

# CHECKING IN ON YOUR OWN SOCIAL MEDIA DATA

**By having a better understanding of the data which is collated within your club's social media channels, the more informed decisions you can make.** These decisions could be on when you post, what style of post is most liked or shared by your followers or what target audience you are attracting the most. You can either begin to investigate the data yourself or there are a number of organisations out there that can do this on your behalf, some at a cost and some for free.

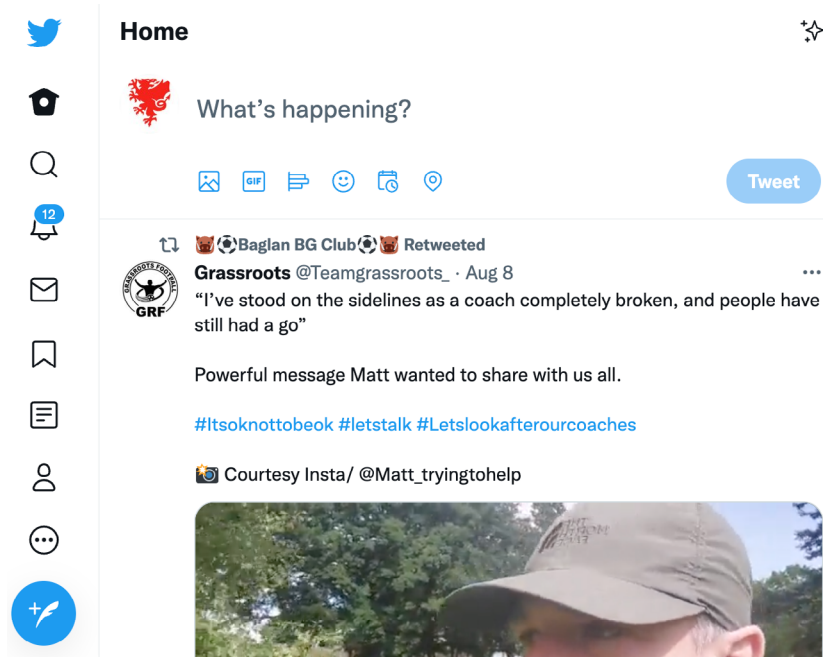


# LET'S LOOK THROUGH THE TOP SOCIAL MEDIA CHANNELS AND HOW YOU CAN ACCESS THE FREE ANALYTICS THAT THEY OFFER.

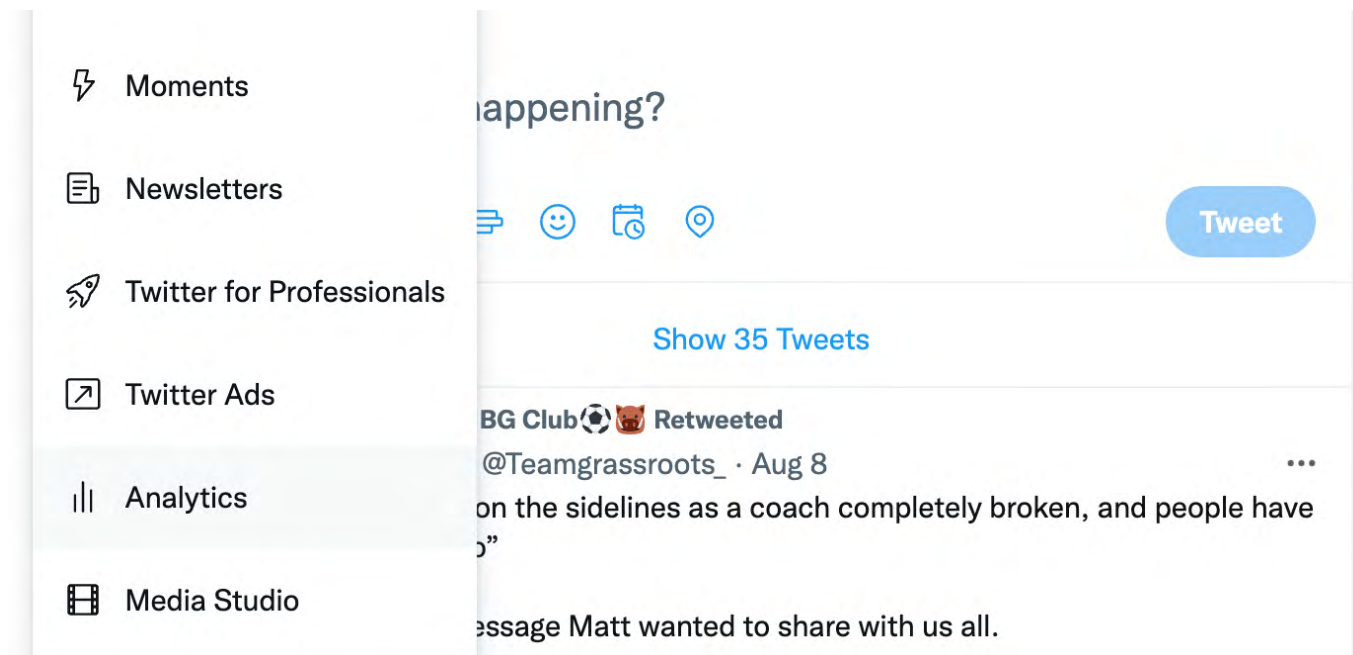


How to access your analytics;

- Log into your twitter account via a desktop using the link; <https://twitter.com>
- Click 'More' on the left-hand side



- Click on 'Analytics'



From there you can begin to explore the analytics which have been summarised for you;

**Aug 2022** • 9 days so far...

#### TWEET HIGHLIGHTS

#### Top Tweet earned 5,147 impressions

⚽ "Once these girls have experienced football, they grow their understanding of the positive values of the game at a time when women's football has never been more visible to them." **#BeFootball** ❤️

[faw.cymru/en/news/girls-...](https://faw.cymru/en/news/girls-...)  
[pic.twitter.com/30A7FqUGxB](https://pic.twitter.com/30A7FqUGxB)



#### Top mention earned 126 engagements



**Grassroots North Wales**

@NWSportDave · Aug 4

Brilliant for the Vale of Clwyd - Denbigh Town and Ruthin Town flying the flag again  
[nwsport.co.uk/2022/08/04/den...](https://nwsport.co.uk/2022/08/04/den...)

**@DenbighTownFC @RuthinTownFC**  
**@ArdalNorthern @CymruLeagues**  
**@NoelMooney13 @LlandudnoJetSet**  
**@FAWGrassroots @FAWales**

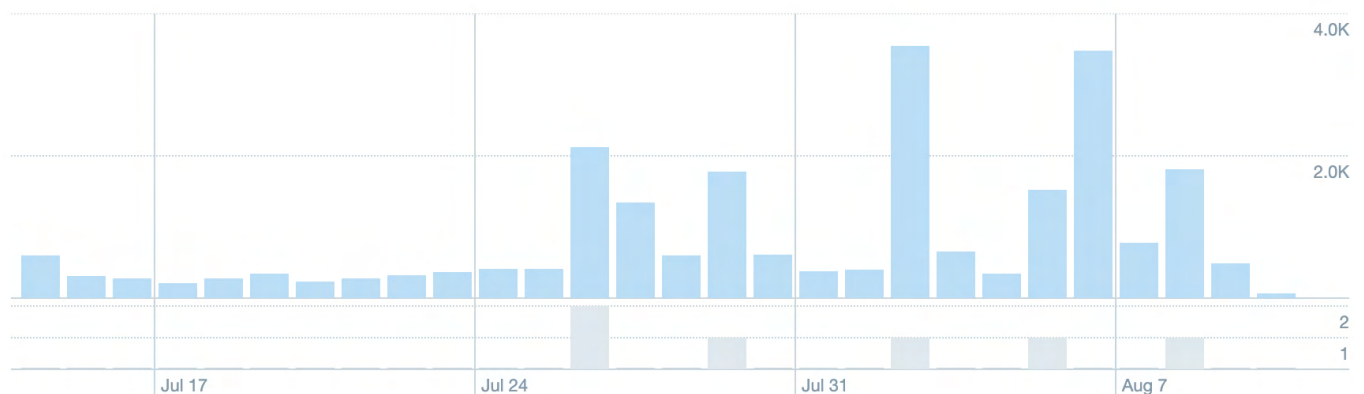
↻ 4    ❤️ 9

[View Tweet](#)

You can also click on certain tweets and find out more detailed information on that specific tweet

## Tweet activity

Your Tweets earned **25.5K impressions** over this **28 day** period



More information on how to maximise the analytics can be found here:

<https://analytics.twitter.com/about>



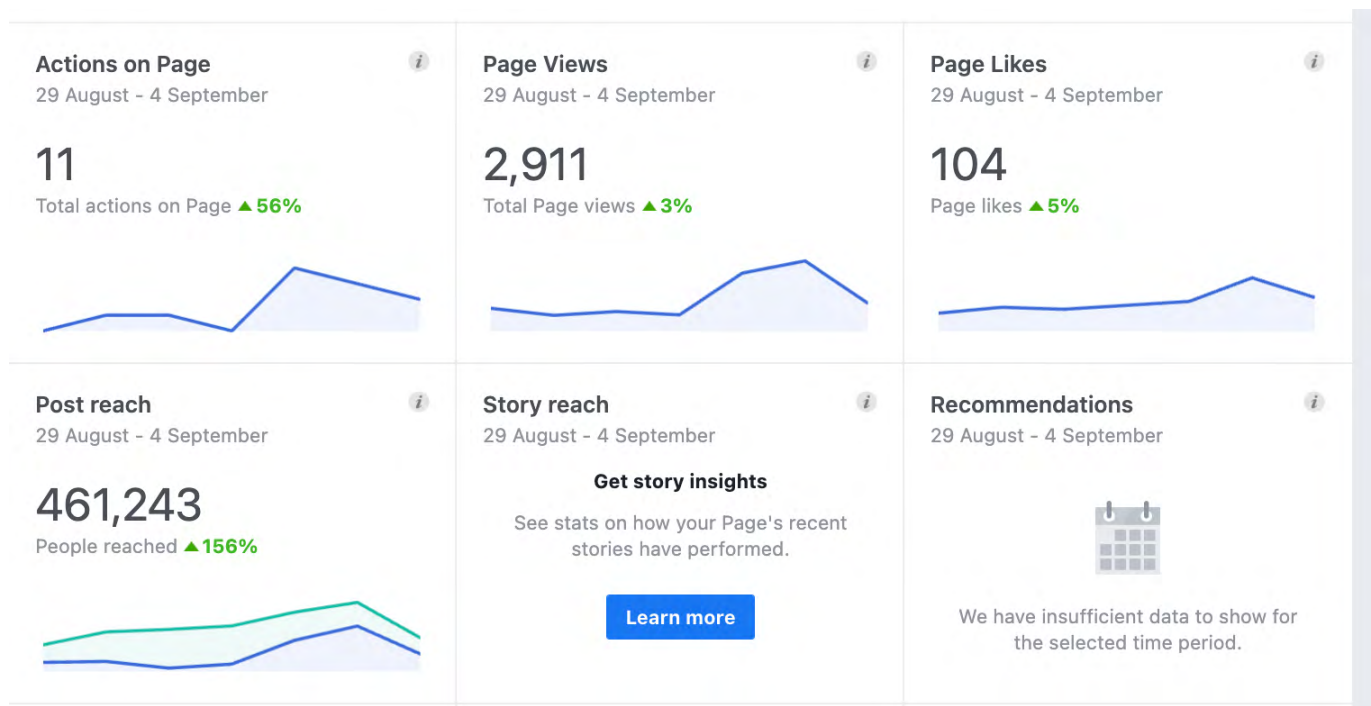


Your club page would have likely been set up either through an individual's personal account or you may have created a 'personal account' which purely had club details within it.

Facebook have removed the free analytics on their platform for personal accounts, but you can still access insights on your club page.

How to access your insights;

- Either through your desktop, click on Pages (Flag icon)
- Then click on Insights

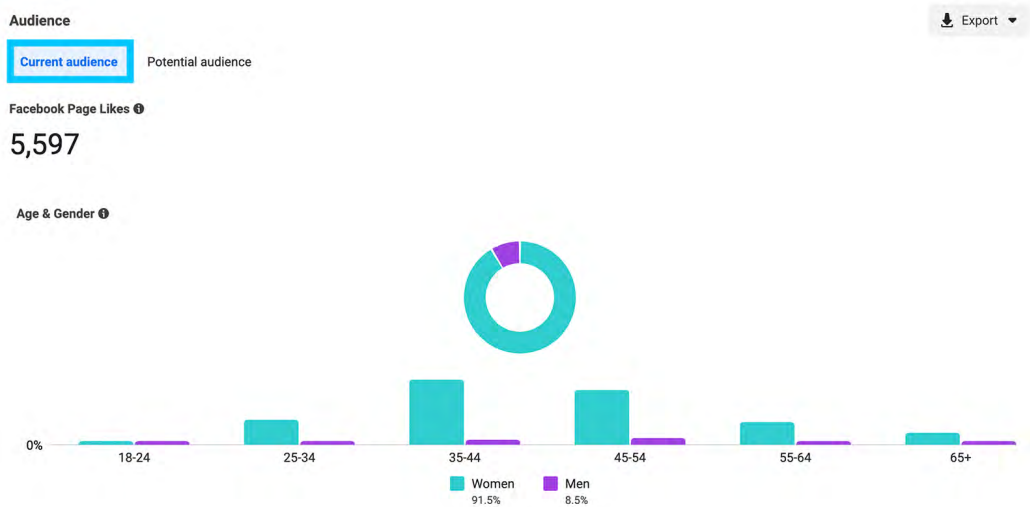


- Or through your mobile device click on More
- Then Insights

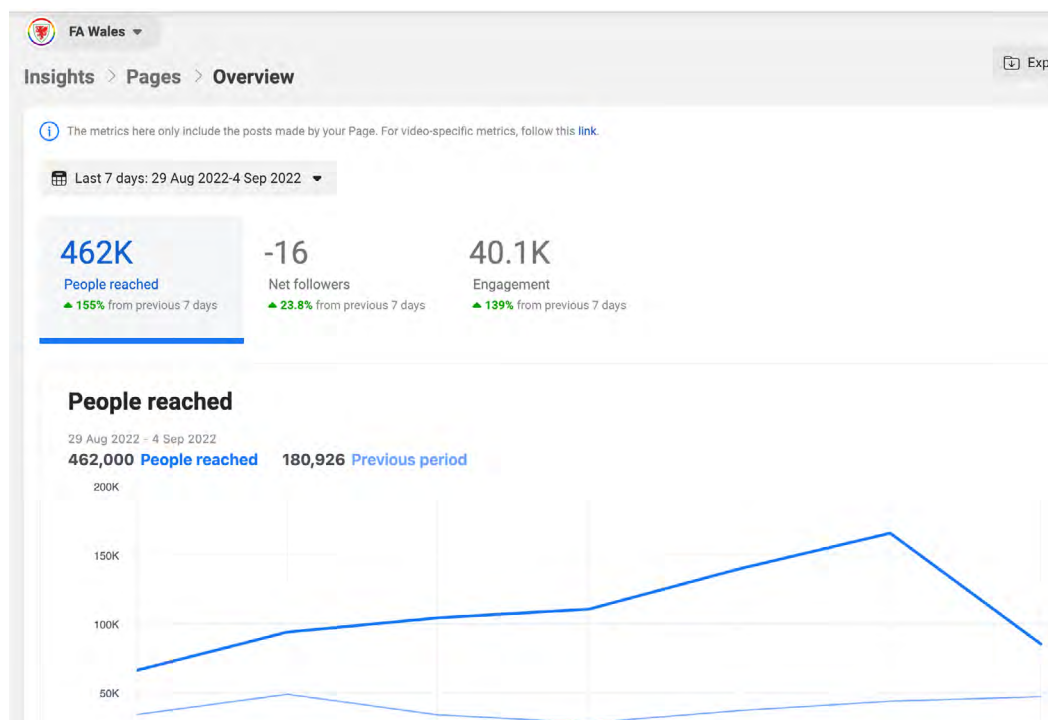
Please note you may be directed to Meta Business Suite once you have clicked on the Insights tab.



You can extract data on your followers including their gender, location, age etc.



As well as understanding the number of page visits you have had in a day, week or month. From there you might be able to connect in these visits with a post that you have shared or a competition you have run which has led people to visit your page.



You can look at a different range of data from different time periods and across different pages should your club have multiple pages.

For more information [click here](#)

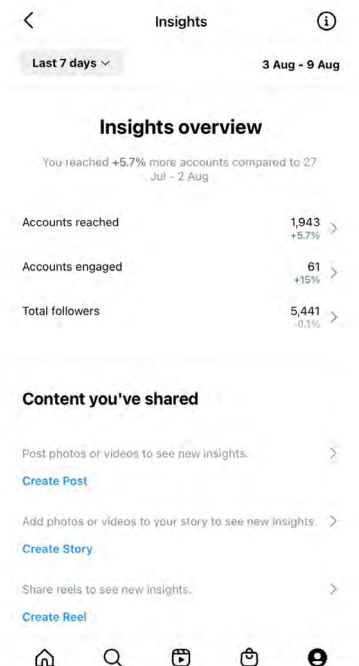




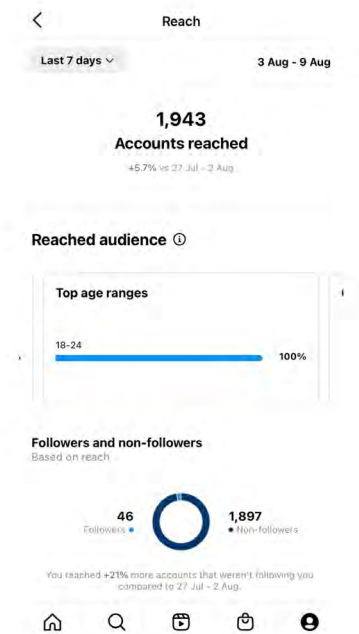
To be able to access insights your account must have been created as a business or creator account.

How to access your insights;

- Through your mobile device, open up your profile
- Click in the upper right-hand corner and drop down to 'Insights'



- Tap the metrics under the Overview section to understand your data



For more information [click here](#)

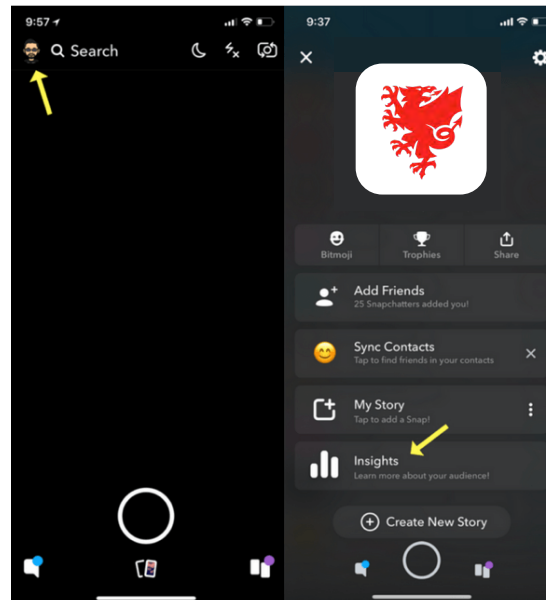




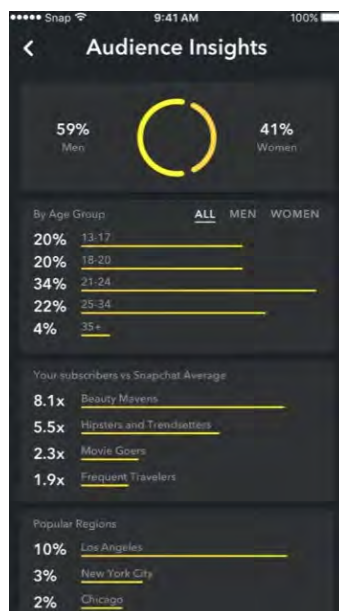


How to access your insights;

- Through your mobile device, tap your Bitmoji which is positioned top left of the screen
- Click on the Insights tab



Through the insights you will be able to see your engagement, followers, reactions to your reels over the course of a day, week, month or year.



For more information [click here](#)



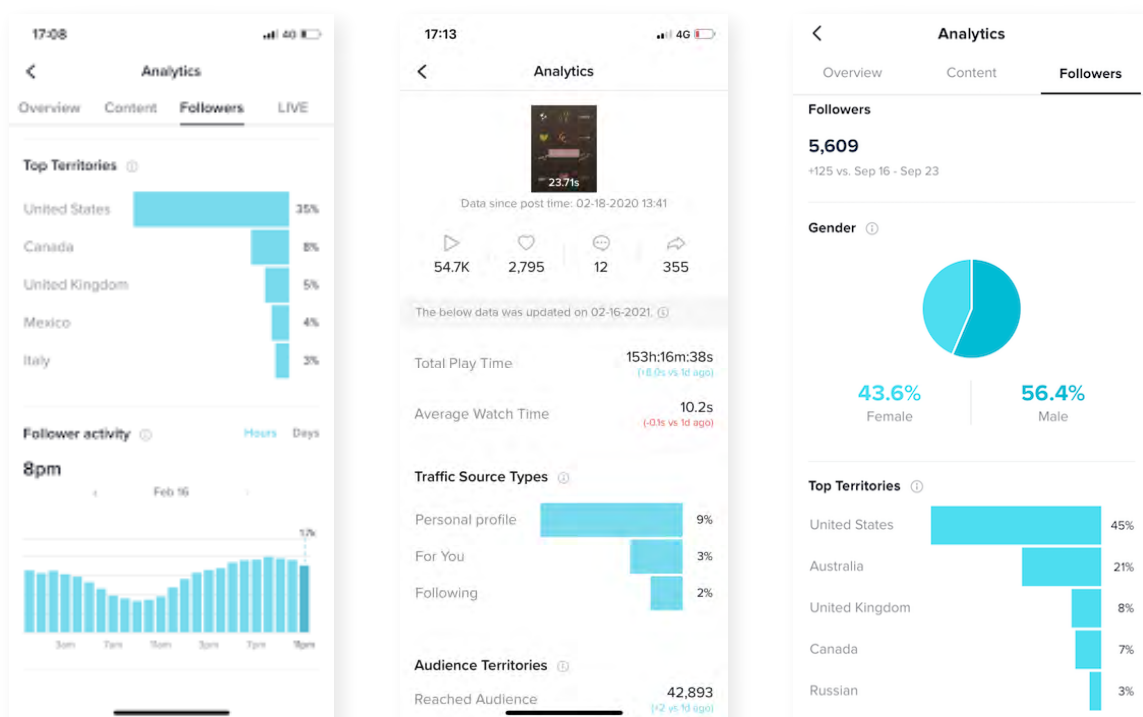


To be able to access insights your account must be business account.

How to access your insights;

- Through your mobile device, click on your profile
- Open the Settings and privacy tab in the top right corner
- Click Creator Tools tab and then select Analytics

You will be able to see your follower growth, video views, profile views, likes, comments, and shares over the course of a day, week, month or year.



For more information [click here](#)



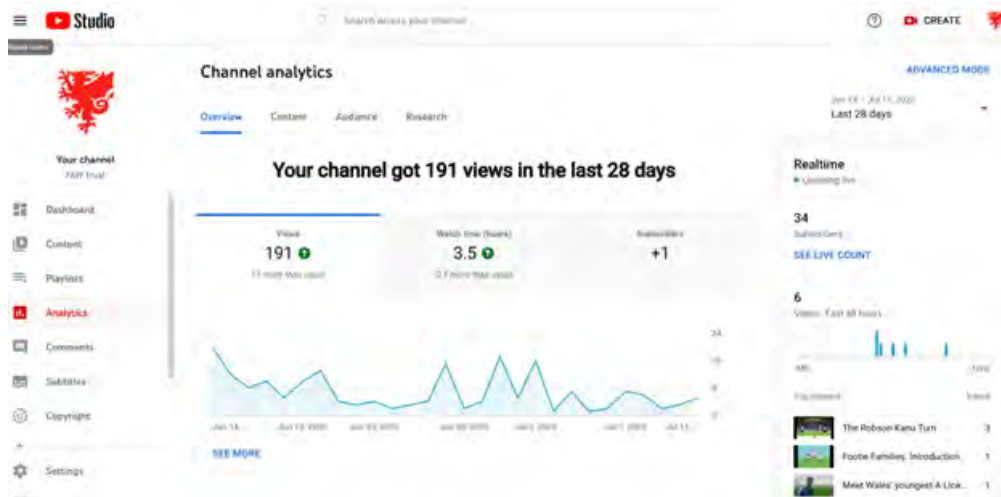




YouTube analytics can be accessed either via a desktop or through your mobile device.

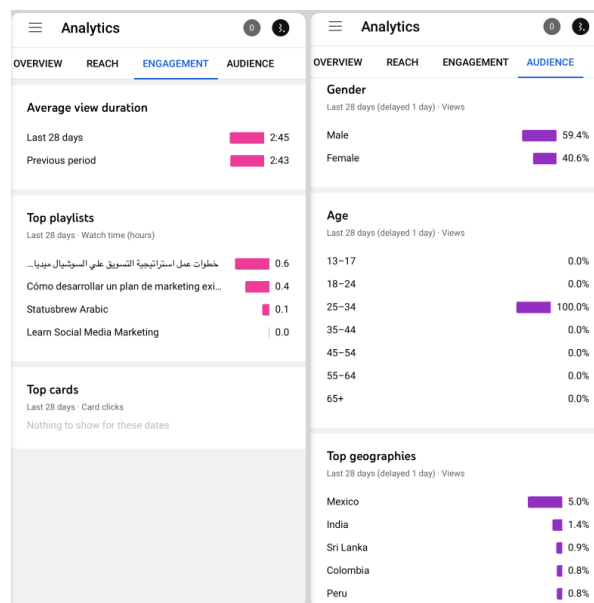
How to access your insights via desktop;

- You will need to sign into YouTube Studio
- Then click on Analytics



How to access your insights via your mobile;

- Open your YouTube app
- Click on your profile picture
- Click your channel
- From the middle menu, tap Analytics



For more information [click here](#)



## KEY

**Tweets** – a message posted

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**Impressions** – how many times has your tweet been seen

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**Profile visits** - total number of visits to your profile

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**Mentions** – a tweet that has mentioned your club name in it, either directly in the tweet or through being tagged in an image

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**Followers** – number of people who are following you to receive your tweets, stories or posts

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**Subscribers** - number of viewers who have subscribed to your club channel

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**Bitmoji** - your own personal emoji

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**Watch time** – estimated time viewers watched your content for

## QUESTIONS TO CONSIDER

When reviewing the data collated by your social media platform try to ask yourself the following questions;

- Are we reaching our intended target audience?
- Are there better channels we can utilise more for our target audience(s)?
- When do our followers / subscribers interact with us the most?
- What content is more favorable with our followers / subscribers?
- What trends are we noticing that we need to maximise / change?

By asking yourself and your committee these simple questions you will begin to look at the data to help ensure you are on the right tracks.

There are several organisations out there that can analyse your data for you. Some at a cost and some for free. One of the more popular sites is Hootsuite. This platform not only provides detailed analysis of your sites in one central dashboard, it can also help you create engaging content, post across all your social media platforms at the same time as well as keep a track on that all important data.

For more information [click here](#)

