



Metrics: How to Report Our Successes

Stachia Marioneaux & Meredith Keating

What is the purpose of this report (and is it achieving that purpose)?



AWARENESS

Creates awareness of our digital communication efforts and results to upper administration and departmental leaders (and some competition between departments).



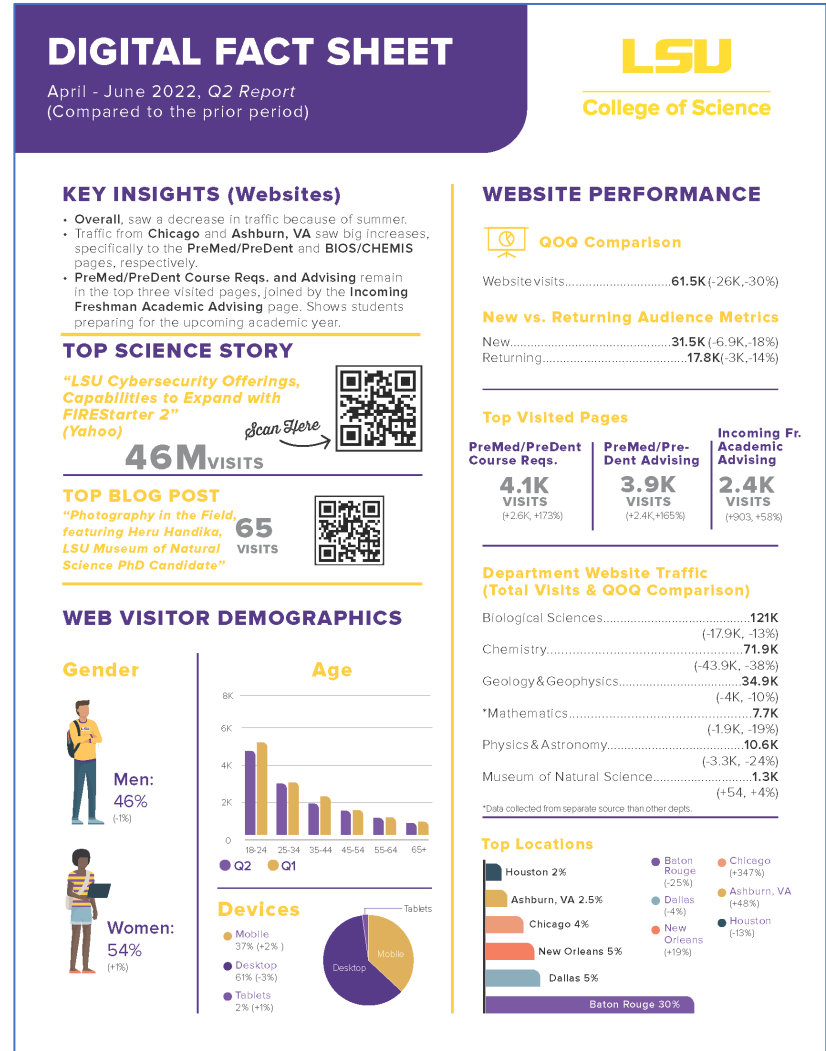
MINDSET SHIFT

Building off the awareness of these efforts, it's our hope that upper administration in the college and departments start thinking more seriously about their digital communications efforts.



BUDGET DECISIONS

Building off the awareness of these efforts, we hope to increase our budget to invest in more personnel, helpful tools, and training.



How to determine which data to highlight?



AUDIENCE

What does this group need to know?
What is the best way to present that information?



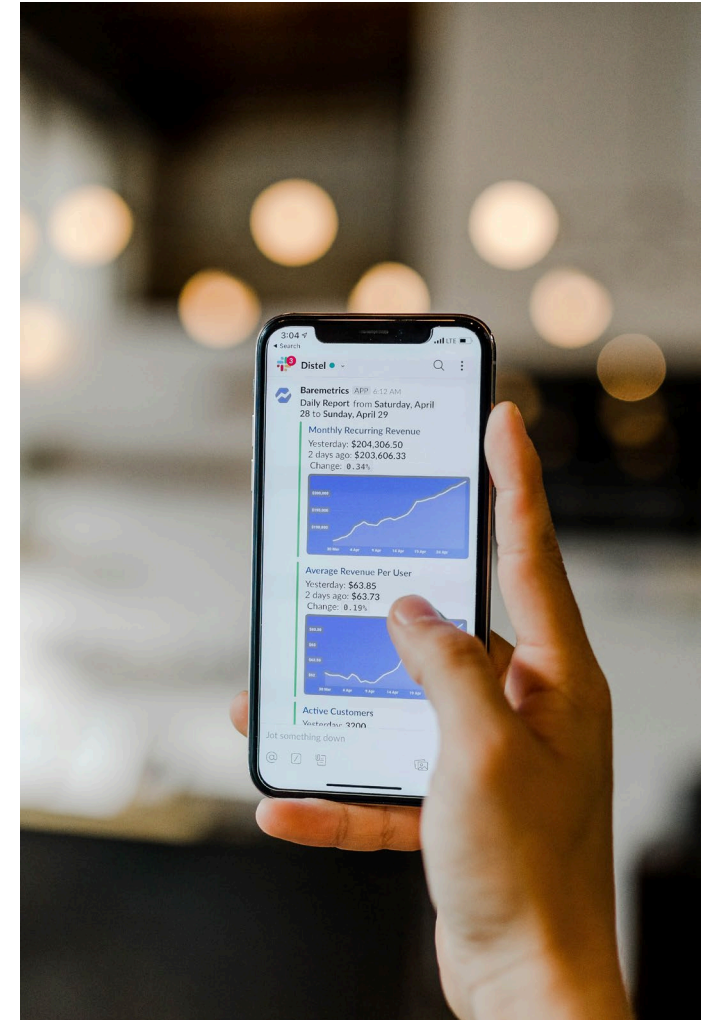
KPIs

What data points will best represent the information the audience needs to know?
How can we help the audience understand important jargon?



ADJUST AS NEEDED

Adjust the report as needed based on feedback from the audience.



What is the process of producing the report?



INDESIGN TEMPLATE

Work with a designer or use free tools like Canva



GOOGLE ANALYTICS

Website data, traffic, demographics, devices



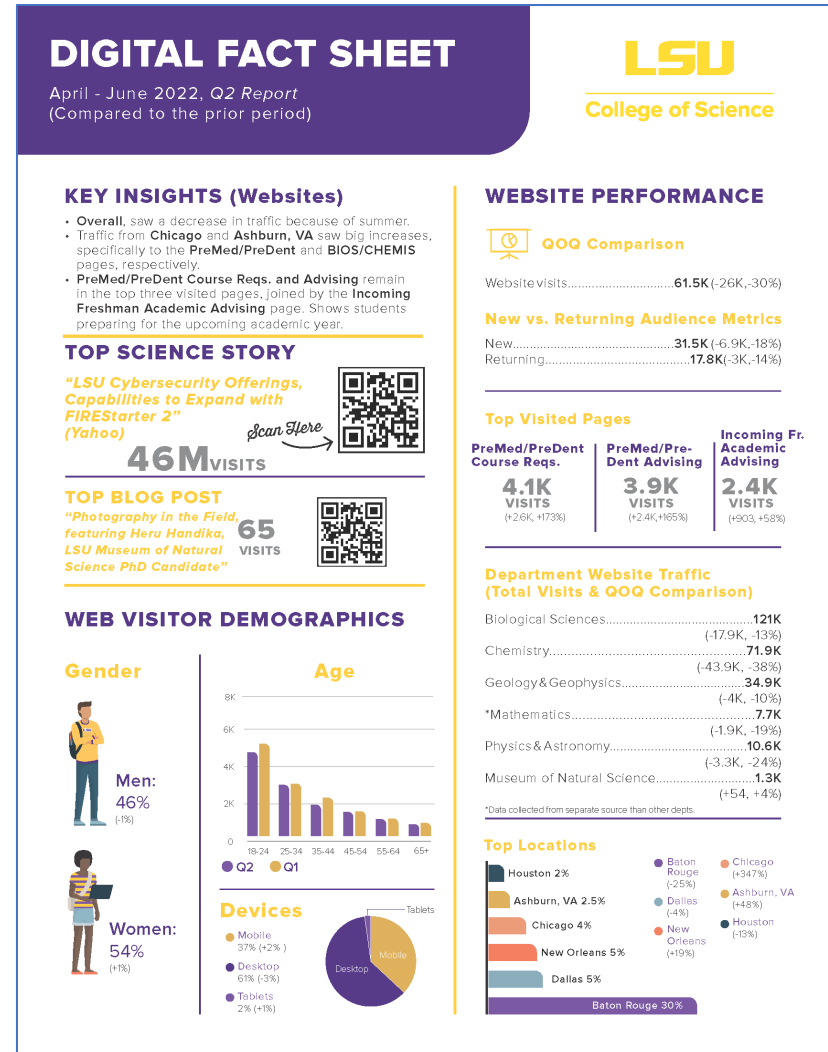
SPROUT SOCIAL

Custom reports for each platform



PLATFORM SPECIFIC REPORTS

Email System
 Top Science Story: Meltwater
 Top Blog Post: SquareSpace



Limitations



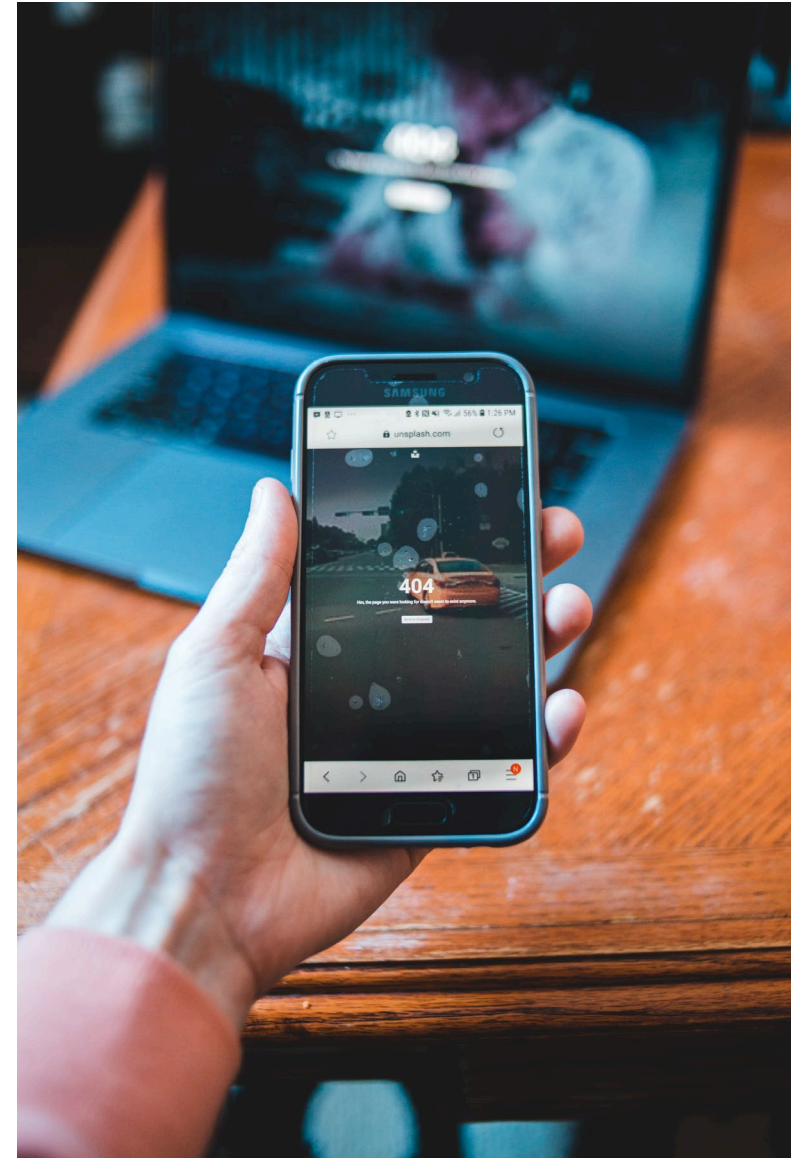
DATA SHARING

Permissions to Google Analytics and other data sets
Limitations within platforms



RESOURCES

Free designer tools like Canva (Adobe Express)
Word Document, PowerPoint



THANK YOU!

Questions?

Stachia Marioneaux
Director of Communications
smarioneaux@lsu.edu

Meredith Keating
Digital Communications Specialist
mkeati8@lsu.edu

DIGITAL FACT SHEET

April - June 2022, Q2 Report
(Compared to the prior period)



KEY INSIGHTS (Websites)

- Overall, saw a decrease in traffic because of summer.
- Traffic from **Chicago** and **Ashburn, VA** saw big increases, specifically to the **PreMed/PreDent** and **BIOS/CHEMIS** pages, respectively.
- **PreMed/PreDent Course Reqs. and Advising** remain in the top three visited pages, joined by the **Incoming Freshman Academic Advising** page. Shows students preparing for the upcoming academic year.

TOP SCIENCE STORY

"LSU Cybersecurity Offerings, Capabilities to Expand with FIREstarter 2"
(Yahoo)

46M VISITS



TOP BLOG POST

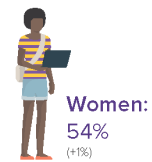
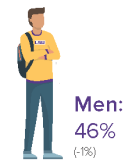
"Photography in the Field, featuring Heru Handika, LSU Museum of Natural Science PhD Candidate"

65 VISITS

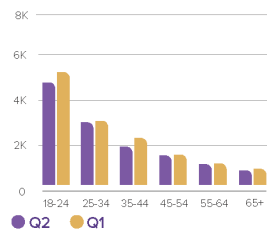


WEB VISITOR DEMOGRAPHICS

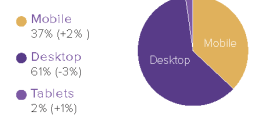
Gender



Age



Devices



WEBSITE PERFORMANCE

QOQ Comparison

Website visits.....**61.5K**(-26K,-30%)

New vs. Returning Audience Metrics

New.....**31.5K**(-6.9K,-18%)
Returning.....**17.8K**(-3K,-14%)

Top Visited Pages

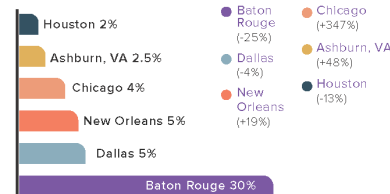
Page	Q2 Visits	Q1 Visits	Incoming Fr. Academic Advising
PreMed/PreDent Course Reqs.	4.1K (+2.6K, +173%)	3.9K (+2.4K, +165%)	2.4K (+903, +58%)

Department Website Traffic (Total Visits & QOQ Comparison)

Biological Sciences.....	121K (-17.9K, -13%)
Chemistry.....	71.9K (-43.9K, -38%)
Geology & Geophysics.....	34.9K (-4K, -10%)
*Mathematics.....	7.7K (-1.9K, -19%)
Physics & Astronomy.....	10.6K (-3.3K, -24%)
Museum of Natural Science.....	1.3K (+54, +4%)

*Data collected from separate source than other depts.

Top Locations

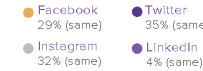


KEY INSIGHTS (Social Media & Email)

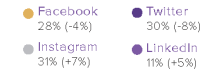
- Growth in followers on **all platforms**.
- **Instagram** saw an increase in overall impression and engagement percentages compared to other platforms.
- **LinkedIn** earned the highest Engagement Rate while continuing to grow followers.
- The email **open rate** continued to improve.

SOCIAL MEDIA PERFORMANCE

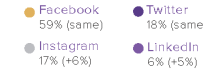
Followers



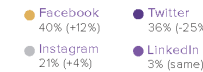
Posts



Engagements



Impressions



QOQ Comparison (Individual Platforms)

FACEBOOK
Audience (Young Adult, General)

Followers.....**2.3K**(+3.5%, +76)
Posts.....**80**(+4%, +3)
EngagementRate.....**5.9%**(+59%)

INSTAGRAM
Audience (College Students)

Followers.....**2.5K**(+2.7%, +67)
Posts.....**90**(-16%, -17)
EngagementRate.....**3.3%**(+1.3%)

TWITTER
Audience (Young Adult, Academics)

Followers.....**2.7K**(+1.7%, +48)
Posts.....**87**(-24%, +17)
EngagementRate.....**2%**(+0.2%)

LINKEDIN
Audience (Entry-Level Professionals)

Followers.....**285**(+17%, +42)
Posts.....**33**(+22%, +6)
Engagement Rate.....**9%**(+56%)

Impressions are the number of times your content is displayed, no matter if it was clicked on or not.

Engagements are the number of times users interact with your content. Ex: like, share, re-tweets, comments.

Engagement Rate is measured by dividing the total number of engagements by the total number of impressions and multiplying by 100. It is used to indicate how engaged users are with your profiles.

EMAIL PERFORMANCE

64 TOTAL EMAIL CAMPAIGNS (+18, +39%)
80K TOTAL NO. OF EMAILS SENT (-689, -1%)
35 EMAIL OPEN RATE (Percent) (+2%)
3.5 CLICK THROUGH RATE (Percent) (same)