

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.

Page summary Last 7 day	S ¢				Export Data 🖉
Results from 29 May 2020-4 J Note: Does not include today's in the time zone of your ad acco	un 2020 data. Insights a punt.	activity is reported in the Pacific tin	ne zone. Ads a	ctivity is reported	Organic 📒 Paie
Actions on Page 29 May - 4 June	8	Page Views 29 May - 4 June	<i>x</i>	Page previews 29 May - 4 June	a
3		246		22	
Total actions on Page 50%		Total Page views 14%		Page previews 78%	
$\wedge \wedge$		~~~			\checkmark
Page Likes	\hat{v}	Post reach	æ	Story reach	i
29 May - 4 June		29 May - 4 June		29 May - 4 June	
36		46 548		Get story insi	ghts
Page likes 112%		People reached 62%		See stats on how your I stories have perfe	Page's recent ormed.
				Learn More	Þ



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							
📕 Reach: Organic/Paid 📕 Post clicks 📕 Reactions, comments & shares 🕧							
Published	Post	Туре	Targeting	Reach	Engagement	Promote	
05/06/2020 13:17	Play 'Bring Me Sunshine' for a chance to win £150 Musicroom		Ø	37	1	Boost Post	
04/06/2020 09:41	Delighted to announce that submissions are now open for the	6	Ø	503	29 1 8 1	Boost Post	
03/06/2020 21:47	We are excited to share #RebelsWithACause, a cross-	\$	Ø	109	1 3	Boost Post	
03/06/2020 20:38	Make Music Day on 21 June – join	\$	Ø	140	2 3	Boost Post	
03/06/2020 12:06	Just 3 days left to submit your Auld Lang Syne performance! The video		Ø	3.6K	187 32	Boost Post	
	See All Posts						

4. 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.





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.

Accol Make M	unt home usic Day UK eMakeMusicDayUk	COLTANT S	1		Page updated daily
28 day summary	with change over previous period	d			
Tweets 73 ↑49.0%	Tweet impressions 83.6K ↑227.6%	Profile visits 701 109.9%	Mentions 113 ↑66.2%	Followers 1,845 ↑71	
Jun 2020 • 4 days so fa	3r			ADVERTISE ON TWITTER	
Top Tweet earned 2	2,885 impressions	Top mention earne	d 65 engagements	Get your Tweets in front of	5
Submit your recordi now! We'd love to s	ngs of Auld Lang Syne ee you playing and	SF @ScottishField · Jun 1		more people Promoted Tweets and content open up your reach on Twitter to more people	bur
singing in the sun. Download the toolkit now at makemusicday.co.uk/auld-lang-syne/		You've got until 5pm on Friday to record your version of Auld Lang Syne, so it can be used in the @MakeMusicDavLK collage -		Get started	
Let us know if you h	ave any questions!	used in the @MakeMusicDayUK collage -			

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.

Tweet activity		🗄 Last 28 Days 🗸 🕹 Export data 🗸
Your Tweets earned 83.6K impressions over this 28	day period	
	20.0K	YOUR TWEETS During this 28 day period, you earned 2.9K impressions per day.
	10.0K	
	I I I I I I I I I I I I I I I I I I I	
May 10 May 17 May 24	10 10 May 31	
Tweets Top Tweets Tweets and replies Promoted	Impressions Engagements Engagement rate	Engagements Showing 28 days with daily frequency
Make Music Day UK @MakeMusicDayUK - 3h Play 'Bring Me Sunshine' for a chance to win £150 @MusicroomOnline voucherl + 25% off a Pure Tone Deluxe Soprano #Ukulele and tuition books if you're in need of an instrument to take up the challenge	252 8 3.2%	Engagement rate 1.7% Jun 5 1.7% engagement rate
More info: makemusicday.co.uk/competition-ti #makemusicdayuk #MySunshine pic.twitter.com/5rlYt2]VCz		Link clicks



3. 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%		
ele and t to take up					

Instagram

1. Go to you Instagram account and click on the 'menu options' in the top righthand corner.



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





3. 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.



Feed posts ordered by number of times that they were seen.

- 4. 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.
- 5. If you click on the 'Audience' tab this will take you to more detailed information about your audience, such as their location.



	Thursday, 4 Jun 😣
 Followed you 	1
 Unfollowed you 	0
• Overall	1



YouTube

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

=	NouTube GB	Search Q.						Make Music Day UK makemusicdayuk@gmail.com	(
•	Home	Recommend	led					Manage your Google Account	
6	Trending							Your channel	100
ā	Subscriptions	-		They are Dogging		What's E. col? is 9	0	Paid memberships	-
۵	Library						4	YouTube Studio	
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Þ	Your videos	lofi hip hop relax/stud	p radio - beats to y to	they're dogging the grand tour Jeremy Clarkson, Richard	Ken Jeong Medical Q	Answers More uestions From.	€	Sign out	ut I

2. This will take you to you 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'.





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

	Your channel Make Music Day UK	Apollo5 - Bring Me Sunshine				The new Cr
8	Dashboard	First 1 perfor	17 days 17 hours compared t rmance:	to your typical		Catch up on new Creator
D	Videos	Ranki	ng by views	1 of 10 112	>	CHECK IT O
≡	Playlists	Impre	ssions click-through rate	4.9%	Ø	
11.	Analytics	Avera	ge view duration	0:39	\oslash	What's ne

5. 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.

Channel analytics								
Overview Reach Engageme	ent Audience			May 8 - Jun 4, 2020 Last 28 days				
Your channe	l got 297 views in the	last 28 days		Realtime Updating live 20				
views 297	Watch time (hours)	Subscribers +2		Views - Last 48 hours				
			60 40 20	Top videos Views Image: State Streaming Top Tips S Image: State Streaming Top Tips S Image: State Streaming Top Tips S Image: State Streaming Top Tips S				

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!