

Analytics

Mark Zhuravsky
Charles Thompson

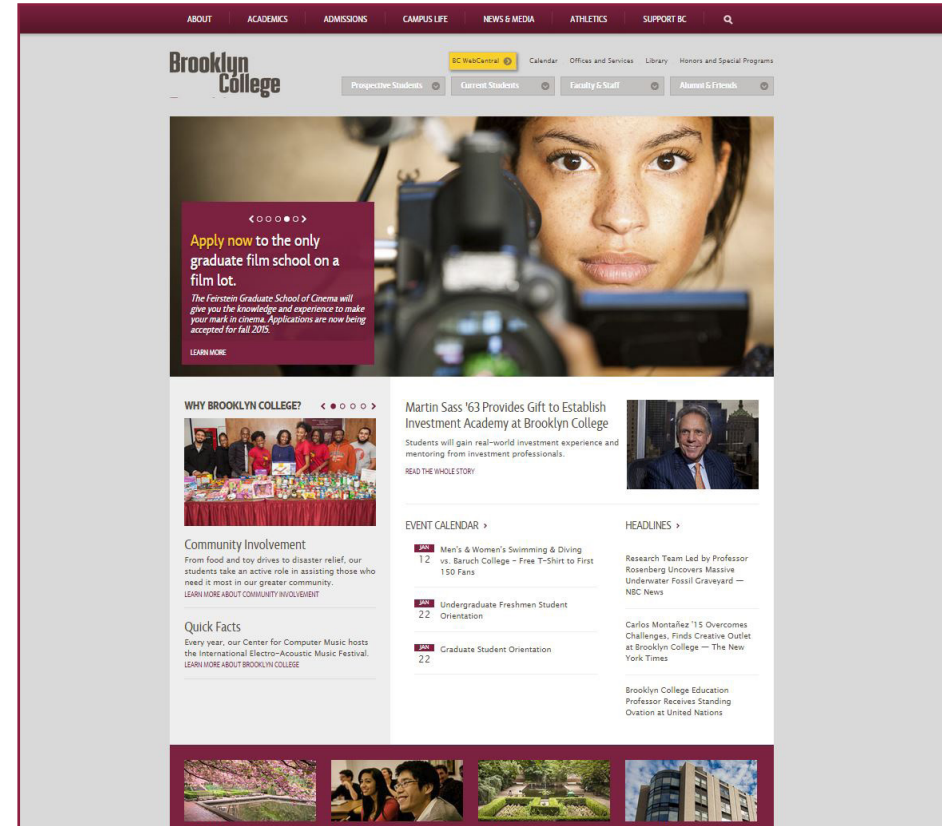
January 14, 2014



Your Website as the Hub

It's also the Starting Point

- Ability to create CTA landing pages
- Google Analytics code allows you to see activity, but that's only half the story
- Other analytics tools hone in on specific user activity and could supplement GA (MixPanel, MailChimp, etc.)
- Create a tracking path from social > website > 'goal'
- Must partner with other stakeholders for the full picture (context)

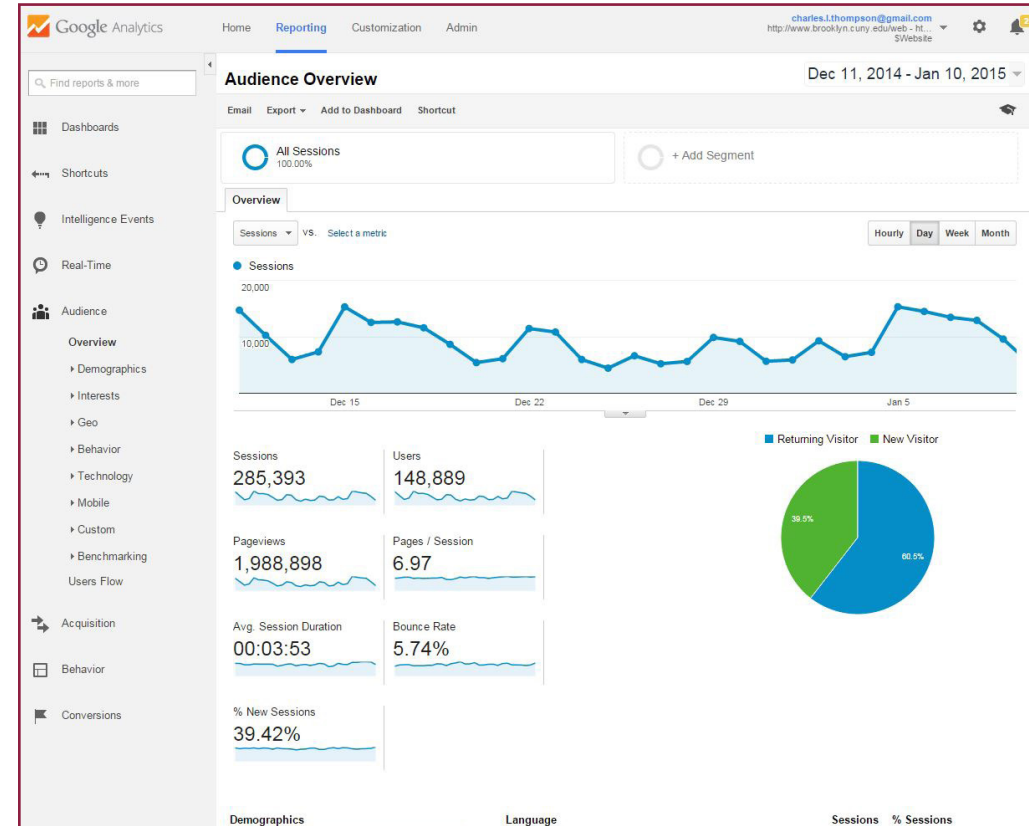


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Google Analytics

External and Internal Tracking

- External - Campaigns
Isolate the external traffic of specific initiatives
- Internal - Event Tracking
See the results of in-page content



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Campaigns

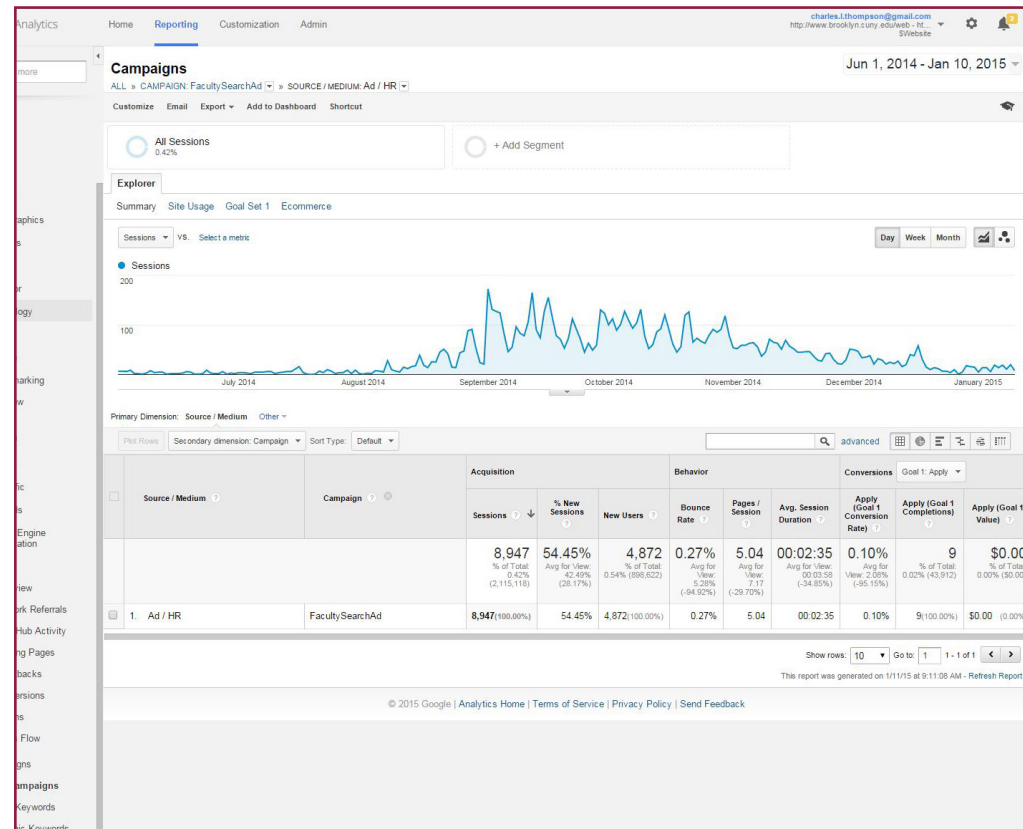
Google Analytics for External Tracking

- Add GA syntax code to URLs added to adverts, social posts, etc.
- Three parts: Source, Medium, Campaign
- No spaces or weird characters
- Begins a new GA user session
- Makes the URL longer - ex:
http://www.brooklyn.cuny.edu/web/academics/international.php?utm_source=Website&utm_medium=InternationalEducation&utm_campaign=InternationalEducationGeneral
- Use a URL shortener, or ask IT for a alias/redirect if URL is visible
- No additional setup required

Campaigns - Example

HR Faculty Ad

- Campaign is placed on employment sites and in publications HR uses for recruitment
- Chart presents semester push for Fall 2014, which helps highlight best timing and impact of campaign
- Need to work with HR to see quantity of applicants

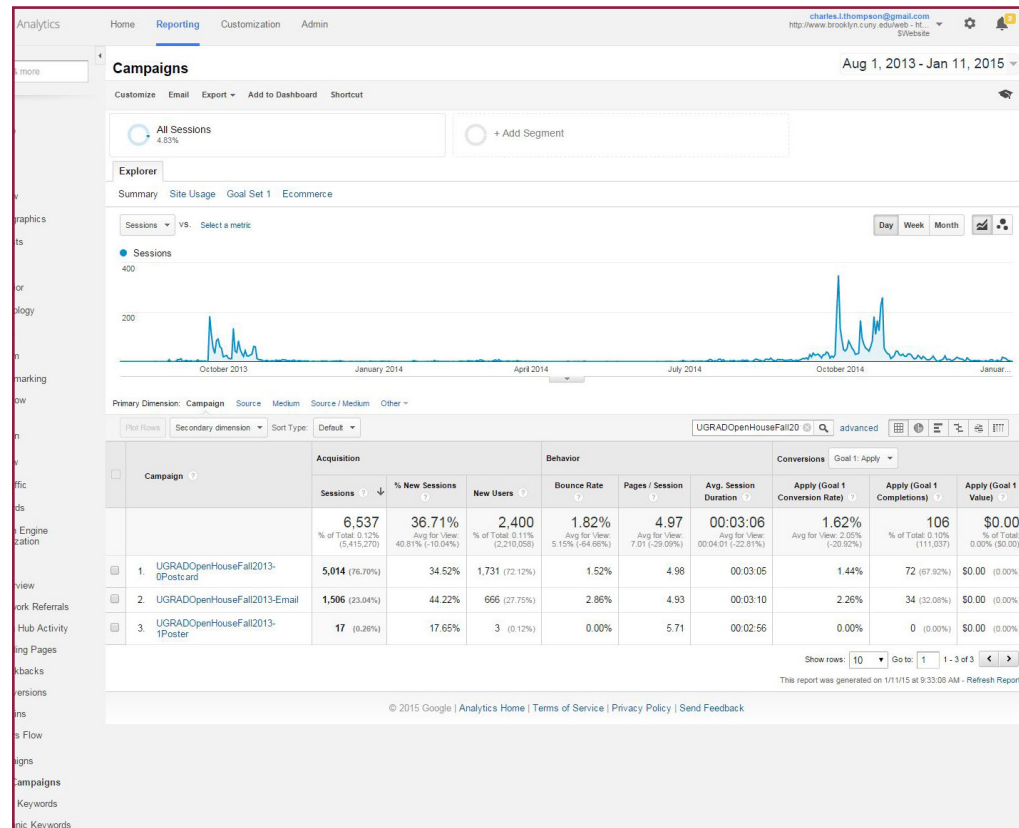


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Campaigns - Example

Undergraduate Admissions

- Multiple Segments - Campaign was used in postcards, e-mails, and posters
- Aliases were used. Ex. : '/openhouse1'
- Chart shows 2013 and 2014 timeframes (same codes were used for both)
- Click segments for details

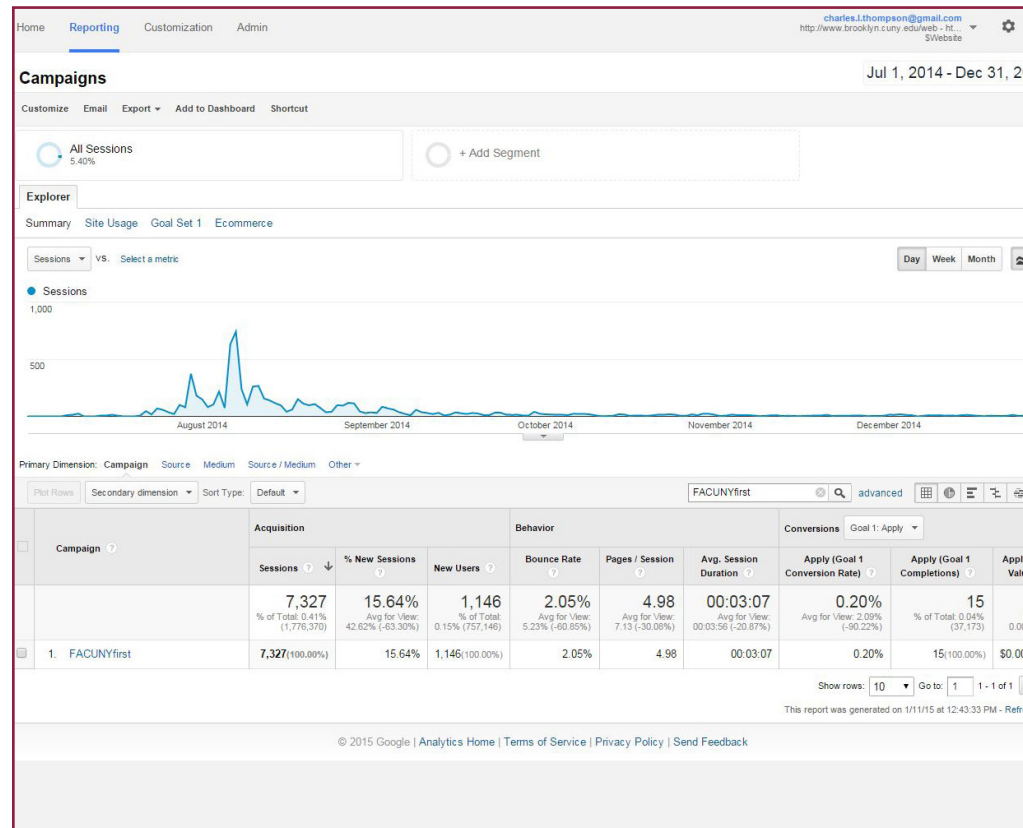


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Campaigns - Example

Financial Aid CUNYfirst

- Initially thought source was only Facebook - posting on 8/6
- Actual Sources: Email, Facebook, others
- Since multiple channels used the same campaign code, impossible to separate

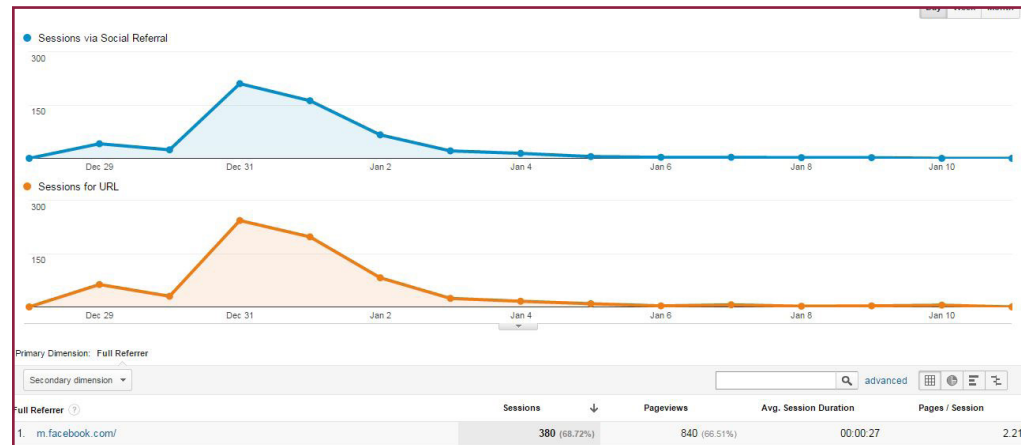
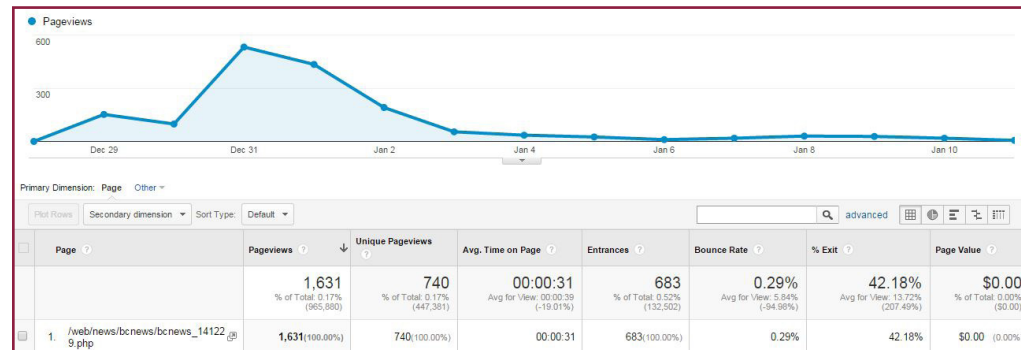


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Google Analytics Acquisition > Social

Another way to look at Social Referrals

- BC News Story, Dec 29, 2014
- Posted to Facebook
- Half the traffic (740 vs 380) came from Facebook
- Facebook Insights - 315 clicks
- Without tracking, might be from multiple sources (ex. other posts)



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Event Tracking

Google Analytics for Internal Tracking

- Javascript variables passed to GA
- Add variables to HTML code
- BC tracks anchors only, but any JS event could be tracked (mouseovers, page position, etc)
- Three parts: Category, Action, Label
- Can have spaces, etc.
- Does not start a new user session
- Invisible to the user
- JS file and additional code in GA call

Javascript (ga-eventtracker.js)

```
$(document).ready(function(){  
  $('a').click(function(){  
    var eventCategory = $(this).attr('ga-category');  
    var eventAction = $(this).attr('ga-action');  
    var eventLabel = $(this).attr('ga-label');  
    trackClick(eventCategory,eventAction,eventLabel);  
  });  
});
```

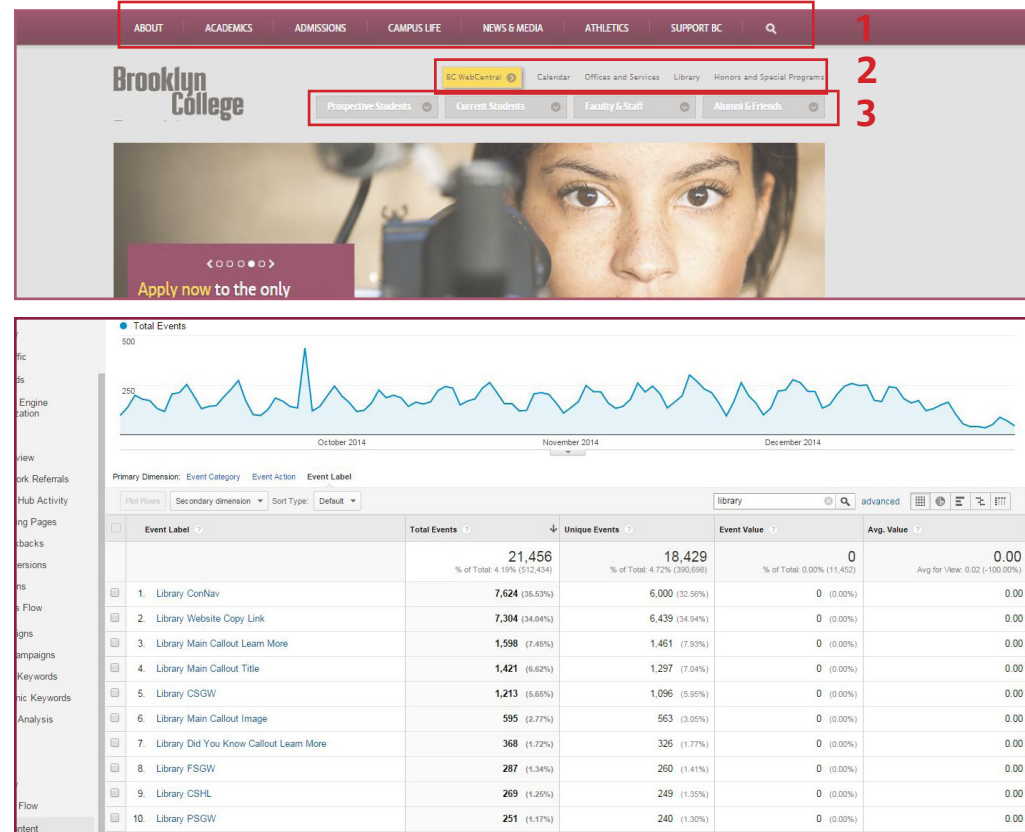
Google Analytics

```
<script type="text/javascript">  
  var _gaq = _gaq || [];  
  _gaq.push(['_setAccount', 'UA-16095067-3']);  
  _gaq.push(['_trackPageview']);  
  (function() {  
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;  
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.  
com/ga.js';  
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);  
  })();  
  
  function trackClick(eventCategory,eventAction,eventLabel) {  
    _gaq.push(['_trackEvent',eventCategory,eventAction,eventLabel]);  
  };  
  
</script>
```

Event Tracking - Example

Brooklyn College Library

- Helps us understand our website header
- Header has three parts: 1) maroon bar, 2) consistent nav, and 3) gateways
- Library links in the consistent nav, PS dropdown, CS dropdown, FS dropdown, Academics give us some real understanding of how the site is being used
- Link in 2 (consistent nav) outperforms all

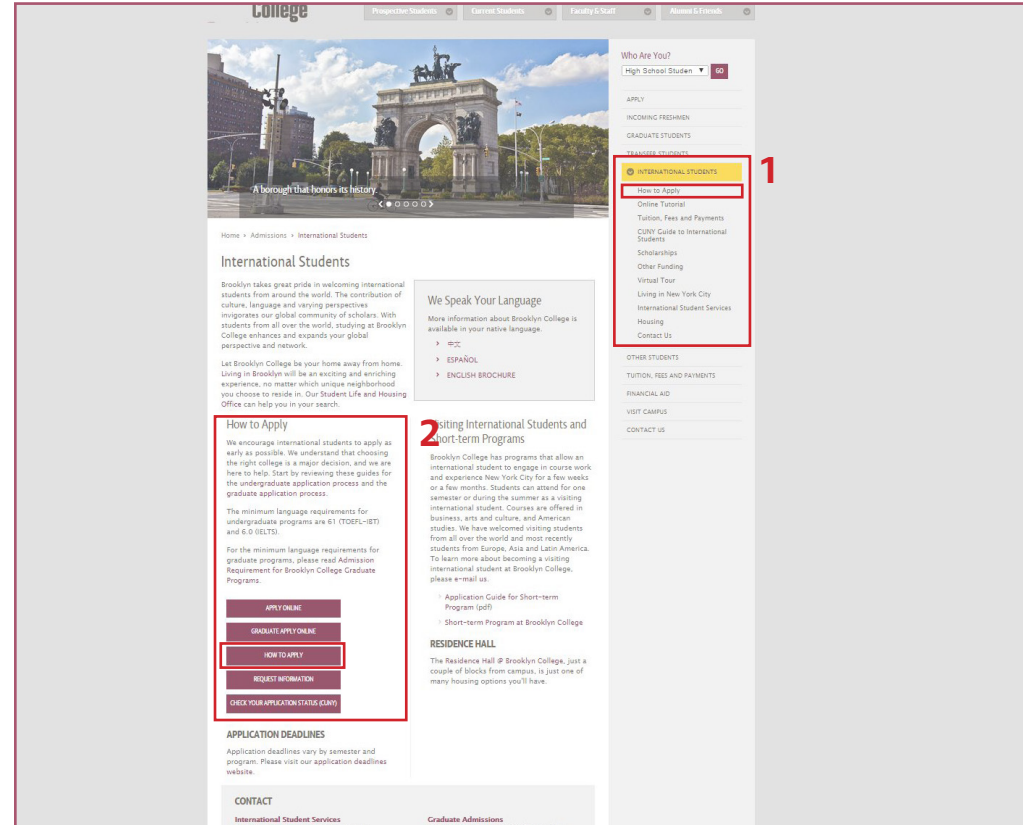


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Event Tracking - Example

International Admissions How to Apply Link on International Students Page

- Helps us understand page elements
- Two areas: 1) page link in right-side navigation, 2) button within How to Apply column content
- Timeframe: 10/9 - 12/31
- 1 - 1059 clicks
- 2 - 410 clicks

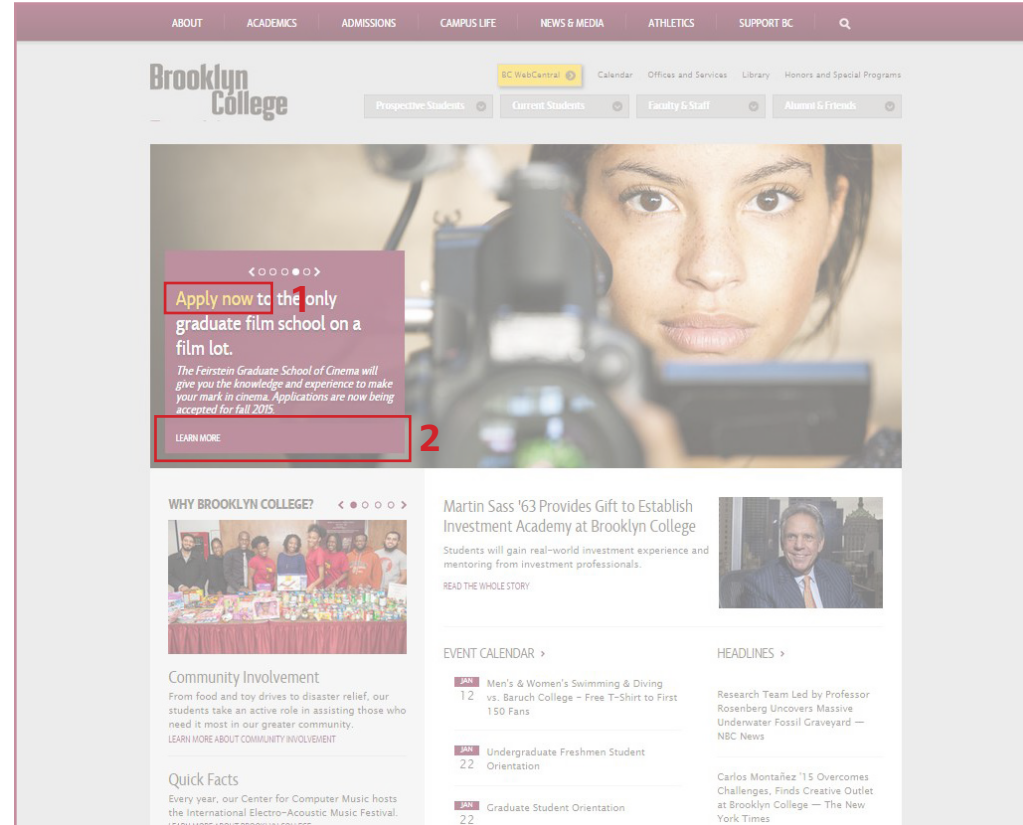


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Event Tracking - Example

Feirstein Homepage Banner

- Two areas: 1) page link in copy, 2) Learn More
- Timeframe: 10/9 - 12/31
- 1 - 174 clicks
- 2 - 199 clicks
- Outside agency runs analytics on Feirstein website as part of a larger marketing campaign; need to partner to quantify these numbers
- Application link within Feirstein - over 1000 clicks, so again, only half the story



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Social Media

An Overview of Social Media Management

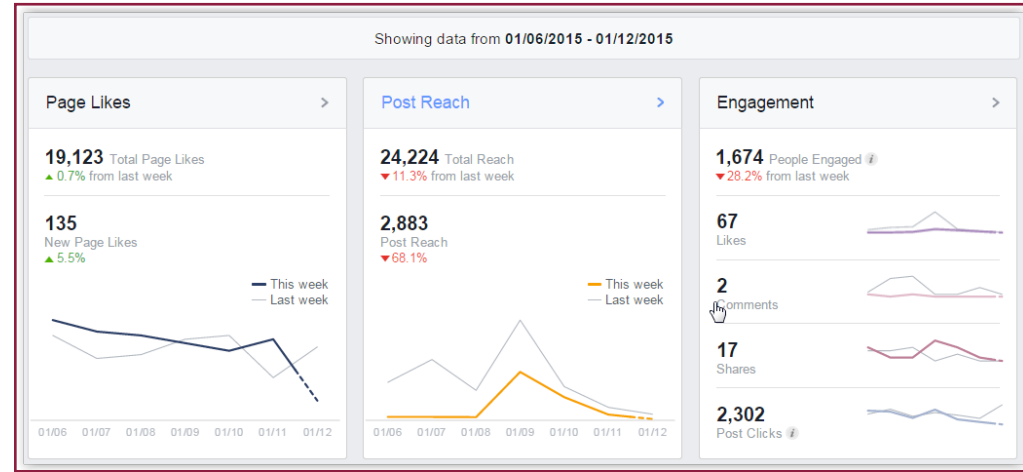
- Consistent branding
- Expect a response. Users most strongly agree that reciprocity matters. If someone posts on your Facebook wall, you're expected to respond in a timely manner.



Insights

Facebook includes software that collects a modicum of information about the performance of your Page and the users that visit.

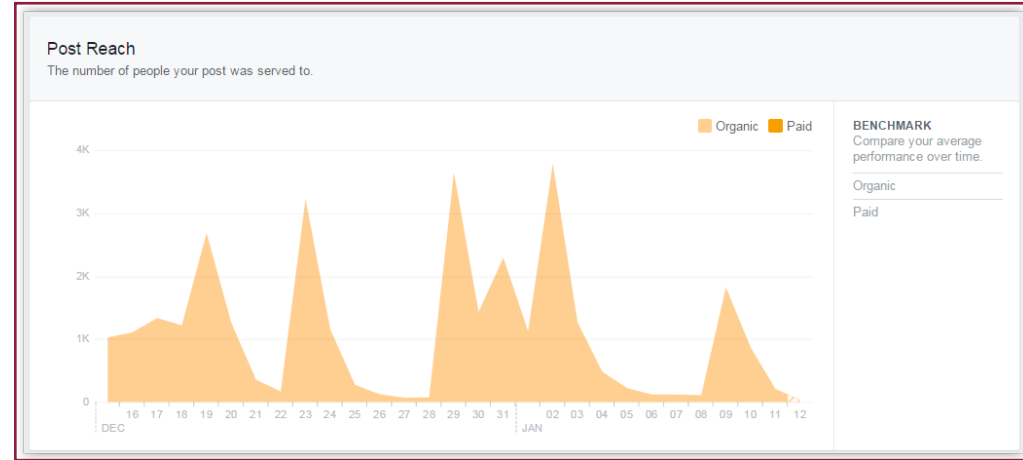
- Insights provide information about your Page's performance and are available after at least 30 people like your Page.
- Understand how people are responding to your posts to help you create content that your audience cares about.
- See how specific posts and types of posts perform so you can focus your efforts on what works.



Insights - Likes vs. Reach

Tweak your social media campaign for maximum impact.

- Likes - the number of people who liked your page.
- Reach - the number of people your post was 'served to' – who has seen the post, whether they clicked on it or not.
- Also shows the number of people served any activity. Ex: mentions, check-ins, 'like' ads, posts by other people, charts for likes, comments and shares, hidden or reported as spam content, or if your page was unliked.



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
















Insights - Posts

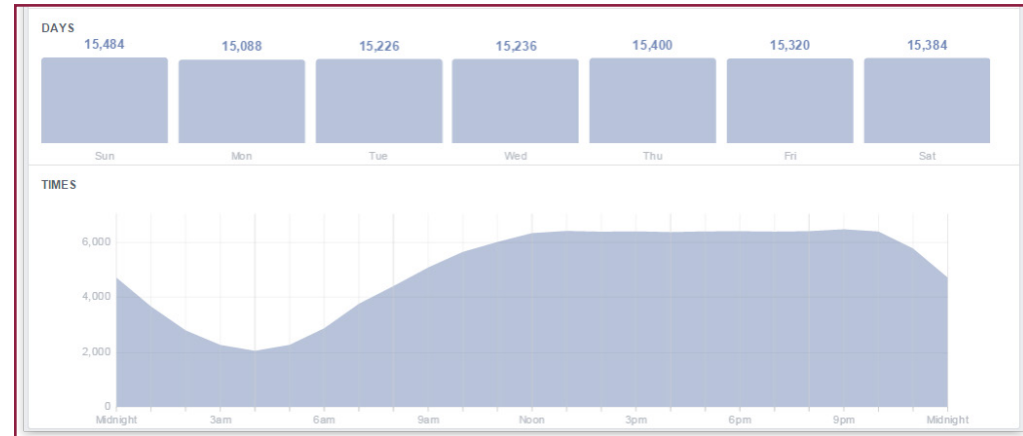
Insights provides stats that highlight the demographics of your visitors/participants and the effectiveness of your posts.

- People - The demographic makeup of your viewers can help you better understand your audience: age group, location, gender, etc.
- Post Types - Which kinds of posts have the most reach and engagement.
- Keep it in context. Be aware that the data you see on Facebook Insights might not reflect a post's overall performance on other social media channels.

October 15, 2014 to January 12, 2015

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

| Published | Post | Type | Targeting | Reach | Engagement | Promote |
|------------------------|---|---|---|--|--|----------------------------|
| 01/09/2015 12:45 pm |  A project led by our own Prof. Rosenberger has found a huge underwater fossil graveyard in |  |  | 2.5K  | 31 55  | Boost Post |
| 01/02/2015 10:36 am |  Happy New Year everyone! Welcome to 2015. We're here if you need us. |  |  | 5K  | 0 194  | Boost Post |
| 12/29/2014 4:10 pm |  Adjunct Assistant Professor Trina Lynn Yearwood '00, recently addressed the issue of children and |  |  | 8.4K  | 315 267  | Boost Post |
| 12/23/2014 11:55 am |  From all of us at Brooklyn College, we wish you a happy and safe holiday season! Looking forward to |  |  | 4.9K  | 0 182  | Boost Post |



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Twitter

Twitter is frequently utilized for speedy, 'live' updates of an event.

The screenshot shows the Twitter profile of Brooklyn College (@BklynCollege411). The profile picture is a photograph of a building with a clock tower. The header bar is maroon. Below the profile picture, the name 'Brooklyn College' and handle '@BklynCollege411' are displayed. The bio states: 'Brooklyn College is an innovative liberal arts institution with a history of more than 80 years of academic excellence.' Location is '2900 Bedford Avenue' and website is 'brooklyn.cuny.edu'. It was joined in August 2009. There are 1,445 tweets, 135 following, 3,646 followers, and 4 favorites. The 'Tweets' tab is selected, showing three tweets. The first tweet is from Brooklyn College (@BklynCollege411) dated Jan 9, about a project led by Prof. Rosenberger. The second is a retweet from Mike Barnes (@MikeBarnes4) dated Jan 6, about a RIP for Allie Sherman. The third is from Brooklyn College (@BklynCollege411) dated Jan 5, about a transfer student. The right sidebar shows 'Who to follow' with accounts like Business Insider, Nieman Lab, and Fort Greene Patch, and a 'Trends' section with topics like #GoldenGlobeAwards2015.

Brooklyn College
@BklynCollege411

Brooklyn College is an innovative liberal arts institution with a history of more than 80 years of academic excellence.

2900 Bedford Avenue
brooklyn.cuny.edu
Joined August 2009

54 Photos and videos

TWEETS 1,445 FOLLOWING 135 FOLLOWERS 3,646 FAVORITES 4

Tweets Tweets & replies Photos & videos

Brooklyn College @BklynCollege411 · Jan 9
A project led by our own Prof. Rosenberger has found a huge underwater fossil graveyard in Madagascar! nbcnews.com/video/nbc-news... via @NBC News

Brooklyn College retweeted
Mike Barnes @MikeBarnes4 · Jan 6
#RIP Allie Sherman, NY Giants legendary coach and pride of @BklynCollege411. He was 91. nyti.ms/1ljcSVa

Brooklyn College @BklynCollege411 · Jan 5
RT @MagnerCenter "Are you a transfer student coming to Brooklyn College? Jan. 20th is the event for YOU!" ow.ly/i89yCB

Brooklyn College retweeted
Magner Career Center @MagnerCenter · Jan 6
BC Student, Stephanie is leaving her positive mark in her community! Read more --> ow.ly/Fn9xi

#MagnerCareer @BklynCollege411

Who to follow · Refresh · View all

Business Insider @busi...
Follow

Nieman Lab @NiemanLab
Follow

Fort Greene Patch @FortGr...
Follow

Popular accounts · Find friends

Trends · Change

#GoldenGlobeAwards2015
#foxnewsfacts
US Central Command
#CENTCOM
#KissAGingerDay
David Luiz
Joachim Low
#WorldCup
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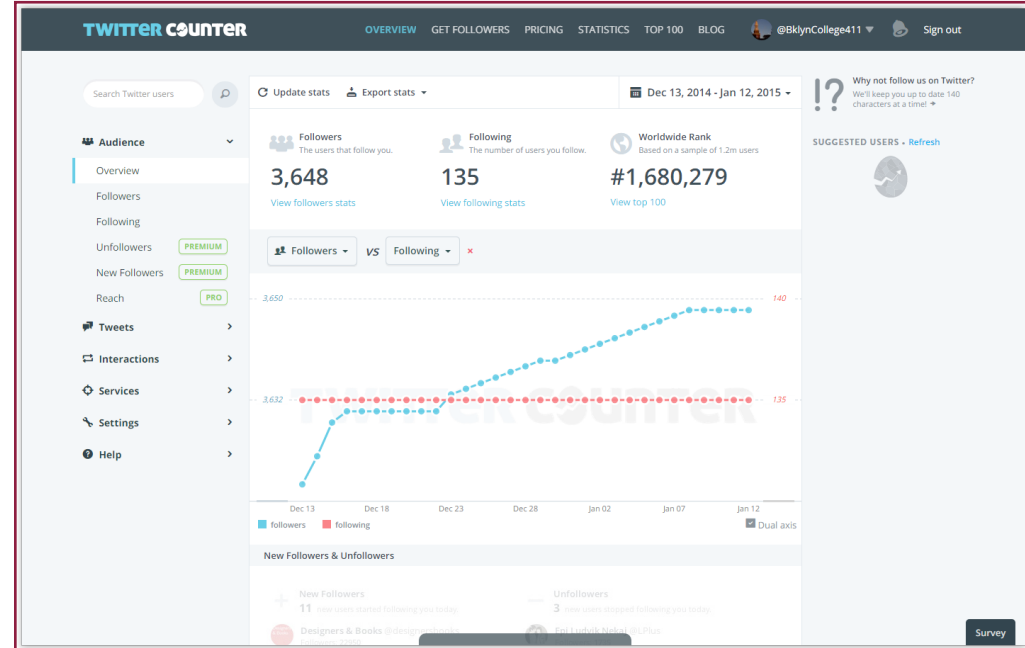
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Brooklyn College
The City University of New York

Twitter Counter

twittercounter.com

- A free service with some basic tracking capabilities.
- Use it to get a clear overview and graph of your Twitter stats.

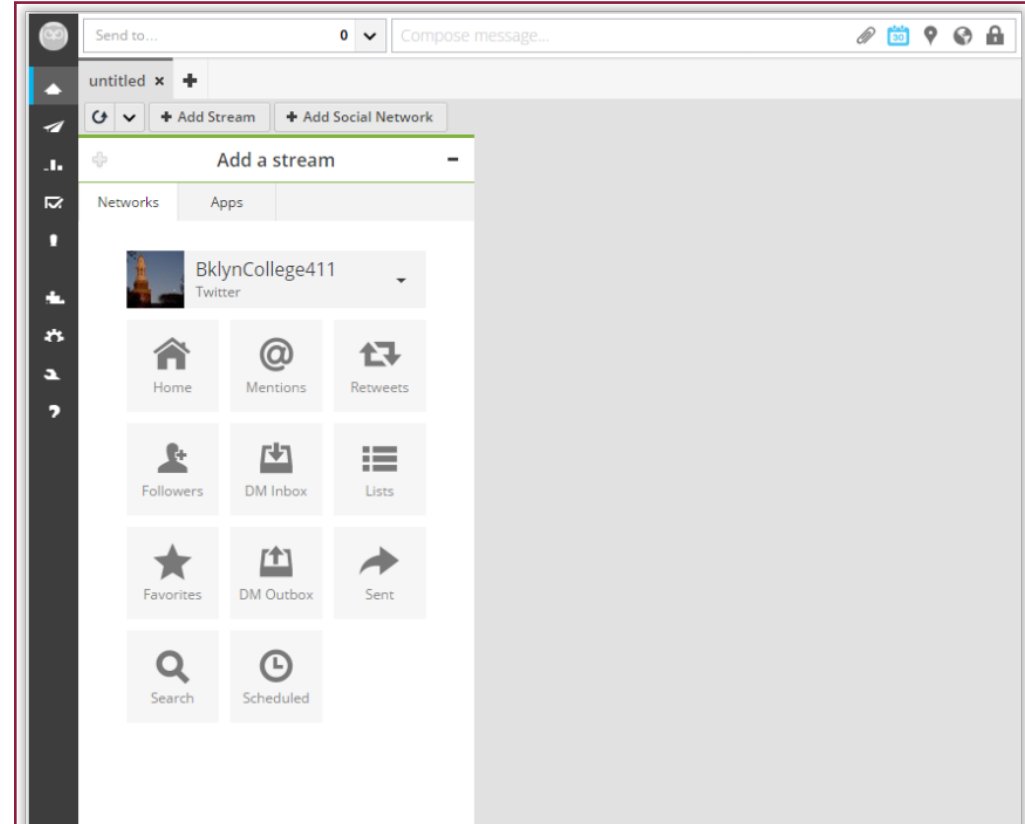


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Hootsuite

hootsuite.com

- A social media management system that allows you to schedule posts across multiple social media platforms.
- The system's user interface takes the form of a dashboard.

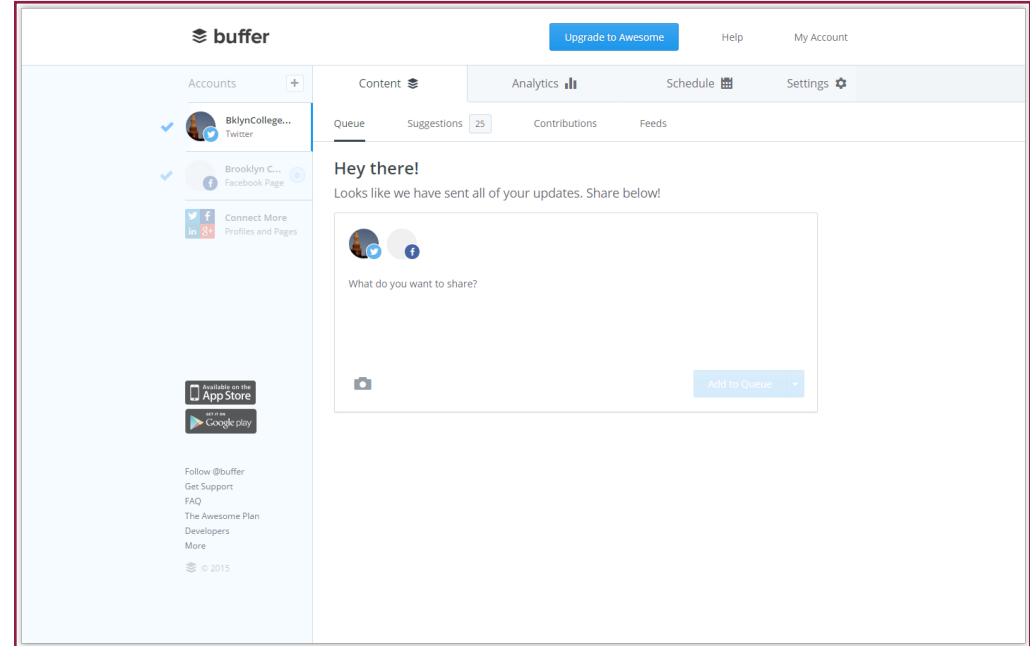


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Buffer

bufferapp.com

- Similar to Hootsuite but with limited capabilities, essentially allowing you to schedule posts.



Conclusion

For effective measurement of external and internal tracking

- Partner with other stakeholders for the full picture (context)
- Use Google Analytics to look at more than users and page views
- Create a tracking path from social > website > 'goal'
- Add campaign code to URLs added to adverts, social posts, etc.
- Work with IT to enable event tracking
- Develop a good editorial calendar to plan posts and tracking needs
- Facebook Insights and additional software should be utilized to execute more effectively campaigns.
- Use social tools to streamline posting process

Brooklyn
College
The City
University
of New York