



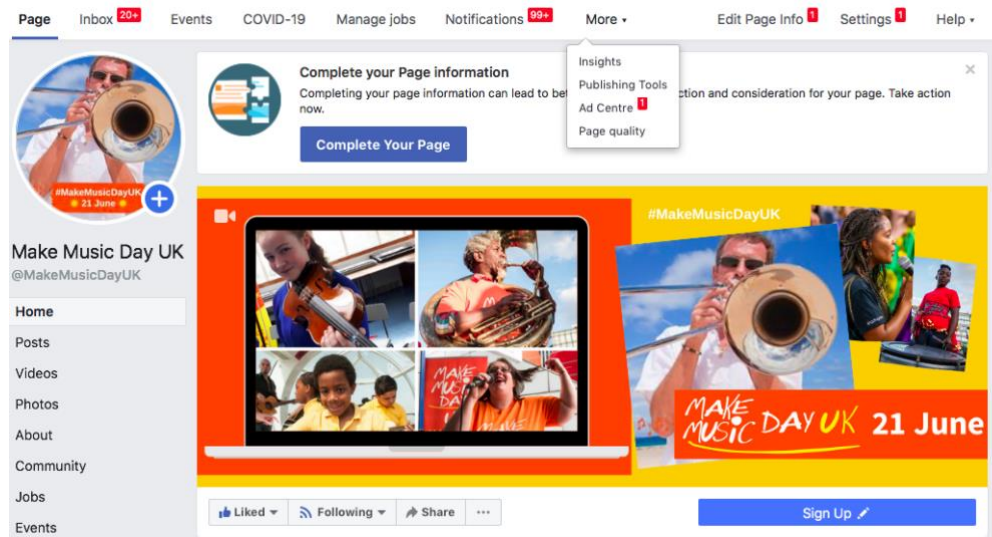
Knowing Your Audience: A quick guide to social media analytics

It's always good to know a bit about your online audience. This quick guide will talk you through how to find your audience information on Facebook, Twitter, Instagram and YouTube.

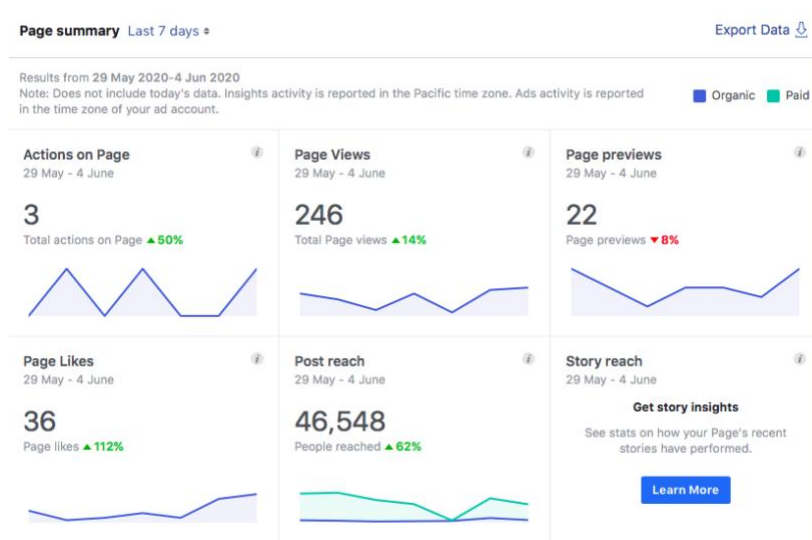
You can use this information, to feedback to us about your Make Music Day UK online event!

Facebook

1. Go to your Facebook page. Click on the 'More' option at the top and select 'Insights'.























2. This will open a page that gives you the recent statistics from your Facebook page such as page views and likes, and the reach of your posts over a specific period of time.





- If you scroll down, it will take you to a list of your individual posts. Here you will find specific data on each post such as audience reach and engagement statistics. You can see which type of posts are gathering the most attention.

NB: When reporting back on your audience for an online event, please tell us the 'reach' number on the online event post.

Your 5 Most Recent Posts							Create Post
Reach: Organic/Paid Post clicks Reactions, comments & shares							
Published	Post	Type	Targeting	Reach	Engagement	Promote	
05/06/2020 13:17	 Play 'Bring Me Sunshine' for a chance to win £150 Musicroom			37	1 1		
04/06/2020 09:41	 Delighted to announce that submissions are now open for the			503	29 18		
03/06/2020 21:47	 We are excited to share #RebelsWithACause, a cross-			109	1 3		
03/06/2020 20:38	 Make Music Day on 21 June – join the celebration! I Making Music			140	2 3		
03/06/2020 12:06	 Just 3 days left to submit your Auld Lang Syne performance! The video			3.6K	187 32		
See All Posts							

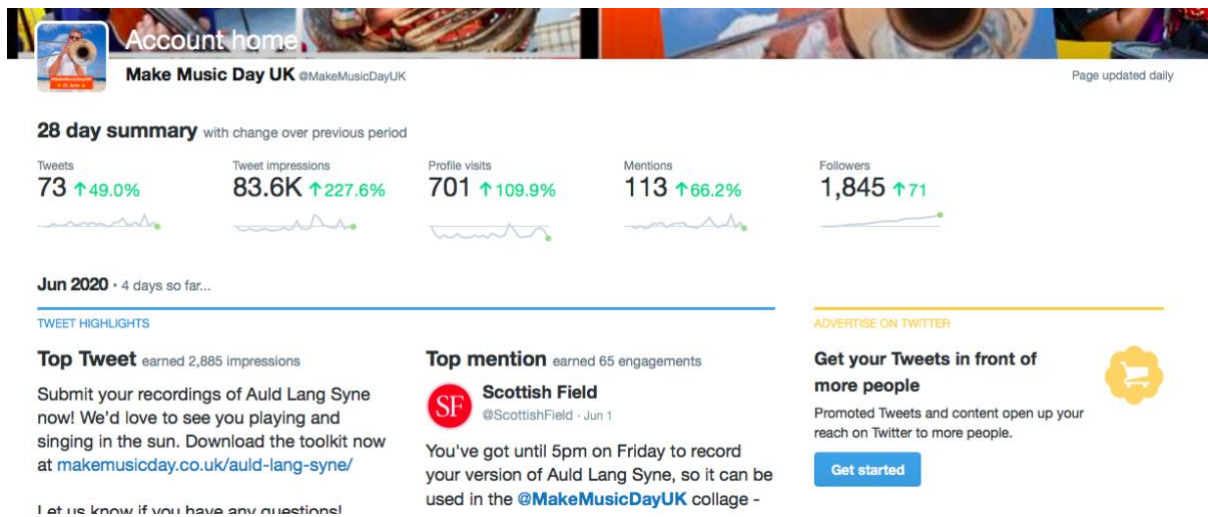
- At the side of the page, there are a list of other tabs that you can click on that provide more detailed insights into you audience. Here you can find out things like where your audience is based and their age.

Overview
Ads
Followers
Likes
Reach
Page views
Page previews
Actions on Page
Posts

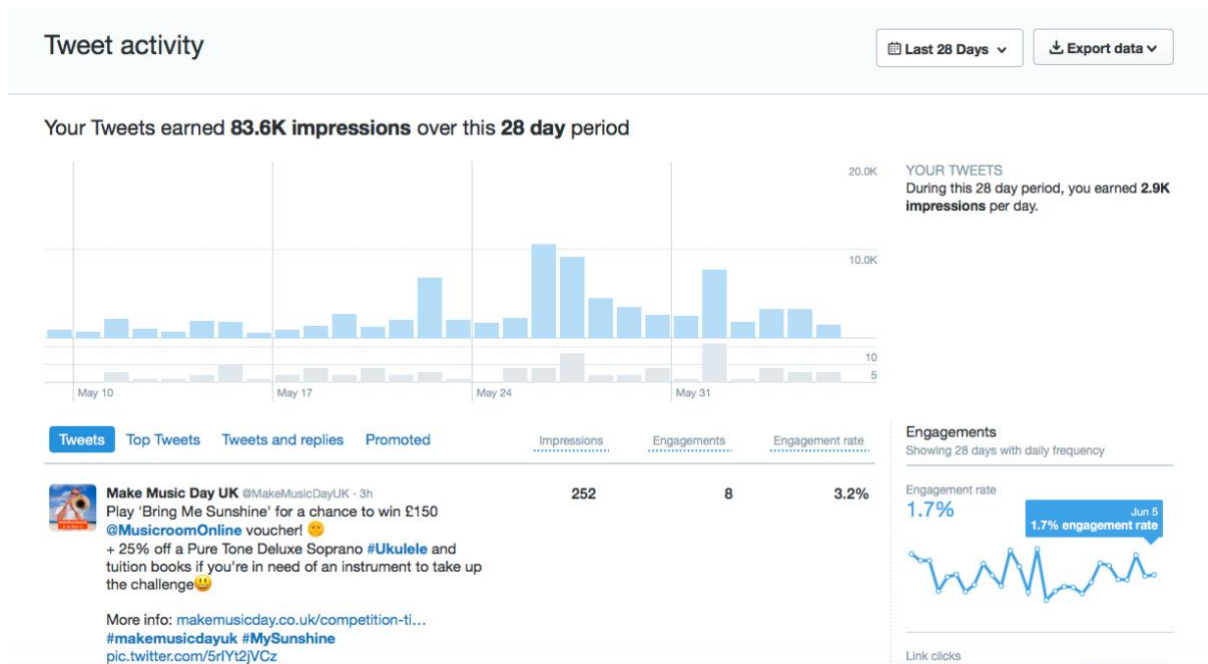


Twitter

1. Go to <https://analytics.twitter.com> and log in with your Twitter account details. This takes you to a main page where you can see an overview of your social media statistics for the last 28 days.



2. Click on 'Tweets' at the top of the page. This will take you to more specific details on individual tweets. On this page, you can also search for data on your tweets between specific dates.





- To see how many people have viewed your stream, scroll down until you find your live stream tweet and the impressions and engagements will be displayed at the side of it. **NB: When reporting back on your audience for an online event, please tell us the 'impressions' number on the online event tweet.**

ted	Impressions	Engagements	Engagement rate
2150	252	8	3.2%

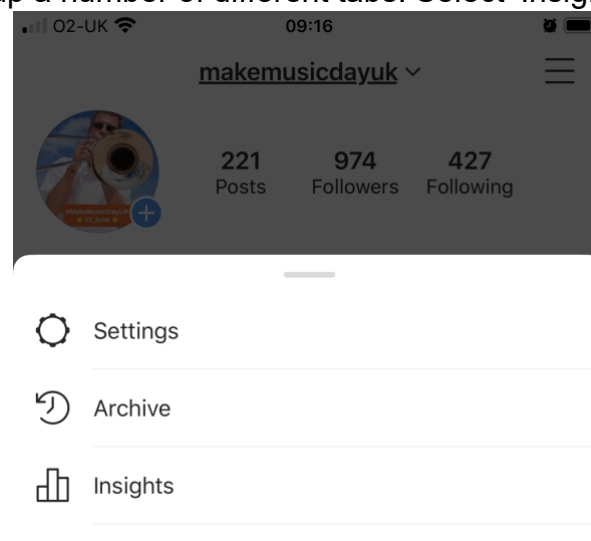
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Instagram

- Go to your Instagram account and click on the 'menu options' in the top right-hand corner.

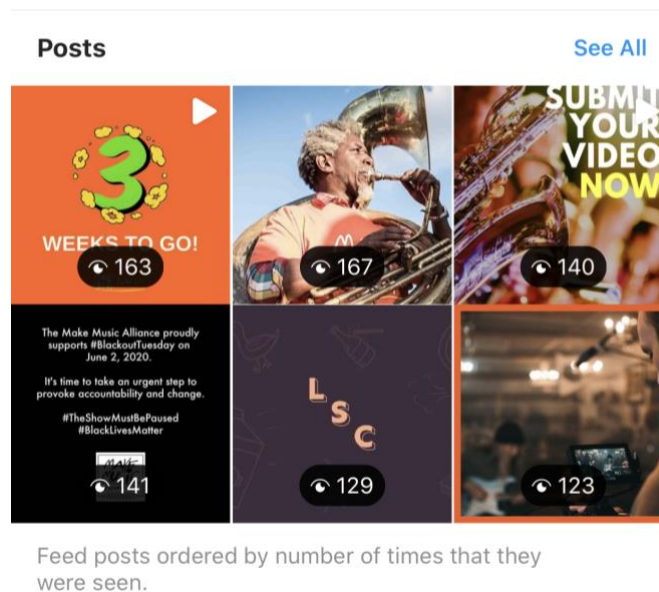


- This will open up a number of different tabs. Select 'Insights'.

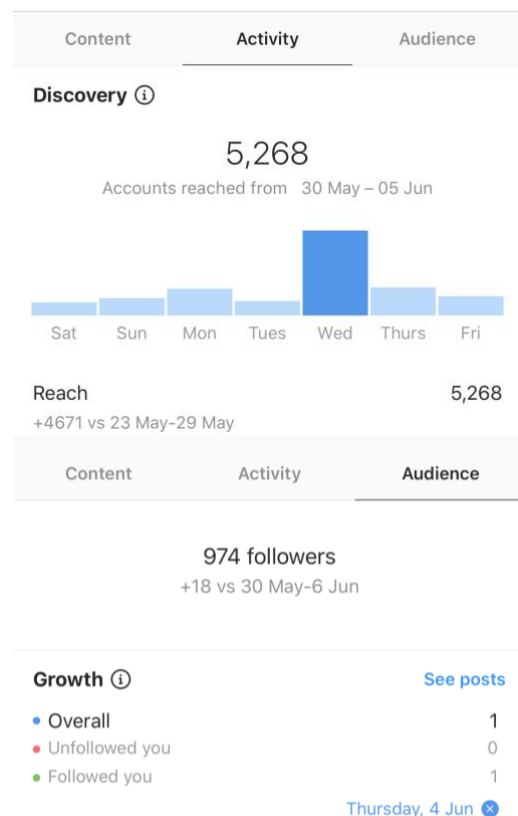




- The first page – ‘Content’ – will show you your posts. Find the post you are looking for and the number in the centre of the post indicates that posts’ reach. If you click on the individual posts you can find out more detailed audience information for that specific post. NB: When reporting back on your audience for an online event, please tell us the ‘reach’ number on the online event post.



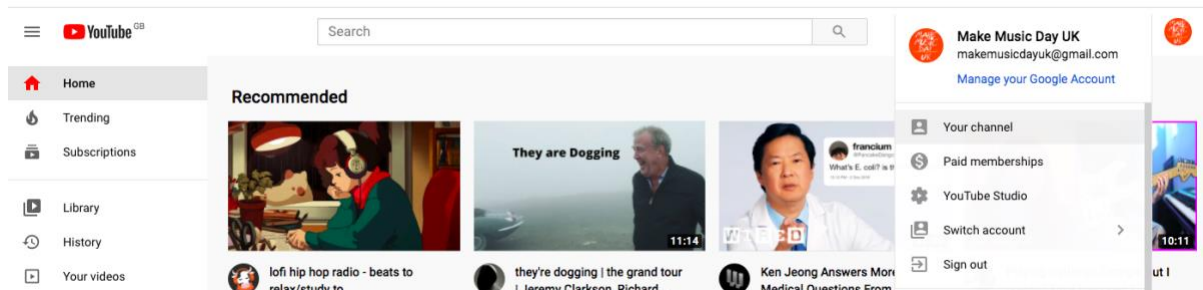
- If you click on the ‘Activity’ tab this will take you to additional information about your audience reach, interactions etc. overall during a specific period of time.
- If you click on the ‘Audience’ tab this will take you to more detailed information about your audience, such as their location.



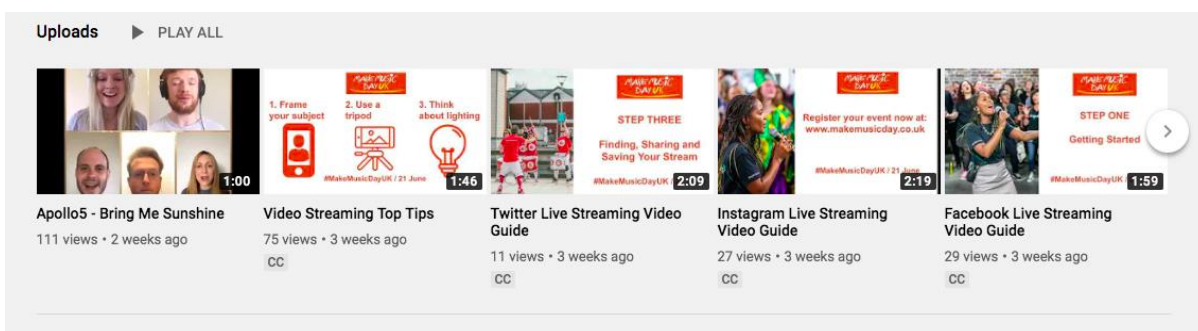


YouTube

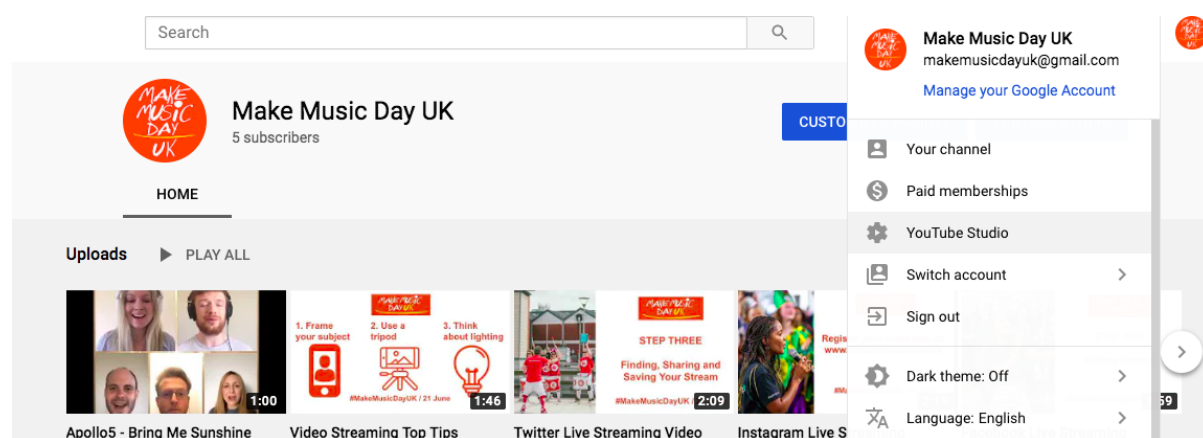
1. Log into your YouTube account and click on 'Your Channel'.



2. This will take you to your Channel's page and you will see all of your videos. You can see underneath them the number of views that they have had. **NB: When reporting back on your audience for an online event, please tell us the 'views' number on the video that was a part of the online event.**

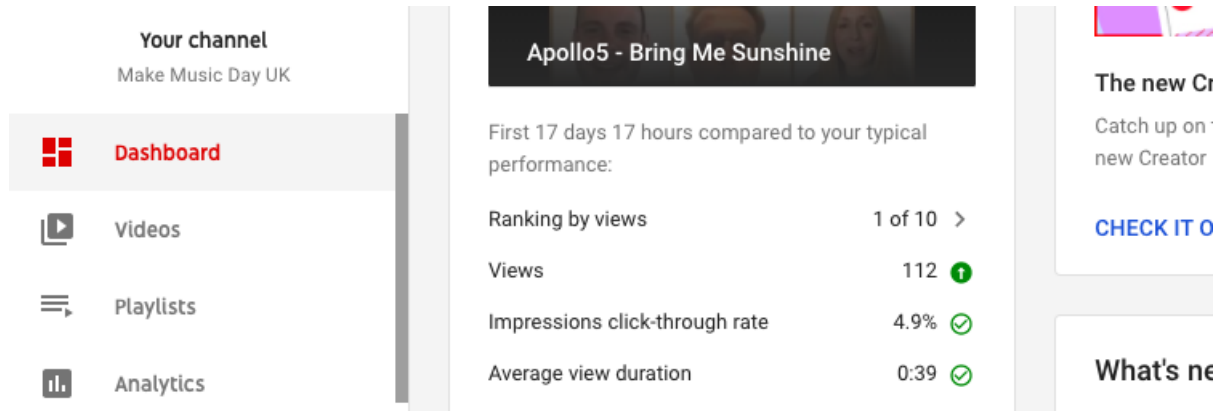


3. To find out more details on your audience, click on your profile image in the top right-hand corner of the screen and select 'YouTube Studio'.

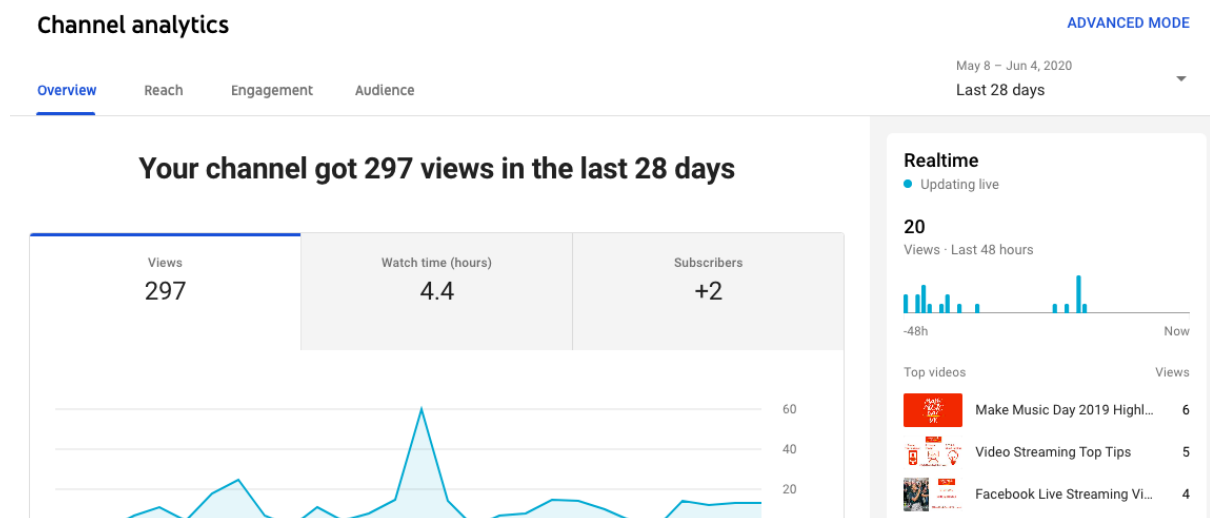




- Then go to the left-hand column of the page and select 'Analytics'.



- This will take you to a page where you can find out more information about your audience such as where they are based and average viewing length. You can even search for data between specific date ranges.



AND REMEMBER... One of the good things about running online events/streams on social media is that audiences can watch the event/stream or re-watch it afterwards. This means that audience is likely to increase in the few days after your event. Therefore, when reporting back your audience numbers to Make Music Day UK, you may want to wait until a couple of days until after your event/stream to give a truer reflection of how many people you reached!