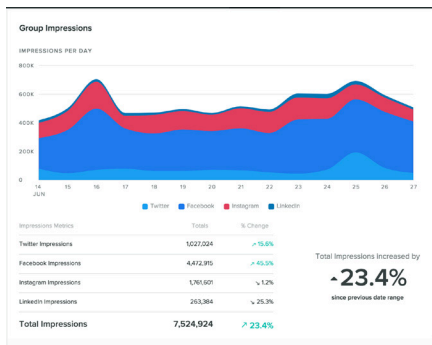


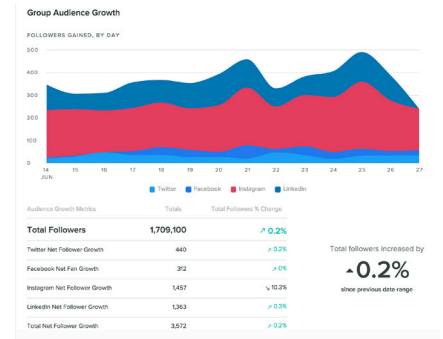


## Reporting

Tracking your successes and learning how to optimize your content by analyzing available analytics is one of the most important parts of managing your social presence. The amount of data that social platforms present you with can make collecting analytics seem like an overwhelming task. For this reason, when creating a social media report, it is important to determine which metrics your organization would like to prioritize, whether that is video views, channel growth, engagement rate, or all of those.

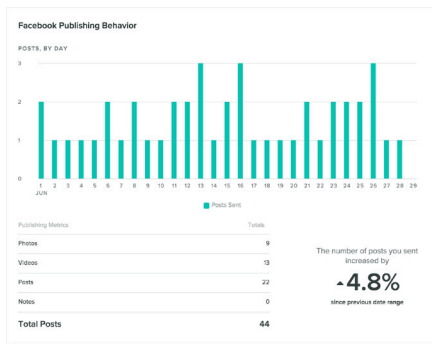


Using both internal platform analytics and external publishing tools, we track our weekly performance, report month over month growth, and generate yearly wrapups on the impact of our social posts. At the end of the 2017/18 fiscal year we published a social look book: [socialmedia.umich.edu/yearbook/](http://socialmedia.umich.edu/yearbook/)

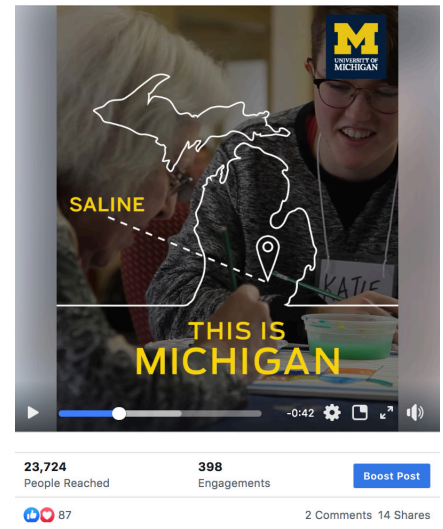


We break down and highlight our social efforts in bullets so leadership can easily digest the information.

Tracking our analytics on a weekly basis, we are able to share the data from all the social posts that we publish on our social channels. Visit: [socialmedia.umich.edu/data-and-analytics/](http://socialmedia.umich.edu/data-and-analytics/)



We primarily track the volume of social posts we're publishing on each social platform, and the engagements they receive from our followers.



Social campaigns like "This is Michigan" give the opportunity to report on the continuous growth of the social post. We report 24 hours, 1 week, 2 week, and monthly until the organic reach drops.