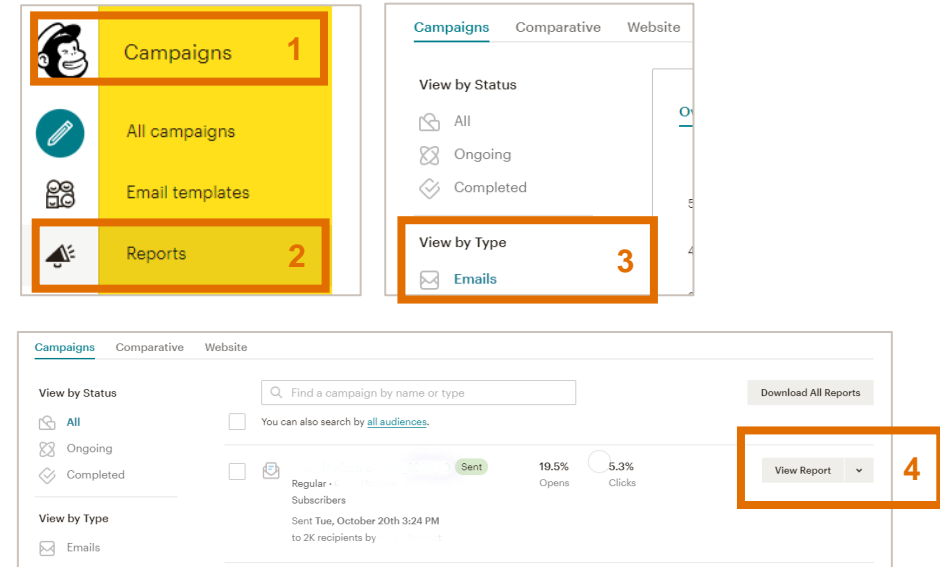


MAILCHIMP METRICS

- Every time you launch an email campaign, Mailchimp's built-in analytics will show you who received your emails, who is opening your emails and the kind of content they are clicking on.
- After you send an email campaign, Mailchimp begins to track and analyse data on clicks, opens, social activity, e-commerce purchases, and other interactions. You can view this information in your email campaign report.

WHERE DO YOU FIND THE KEY METRICS?

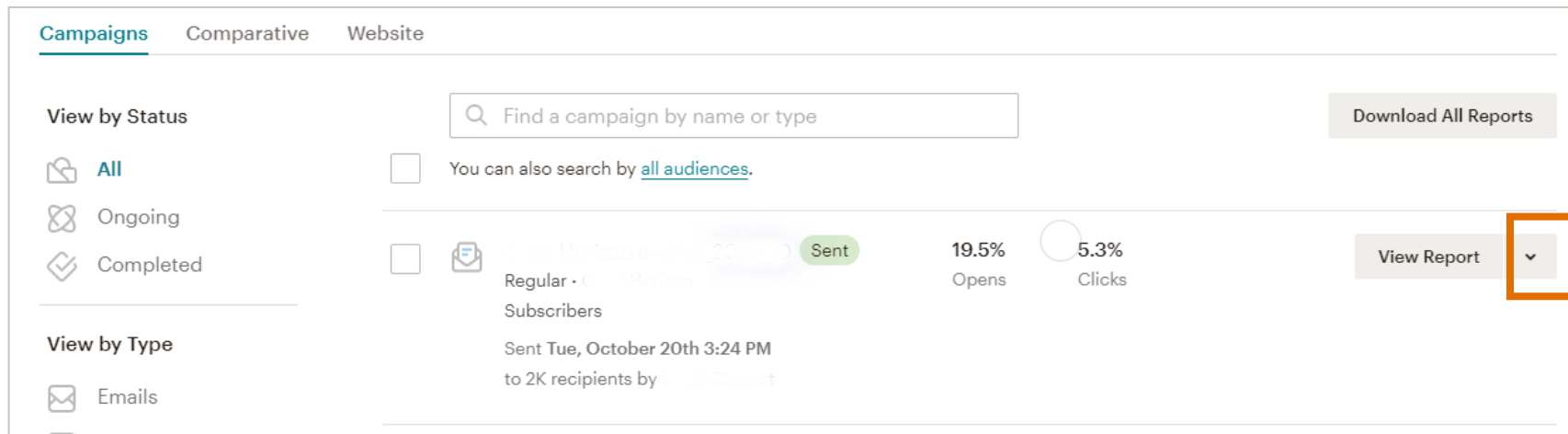
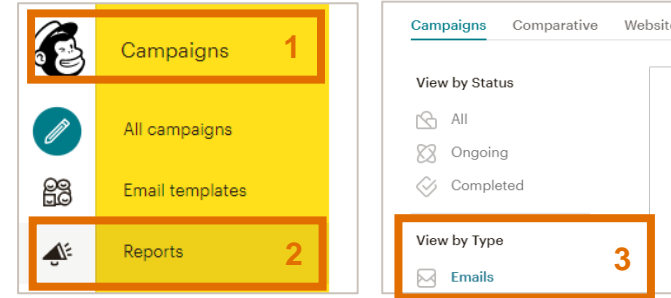
1. In the MailChimp left panel select **Campaigns**
2. Select **Reports**
3. Under **View by type**, select **Emails**
4. Select **View Report** to the Campaign you want to see the data for.
5. In the **Overview** tab scroll down the **Report** and you will have 4 boxes appear with *Opened*, *Clicked*, *Bounced* and *Unsubscribed*. See image below:



556 Opened		151 Clicked		113 Bounced		4 Unsubscribed	
Successful deliveries	2,857	96.2%	Clicks per unique opens	27.2%			
Total opens	1,325	Total clicks		489			
Last opened	12/11/20	10:55	Last clicked	11/11/20	16:48		
Forwarded	0	Abuse reports		1			

HOW TO EXPORT THE DATA?

1. In the MailChimp left panel select **Campaigns**
2. Select **Reports**
3. Under **View by type**, select **Emails**
4. Select the **dropdown** in the Campaign you want to see the data for and click **Download**



FACEBOOK METRICS

Facebook insights provide information about your Page's performance, like demographic data about your audience and how people are responding to your posts. These can help you:

- Understand how people are engaging with your Page.
- View metrics about your Page's performance.
- Learn which posts have the most engagement and see when your audience is on Facebook.

Important note:

You can only access data in Page Insights for the last 2 years, and demographic data, such as age, gender and location, are available in Page Insights once there is data for 100 or more people. Pages categorised as a Community Page don't have Insights.

WHERE DO YOU FIND THE INSIGHTS?

1. From your Home page/News Feed, select **Insights** on the left.
2. This will take you to your Page Insights and where you will see the Overview page with an insight summary.
3. If you click on the different options on the menu, you will see graphs per item.

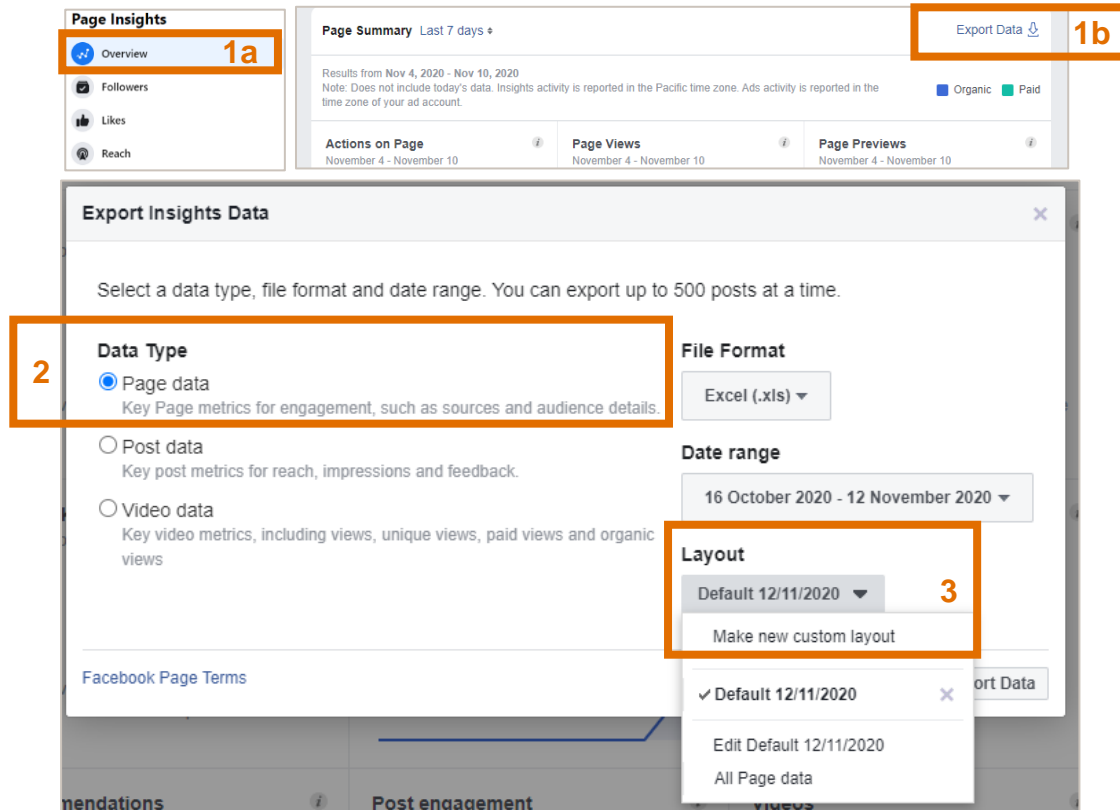
The image displays the Facebook Page Insights interface for 'Clear Horizon Academy'. It is divided into three main sections:

- Manage Page (Left):** A sidebar menu with options like Home, Inbox, Resources & Tools, Manage Jobs, Notifications, and **Insights** (highlighted with an orange box and the number '1').
- Page Insights (Middle-Left):** A vertical menu with options like Overview (highlighted with an orange box and the number '2'), Followers, Likes, Reach, Page Views, Page Previews, Actions on Page, Posts, Branded Content, Events, Videos, Stories, Messages, and Orders.
- Page Summary (Center):** A dashboard showing a grid of metrics for the period 'November 5 - November 11'. Metrics include Page Views (Total Page Views ▼ 67%), Post Reach (1, People Reached ▲ 100%), Post Engagement (1, Post Engagement ▲ 100%), and Story Reach. Some metrics show 'insufficient data' for the selected time period.
- Detail Views (Right):** Two expanded views of the 'Page Views' and 'Total Actions on Page' metrics, each showing a line graph and a filter menu (e.g., 'Total People Who Viewed' with filters for Section, Age and Gender, Country, City, Device).

Orange arrows indicate the flow from the 'Insights' menu item to the 'Page Insights' menu, and from the 'Page Views' metric in the summary to its corresponding detail view.

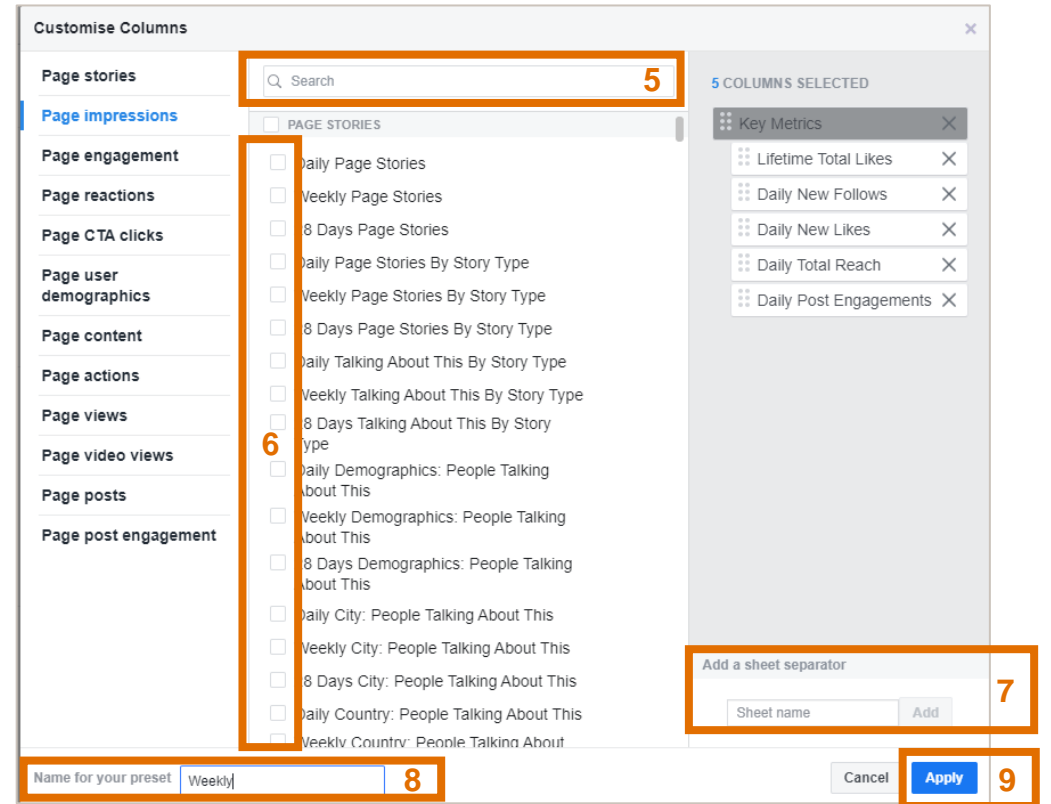
HOW TO EXPORT THE DATA?

1. Select **Overview** and **Export Data**
2. In the new window “**Export Insights Data**”, make sure **Page data** is selected under **Data Type**
3. From the right side options, under **Layout** select **Make New Custom Layout**
Note: This Layout will be a one-time set up which you will be using to extract your Facebook insights at a month basis. If you already have created a template, skip to step 12



HOW TO EXPORT THE DATA?

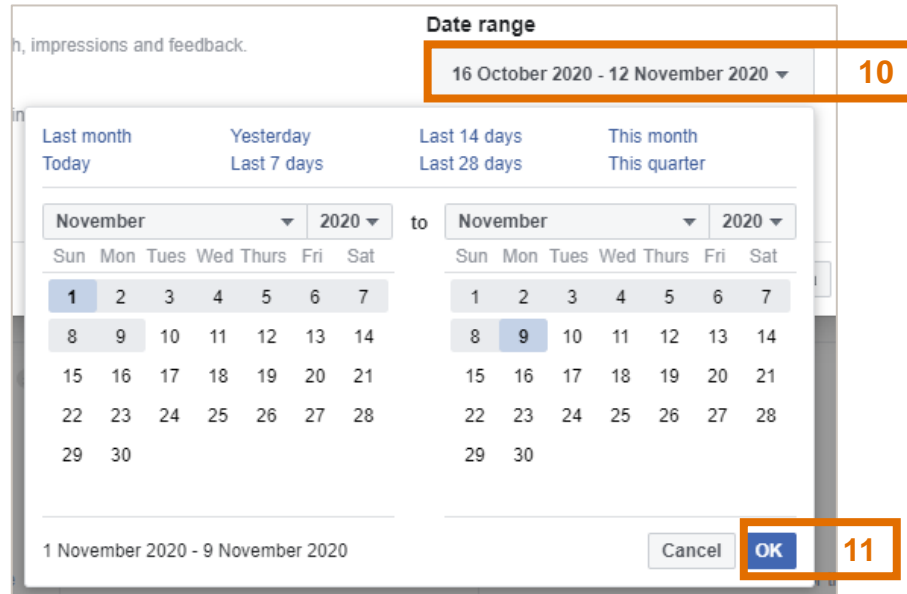
- In the new window “**Customise Columns**”, you will be able to find and export your Facebook metrics: *Reach, Likes, Engagement, and Posts*.
- You can type Reach, Engagement, etc. in the Search bar above to find your metrics.
 - Under **Page Impressions** you will find *Reach*
 - Under **Page Engagement** you will find *Likes and Engagement*
 - Under **Page Reactions** you will find *like, love, hate, etc.*
- Tick the boxes for the columns you want to include in your report, i.e. Lifetime Total Likes, Daily New Likes, Daily Total Reach, etc.
- On the right bottom corner, under “**Add a sheet separator**” enter the name for your sheet, i.e. “**Key Metrics**”
- At the bottom left corner, rename “**Name for your pre-set**”, i.e. “**Facebook Weekly Insights**”
- Select **Apply**



HOW TO EXPORT THE DATA?

10. Now select the **Date** range and the month needed.

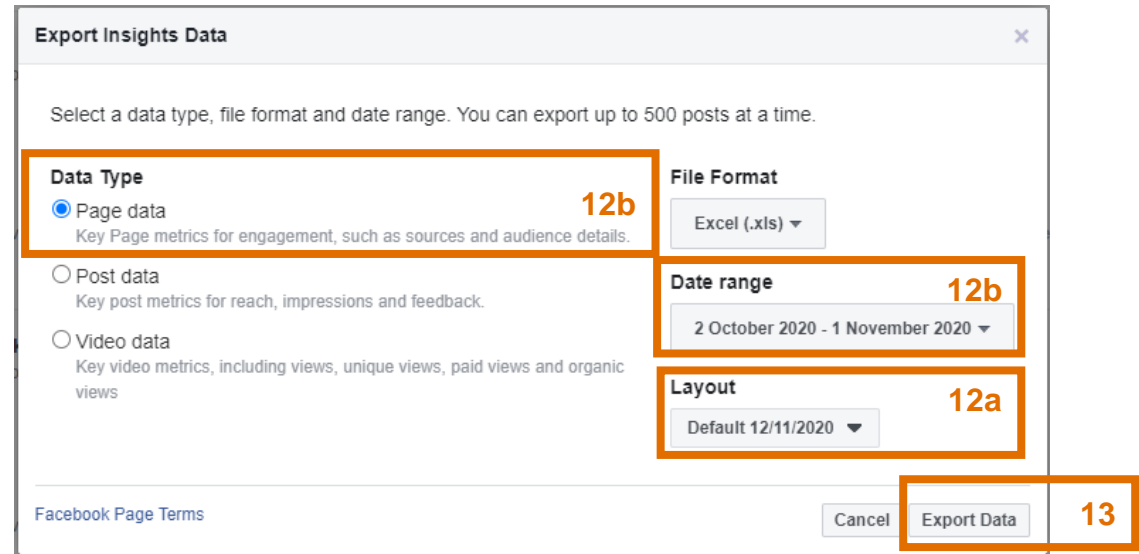
11. Then select **OK**



12. Before **Exporting**, check that:

- a. the correct Layout is selected
- b. Page data is selected and
- c. the Date range is correct

13. Then select **Export Data**



POST INSIGHTS

Metrics for your Page's posts are available as soon as the post is published. In the Posts section of Insights, you can see the following information about your Page posts:

- The number of people reached.
- Post clicks.
- Reactions, comments and shares.

1. From the **Insights** tab select **Posts**
2. Scroll down to **All Posts Published**
3. Change the selection to **Reach** and **Engagement Rate**

The screenshot displays the Facebook Page Insights interface. On the left, the 'Page Insights' menu is visible, with 'Posts' highlighted and marked with a red box and the number '1'. The main content area shows a bar chart for 'Data shown for a recent one-week period' with daily reach values: Sun (839), Mon (833), Tues (833), Wed (831), Thurs (837), Fri (838), and Sat (840). Below this is a line graph for 'TIMES' showing reach over a 24-hour period, with a peak of 523 at 02:00. A red box and the number '2' highlight the 'All posts published' filter. At the bottom, a table of published posts is shown, with 'Reach' and 'Engagement Rate' selected in the filter menu, marked with a red box and the number '3'.

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/11/2020 10:10	Hi everyone! For Term 4 classes, please see below the form that needs	Text	Public	104	15%	Boost post
29/10/2020 15:42	The time has finally come! We are excited to announce we will be	Image	Public	484	13%	Boost post
21/10/2020 17:50	A big throwback to this awesome dance clip! This was one of our most	Video	Public	146	16%	Boost post
08/10/2020 18:32	Our 2020 Inters class ❤️❤️❤️ The 2nd last class rehearsal before the	Video	Public	144	10%	Boost post
08/10/2020 18:32	Our Saturday Junior class ❤️❤️❤️ Missing these kiddos	Video	Public	139	7%	Boost post
07/10/2020 17:09	🙏🙏 Taking it back to February this year before lockdown! We are	Video	Public	158	15%	Boost post
06/10/2020 15:04	Times like this we wish we had a wide lens! It was hard to capture	Video	Public	148	14%	Boost post

WHAT'S THE BEST WAY TO MEASURE YOUR POST REACH?

- To identify if a post has been doing well, you could observe the Engagement Rate. The higher the percentage, the better it means the post is doing well.
- It is common to benchmark the total number of people reached for a given post against the overall Facebook reach and calculate the percentage of how many fans the post reached. But that might not be the best way to look at it.
- Facebook's new Insights gives you access to the number of fans who are online at any point in time. Given that, it seems better to benchmark against the total number of fans who were on Facebook at the time of the post.
- For example, your page has **9,500 fans** and there were about **3,500 fans** at the time your post.
- If the post reaches **600 people**, the post reach is not **6.3%** of my page's fans (600 people out of 9,500), but rather **17%** of the fans, 600 out of 3,500 who were online and reachable when you posted it.*

*<https://www.socialmediaexaminer.com/facebook-reach-guide/>

GETTING ACCESS TO FACEBOOK INSIGHTS

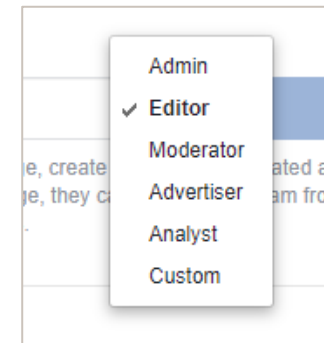
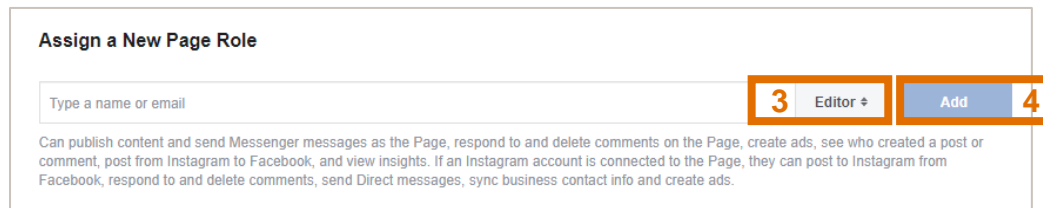
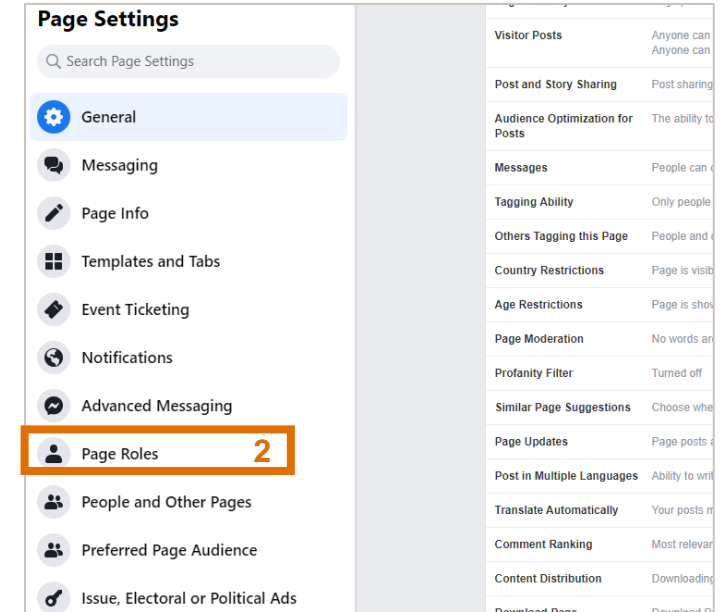
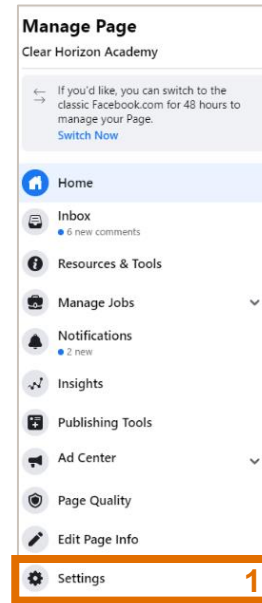
In order for you to access the data insights from your Facebook page, you need to have one of the following page roles:

- Admin
- Editor
- Moderator
- Advertiser
- Analyst

For you to be assigned one of the roles above, you need to ask a page administrator to add you.

ROLE ALLOCATION


1. From your Home page/ News Feed, go to **Settings** in the bottom left.
2. Click **Page Roles** in the left column.
3. Click **Editor** to select a role from the dropdown menu. Type a name or email in the box and select the person from the list that appears.
4. Click **Add** and **enter your password** to confirm.
5. Keep in mind that if you are not friends with the person/page that is adding you, you will have to accept the invite before you can access the page management.

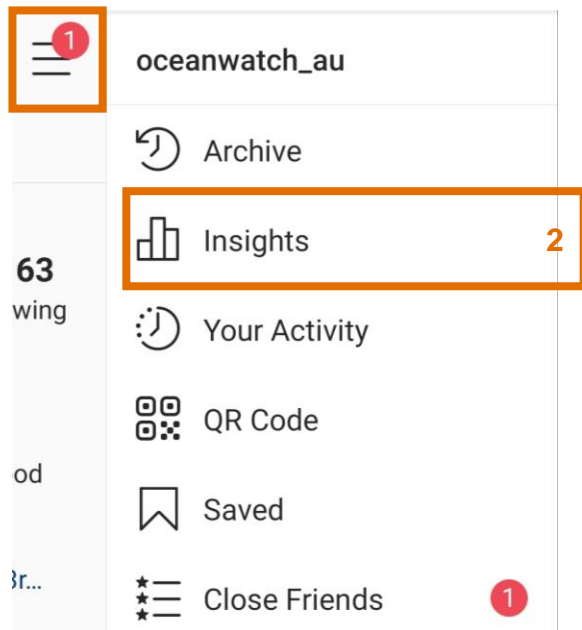


INSTAGRAM METRICS

- Please note that Instagram Insights are only available on the Instagram mobile app.
- You will also need to have a business or creator account on Instagram to view insights. Please refer to **Annex 1** for the instructions on how to create or switch to a business account.

HOW TO VIEW ACCOUNT INSIGHTS

1. Go to your profile.
2. Tap the **Insights** action button.
 - You can also go to the menu  in the upper right corner and tap **Insights**.



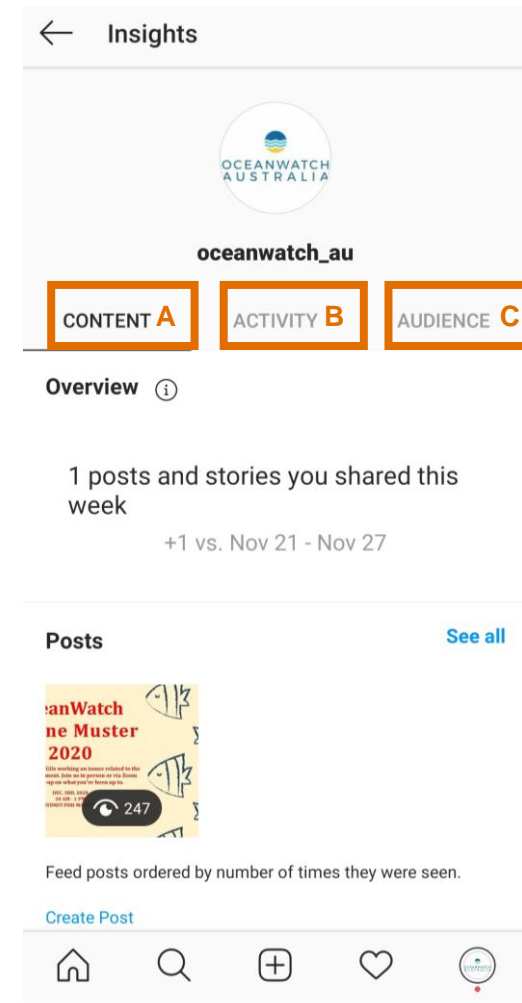
3. **Overview** is the main tab within Instagram Insights. You will be able to access the main metrics from the last 7 days. Tap the metrics section or specific content you have shared for a more detailed breakdown.

Instagram Insights is made out of **3 main sections:**

- A. Content tab**
- B. Activity tab**
- C. Audience tab**

If you click on any one of these 3 basic metrics, you'll be able to see some more detailed statistics that we'll cover in the next page.

The Overview also includes “Content You Shared” where you can access statistics about your Posts, Stories, and IGTV videos.



EXPLORING INSTAGRAM INSIGHTS

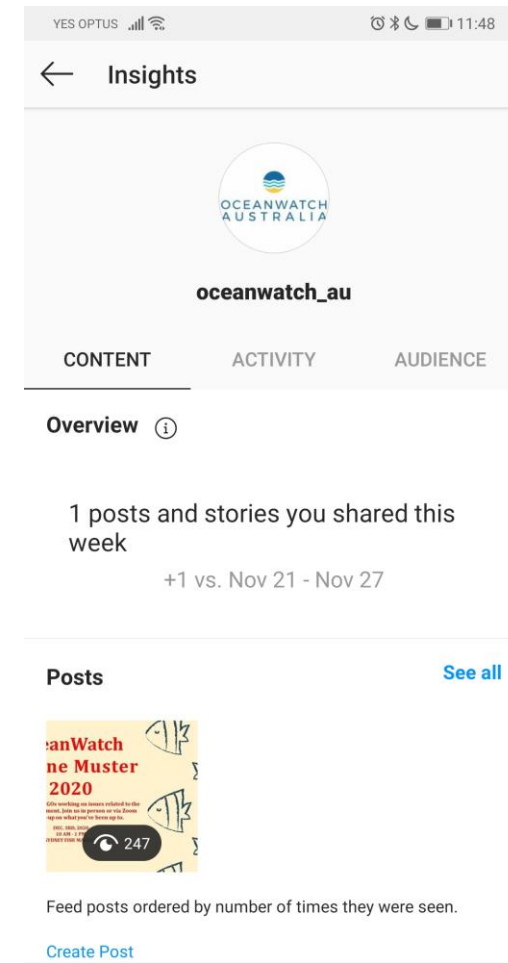
1. Content

When you access the second tab, you will see basic metrics from the last 7 days:

Post Interactions

- Likes
- Comments
- Saves
- Shares
- Story Interactions
- IGTV Video Interactions

Below these metrics, you'll also be able to access Top Posts, Top Stories, and Top IGTV videos (same as inside the Reach tab)



EXPLORING INSTAGRAM INSIGHTS

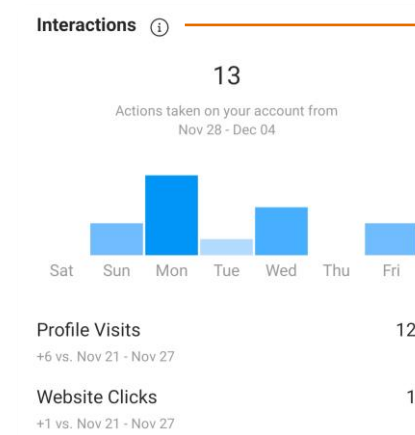
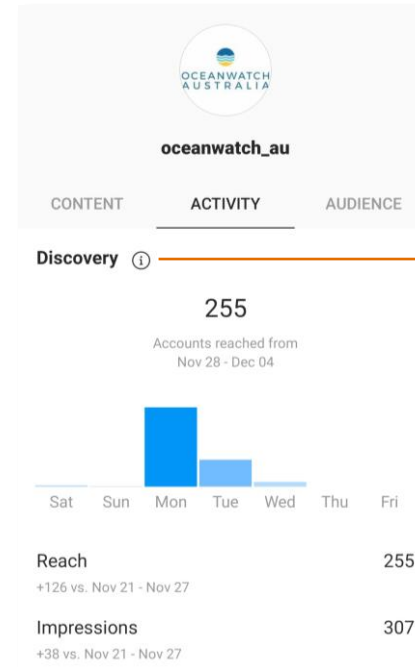
1. Activity

The **Activity** tab is where you will find some basic information about your content's reach from the past 7 days. Refer to Annex 2 for ways of getting more than 7 days of Instagram data. You will see the number of impressions, profile visits, website taps, and call-to-action button taps.

Reach vs. Impressions – what is the difference?

- Reach is the total number of unique accounts who have seen your content.
- Impressions is the total number of times your content was displayed. One person could count as multiple impressions for only one piece of content.

Below these metrics, you will also be able to access Top Posts, Top Stories, and Top IGTV videos



What is Discovery?
This set of insights measures how many people see your content and where they find it.

Reach
The number of unique accounts that have seen any of your posts or stories in the last 7 days. The reach metric is an **estimate** and may not be exact.

Impressions
The total number of times all of your posts and stories have been seen in the last 7 days.

What are Interactions?
This set of weekly insights measures the actions people take when they engage with your account.

Profile Visits
The number of times your profile was viewed.

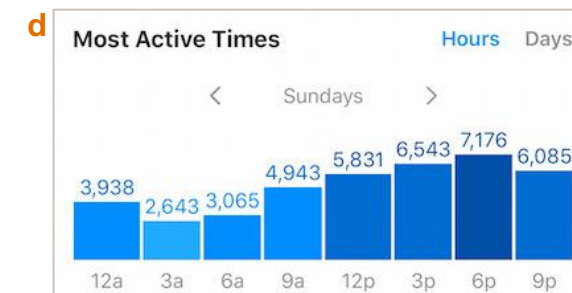
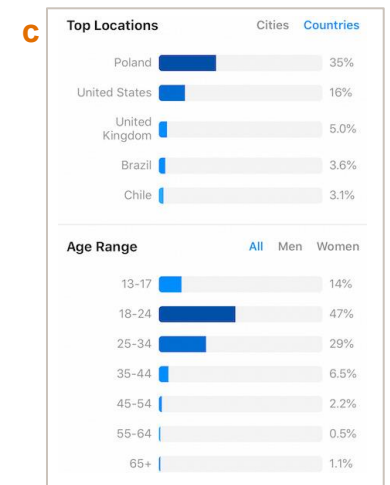
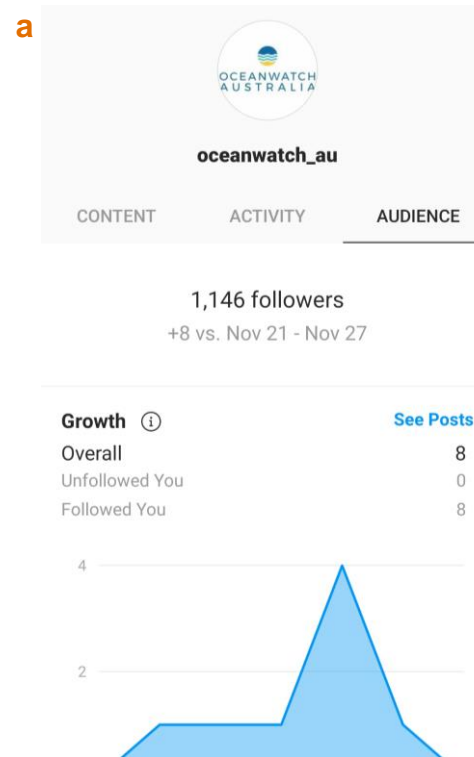
Website Clicks
The number of taps on the website in your profile.

EXPLORING INSTAGRAM INSIGHTS

3. Audience

The audience tab related to user demographic data on your account. Remember that this section only analyses **your followers**.

- a. You can check your Instagram follower growth – how many users followed and unfollowed you on a specific day
- b. You can also see where they come from – this is broken down into 5 most popular cities and countries
- c. You can also analyse your followers by the age range and their gender
- d. Another important chart shows when your followers are most active on Instagram – this is very important when you wish to find the best time to post your Instagram content. The average post longevity on Instagram is around 48 hours.



EXPORTING ANALYTICS DATA

Since you can only see your Instagram data through the mobile app, you will need to use a third-party tool to export your data. Please refer to **Annex 2** for information on third-party analytic tools for Instagram.

Disclaimer

The all the information in this manual was extracted from the following sources:

- <https://napoleoncat.com/blog/understand-instagram-analytics/>
- <https://help.instagram.com/1533933820244654?helpref=search&sr=6&query=Edit%20Your%20Business%20Information%20on%20Instagram>

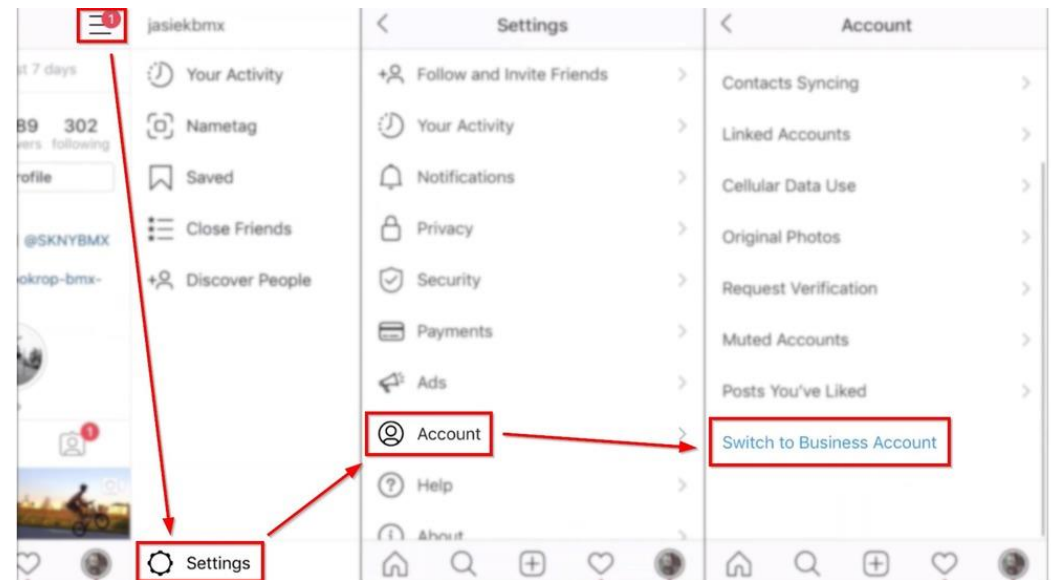
ANNEX 1: SWITCHING YOUR INSTAGRAM ACCOUNT TO BUSINESS

You need to have a business or creator account on Instagram to view insights.

1. Go to settings
2. Select Account
3. Select “Switch to Business Account

Important Note

Keep in mind that you will only see insights for content you have posted since you converted to a business or creator account.



ANNEX 2: GETTING MORE THAN 7 DAYS OF INSTAGRAM DATA

1. Manually record this data

- Log in into Instagram and recording the data weekly in a spreadsheet. The downside to this way is that there is a lot of room for error entry.

2. Use an Instagram analytics tools

- There are several free and paid tools to capture your Instagram insights. Using third-party tools for Instagram performance analysis will allow you to analyse custom timeframes and observe your account's growth.
- When choosing a third-party analytics solution, you should look for tools from official Instagram or Facebook Marketing Partners. Such businesses are given access to the official Instagram API and can, therefore, offer even more than just detailed analytics, e.g. direct Instagram publishing. The following link provides a list of popular free and paid tools: <https://buffer.com/library/instagram-analytics/>