



# **Social Media Analytics Report 2017**

**March 8, 2018**

*Sample only*

## Table of Contents

Summary .....	3
Twitter .....	3
Audience insights .....	3
Tweet insights.....	4
Top tweets (Appendix C).....	5
Facebook.....	6
Audience insights (Appendix D) .....	6
Post insights: Impressions, reach, and engagement rate .....	6
Actions on page summary.....	7
Page likes vs. followers.....	7
Reach .....	7
Page views .....	8
Top FB Posts (Appendix E).....	9
Recommendations.....	11
Appendix A: Impressions vs. Engagements.....	13
Appendix B: Impressions vs. Time of Day .....	15
Appendix C: Top Tweets .....	17
Appendix D: Facebook Audience Insights.....	25
Appendix E: Top FB Posts .....	30

## Summary

Based on the analytics across platforms, it demonstrates that Twitter and Facebook are both not used to their full potential. Volunteer Alberta is lacking direction and focus in the type of content that is shared. Volunteer Alberta has not been able to ensure its posts not only get past the algorithm to be seen by more people, but also that the content is engaging and targeted to VA's audiences accordingly to increase engagement. [See recommendations.](#)

## Twitter

### Audience insights

Volunteer Alberta currently has 9,460 (as of Feb. 23, 2018) followers on their Twitter account. Follower audience insights according to Twitter Analytics that are noteworthy include:

- 72% of VA followers are female; whereas, 28% are male.
- the top 3 most popular topics of interest are business and news (78%), movie news and general info (70%), and politics and current events (65%).
  - Whereas, only 40% of followers are interested in nonprofit.
  - *Note:* it is not clear how Twitter tracks or categorizes tweets into these topics of interest.
- Age:
  - 13 to 17: <1%
  - 18 to 24: 5%
  - 25 to 34: 24%
  - 35 to 44: 18%
  - 45 to 54: 7%
  - 55 to 64: 21%
  - 65+: 25%
- 90% of followers reside in Canada.
  - By region, 70% are in Alberta, 28% are from Edmonton and area (division no. 11), and 22% are from Calgary and area (division no. 6). *Note:* it is not clear if the Edmonton and Calgary area percentiles should be derived from the overall 70% Alberta statistic.
- Device type:
  - iOS devices: 32%
  - Android devices: 20%
  - Mobile web on other devices: <1%
  - Desktop and laptop computers: 94%

On Twitter Analytics, there is an option to view and compare follower audience versus organic audience (e.g., the audience we are actually reaching). When we compare VA's followers with VA's organic reach, we find some interesting differences and similarities regarding demographics:

VA Audience	Female	Male	18-24	25-34	35-44	45-54	55-64	65+
Followers	72%	28%	5%	24%	30%	7%	21%	25%
Organic reach	67%	33%	13%	20%	18%	10%	16%	10%