



THE POWER OF  
**YOU**

2017 CHAPTER BUSINESS SUMMIT  
MARCH 30 - APRIL 1 • DALLAS RENAISSANCE

**Social Media 201**



# About Hector

Digital Marketing Manager

[holguin@mpiweb.org](mailto:holguin@mpiweb.org)

TW: @hekator





# Marketing Attribution

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Discussion Time

# Campaign Tracking



[http://www.mpiweb.org/Events/wec-2017/home?utm\\_medium=social&utm\\_source=twitter.com&utm\\_campaign=wec17](http://www.mpiweb.org/Events/wec-2017/home?utm_medium=social&utm_source=twitter.com&utm_campaign=wec17)

# Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL

The full website URL (e.g. `https://www.example.com`)

\* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content

Use to differentiate ads



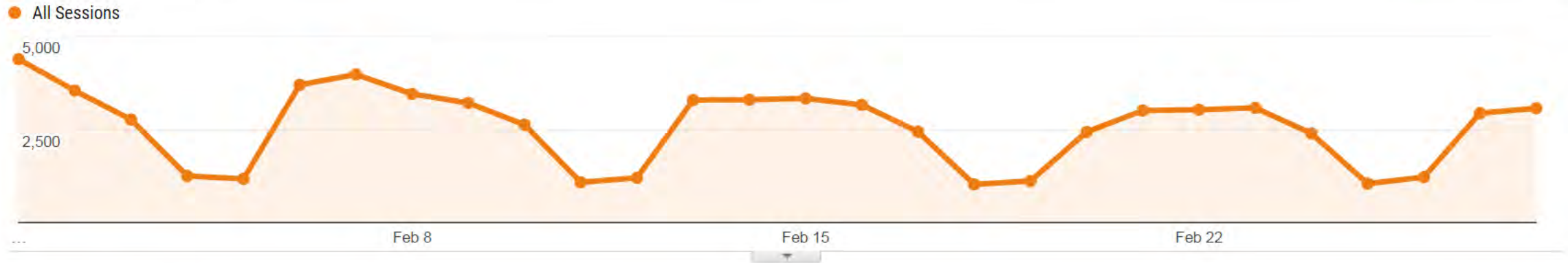
Fill out all the required fields above and a URL will be automatically generated for you here.

# URL Builder

[https://ga-dev-  
tools.appspot.com/c  
ampaign-url-builder/](https://ga-dev-tools.appspot.com/campaign-url-builder/)



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Primary Dimension: **Social Network**

Secondary dimension

Search:    [Grid Icon] [Refresh Icon] [List Icon] [Filter Icon]

Social Network <sup>?</sup>	Sessions <sup>?</sup> ↓	Pageviews <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Pages / Session <sup>?</sup>
1. Facebook	854 (59.55%)	2,261 (57.41%)	00:02:24	2.65
2. Twitter	347 (24.20%)	1,033 (26.23%)	00:02:17	2.98
3. LinkedIn	211 (14.71%)	610 (15.49%)	00:01:38	2.89
4. reddit	11 (0.77%)	13 (0.33%)	00:00:17	1.18
5. Instagram	4 (0.28%)	11 (0.28%)	00:00:35	2.75
6. Scoop.it	2 (0.14%)	3 (0.08%)	00:01:37	1.50
7. Blogger	1 (0.07%)	1 (0.03%)	00:00:00	1.00



Homework



# Campaign Tracking

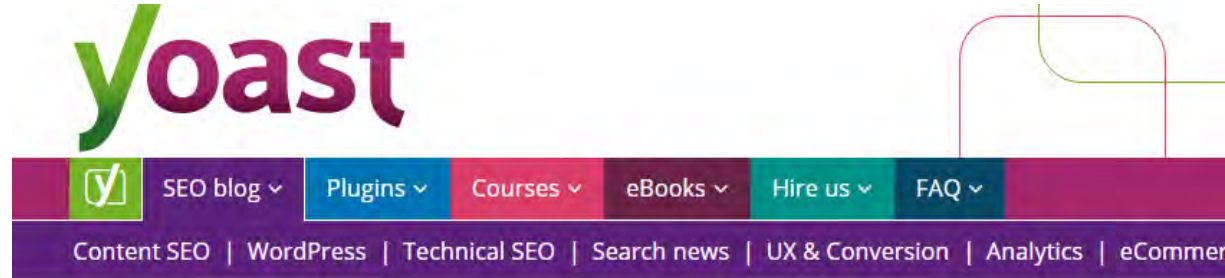


The Definitive Guide To Campaign Tagging  
in Google Analytics

<https://www.annielytics.com/guides/definitive-guide-campaign-tagging-google-analytics/>

# GA - Goal Tracking

<https://yoast.com/setting-google-analytics-goals/>



## Perfecting your goals in Google Analytics

February 12

Post author

[Thijs de Valk](#)

[View his oth](#)

Category

[Analytics »](#)

**T**here are quite a few tracking features in Google Analytics for which you have to do a bit more than just implement the UA-code on your pages. One of those features is the 'goal'. The goal is a feature in which you can track one of the following things:

- how many people reach a designated page,
- how many people stay on your site for a minimum amount of time,
- how many people have viewed a minimum of pages on your website,
- how many people have triggered an event (such as watching a video).

We've noticed that people are often having trouble setting up these goals in Google Analytics. Not only are they getting stuck on *how* to set them up, but also on *which goals* to set up. Especially the latter really requires some thought. I'll try and take you through that thought process in this post.

### Why should I make goals?

Goals give you an enormous amount of extra and valuable information. With goals you can track if people are doing on your website what you want them to do. There are always multiple things that people could do that would benefit you, so tracking




# What to Measure



Discussion Time

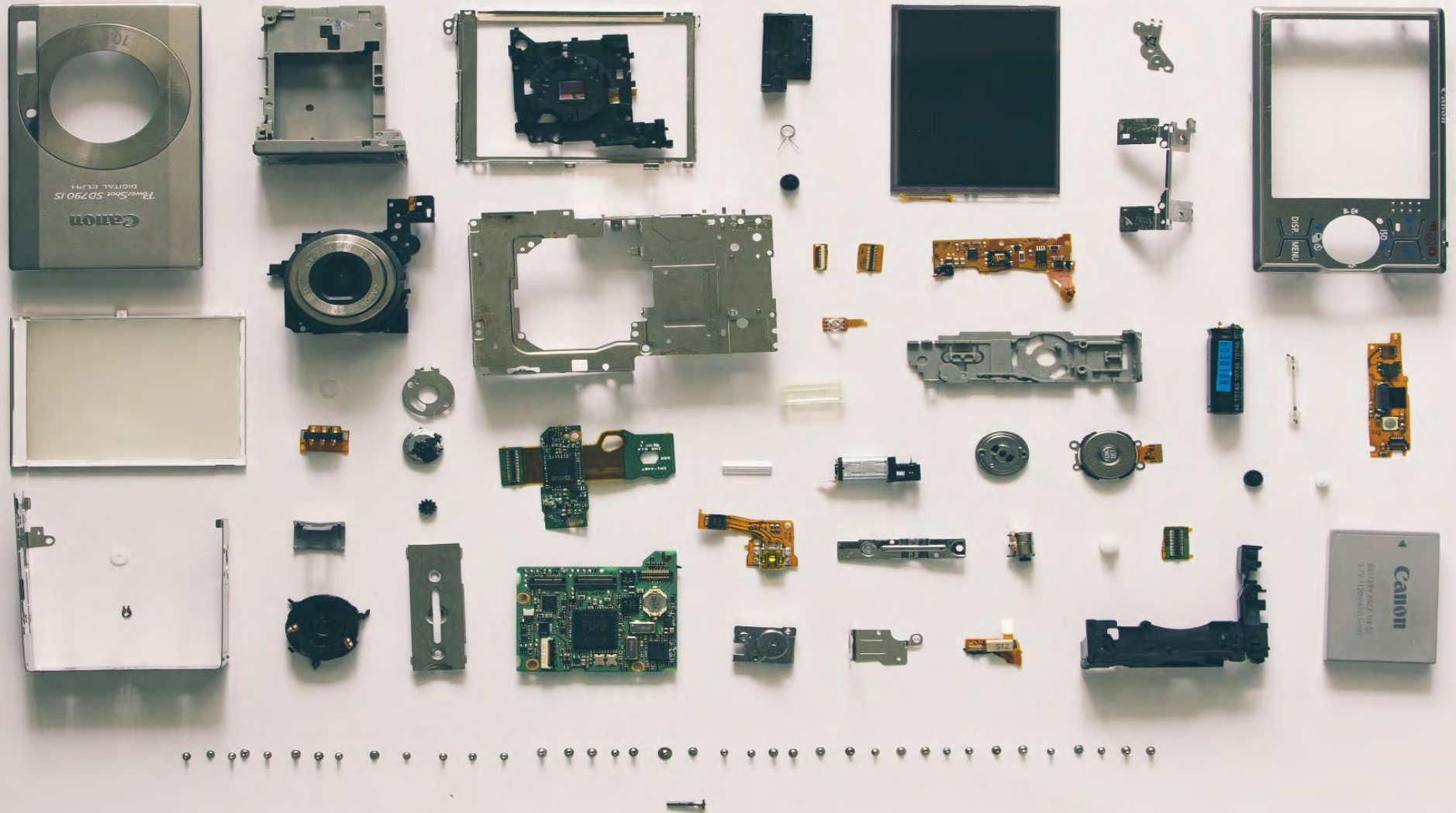
**What is your business goal?**



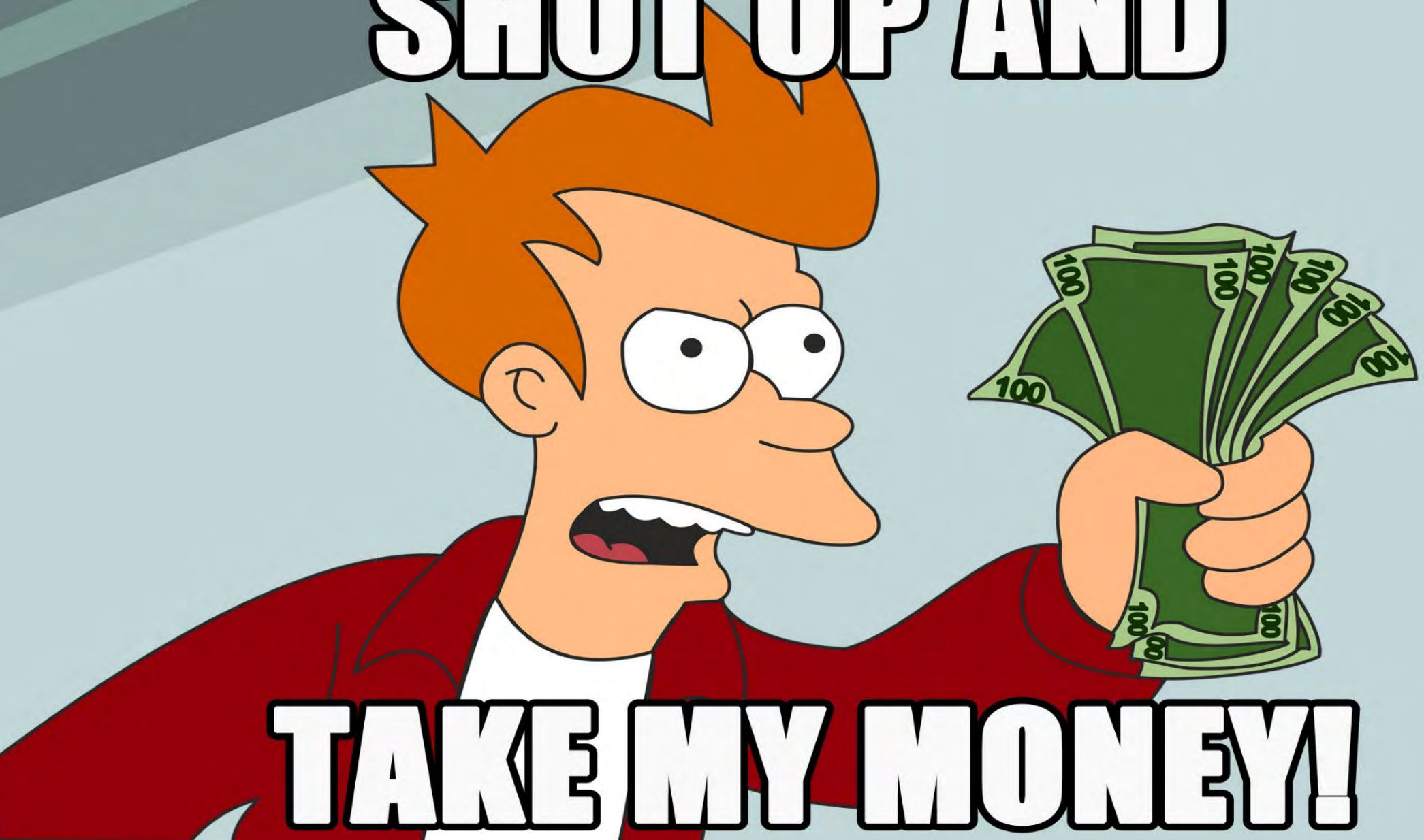
An aerial photograph of a winding asphalt road that curves through rolling green hills. The hills are covered in lush green grass, with some areas showing patches of brown, possibly from dry vegetation or a fire. The road starts in the lower right, curves left, then right, and then left again as it winds through the landscape. In the background, the hills continue to rise and fall, with a valley containing a small cluster of buildings and a stream. The sky is overcast with soft, grey clouds. A dark rectangular box is overlaid on the left side of the image, containing the text "Customer's Journey" in white, bold, sans-serif font.

# Customer's Journey

# Where Does Social Media Fit?



**SHUT UP AND**



**TAKE MY MONEY!**



Social Media is...

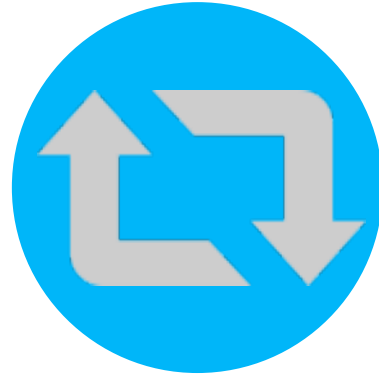


Social

# Measure



Applause



Amplification



Conversations



Conversions

# Applause




# Amplification

**Meeting Professionals International (MPI)**  
Published by Hector Olguin [?] · March 7 at 7:52am · 🌐

We just announced that we will be joining forces with SITE - Society for Incentive Travel Excellence to provide a new, enhanced experience for global meetings and incentive professionals at the SITE + MPI Global Forum.

Join us in Rome, Italy on January 12-14 for Global Forum. You can click below to get first notice when registration is open!  
<http://www.mpiweb.org/Events/global-forum...>



👍 **Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 11,000 people.

5,603 people reached Boost Post

👍 38 1 Comment 12 Shares

👍 Like    💬 Comment    ➦ Share    📱 Buffer

**5,603** People Reached

**138** Reactions, Comments & Shares

<b>110</b> Like	<b>38</b> On Post	<b>72</b> On Shares
<b>6</b> Love	<b>0</b> On Post	<b>6</b> On Shares
<b>8</b> Comments	<b>2</b> On Post	<b>6</b> On Shares
<b>14</b> Shares	<b>12</b> On Post	<b>2</b> On Shares

**125** Post Clicks

<b>26</b> Photo Views	<b>7</b> Link Clicks	<b>92</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

# Conversation

Northrip and 24 others · March 8 · 🌐

I don't know if you've noticed, but this industry is women-rich. Tag one who's made a difference in your life to celebrate #InternationalWomensDay. #MPI #eventprofs



Like · Comment · Share · Buffer · Hootlet · Storify

Emily Blaskay Northrip and 95 others · Top Comments · 25 shares · 28 Comments

Write a comment...

**Allyson Brunetti Deckman** Wow!!! Thanks for sharing! Erin Tench  
Like · Reply · Storify · 5 · March 8 at 12:03pm

**Amanda Whitehead** Look at you!!! ❤️  
Like · Reply · Storify · 2 · March 8 at 3:12pm  
View more replies

**Armen Mehrabyan** my Congratulations and enjoy pleasure of nature from shoparenniac.com  
Like · Reply · Storify · 2 · March 8 at 12:35pm

**Stephanie Adams-Montavon** 🙏🙏  
Like · Reply · Storify · 2 · March 8 at 1:25pm

**Ulrika Mårtensson** Karin Krogh, Helle Svaneborg, Miranda Van Brück, Mette Fisker, Anne Barsøe, Marie Dobel, Ann Hansen, Fiona Pelham - just to name drop a handful of all the fab women I've had the pleasure to work with in conjunction with @MPI #EMEC16!  
Like · Reply · Storify · 7 · March 8 at 2:52pm · Edited

**JJ Willis** I get to work with amazing women on our leadership team! Michele Polci, Wendy Millstein Blaney, Ashley Lowe, Shannon Coldon Shelley

Conversions vs. Select a metric

# Conversion

Conversions



Primary Dimension: Social Network Other

Secondary dimension

Search:  advanced Grid Chart Table Refresh

Social Network	Conversions	Conversion Value
	510 % of Total: 2.90% (17,592)	\$3,619.80 % of Total: 0.92% (\$394,612.96)
1. YouTube	299 (58.63%)	\$304.73 (8.42%)
2. Facebook	142 (27.84%)	\$2,469.13 (68.21%)
3. Google Groups	45 (8.82%)	\$845.94 (23.37%)
4. Google+	14 (2.75%)	\$0.00 (0.00%)
5. reddit	8 (1.57%)	\$0.00 (0.00%)
6. Twitter	2 (0.39%)	\$0.00 (0.00%)

<b>Social</b>	<b>Network</b>	<b>Posts</b>	<b>Conversation Rate (# of audience comments per post)</b>	<b>Amplification Rate (# of shares per post)</b>	<b>Applause Rate (# of likes per post)</b>	<b>Growth</b>
	Facebook - MPI	15	1.3	3.8	19.9	215
	Twitter - MPI	52	0.04	2.9	4.9	213
	Linkedin - MPI	5	0.4	4.8	19	211

# Using Metrics to Build Social Media Engagement



<https://youtu.be/m8PY3XykwYk>



# Stop Storytelling Like It's 2007



<http://99u.com/videos/22081/gary-vaynerchuk-how-to-tell-stories-in-an-a-d-d-world>



# Connect & Engage

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Discussion Time

# Consistency



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[INSERT MONTH + YEAR]

KEY:

Holiday
Campaign
Ebook
Webinar
Blog Post
SlideShare
Product Launch
Experiment
Other

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SlideShare Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	

SUNDAY	MONDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		

# Social Media Calendar

**Converse**



R&D



# R&D



renotahoeusa

Follow

...

1,112 posts 20.7k followers 1,632 following

Reno Tahoe USA #RenoTahoe Snapchat 📷: RenoTahoeUSA You can bet most of the photos were captured within a few hours of being posted!  
[www.visitrenotahoe.com/blog/dogs-weekend-reno-tahoe](http://www.visitrenotahoe.com/blog/dogs-weekend-reno-tahoe)



MPI Potomac @MPIPotomac · Feb 23

"Top concern of #eventprofs is safety & security at events." @danberger @socialtables #mace17 @MPIPotomac



← 1 ↻ 3 📌 📁 ❤️ 8

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warbyparker

Follow



2,610 posts

325k followers

100 following

Warby Parker Prescription eyewear and sunglasses starting at US \$95. For every pair sold, a pair is distributed to someone in need. [warby.me/jEsU30aiejr](https://warby.me/jEsU30aiejr)



OMPI  
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# Collaborate



babysignpro

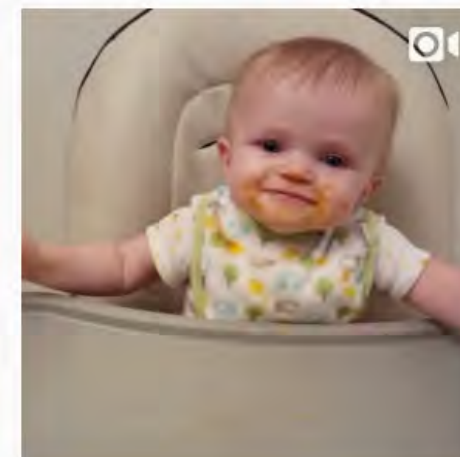
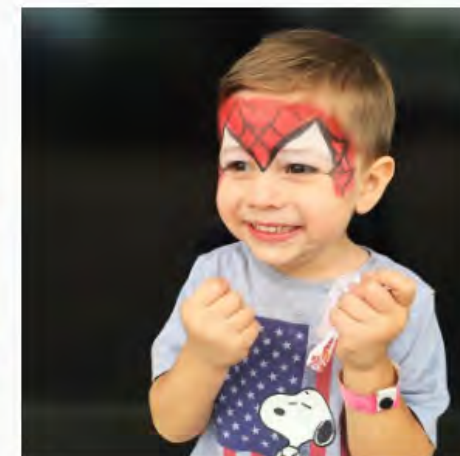
Follow

460 posts

4,070 followers

526 following

Baby Sign Pro Not always sure what your baby wants? 📺 Learn Baby Sign on Instagram! 📺 Post your video with #BabySignPro 📺 Free Baby Sign Training! 📺 [www.notanexactscience.com/5-simple-secrets-to-help-your-baby-sign-sooner](http://www.notanexactscience.com/5-simple-secrets-to-help-your-baby-sign-sooner)





Please Thank Steve Waller, Dennis  
Lopez, Christopher,  
and other Research Holdings

# Start your Social Media Calendar

[INSERT MONTH + YEAR]							KEY:
							Holiday
							Campaign
							Ebook
							Webinar
							Blog Post
							SlideShare
							Product Launch
							Experiment
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		New Product Launching		Holiday SlideShare Holiday Blog Post			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Ebook Social Media Blog Post					
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			

<http://www.curata.com/blog/content-marketing-editorial-calendar-templates-the-ultimate-list/>



# Tools to Help



Discussion Time

Send to... 0 Compose message...

@PYMLIVE x @PlanYrMeetings @MPI TW MPIinEurope TW PYM FB MPI FB PYM LI MPI LI MPI Insta

+ Add Stream + Add Social Network

# Hootsuite.com

**Mentions PYMLIVE**

EventsUncovered.tv @EventsUncovered 1 day ago  
Using storytelling to create successful fundraisers [goo.gl/LQLks4](http://goo.gl/LQLks4) via @PYMLive

Tahira Endean CMP @TahiraCreates 2 days ago  
Sports anyone? 5 ways to build excitement at corporate events [goo.gl/H4ujNH](http://goo.gl/H4ujNH) via @PYMLive

Tahira Endean CMP @TahiraCreates 2 days ago  
RFP ethics: 7 land mines to avoid [goo.gl/2n6Wt1](http://goo.gl/2n6Wt1) via @PYMLive

Tahira Endean CMP @TahiraCreates 2 days ago  
Writing compelling cover letters that get attention [goo.gl/M7ETyT](http://goo.gl/M7ETyT) via @PYMLive

**Mentions PlanYrMeetings**

Plan Your Meetings @PlanYrMeetings  
Keep attendees' brains fit throughout the day: Start the day w/a healthy breakfast of fiber and protein <https://t.co/PVUmQFI3qs> #eventprofs

Christy Lamagna @SMEChristy 3 days ago  
Planners, pay attention to things you can't control @PlanYrMeetings [ln.is/planyourmeetin...](http://ln.is/planyourmeetin...) #eventprofs

Christy Lamagna @SMEChristy 3 days ago  
@PlanYrMeetings @KristiCasey happy birthday Kristi!!! 🎉🎉🎉

Christy Lamagna @SMEChristy 3 days ago  
MSAs: Third-party planners and suppliers beware! [ln.is/planyourmeetin...](http://ln.is/planyourmeetin...) @PlanYrMeetings #eventprofs

**My**

PYI 10 r  
Hello #M

GIF

Upgrade to Awesome Help My Account

# Buffer.com

Content Analytics Schedule Settings

Queue 6

What do you want to share? List Calendar

**Today** Shuffle

Assessment: Are You in Danger of Becoming Obsolete? <http://bit.ly/2aLAIz1>

10:52 AM (CDT) via Extension

**Tomorrow**

[NEW] Facebook Custom Audiences Now Match 14 Data Points | Psychographic Targeting Hot House - Aimclear® Blog <http://bit.ly/2b3Ae7A>

10:52 AM (CDT) via Buffer for iOS

**Wednesday 24th August**

2 Steps To Correctly Tracking Subdomains in Google Analytics <http://bit.ly/2b3DZ2K>

10:52 AM (CDT) via Buffer for iOS

**Thursday 25th August**

# Facebook Business Manager business.facebook.com



## Business Manager

Manage ad accounts, Pages, apps and the people who work on them — all in one place. It's free.

Create Account

[About](#) [Common Questions](#)

## Why choose Business Manager?



### You need more than 1 ad account

- Create separate ad accounts for every client or business unit you serve



### Chapters

A public list by MPI

MEMBERS: 53    SUBSCRIBERS: 24

Edit Delete

---

Tweets >

List members >

List subscribers >

---

More lists by @MPI - View all

- European Chapters
- WEC 2016
- People I've faved
- EMEC16
- Mentioned You
- People who tweet about MPI
- MPI Partners
- Media
- Speakers
- Suppliers
- MPIStaff
- twitterati
- Chapters
- Create new list

### Tweets

MPI Orange County @MPIOC · 10m

1,407 badges were collected at IMEX for the Las Vegas Teacher's Exchange. [ow.ly/9Nce303sOtv](http://ow.ly/9Nce303sOtv) #CSR #eventprofs



MPI Ohio Chapter @MPIOH · 35m

Do you know a leader in our industry that deserves some recognition? Click here [bit.ly/2bwD2Qj](http://bit.ly/2bwD2Qj) to learn about the RISE awards!

MPI Ottawa Chapter @mpiottawa · 1h

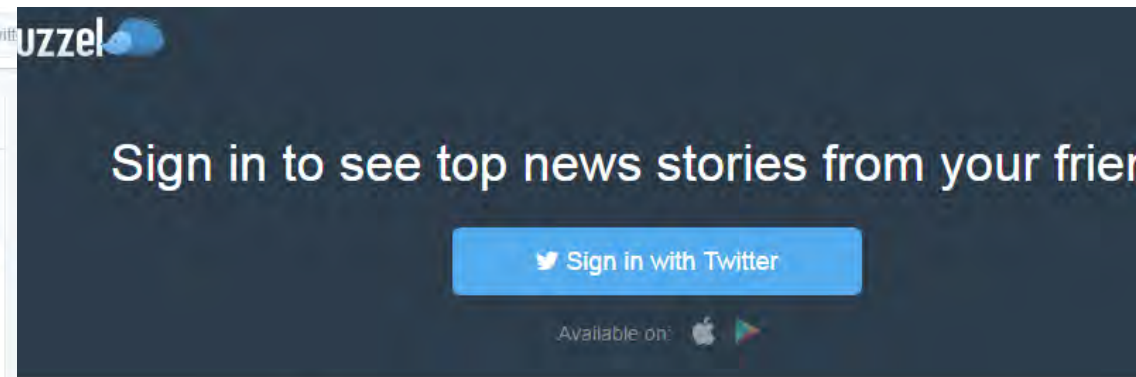
When "NO" is Perfectly Acceptable



**When "NO" is Perfectly Acceptable - MPI - Ottawa ...**

Let's discuss something that seems to be sliding off the end of the iPad – Etiquette, in this case business etiquette. As a refresher 'Etiquette' means "Conventi... [mpiottawa.ca](http://mpiottawa.ca)

# Twitter Lists



Sign in to see top news stories from your friends

Sign in with Twitter

Available on: [Apple] [Android]

Discover Top News Stories and Feeds

# Nuzzel.com

Search for top news...

### Featured Newsletters

**ESTHER WOJCICKI'S NEWSLETTER**

Subscribe

About Esther  
Educator, journalist, IT & OER consultant

Latest Issue  
**"Facebook Live: Too Much, Too Soon"**

**LIBRARY SHERPA'S NEWSLETTER**

Subscribe

About Library  
Tracy Z. Maleeff is your guide up a mountain of information. Owner of Sherpa Intelligence LLC. #InfoPro #LIS #mentoring #networking #SM #speaker

Latest Issue  
**"Your guide up a mountain of information"**

MPI

721 unread articles



MOST POPULAR

# Feedly.com



### Will Low-Cost Airlines Benefit From a Brexit-Induced Corporate Travel Slowdown?

An easyJet aircraft. The airline has been successful in marketing itself to corporate travelers. easyJet Skift Take: If the UK economy 26 ♡ Skift / 6h



### 4 Epic Event Customer Service Fails (and How You Can Learn from Them!)

Customer service is key in any industry, but in events it can make or break your reputation. Here are 4 fails from the world of events and 6 ♡ Event Manager Blog / 5h



### 10 Clever and Functional Ideas for Directional Signage

4 ♡ BizBash News / 2h

TODAY



### What Makes Your Staff (and Attendees) Tick?

This infographic provides a guide to the key things that motivate each generation of workers—and meeting participants. read more MeetingsNet / 11min

### Super Charge Your Email Marketing Campaigns

While many marketing professionals maintain a fascination with social

Have something to



# LinkedIn.com/pulse

Welcome to Pulse, Hector

Your daily news, powered by your professional world

Your Daily News

Daily Digest

1h

### Uber and Lyft are paying for taxis in Massachusetts; Why do people like going to the bank?! And...

Published on LinkedIn by Katie Carroll



Like Share

Medium.com

Henry Wismayer in *The Mission*  
3 days ago · 12 min read



## Boldly Go!

Why You Shouldn't Give Up on Traveling in an Age of Fear

Read more...

73

5 responses

Jules Taggart  
3 days ago · 6 min read



### Editors' picks Stories worth talking about.

Desperately Seeking Einstein's Assistant  
Paul Halpern

Contrarian Leadership Advice from "The Father of Advertising"  
Gregory Ciotti

This Is Why I'm "Skinny"  
Eden Dranger

### Outside the two-party box Thinking beyond the political binary.

Why Libertarians Should Thank the Trump Campaign  
Lisa De Pasquale

How Lady Libertarians Do Money  
Brittany A Mornsey

Unless You Want Clinton vs. Cruz in 2020, Vote for Jill Stein in 2016  
Paul Martinez

### This one goes out to the fans Fangirls, fanboys, and our obsession with the ones we can't touch.

To Ship or Not To Ship  
Flourish Klink

Username/Email

# Canva.com



Canva

New to Canva? Sign up!



Sign up with Facebook



Sign up with Google

— OR —

Sign up with Email

By signing up, you agree to Canva's [Terms of Use](#) and [Privacy Policy](#).

Join over 10 million people  
designing on Canva

"The easiest to use design program in  
the world"

— *The Webbys*

"Canva enables anyone to become a  
designer"

— *PSFK*

# Livify Storify.com Cloud just got bigger, better.

Storify 2 gives you the tools to create the best evergreen and live blog stories  
uniting traditional storytelling with engaged audiences.

Explore Storify 2

Storify Free Sign Up

Library Streams ModQ Apps Users Powerburst

undo redo sort preview

Last edit was made at 1:17 by Brad Cooper

Ian McMillan

Click to insert alignment

Jennifer Brown

is tearing up the ice out there.



Social Search

On Deck

Twitter Instagram LinkedIn Facebook YouTube SoundCloud Email Google Plus

Search User Favorites List

Search Twitter by keyword, #hashtag, or @person

Show filter +

Layout from Instagram

[View More by This Developer](#)

# Layout App (iOS, Android)

Open iTunes to buy and download apps.



## Description

Create fun, one-of-a-kind layouts by remixing your own photos and sharing them with your friends.

Choose photos from your camera roll—or use the built-in Photo Booth to take spur-of-the-moment shots—and

[Instagram, Inc. Web Site](#) > [Layout from Instagram Support](#) >

[...More](#)

## What's New in Version 1.2.1

Bug fixes and performance improvements.

[View in iTunes](#)

### Free

Category: [Photo & Video](#)

Updated: Jun 09, 2016

Version: 1.2.1

Size: 5.8 MB

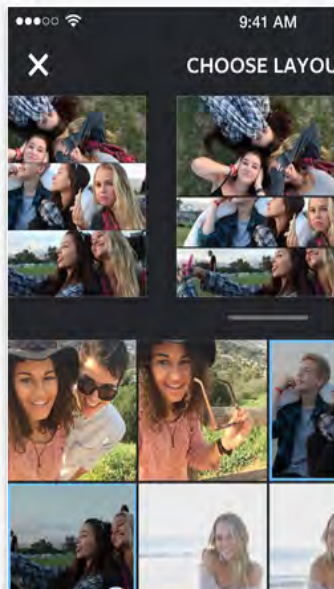
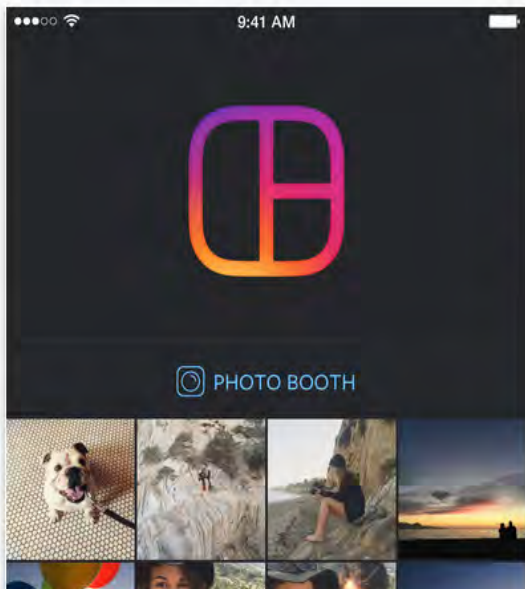
Languages: English, Croatian, Czech, Danish, Dutch, Finnish, French, German, Greek, Hungarian, Indonesian, Italian, Japanese, Korean, Malay, Norwegian Bokmål, Polish, Portuguese, Russian, Simplified Chinese, Slovak, Spanish, Swedish, Thai, Traditional Chinese, Turkish, Vietnamese  
Seller: Instagram, Inc.  
© 2015 Instagram, LLC  
Rated 4+

**Compatibility:** Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

### Customer Ratings

Current Version:

## iPhone Screenshots



Repost for Instagram

# Repost App (iOS, Android)

Open iTunes to buy and download apps.



## Description

Repost for Instagram makes it easy to #Repost your favorite photos & videos on Instagram as an original Instagrammer.

[Red Cactus LLC Web Site](#) > [Repost for Instagram Support](#) >

## What's New in Version 3.2.0

Mark as Reposted

– When you send media over to Instagram, it's marked as reposted.

[View in iTunes](#)

### Free

Category: [Social Networking](#)

Updated: Jun 22, 2016

Version: 3.2.0

Size: 24.9 MB

Language: English

Developer: Red Cactus LLC

© Red Cactus LLC

Rated 12+ for the following:

Infrequent/Mild Alcohol,

Tobacco, or Drug Use or

References

Infrequent/Mild Profanity or

Rude Humor

Infrequent/Mild

Mature/Suggestive Themes

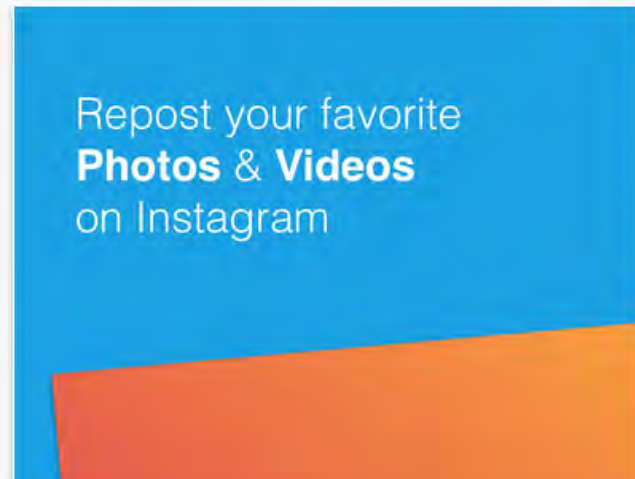
**Compatibility:** Requires iOS 9.0

or later. Compatible with

Phone, iPad, and iPod touch.

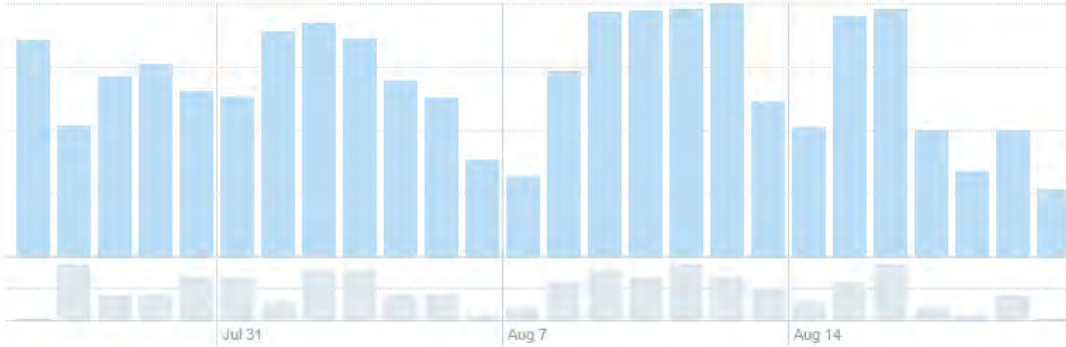
### Customer Ratings

## iPhone Screenshots



### Tweet activity

Your Tweets earned **139.6K impressions** over this 28 day period



Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Enc

MPI @MPI - 43m	1,407 badges were collected at the NYSE for the Teacher's Exchange. <a href="#">ow.ly/9Nce303sOtv</a> #CSDE #ev #p #fs <a href="#">pic.twitter.com/ePra1WMT7n</a>	351	4
MPI @MPI - Aug 19	Good security is common sense <a href="#">ow.ly/bxi6303puu1</a> <a href="#">pic.twitter.com/VS1q4213i8</a>	561	6
MPI @MPI - Aug 19	Welcome to MPI! <a href="#">twitter.com/MPINCC/status/...</a>	799	3

# Twitter Analytics

### Page Summary Last 7 days

Results from Aug 16, 2016 - Aug 22, 2016

Export Data

Organic

#### Actions on Page

August 15 - August 21

5

Total Actions on Page ▼29%



#### People

August 15 - August 21

Women 25-34

Largest Audience (23%)

Mobile Devices

Most Common Device (55%)

#### Page Likes

August 15 - August 21

53

Page Likes ▼36%



#### Reach

August 15 - August 21

20,571

People Reached ▼30%



#### Page Views

August 15 - August 21

131

Total Page Views ▼12%



#### Videos

August 15 - August 21

2,490

Total Video Views ▲98%



#### Post Engagements

August 15 - August 21

525

Post Engagement ▼66%



# Facebook Analytics



Analytics

# Get more out of your Pins with Analytics

Get a business account

Impressions from 4/21-5/5/2014: the views your Pins get on Pinterest

Total impressions: 58,310 (+4.21%)

Unique viewers: 40,193 (+4.90%)

Top Pin impressions from the last 30 days	Imp.	Repins	Clicks
Jason white denim long tongbo jacket	24,518	202	55

# Pinterest

1 New profile data

2 More website insights

3 Platform metrics

# Account Activity

JUL 11-18

## Team Progress

You currently have 87 outstanding assignments awaiting action

[View All Assignments](#)

# Hootsuite.com

## Twitter

**@keepUSweird**  
0 New Mentions | 0 Followers Gained

**@KristiCasey**  
0 New Mentions | 0 Followers Gained

**@MPI**  
55 New Mentions | 53 Followers Gained  
18 clicks on most popular tweet

# TweetReach by Union Metrics

Powerful Twitter insights for smart marketers

Try it free! Enter a search term...

RUN

Use a free TweetReach snapshot report to analyze any Twitter hashtag, account or keywords.

# Tweetreach.com

Need more tweets? TweetReach Pro includes real-time, comprehensive Twitter analytics starting at just \$99. [Learn more>](#)

## Measure all the Twitter activity that matters to you

Union Metrics is so much more than just free TweetReach reports! With a TweetReach Pro subscription, you can monitor Tweets about all your topics – hashtags, brands, accounts, events – in real time, with comprehensive analytics on Twitter reach, performance and engagement.



### Beautiful report-ready analytics

Our Twitter analytics are easy to set up, easy to use, and easy to share with all your relevant stakeholders.



### All your Tweets all the time

Never miss a Tweet again. Our Pro analytics are built on full-fidelity access to the commercial Twitter firehose.



# Analyze, curate and display

TRY IT NOW FREE

Seek for: #hashtags, @mentions, keywords...

SEEK



Tweetbinder.com

Capturing social insights for:





Please Thank Steve Walker, Dennis  
Lopez, Christopher, and  
other Research Holdings

# The Beginner's Guide to Social Media



## Welcome to The Beginner's Guide to Social Media!

Welcome to The Beginner's Guide to Social Media! Whether you're new to social media or just looking to close a few knowledge gaps, we're glad you stopped by. By now, we've all heard how valuable—even essential—social media can be. Whether your current sentiment leans more toward enthusiasm or trepidation, there's no way around the fact that social media is a far more complex field than it first seems. Diving in without a sense of what it's like can be overwhelming, and building a network that provides real value takes both savvy and hard work, but fear not—we're here to help! We hope you'll find this to be one of the most comprehensive social media resources available, and that no matter what your skill level is, there's plenty in here to help you improve your social presence. What are we waiting for? Let's dive in!



<https://moz.com/beginners-guide-to-social-media>



MPI (165702163811639)

Create Ad

Account: MPI

Campaign: 3\_membership\_Q1\_2017

# Facebook Ads

Search Filters Lifetime

Performance Demographics Placement

## Results

Multiple Types

42,791

People Reached

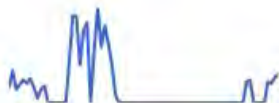
\$1,050.71

Amount Spent

Custom

### Complete Registration

Conversion Event



12 Ad Sets

746 Completes Registration

View

### Purchase

Conversion Event

1 Ad Set

No Delivery

View

Campaign On

3\_membership\_Q1\_2017

Set up a rule to monitor your campaign. Turn it off automatically or get email alerts when your rule conditions are met. Learn more.

Create Rule

### Delivery

Active

### Objective

Conversions

Amount Spent Today

Ad Sets in this Campaign

+ Create Ad Set

Columns: Performance and Clicks

Breakdown

Export

	Ad Set Name	Reach	Fre...	Cost p..	Budget	Amount S...	Schedule	Clicks (A..	CTR..	CPC (...	Impressi...
<input checked="" type="checkbox"/>	Measuring_Meeting_Value_fans 3_membership_Q1_2017	4,258	2.46	\$2.07 Per Compl...	\$100.00 Lifetime	\$88.96 of \$10...	Mar 21, 2017 – Mar 31, 20... 10 days	127	1.21%	\$0.70	10,459
<input checked="" type="checkbox"/>	Measuring_Meeting_Value_LAL 3_membership_Q1_2017	4,371	1.14	\$5.27 Per Compl...	\$100.00 Lifetime	\$84.30 of \$10...	Mar 28, 2017 – Mar 31, 20... 4 days	48	0.97%	\$1.76	4,968
<input checked="" type="checkbox"/>	Measuring_Meeting_Value_PYM 3_membership_Q1_2017	2,974	1.71	\$3.13 Per Compl...	\$100.00 Lifetime	\$78.20 of \$10...	Mar 21, 2017 – Mar 31, 20... 11 days	66	1.29%	\$1.18	5,098
<input checked="" type="checkbox"/>	Measuring_Meeting_Value_Zoom_Noobie 3_membership_Q1_2017	1,774	3.51	\$8.57 Per Compl...	\$100.00 Lifetime	\$68.58 of \$10...	Mar 21, 2017 – Mar 31, 20... 11 days	56	0.90%	\$1.22	6,224
<input type="checkbox"/>	PGMP_newbie_zoom 3_membership_Q1_2017	2,070	4.85	\$5.04 Per Compl...	\$10.00 Daily	\$126.02 of \$1...	Jan 30, 2017 – Feb 17, 2017 18 days	101	1.01%	\$1.25	10,032
Results from 13 Ad Sets		42,791 People	3.52 Per Per...	— Multiple Co..		\$1,050.71 Total Spent		2,663 Total	1.77% Per Imp...	\$0.39 Per Click	150,760 Total



Discussion Time

Search



Create Audience ▾

Name

Lookalike (SE, 1%)  
Source audience fromLookalike (DK, 1%)  
Source audience fromLookalike (DK, 1%)  
Source audience fromLookalike (DK, 1%)  
Source audience fromLookalike (NL, 1%)  
Source audience fromLookalike (NL, 1%)  
Source audience fromLookalike (NL, 1%)  
Source audience fromLookalike (BE, 1%)  
Source audience fromLookalike (BE, 1%)  
Source audience fromLookalike (BE, 1%)  
Source audience fromLookalike (IE, 1%)  
Source audience fromLookalike (IE, 1%)  
Source audience fromLookalike (IE, 1%) - MPI Planners  
Source audience from US.Lookalike (IT, 1%) - EMEC MPI Web Visits  
Source audience from US.Lookalike (IT, 1%) - MPI Suppliers  
Source audience from US.

Lookalike (IT, 1%) - MPI Planners

## Create a Custom Audience

## How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.



## Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



## Website Traffic

Create a list of people who visit your website or view specific web pages



## App Activity

Create a list of people who have taken a specific action in your app or game

Engagement on Facebook **NEW**

Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

Date Created

Sharing

01/25/2017  
9:12am01/25/2017  
9:11am01/25/2017  
9:11am01/25/2017  
9:11am01/25/2017  
9:10am01/25/2017  
9:10am01/25/2017  
9:10am01/25/2017  
9:10am01/25/2017  
9:09am01/25/2017  
9:09am01/25/2017  
9:08am01/25/2017  
9:08am01/25/2017  
9:08am01/25/2017  
9:07am01/25/2017  
9:07am

01/25/2017

28,700 ● Ready

313,400 ● Ready

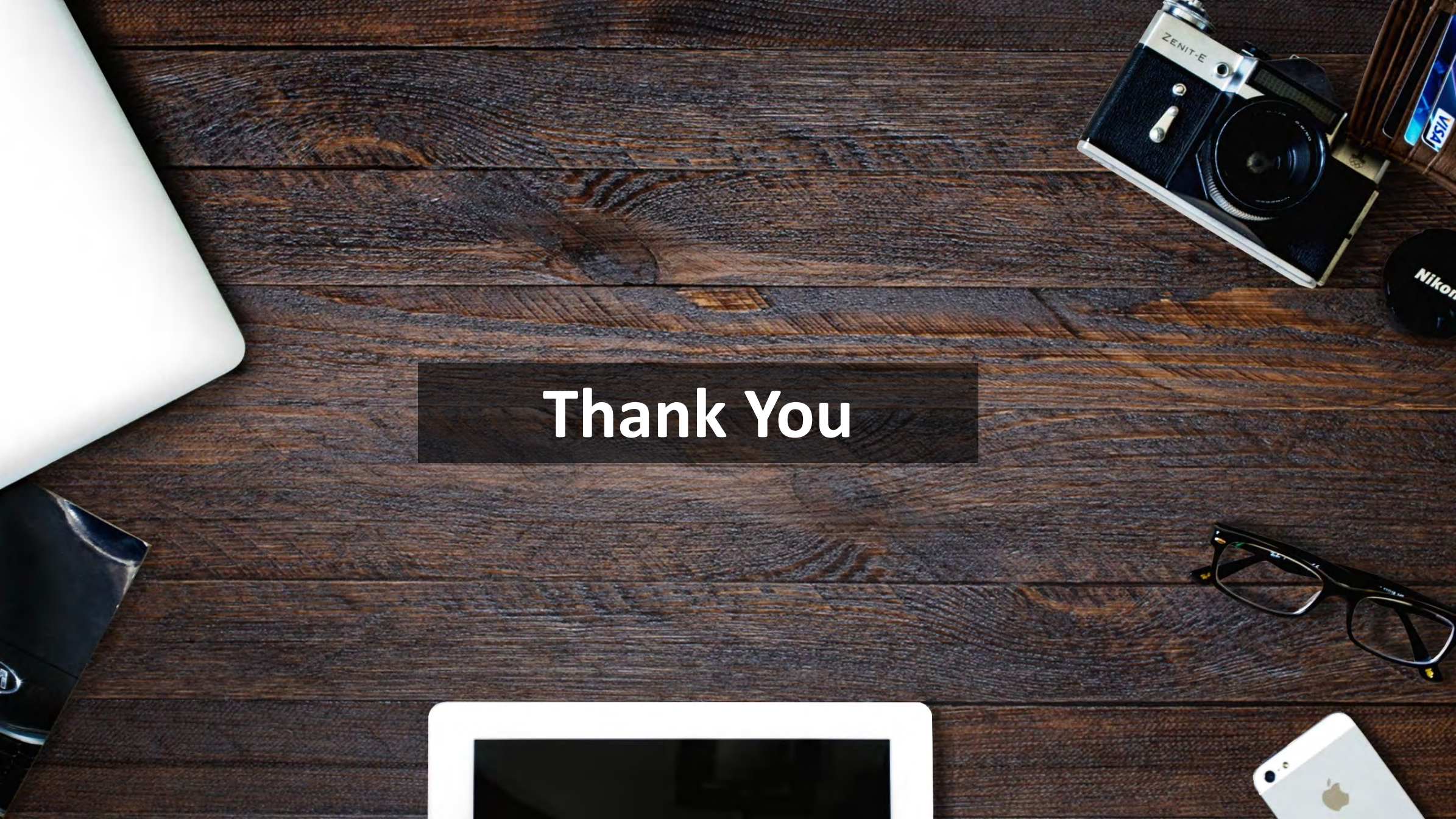
312,200 ● Ready

319,100 ● Ready

Questions?



Thank You







THE POWER OF  
**YOU**

2017 CHAPTER BUSINESS SUMMIT  
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**Social Media 201**