

KBIA

**Social Audit &
Media Strategy**

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Why do metrics matter?

Web analytics help digital teams understand how people find, consume and interact with content so that we can create a better product.

In addition, they can be used to assess the success or failure of social strategy goals.

Facebook Metrics

Here's where we stand:
(as of Feb, 22)

PAGE REACH

1,933

REACTIONS

72

PAGE LIKES

3,000

LINK CLICKS

89

Source: Facebook Audience Insights

Highlights

1

The Facebook Page Reach increased by 45% in the month of February.

2

Facebook Page followers steadily increased over the year, with a current total of 3.3K.

3

KBIA's Facebook audience interests' center around education, nature and politics.

1

Lack of diversity in posted content.

2

Sporadic audience engagement.

3

In need of more video-based and/or live content.

Areas of Improvement

Website Metrics

Here's where we stand:
(as of Feb, 22)

UNIQUE VISITORS

15,991

PAGE VIEWS

37,891

AVG. SESSION

2:30

BOUNCE RATE

49.63%

Source: Google Analytics

Highlights

1

After the homepage, the live stream page is the most visited, with the longest time on page.

2

86.6% of website visitors are new.

3

KBIA's website audience interests' center around local news/events and politics.

1

A majority of website sessions last between 0 - 10 seconds.

2

The website bounce rate for social media-based referrals is high.

Areas of Improvement



Social Strategy



KBIA's target audience

**English speakers who
live in the United States -
primarily Columbia, MO.**

Tech savvy

**Women
between the
ages of 25
and 44**

Facebook Strategy

POST DIVERSITY

Create more posts that incorporate photos, text and videos. Links are great, but sometimes people need more to reel them into a story.

ENGAGEMENT

Invite community members to join the conversation. Ask questions, use hashtags, make polls, etc. to increase consistent audience engagement and reactions.

LIVE CONTENT

Produce more live, video content that audiences can actively watch and engage with. Live content can be in the form of a community event, election coverage or an online telethon.

Facebook Schedule

TIME

9:00 a.m.

11:00 a.m.

1 p.m.

3 p.m.

5 p.m.

7 p.m.

9 p.m.

DAY

Monday

Tuesday

Wednesday

Thursday

Friday

*Bolded times and days are high traffic

Website Strategy

SESSION DURATION AND BOUNCE RATE

Short term:

Keep engaging content at the forefront of the website

Long term:

Update and optimize the KBIA website



THANK YOU!

Questions?