

# American Public University System

American Military University | American Public University

## Get Smart! Make Better Social Media Decisions through Analytics

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# Introduction

- Vice President of Interactive Marketing
- American Public University System
- Tech Guy Trapped inside a Marketer

*Blogger*



*Hockey Fan (but reconsidering)*

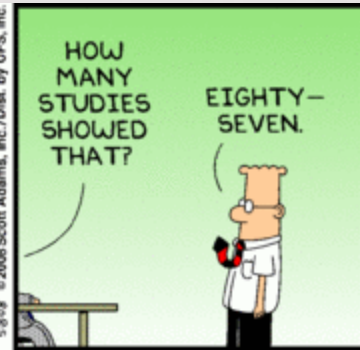
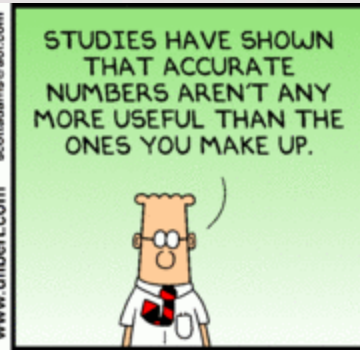
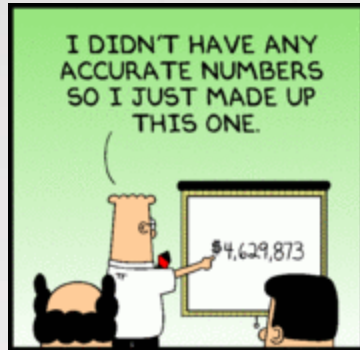


*Hot Dog*



# In the Next 90 Minutes...

- How to mind your business
- Getting smart with Google Analytics
- Making sense of Facebook Insights
- Evangelize!



“

Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

*John Wanamaker*

# Mind your Business

What matters to your business might not matter to someone else's business.

FIRST understand your business objectives

THEN measure your "ROO"/return on business objectives.

- Sales
- Brand awareness
- Subscriptions
- Leads
- Retention
- Donations



Source: <http://blog.pawshpal.com/2009/05/19/weird-pet-news>

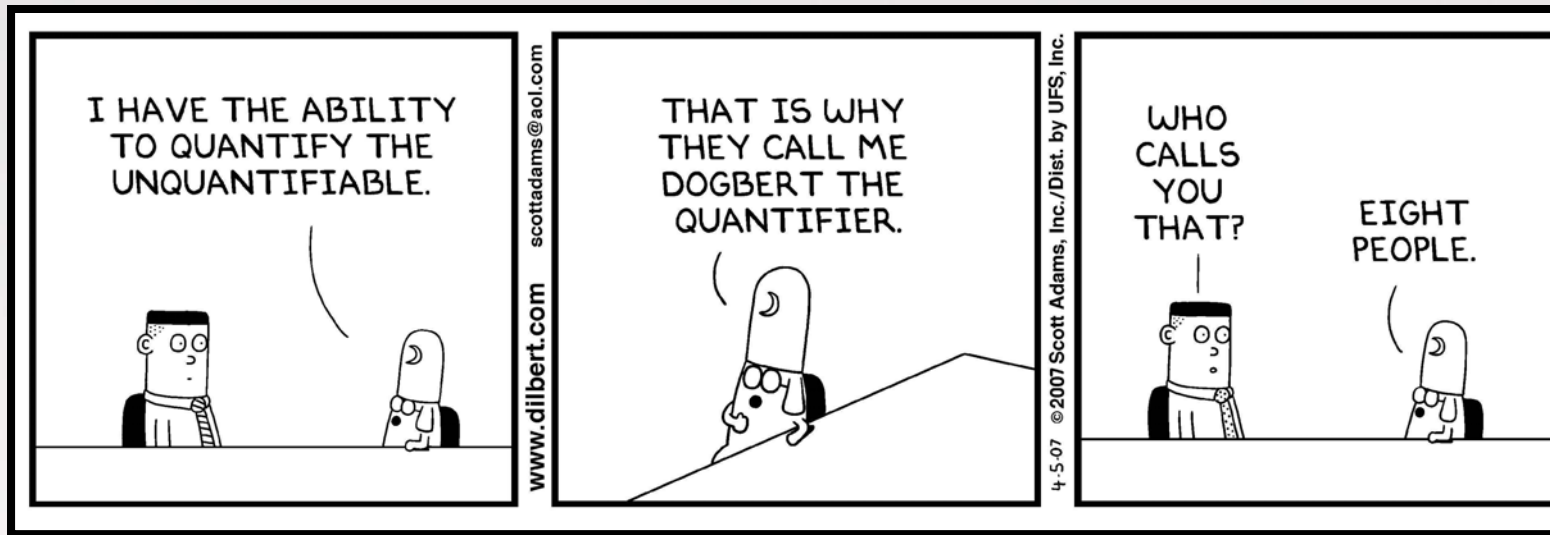
# Google Analytics Social Media Reports

Social Network	Visits	Pageviews	Avg. Visit Duration	Pages / Visit
1. <a href="#">Facebook</a>	32,333	89,480	00:04:14	2.77
2. <a href="#">LinkedIn</a>	4,943	11,429	00:06:57	2.31
3. <a href="#">Yahoo! Answers</a>	4,184	22,055	00:07:48	5.27
4. <a href="#">YouTube</a>	844	2,246	00:02:28	2.66
5. <a href="#">Twitter</a>	697	1,219	00:25:25	1.75
6. <a href="#">Blogger</a>	465	841	00:03:07	1.81
7. <a href="#">Pinterest</a>	456	526	00:00:30	1.15
8. <a href="#">StumbleUpon</a>	202	227	00:00:12	1.12
9. <a href="#">reddit</a>	141	234	00:00:31	1.66
10. <a href="#">Google+</a>	133	561	00:05:54	4.22

# Google Analytics Social Media Reports

Social Network	Conversions
1. Facebook	599
2. Yahoo! Answers	408
3. LinkedIn	27
4. Pinterest	27
5. YouTube	24
6. Google+	9
7. Twitter	5
8. Allnurses	4
9. Diigo	2
10. Odnoklassniki	2





# Facebook Insights & EdgeRank





source: <http://blog.hubspot.com/blog/tabid/6307/bid/33319/10-Examples-of-Facebook-Ads-That-Actually-Work-And-Why.aspx>

# More on EdgeRank

- <http://www.whatisedgerank.com/>
- <http://edgerank.net/>
- REMINDER:  
It's always changing.

# The Rest\* (Just as Important)

- Calculating EMV    
Earned/Equivalent Media Value
- Case Studies
- Education



Source: Jon Beal/BNPS (Mini, 1.3 oz)

# Questions?



[http://1.bp.blogspot.com/\\_oINX1B6-FXs/TBjECyMbpRI/AAAAAAAADHA/6Li7NROu5gg/s1600/IMG\\_9699.JPG](http://1.bp.blogspot.com/_oINX1B6-FXs/TBjECyMbpRI/AAAAAAAADHA/6Li7NROu5gg/s1600/IMG_9699.JPG)

# Contact Info

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