Social Media: How to Use Data and Analytics

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FELICE TRIROGOFF: Hello everyone, and welcome to today's webcast on Social Media: How to Use Data and Analytics. Just a reminder that this session is being recorded. Today's webcast is cosponsored by the Center on Knowledge Translation for Disability and Rehabilitation Research, or KTDRR, and the Center on Knowledge Translation for Employment Research, known as CeKTER, which is a collaborative effort of Boston University and the University of Massachusetts Chan Medical School.

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My name is Felice Trirogoff. I'm a Filipino-America woman currently wearing a black sweater. My hair is pulled up. You're able to see my white headphones, and my background is blurred, thanks to Zoom. This afternoon, we will be joined by Adam Korengold, the Analytics Lead of the US National Library of Medicine, as well as Jessica Chaiken and Marta Gartza, Garcia, excuse me, of the NIDILR-funded National Rehabilitation Information Center, or NARIC. Each presenter will take a few minutes to introduce themselves and their work at the beginning of their presentation. So let's go ahead and get started. Adam will begin and then hand things over to Jessica. Adam, are you ready to go?

ADAM KORENGOLD: I sure am Thanks so much, Felice.

FELICE TRIROGOFF: Thanks, Adam.

ADAM KORENGOLD: And good afternoon, everyone. My name is Adam Korengold. My pronouns are he, him, and his. If you can see me on camera and in the picture here, I'm a Caucasian male with brown hair. I'm now wearing a red shirt and a blue blazer with black glasses on. And you may also be able to see my black headset.

As Felice mentioned, I'm an Analytics Lead at the National Library of Medicine, which is one of 27 institutes at the National Institutes of Health. I'm also an adjunct faculty member at the Maryland Institute College of Arts Data Analytics and Visualization Program, teaching graduate courses in data visualization. I'm also a member of the Data Visualization Society and the Society for American Baseball Research. And just very quickly, I wanted to let you know that the opinions I'm expressing here are solely my own. And they don't reflect the opinions of the NLM, NIH, any other institutions that I'm affiliated with. But with that out of the way, let's get started.

So I wanted to start to open up with some basic principles of analytics. So why do we do analytics? What should we measure? And what's really critical to know as we get started on the analytics journey? So why do we do analytics? Well, we do analytics because it's really no longer enough just to say we completed the project or we built the website. That's not enough for our peers or our leadership to determine whether we've been successful in that effort. The so what is becoming ever more important.

And in a situation where internal and external audiences have ever shorter attention spans, ever greater demands on their time, and are swamped for information, we have a lot more information at our disposal, but it's also harder for us to show our impact beyond just, well, we did what we were asked to do. And at the same time, all institutions, including government, have seen trust in them erode. And they're really working, now, to understand what customers need and how well they're meeting those needs.

In particular as a federal agency, we're required, at NLM, to track and analyze customer experience. You may have heard of OMB Circular A-11, Section 280, the 21st Century Integrated Digital Experience Act, the Evidence-Based Policy Making Act, or the parts of the President's Management Agenda, and the December '21 Executive Order that are all about customer experience and all give federal agencies and organizations a very strong mandate to understand their customers better. And even though what I've just outlined applies for public

sector organizations in the federal space, similar principles also apply for all public sector organizations and nonprofits, as well as for-profit companies.

Now, what's the pushback that you might get from your peers and colleagues when you start along the analytics journey? Often, it's hard to bring everybody aboard at the same time. So taking an approach to, what we often call, freeing the willing, is always helpful, but you'll still get this pushback. What are some things that you might hear? Things like, well I don't understand the stuff. I went into this field because I didn't want to do math, and I didn't want to work with numbers.

Another one you might hear is, who gave you permission to get these data, to work with them, to share them, a reluctance to lose control over information about how effectively people are working and how effective certain products are. How are you going to use it? Why are you collecting it, and how is it going to affect me, my budget, my team, my program, my reputation? And probably, the most notable one that I remember was that I had a project director, product owner, come to me and say that they didn't want to give their boss even the slightest inkling that they weren't doing their job effectively.

The key theme in combating all of this pushback is to show that what analytics does is, it helps us do our job better, helps us understand our customers, and our products more effectively, so that we, as product owners, can be better stewards of those products.

So now that we know why we want to measure, what should we measure? What can you start with? And my best advice here is to keep this as simple as possible, especially when you're getting started. One of the most effective things that NLM did, when starting along this journey, was that we got pretty widespread agreement on six or seven measures. So we're not talking about a dozen. We're not talking about 20. We're talking about, maybe between three and eight measures that are relevant for as many parts of your organization as possible.

And they tend to break down into two areas. The first are digital volume and growth measures. The questions they seek to answer are how many people are looking at our content? And what are people doing when they access it? What are they downloading? What are they clicking on? What are they scrolling through? And the tools that we use for it are digital analytics tools. Some that you might have heard of would be Google Analytics, or Adobe Analytics, or Omniture.

We use visualization tools to show how effectively those measures are and how effectively we are getting people to look at our content. The drawback is sometimes this requires development work. So there are tags that need to be applied to web pages to accept analytics.

The other set of measures that are really important are experience measures. What is the actual experience of the people who are looking at your content and how would they describe their experience? Different ways, tools to get at these data include survey tools, focus groups, in-depth interviews, and usability studies.

And some things to remember as you're doing this are that they may require approval for information collection, they might require your development teams to help you field surveys, and they need to follow best practices for survey design and management. But you might be able to go to some of the research-focused parts of your organization that might do surveys for their own work. And a lot of similar principles would apply.

And I would also add for the customer experience measures, data visualization is also a really important tool so people can see your results and understand them. Two things are really critical here. The first is agreement on essentials, so a uniform opinion on what's the value of measurement? What should you measure? So as I mentioned before, having a smaller set of measures that are not controversial, but bring as many people as possible aboard within your organization.

And the approach to free the willing means that you don't have to get buy-in from every single person in the organization. But you can get buy-in from parts of the organization that are willing and interested in moving forward, and they can be your early adopters. This allows the organization to move forward before you have universal buy-in in a way that can eventually get you more universal buy-in.

And the other thing that's critical is making analytics a part of your regular work, helping product teams become more comfortable with data and able to integrate analytics into their regular work, and creating routines for insight generation and presentations. So could be brown bag lunches, could be regular meetings between analytics groups and product groups so that there's a clear, and typical, and accepted space for sharing ideas. And this becomes a part of workflow.

The other thing to remember, and this is something I tell my students a lot, is the technical developers, the web developers, and the app developers in your organization are your friends. If you have access to IT staff, use their expertise to design tools that support customer experience and analytics and that let you track them seamlessly.

We often think of developers as being very technical people who work kind of far above our heads, but really their job is to find solutions. And they are very, very creative and can work with you to help you develop solutions using an agile mindset. It also helps to take a tool agnostic approach, so to be flexible about the programming languages, or information gathering methods, and visualization tools that you use and to use the tools that, number one, lends themselves most to the job you're trying to do, but number two, are most aligned with the skills that you have so that you're making best use of the tools that you have.

The other thing that often happens when organizations are getting into analytics is they're moving from a project management to a product ownership mentality. What does this mean? Well, in a project management mentality, we do projects because our leadership has asked for them. And we tend to throw those development tasks kind of over the wall to the developers or the product creators, and they execute on that task and then they're done. Success means that the project is done, on time and under budget.

But in a product ownership mentality, product owners take a much more kind of conscious and intentional ownership of the work that they do. So instead of projects just being asked for, it's a continuous improvement process. And the project is never really done. It might move to another stage of development. But ideally, what the product owner is doing is constantly taking information from digital analytics, from the customer analytics, and finding opportunities to continuously identify customer need.

And those measures of success are defined and tracked by product owners. So yeah, we still want to keep it in our budgets, certainly, but the real measure of success isn't, well, did we do the project and keep it under budget, it's is this project meeting the customer's needs as we define them as product owners? And those needs might change over time, but we're able to track them and manage them.

So now I'd like to shift a little bit to a brief how-to guide to help you think about, as you're getting started on this journey, what are some things that you can do to figure out what your

customers need and what you can measure. So the first thing I want to look at is personas. And this is something you might have heard about from marketers you may work with. Developers also use it as part of their agile methodology.

And the idea here is to think about the kinds of people whom you serve and describe them. Now, when you do this, focus on needs, wants, and motivations, not demographics. Sometimes it helps to give your personas a name because that might make discussion a little bit easier.

But on the other hand, naming personas can also embed assumptions about gender and other elements of identity that we might want to steer away from. So you can name your personas, but you don't have to if you think that might be a better fit for the work that you're doing.

And the key point of personas is to use them to define your customers and what their needs are. What are they trying to do? What's easy or hard for them? And what frustrates them? I think the best illustration of this is something I found on LinkedIn a few months ago when Charles was still Prince, and not King, of the United Kingdom. But what I love about this is that we have two named personas here. One is King Charles, the other is Ozzie Osborne.

Demographically, they're both the same. They're male, born in 1948, raised in the United Kingdom, twice married, live in castles, and are wealthy and famous. But I don't think that anyone would put King Charles and Ozzie Osbourne in the same persona bucket. They're very different people, again, based on their needs, wants, and motivations. Thanks, Linda.

Moving on to the next tool, journey mapping. So now that we've thought about the personas of our customers, we can map out the journeys that those customers are on. So here, we're thinking about the individual actions that your stakeholders, customers, whatever they are in your world, need to take in order to accomplish those specific goals. And as we're mapping what they're actually doing, we can also map what's easy or hard for them. And then we can also map what our process is to build the product that we need to build for them.

So in this example, and this was an exercise that we actually did at NLM, we have blue sticky notes that show the persona and what their desired goals are. Then, we've mapped out the process using the orange sticky notes. And then using the pink sticky notes, we've mapped out the individual tasks that we're looking at doing.

And the final step that we come to, or elements that we come to, is data visualization. This is a whole topic unto itself, and I could probably talk about this for the full hour, but I won't. What I will say here is that when you're visualizing data, the classic admonition from narrative, to show, don't tell really applies here.

So here we're looking at one of Jessica's and my favorite charts, which is Charles Joseph Maynard's chart of Napoleon's March to Moscow. And this chart shows six dimensions-- time, the strength, of the invading French army, the temperature, the direction of travel, and the location on a two dimensional surface, all on a single piece of paper. Most graphics are a lot simpler, but the idea of including what the audience needs to explore and showing it is timeless. And the other thing that's important here to say is that your data visualization can be the first mile of what you do because it can help you prioritize and identify opportunities where you want to go with the analytics, but it's also the last mile because this is how we show what we've learned. So I look at it that way, as well.

Some other visualization ideas to think about are interactivity, that it's no longer just about static charts in paper briefing books, but we can do animations. We can create apps. And that's something to think about as you consider how to visualize your data. At the same time, it's important to give simple roadmaps and instructions for your audience so that they know how to interact with the visuals and also to adhere to best practices in accessibility, usability, and inclusion because as visual as society as we are right now, not everybody can access visuals in quite the same way. So bearing in mind those principles, as you come up with data visualizations, will be very important.

And so where to get started with all of this? I know that KTDRR is going to provide a more detailed guide with some of these publications here. This is a mix of books and articles about analytics and data visualization. But I would encourage you to start with this list in investigating more about data visualization and analytics and customer experience analytics. And so with that, I'd love to turn to Jessica and her team to go through some actual analytics from NARIC.

JESSICA CHAIKEN: Thanks very, very much, Adam. That was a whole lot of information, and I know a lot of us are just going to, when this is over, sit and try and absorb all of it, and then go to that reading list and fill our Goodreads with a new section called analytics. At least, I will. I also have my husband's entire library over there, which has a lot of those books.

So just to introduce myself, I'm Jess Chaiken. I'm a white woman with gray, slightly greenish-tinted hair wearing a brown sweater and glasses. And my background is a photograph of Mount Kazbegi, in Georgia, that I took a few years ago. And I'm here with my colleague, Marta Garcia. And we're going to kind of walk through some of our social media analytics. And they're presented in the format that we get them from, from our analytics channels. And we're going to talk about how these data guide our decisions when we're making choices about what, and where, and when, and how to publish.

So and I'm going to apologize in advance for any cats that may come walking through. I will do my best to introduce them, if they show up on camera. So really quickly, so I'm Jess Chaiken. I'm NARIC's Media and Information Services Manager. And I have my library degree from Drexel University. And I'm a member of NARRTC Executive Committee and it's the DEIA Committee and Marta, can you introduce yourself?

MARTA GARCIA: Sure. Hello, everybody. My name is Marta Garcia. My pronouns are they/them they're. I'm wearing a black shirt, a blue and white necklace, my dark hair is pulled back, and I'm wearing blue metallic framed glasses. And you can see my white earbuds. And my background is blurred. So I'm actually NARIC's Bilingual Information and Media Specialist. I'm a certified Resource Specialist from the Alliance of information and Referral Systems, or AIRS. And I'm also a member of their Board of Directors, their DEIA Committee and Membership and Marketing Committee.

JESSICA CHAIKEN: So a little bit about NARIC. I'm sure many of you are familiar with us and with NIDILRR, if you're part of the NIDILRR community. But if you're not, the National Rehabilitation information Center is NIDILRR's Library and Dissemination Center. And we collect, disseminate, and promote the publications and products of the NIDILRR community. There are about 300 active projects in any given year that produce journal articles, and consumer publications, and multimedia products.

And in addition, we maintain a collection, an actual library of books on shelves, of more than 100,000 articles, books, and reports. Much of it comes from that NIDILRR community, but the bulk of it is actually from the greater Disability and Rehabilitation Research community. NARIC has been around since about 1977. And our director, who popped in on the chat, is Mark Odom. And we are managed as a contract by Blackfish Federal and High Tech Services. And as with Adam, our opinions and anything expressed here are our own and do not represent

NIDILRR, nor do they represent High Tech Services or Blackfish Federal. So got that out of the way.

So as we said, we're going to walk through some of our web and social media stats and talk about how these guide decisions we make about what, where, and how we're going to publish on our social media channels. We're going to show some snapshots of our various publishing channels and their analytic offerings. And we'll look at the live analytics pages. We're going to switch from the presentation to my browser, back and forth, and talk about what we see there. If you manage a social media feed or have access to your site statistics, you might want to have your own pages open and explore your site as we go along, if you want to dive into those, or do that afterwards, your choice. So these are our acquisition stats from our Google Analytics. It's a quick snapshot of our web analytics for September 2022.

Specifically, we're looking at how people got to naric.com. And as you can see, the majority of our visitors came to us by searching through organic search or from a link they already had, maybe a bookmark or a canned link to one of our databases. And you can see that only about 60 of our visitors came to naric.com from a social media source. So let's take a slightly deeper dive, and we're going to look at those statistics.

And I'm going to, if I can, share my screen, if I can do that. Let's see what happens. Yes, I can, yay. And so here's Firefox. We'll look at these in Firefox. So can everybody see? Marta, can you guys, can you see this?

MARTA GARCIA: I can see them.

JESSICA CHAIKEN: Right. So these are those September statistics. And so we can see that the majority of the visitors are coming, if we dive into our social stats, we can see that the majority are coming from our WordPress blog. And we use our WordPress blog to highlight material in our databases, like current research projects on a specific topic. We can see that WordPress users tend to hang out a little bit longer, pages, they're reading about 4 and 1/2 pages. They're hanging around about 4 and 1/2 minutes. Our Facebook, Twitter users are not sticking around as long, they're looking at a couple of pages.

So this is a tiny, tiny slice of what you can learn from Google Analytics. Google Analytics gives you a lot of data, and there's many ways you can explore the information that it presents. It can

be overwhelming. There's a lot. But there are also a lot of courses, and books, and certification programs that can help. Just a quick note that this is Google Analytics, UA, Universal. And they have a new platform, GA4, that is rolling out. And what you're looking at here will go away by next summer.

Right, so now I'm going to stop sharing and we'll go back to our slides and talk a little bit about what do we see when we're looking at those statistics. Right, now I'm going to advance to the next slide, there. Thank you OK so what were we looking at? So we saw that most users were coming to NARIC via organic search, Google, or direct linked, those bookmarks, those canned links.

And most of our social users are coming to our website to naric.com from WordPress and from Facebook, and that the users aren't spending a lot of time at NARIC when they come from social, from the other social channels. So that might be a good thing. We actually want you to find what you're looking for, like a resource, or a project, or an abstract. When you're at NARIC, you find what you need, and you go on to something else. We don't have a lot of deep-dive stuff on our website. We have some, but not most of it.

It might not be a good thing. What if we want to drive you to a specific article on our page? What could we change that might drive a social media user to come to our website? Well, one thing, we could post more about ourselves and less about the rest of the NIDILRR community. And we can create those posts and kind of target them so they'll dive deeper into what we have. Pardon me, I'm kind of getting over cold, so I'm going to apologize for any rough noises I make. So let's look a little further at our social media channels. OK. So we generally post to four media social media channels. We have Twitter and Facebook, in English and Spanish, Pinterest in English, with a Spanish board, and we have a bunch of different boards in different topics. And we have our WordPress blog, which we publish in both languages.

Each have their advantages. And we try to tailor the content to what users expect, long form, short form, images. We're not going to spend time talking about the advantages or disadvantages of each of these platforms, or how to build your social media plan because there are some really good resources out there already. In fact, I highly suggest watching the archived webcasts on social media hosted by KTDRR. You'll find that on their website, like how to use social media to enhance research impact. And there's also one on planning and evaluating your social media strategy. I learned an awful lot from those sessions.

For our purposes, today, Marta and I are going to walk through what we look at when we're evaluating our social media analytics and making decisions about our content. So what are we looking at when we dive into our stats? Different platforms vary slightly in what they call their interactions, but they come down to views and clicks.

Impressions, views, reach, these are all eyes on your content. They're kind of passive. It's like sitting in a subway car. 10 people sat across from your sign. They might have read it, they might not, but it was in their view. Engagement is more active. Someone clicked, or liked, or shared your content. If you go back to that subway metaphor, maybe somebody snapped the QR code you put in your ad and pulled it up on their phone. Or if let's go a little old school, you posted a flier with little tear off tabs. Somebody actually pulled off a tab to go home and call you on a phone.

So which one of those things should you pay attention to, between impressions or engagement, which one weighs more? Well, you really should look at both. You can't engage readers if they don't get your stuff in their feed, so you want impressions. But many impressions don't always equate to high interactions. And some interactions may have more impact than others . All of this depends on what your goals were, which you set up in that social media plan, which is talked about in those other webcasts.

So let's look at some of NARIC's social media stats. And Marta and I will talk to the decisions we make based on these. So this is a snapshot of our Twitter stats for September, for both the English and the Spanish feed. We earned about 6,000 impressions between the two, but the Spanish feed had a higher engagement rate. 3.5% engagement rate was pretty decent for us for that month for our English feed, but you can see that the Spanish feed was stronger.
And let's dive a little deeper and explore those Twitter stats. To my browser again Thanks. OK so here is our Twitter analytics. And this is a snapshot, sorry, excuse me, if you've never explored your Twitter analytics, here's what they look like, generally.

Twitter gives you a snapshot for each month. And you can see your general growth, you can see how many times you were mentioned. One thing we're noticing is that, over the last two months, our total followers is going down. And I'm sure we're going to talk about that in a little bit about the changing landscape of social media.

It shows you how many times you were mentioned. And I'm going to scroll down to our snapshot for September so you can see how many impressions we had, about 5,000, how many times we were mentioned. And let's dive a little deeper into those actual tweets and their individual statistics. Scroll back up, go to tweets, and I'm going to look at September 2022. OK. So here you can see the impressions over time at the top. The top row is the impressions over time. The bottom, the row underneath that, is how many times you tweeted or retweeted. Generally, our tweets are being seen by 10% to 30% of our followers, according to these statistics. And I can see that there are some tweets that got quite a few impressions. In fact, as I was looking through these before, I noticed one got an awful lot of impressions.

So this one from September 2 got over 1,000 impressions, which would have been a 1,000 streams. It was seen by more than 1,000 people. And it got quite a few interactions, at 20 interactions. The percentage of interactions to views isn't as high as I would hope, it got 2%. But still 20 interactions, I like that. Let's take a look at what that was, what those interactions were. If you look click on the individual tweet, it'll pull up the tweet activity. So what do we see here? We see that it got eight link clicks. And if a link click was my goal, I think that's pretty good. My goal was to get people to take this particular survey. These stats tell me a couple other things, the detail expands, so I had to make it a little bit bigger, a little bit smaller.

So with our Twitter feed, none of it is financed. We don't do any ads. So if we were, we would tag them with something like Ad, or something like that. None of our content is sponsored, per sae. Excuse me. So this tweet got a lot of eyes. This tweet had a time limit. We put in today. And it has kind of that call to action. You have a chance to win $100, there's some incentive there. So maybe those are all the things that drew that attention, and drew all those interactions.

So what constitutes quality is up to you and your goals. So my goal was-- if my goal is get you to read my colleague's fact sheet, or to take their survey, I'm looking for link clicks, and maybe shares. If I want to boost the reputation, generally, I may be looking for more likes, and shares, and retweets.

People like that tweet, and they shared it, that's nice. Let's look at another one that, may be, it got a lot of interactions, but we need to figure out just what the quality of those interactions were. So here's one from September 1, where we were talking about an upcoming webinar from the ADA National Network. It got an 8.5 interaction rate, or an engagement rate, which is pretty decent. But when we look at it, those are all likes and retweets.

If my goal was to get you to sign up for that webinar, these stats tell me, I didn't quite reach that goal. What could I do differently if I'm going to promote another webinar in the future? My decisions could be I reorganize the tweet, I put the links further up, I give it more of a sense of urgency, or maybe more of a sense of value.

Let's look at the Spanish Twitter feed and statistics. Here's the Spanish. Marta manages this feed. I'm going to pull up her statistics. So here, again, or is that quick overview. And I'm going to pull up the tweets specifically from September. And here's that 10%, almost 11%, engagement rate. That's pretty good. So, Marta, what are you seeing here when I-- I'll scroll slowly through so you can read this. Any particular tweet you want to take a look at and see what the--
MARTA GARCIA: Let's take a look at the one with 158.

JESSICA CHAIKEN: So this is from September 22. Again, we're talking about the ADA National Network.

MARTA GARCIA: And it's also talking about, I believe it's Hispanic Heritage month. So what I see here is that with all the likes, the retweets, and the link clicks is that there was an interest in this topic. And there was a need.

And so basically, what the tweet is talking about is the resources that the ADA National Network has in Spanish for Spanish speakers. So the fact that folks were, yeah we had one click on a link, but that was part of my goal is having-- excuse me-- people go to their website to look at those Spanish language tweets.

JESSICA CHAIKEN: But if your goal was to kind of pump up the ADA National Network's reputation as a provider of Spanish language resources, we see this got a couple of retweets, it got several likes, and also a profile click. So somebody went to see what the ADA National Network that mentioned was. So I think, in that case, we kind of met our goal. So what decisions would you make about a future tweet based on what you saw there?

MARTA GARCIA: I would continue to-- I would, excuse me, I would highlight specific resources that they have, along with tagging them in that tweet. I want to make sure that our audience knows where we're getting that information from.

JESSICA CHAIKEN: Right, right. OK, so I'm going to go back to our slides now. Pardon me. Thank you. Yay, all right. And we're going to talk about our other primary channel, which is Facebook. So as I mentioned, we have Facebook pages for both Spanish and English. It's a smaller audience on Facebook than we have on Twitter. I tend to publish the same content to both places, but I use a platform that lets me customize the message for each channel.
I find that Facebook moves at a slightly slower pace and accommodates longer pieces. I also find that it lets posts hang around longer in a user's feed. If you don't necessarily know where the show most recent button is, you'll find things coming up that are a day old or three days old.
We also know, from looking at our stats, that our Facebook users tend to skew a little bit older than our-- well not our Twitter users, I think our Twitter users are about the same age, but we know that younger people are using other platforms, like TikTok and Instagram, that we're not on at the moment. I don't think we have any plans to go to TikTok at the moment, either.
So thinking about our September statistics, we, sorry my computer is acting up on me, we reached a lot of people, over 1,100 people. But how did we do in those interactions? So I'm going to go back to my browser and we're going to look at our Facebook feed. Nope, that's not it. It's there.

So this is our English Facebook Meta Insights page. Facebook is now kind of forced all users to use the Meta platform for business. And it took me a little bit to adjust to find where everything was. But I can see how we did over time. And in that September group, I can see we had like a little spike right around September 6. We had about 350 people come to our page, which is interesting.

It'll be interesting to see if that connects with whatever we posted on that day. I don't remember September 6 being a particularly active day, but we'll see. So we can see the results. This is your reach, how many eyes are you getting. And the content shows each of your posts. And they're in each of their individual reach. So I'm going to click on the content report to see what that tells me. Loading, loading, sorry for the delay.

So this shows me everything we posted in September and the individual reach, and reactions, and any actions that users may have taken. And the engagement rate is OK. The likes and reactions, we see just about everything we posted got at least a couple of reactions. But if I go over to my link clicks, which, if that was my goal to get you to link to click on something that I shared, not many of my posts got a lot of clicks. And there was just a couple of clicks on each. So it's OK,

but maybe that doesn't meet that goal that I set for myself in my plan to get you to sign up for that webinar or take that survey.

So reactions and shares are valuable, but only if my goal was to build up a reputation, not if my goal was to get you to take that webinar, to sign up for that webinar. I can see that this post on NIDILRR's long-range plan stakeholder sessions did pretty well, in terms of people clicking on it and also reacting to it. So it's this post here, just going to pull it up. And it behaved better than most of the posts that we had that we posted that month. Got three reactions, and one share, and we know it got a couple of link clicks.

This one has a nice image. It's very evocative of someone sitting on the end of a deck looking out over either the sunrise or sunset, not sure which. It also has that call to action, share your input, do something. So we are getting, we're running on time, so we're going to go and back to our slides.

So our WordPress blog, we consider WordPress sort of a cross between social media and just like a long or your classic publishing menu. It's a blog. We publish posts that range from about a paragraph to more than 800 words. And here we're looking at a snapshot from our September statistics.

And as you can see, we get a lot of visitors from Spanish-speaking regions. It's kind of tiny right there. But from Mexico, we had 832 visitors. From Spain, we had 180 visitors. Thanks, Elizabeth. Sorry, we have people working on our solar panels on the roof. And hopefully, I won't lose power. I'm a little nervous.

We also see that people hit a lot of our Spanish language articles. And so we review these on a regular basis. And Marta I look for trends in topics, as well as regions. And these help us develop new articles and identify regions where we can look for organizations that support disability communities and maybe write them up and add them to our collection of resources.

I'm going to go to my WordPress stats really quickly, so we can look at those a little bit more. And I'm going to share my screen. Thanks. OK, so here's our WordPress dashboard. And I'm going to go to my stats for September and my notes.

So taking a quick look at our Insights page, we see we get visitors all the time, but Thursday morning on the East Coast, I'm assuming it's giving me East Coast, East Coast time. Thursday 9:00 AM seems to be when we are most popular, most people are coming to read our blog. Great. Maybe they're pouring a cup of tea like I do, and seeing what we posted this week.

Going back to those statistics for traffic, and I'm going to pull up September again. September, so we can see here, we get, here's our country statistics. Generally, out of our top 10 countries visiting us, at least seven will be a Spanish-speaking region. And it usually includes Puerto Rico as a country, so I'll call them Spanish-speaking regions. Of course, the United States is also a Spanish-speaking region, as we know.

And looking at these September 6 statistics, we can also see that our Spanish language posts trended highly, as did articles about physical barriers, recreation therapy, occupational therapy. So Marta, talk a bit about how you developed your article series based on how we see these trending topics.

MARTA GARCIA: Well, I did see a lot of topics being read on our blog over and over again. So I thought, for example, with our what ifs series, where we answer simple questions about a particular topic. So for example, what are physical barriers? Or what is recreational therapy? And so our stats inform that particular series.

They also informed several of our other series, where we talk about, for example NIDILRR-funded consumer products. So this is where we can share what the NIDILRR community is doing and what is available from their research for consumers. And that seems to also be a very popular series with our readers, especially with our Spanish-speaking readers. Over the months, I do tend to see several of those posts be active with it.

JESSICA CHAIKEN: And one thing, when we were going through all these statistics and seeing these topics coming up over and over again, we also had to decide what's the saturation point. You can only write so many articles about recreation therapy. But we can do something like, well, if you liked articles about recreation therapy, let's look at this topic instead. And so that helped us develop some of these topics, and also like a series.

So now we have, the what ifs series, and the if you like series. And we have a research in brief series that tackles that breaks down concepts that you might find in peer-reviewed literature. I'm going to stop sharing, we're to go to our last slide, I think it is.

So what decisions can we make based on all that data that we've been looking at? It's a lot. We have a bunch of information, which we're going to use the guide our activities over the next month. We've seen what topics are followers interacted with more than others. We've seen when, during the week, they pay attention to us. We've seen where they're coming from. We can ask these questions and look at the data for what to keep and what to change.

Should we change when we post or publish, for example, if we want more reach than timing for that active period when our followers are online should result in more impressions? Should we change the structure of our posts? As I said, if the goal was more link clicks, than maybe putting the action call earlier in the text or creating a sense of urgency will increase the likelihood of clicking. If I put it early in the text, then it won't take someone two clicks to get to what I want them to read. They can just click once, it's right there.

Should we change-- if we need to remain responsive to trending topics, but this look back can help us identify topics that our readers keep returning to. And we can use that information to develop the new information products as we talked about. We can review these metrics going forward and see if the changes have an impact. If we change the structure of our tweets, then did people actually click the link to sign up for the webinars, or to take the survey, or to read the fact sheet?

I will say that we changed our social media management platform in the last few months to one that offers more guidance on when to post and offer suggestions on length, and tagging, and image usage. Generally, we find using an all-in-one platform, so you have one piece of software that helps you to manage your Twitter, Facebook, Pinterest, Instagram, all those things, to manage them to see your streams. It's incredibly helpful. And we can use it as use these as a team. I don't want to recommend a specific product because it will depend on what your goals are, what you want to see. I like this particular platform that we chose. And I can talk about that offline with somebody.

I liked that facet of it, the guidance. I'm not as happy with how it displays the analytics. So that's why I'm going into these individual platforms to look at the analytics. Whichever one you choose

will depend on how much money you can spend because they all have a cost to get the good parts. But you decide what gives you the best value for the money you're about to spend.
And as we talked about, I don't know what the future holds for Twitter. We spent a lot of time talking about Twitter here today. We've noticed a drop in followers of about 10% in the last month. And I've seen a few people here mention that they're watching their stats go down, too. We're planning to stick around for a while. At least, we still have, as you saw, about 5,600, well between the two accounts, almost over 6,000 followers. So there's still people out there reading and sharing. But we're also looking at some other channels, dipping our toes in Macedon, still not too sure, exploring more about LinkedIn. If you have experience in these other platforms, or you're starting to investigate them, I would welcome you sharing that in the chat so from this point forward, Marta and I are going to keep looking at our stats and adjusting our publication goals based on what we see, based on those metrics, and hope that our messages, and our tweets, and whatnot reach the people that can use them.

MARTA GARCIA: Exactly.

FELICE TRIROGOFF: Great. Thank you. A huge thank you to our presenters. And we do have some questions in the chat. I just want to be mindful of time, so we won't be able to get to all of them, but we'll go through as much as we can before our time runs out. Adam, I know that Jess had talked about this briefly toward the end of her presentation, but can you speak to how you think social media is changing, given the disruption of Twitter? And can you speak to see if you are going to look to change to other platforms in the future?

ADAM KORENGOLD: Sure. Well, I think for a lot of government agencies, I think the way that they use social media is really evolving. And so at NLM, we tend to use social media, primarily Twitter, as a way to disseminate information. But increasingly, we are using platforms like LinkedIn and, to a lesser extent, Instagram.

Being a library, we have a lot of historical material that's been digitized. So that's a type of information that lends itself very well to a visual format, like Instagram. I think for Twitter, honestly, we need to see what's going to happen with that platform. The big questions that I think a lot of people have are the overall viability of the platform as a business and the protections against impersonation and misinformation.

And I think that as organizations start experiencing what Jess was just talking about with lower follower counts, perhaps, some lower activity on Twitter, but also a lack of surety around who people actually are on the platform, I think a lot of that resolution remains to be seen. But really, what analytics does, and I want to make this part of a larger conversation, is it promotes greater flexibility and agility.

So if we see that there's less activity of the type that we'd like to see on Twitter, it is possible to shift activity over to another platform, be it LinkedIn, or Insta, or any of the many other platforms, frankly, that exist that, at least right now, we're doing a much better job of authentication and management.

So I would say use your analytics to get a sense of what's going on right now. And as Jess really and Marta really ably described, to use it to make tweaks to your strategy and tactics. That's really the best use case for any type of analytic.

FELICE TRIROGOFF: Great, Thank you, Adam. This is for Jess and Marta. Are people coming to the blog from your emails or social posts, or is it mostly direct visitors, meaning they already know and have bookmarked your page?

JESSICA CHAIKEN: It's all of the above. We have about 300 or so subscribers who get our posts emailed to them. And actually, I'm going to pull up the, see if I can see the referrals. I should have showed that. Then we have our blog set up to automatically, once I hit Publish, it gets distributed to our Twitter and Facebook. And then we also have it gets archived on our website. So it's kind of all of the above. And I know that I subscribe to a lot of blogs through my email. I just spent some time converting somebody else's blog feed from feed burner to something else, so I'm sort of thinking about when we all had RSS feeds, those of us who have gray hair.

MARTA GARCIA: And nobody here, right?

JESSICA CHAIKEN: Right. And how my morning routine would be grab a cup of tea, and pull up my RSS feed, and there were all my food blogs and my library blogs, and I could go to those. And sometimes I wonder if people still do that. I think they do. I think some of us, especially librarians, still have RSS feeds we curate. But, I'm not sure.

MARTA GARCIA: I do.

FELICE TRIROGOFF: Well, I do want to be mindful of time. Thank you so much, again, to our presenters, our ASL interpreters, and CART transcribers. Elizabeth is going to put a link in the chat. If you could fill out our brief evaluation, this helps us plan for future events like this. Speaking of which, our next webcast is January 18 on Secondary Traumatic Stress. So we hope you will join us for that.

Thank you, again, for coming today. I also want to thank the KTDRR and Sector staff who helped with planning and logistics, and of course, to NIDILRR for their support and offering these webcasts and other events. Please note that all of our presenters have put in their contact information in the chat, so grab those, if you can. And until our next webcast, thank you, again, and have a great afternoon.

ADAM KORENGOLD: Great. thanks, everyone.

JESSICA CHAIKEN: Thank you.

MARTA GARCIA: Thank you. Gracias.