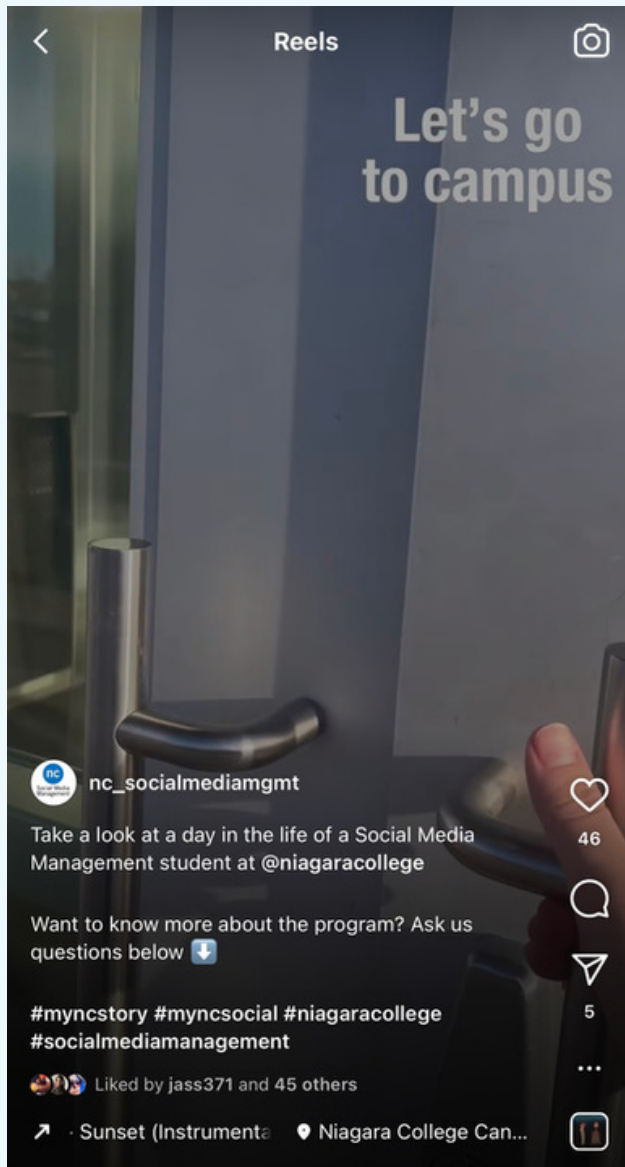


Analytics Overview

Post	Date	Type	Impressions	Reach
<u>1</u>	March 13th	Photo	218	163
<u>2</u>	March 17th	Photo	171	124
<u>3</u>	March 20th	Video	417	343
<u>4</u>	March 21st	Photo	205	151
<u>5</u>	March 23rd	Video	240	195
<u>6</u>	March 27th	Photo	171	127
<u>7</u>	March 28th	Video	1481	1345
<u>8</u>	March 29th	Video	318	263
<u>9</u>	March 30th	Video	313	173
<u>10</u>	April 4th	Video	362	301
<u>11</u>	April 5th	Video	194	147
<u>12</u>	April 6th	Video	327	246
<u>13</u>	April 10th	Video	137	114
<u>14</u>	April 10th	Image	231	212
<u>15</u>	April 11th	Video	176	108
<u>16</u>	April 11th	Video	150	131
<u>17</u>	April 12th	Image	221	182
<u>18</u>	April 13th	Video	101	91

Analysis

Top Performing Content



Why was this our highest performing post?

- Come with me videos are very trendy and do well with views
- Lots of short video clips, consistently keeping the viewers attention
- Showing a variety of "work" and "fun" activities

Analytics Recap

Views: 531

Impressions: 1481

Reach: 1345

Likes: 46

Comments: 0

Saves: 1

Shares: 5

Analysis

Lowest Performing Content



Why was this our lowest performing content?

- Facebook isn't the preferred platform for our target audience
- Posts that don't feature people don't tend to perform as well
- This graphic isn't something that might catch someones eye. It's not really engaging even with the call to action in the photo

What can we change going forward?

- Try to feature people in our posts if/when possible
- Eye catching graphics
- Maybe consider doing something

Analytics Recap

Impressions: 137

Reach: 114

Likes: 18

Comments: 0

Saves: 0

shares: 0

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Project Overview

Final Thoughts

What did you learn?

- Video series and podcasts take lots of background planning to execute properly
- Being on camera can be extremely challenging if you aren't used to it. There are lots of little things that we all do and do not realize
- 5-10 minute podcasts are not ideal for the Instagram platform
- Learned the ability to be flexible and open to change

What would you change?

- Going forward we would aim to start with 1-2 minute videos and make them more engaging with the audience. The original footage that we shot was more podcast based. It would've been neat to do a "day in the life" and incorporate the questions.
- Filming with less cameras to try and reduce uploading and editing times

What surprised you?

- How much time it takes to upload the content that we shot - it took us 2+ hours at least
- How much space footage takes up - we did run into storage issues
- Pretty much everything just took much more time than expected

How can you improve?

- Allow more time for each and every step in the process if possible
 - Instead of uploading videos onto a cloud service and then having to download them to edit, it may have taken less time to upload to and from an external hard drive
- Try to produce more content. Even using existing footage in different ways to create more content