

## Learning about your audience

Social media is a great way to learn more about how to engage with the people of your county or region and the direct customers of your services.

### Facebook graph search

Facebook has a great tool called **Graph Search**. By combining search terms in the Facebook search bar, graph search allows the user to pinpoint specific groups of users. There are many different ways to combine identifiers such as location, likes and groups within a single graph search:

- Pages liked by people who liked [your page]
- Pages liked by people who liked [your page] and [a person or another page]
- Groups of people who like [page name]
- Pages liked by [occupation] who like [page name]
- Favorite interests of women over the age of 25 who live in Missouri and who like [page name]
- Pages liked by people who live in Poplar Bluff, MO
- Places that people who work at the University of Missouri visited

Using graph search, you can discover what your audience likes other than your brand. Using the results to tailor future posts will open new paths to engagement that will increase the interest of your audience in your social media activity.

### Feedback

Social media makes it easy to respond to the posts of others. The speed of social media can be nearly instantaneous. Encouraging feedback through tools such as polls, contests and asking questions will provide valuable insight into what your audience is thinking about the topics you discuss as well as about how you use social media. It's worth reading and responding to audience feedback. Remember, running a social media site is about interaction – talk with people not at them.

### Metrics

There are other helpful tools that fall under the general category of metrics. Metrics are measurements of different aspects of social media use designed to paint a picture of the effectiveness of your social media efforts. Metrics reveal which posts generated the most interaction or likes, what time of day people connect with your posts the most, basic demographic data about the users who liked your posts, and many other helpful points of information.

## Facebook page insights

Facebook's metrics facility is called **Page Insights**. If you have created a page in Facebook, or if you have converted your personal presence on Facebook into a page, and more than 50 people have liked your page, you will see a link for **Insights** near the top of the home page.

With **Insights**, you can learn about which posts have the most likes, comments and shares. Using this information, you can create more of the types of posts most liked by your audience, thereby increasing engagement.

Insights includes several useful values:

- **Page Likes:** Number of unique people who liked your page during the past 7 days
- **Reach:** Total number of people who saw a post
- **Organic Reach:** Number of people who saw your page not as the result of an ad
- **Posts:** How individual posts performed
- **Visits:** The number of times each of your page tabs was viewed
- **People:** Demographics of your visitors and when they are active

In the **People** section, you can see:

- The percentage of people who like your page, sorted by age and gender
- Countries and cities where people who like your page live

## Twitter analytics

You can access analytics for your twitter account by going to <http://analytics.twitter.com>.

The analytics dashboard includes a variety of statistics:

- A summary of your actions on Twitter, including number of posts within a time period
- Tweet impressions or the number of times other users saw the posts on Twitter
- How many visits your profile page received
- Most popular tweets
- Using the Android or iOS app, you can see metrics for individual posts.