

Basic Analytics for Social Media & Web

Brett Wolff, UK Center for Crop Diversification



Full Webinar Series

Exploring Markets &
Considering New Crops (11/18)

Simple Web Design + Google
Business Profiles (11/25)

Record Keeping Basics (12/2)

Offseason Marketing and
Customer Retention (12/9)

2021: Looking Ahead for
Farmers Markets & COVID-
19 (12/16)

Next week!

EXPLORING MARKETS
AND CONSIDERING
NEW CROPS

November 18
10:30-11:30 AM

  University of Kentucky
College of Agriculture,
Food and Environment
Cooperative Extension Service

 CENTER FOR
CROP
DIVERSIFICATION

 Kentucky
Horticulture
Council

 MarketReady™



Thanks to All Our Partners!



USDA Specialty Crop Block Grant Program

Kentucky Center for Ag & Rural Development
Kentucky Horticulture Council
Community Farm Alliance
Kentucky Department of Agriculture

*Planning team: Brett Wolff, Emily Spencer, Savannah Columbia,
University of Kentucky Extension*



Today we'll cover

- Approaching Analytics
- Facebook Insights
 - What they mean
 - How to interpret them
 - So what? How to *learn* from and *think* about them
- Google Analytics
 - In-browser view
 - Analytics Dashboard
 - Where to look, what to see
- Brief Discussion of Instagram Analytics

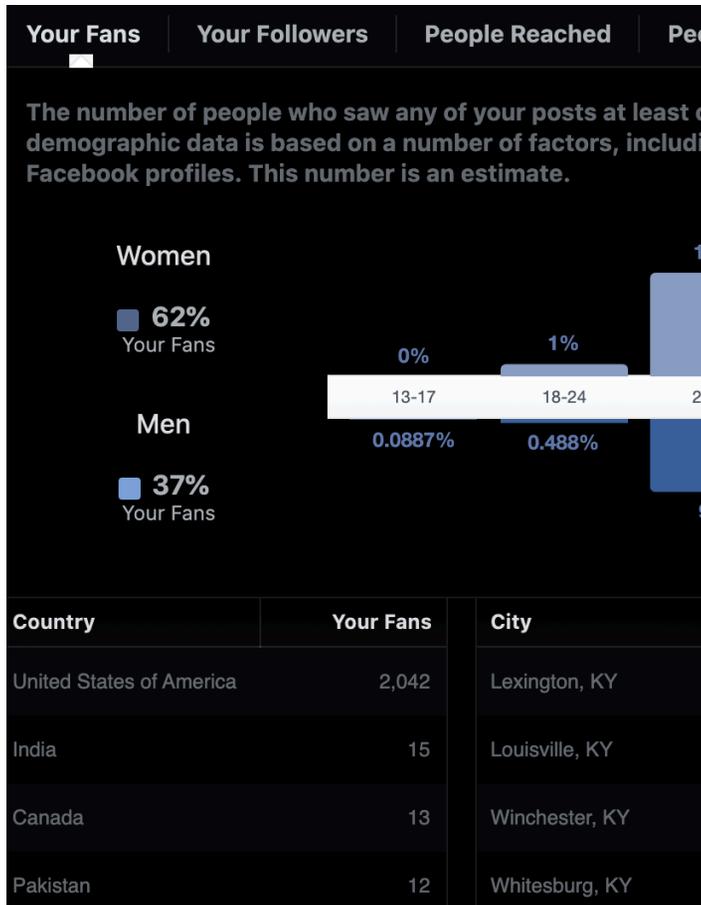
Approaching Analytics

- **“We will never throw data away”**
 - Jeff Bezos
- **“Walmart only relies on the previous 4 weeks of data for its day-to-day merchandising strategies.”**
 - Forbes
- **“Data analytics have no value on their own. Value is only derived when raw data is turned into insights, then translated into action.”**
 - Jason Lee, Bain & Company

Big Data vs. Targeted Data

- **Who are your customers?**
- **What content do they want?**
- **When are they online?**

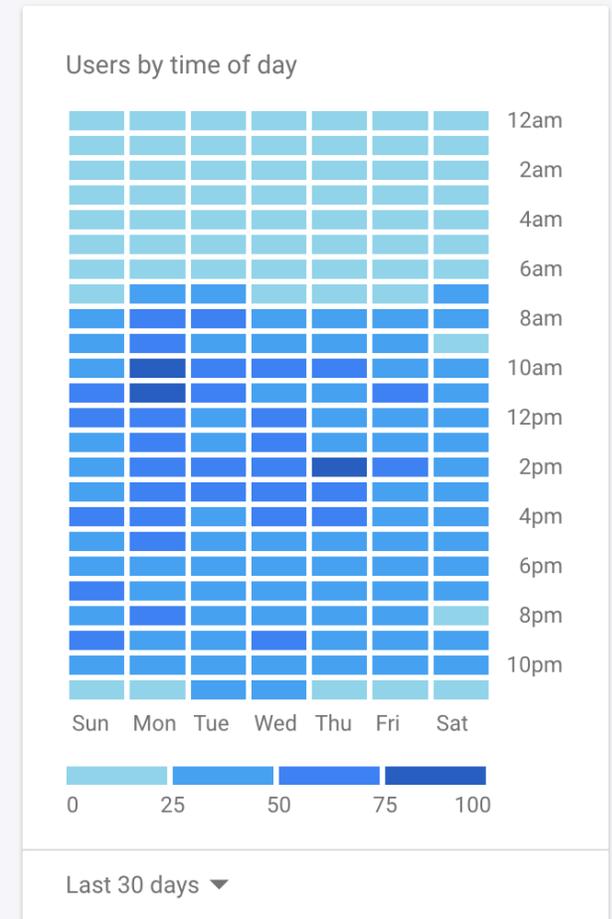
Who are your clients?



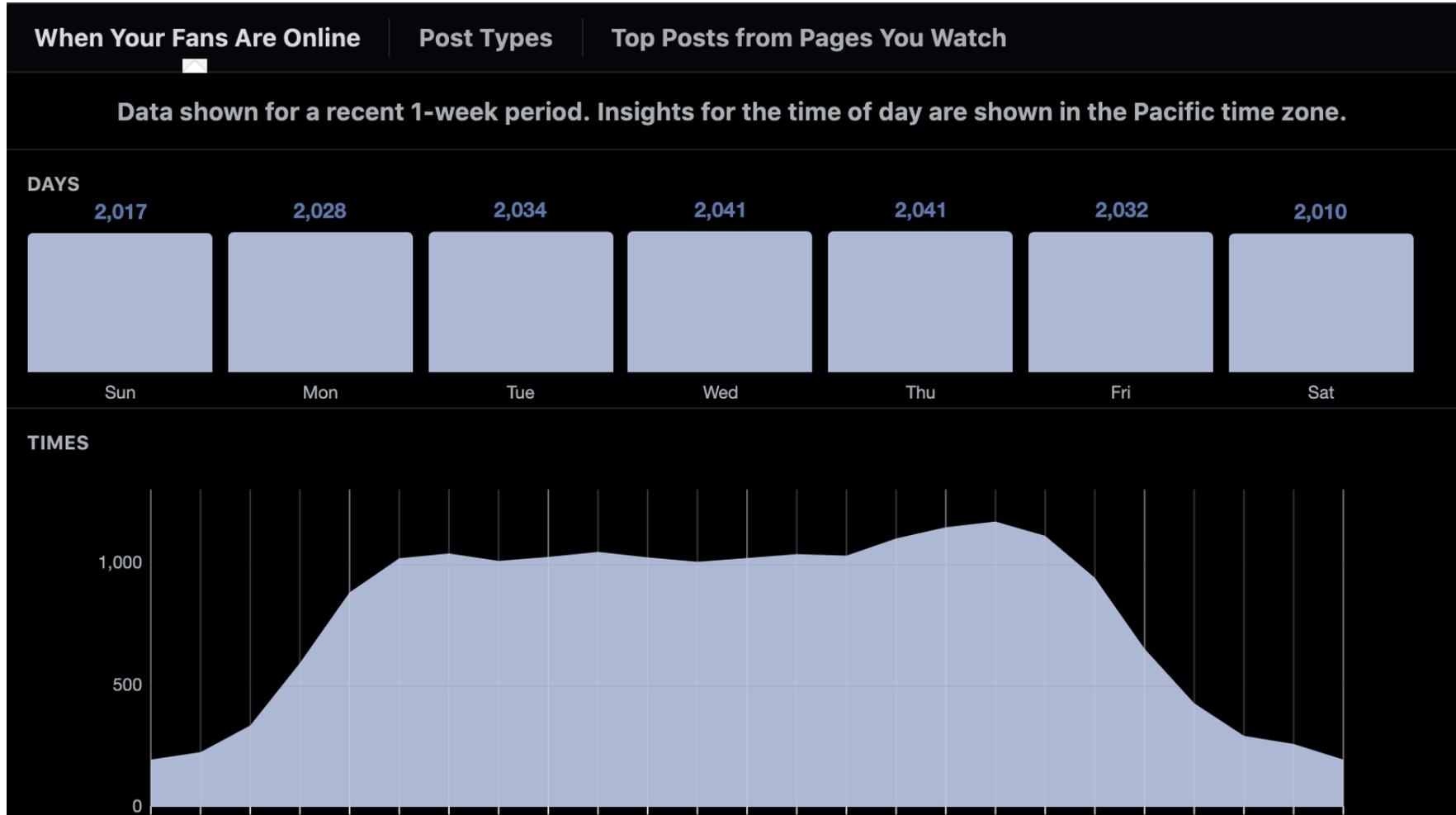
Where are your users?



When do your users visit?



When are your clients online?



What are they interested in?

What pages do you...

Page	Published	Post	Type	Targeting	Reach	Engagement	Promote
	11/09/2020 7:50 AM	Our Fall Webinar series starts this week! The first topic is about the			1.2K	51 76	Boost Post
/ccd/	10/29/2020 2:30 PM	October Newsletter! Check it out to find out about: - Upcoming Fall			124	2 2	Boost Post
/ccd/pricereports/KYP	10/29/2020 11:12 AM				110	3 1	Boost Post
/ccd/pricereports/KYP	10/29/2020 9:30 AM	Need money for advertising and marketing? There are upcoming			108	2 0	Boost Post
/ccd/pricereports/KYF	10/28/2020 9:19 AM	Attention Producers in Eastern Kentucky!!! From Grow Appalachia			133	1 2	Boost Post
/ccd/tools/budgets	10/27/2020 10:30 AM				112	1 3	Boost Post
/ccd/pricereports	10/27/2020 10:30 AM				112	1 3	Boost Post
/ccd/pricereports/kypa	10/22/2020 2:05 PM	Check out this program going on right now! Follow MarketReady			133	8 1	Boost Post
/ccd/fallwebinars/Ana	10/22/2020 2:05 PM	Check out this program going on right now! Follow MarketReady			133	8 1	Boost Post
/ccd/newsletter	10/21/2020 12:26 PM	LEARN TIPS AND TRICKS FOR PROVIDING ONLINE COOKING			275	8 6	Boost Post
Last 7 days ▼	10/16/2020	Check out this webinar!			104	3	Boost Post



Facebook Insights: Page Analytics

▪ Reach

- the number of people who had any content from your Page or about your Page enter their screen.
- Billboard?

▪ Impressions

- the number of times any content from your Page or about your Page entered a person's screen
- Billboard?!?!?

▪ Page Views

- the number of times a Page's profile has been viewed by people, including people who are logged into Facebook and those who aren't.

▪ Likes, Follows, Unlikes,

Facebook Insights: Engagement

Likes, Loves, Angries, etc.

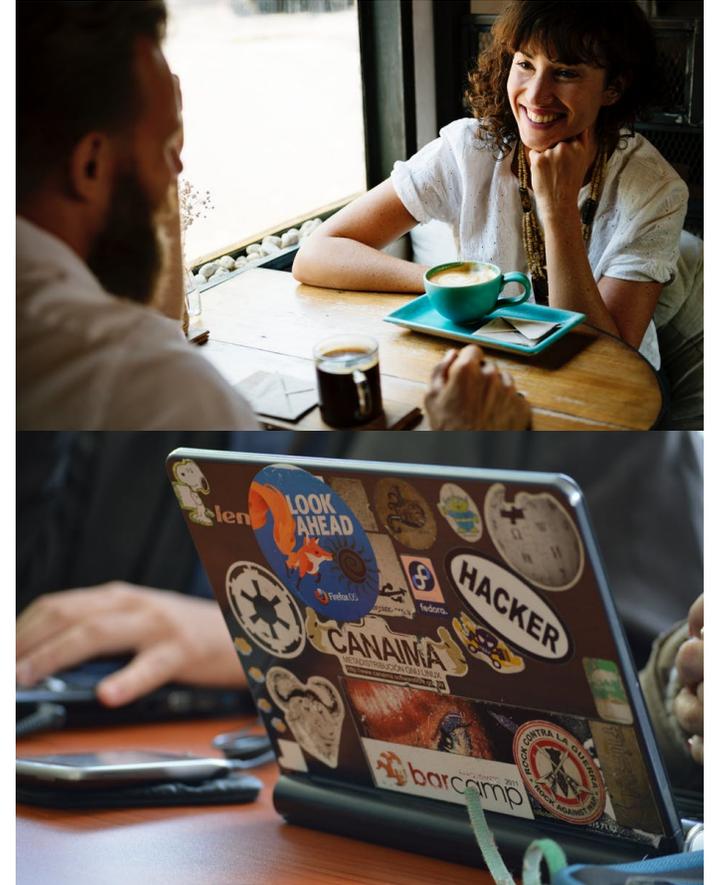
- What does this indicate?

Comments

- What can we learn from this?
- Are you responding?

Clicks & Shares

- What kind of content are these?





Center for Crop Diversification

August 17 · 🌐

A GREAT opportunity to learn about Post-Harvest handling, and to stay in touch with the amazing team at [Grow Appalachia](#).

P.S. If you haven't already, go like their page 😊

GROW APPALACHIA
BEREA COLLEGE

KADF
KENTUCKY AGRICULTURAL DEVELOPMENT FUND

SAFETY & QUALITY CONTROL FOR FRUIT & VEGETABLE GROWERS

WHO SHOULD ATTEND:
Fruit and vegetable growers who are currently selling or wish to sell at farmers markets, restaurants, roadside stands, or local institutions such as schools and hospitals.

WHAT WILL BE COVERED:
- Techniques for harvesting produce.
- Considerations for harvesting different types of produce for maximum quality, shelf life, and customer satisfaction.
- Root crops + Fruiting crops + Leafy Greens
- How to store and transport your produce.
- Food Safety considerations.
- Licenses and certifications you need for products.

WHO IS PRESENTING:
Matt Wilson and Chris McKenzie of Grow Appalachia in partnership with Magoffin Co. Cooperative Extension. Funding for the workshop comes from the Kentucky Ag. Development Fund (KADF) managed by the Governor's Office of Ag. Policy.

POST-HARVEST HANDLING WORKSHOP:

AUGUST 30

6:30PM - 8:00PM

LETCHER CO. EXTENSION OFFICE
478 EXTENSION DR. WHITESBURG, KY

🌱 Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,600 people.

726
People Reached

29
Engagements

28
Clicks

Boost Post

👍❤️ Lynnandj Blankenship, Andrea Stith and 7 others

5 Shares

Performance for Your Post

726 People Reached

29 Reactions, Comments & Shares ⓘ

15 👍 Like	8 On Post	7 On Shares
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5 ❤️ Love	1 On Post	4 On Shares
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4 Comments	0 On Post	4 On Shares
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5 Shares	5 On Post	0 On Shares
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28 Post Clicks

7 Photo Views	0 Link Clicks	21 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Moderate Reach Moderate Engagement



Center for Crop Diversification is with Brett Wolff.

August 8 · 🌐

We had a great time out at S & L Farms with Harrison County Cooperative Extension- Agriculture last night. We dodged the rain and had a blast!



🟢 Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,600 people.

422
People Reached

25
Engagements

87
Clicks

Boost Post

Performance for Your Post

422 People Reached

25 Likes, Comments & Shares ⓘ

17 Likes | 16 On Post | 1 On Shares

6 Comments | 5 On Post | 1 On Shares

2 Shares | 2 On Post | 0 On Shares

87 Post Clicks

50 Photo Views | 0 Link Clicks | 37 Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post | 0 Hide All Posts

0 Report as Spam | 0 Unlike Page

Reported stats may be delayed from what appears on posts

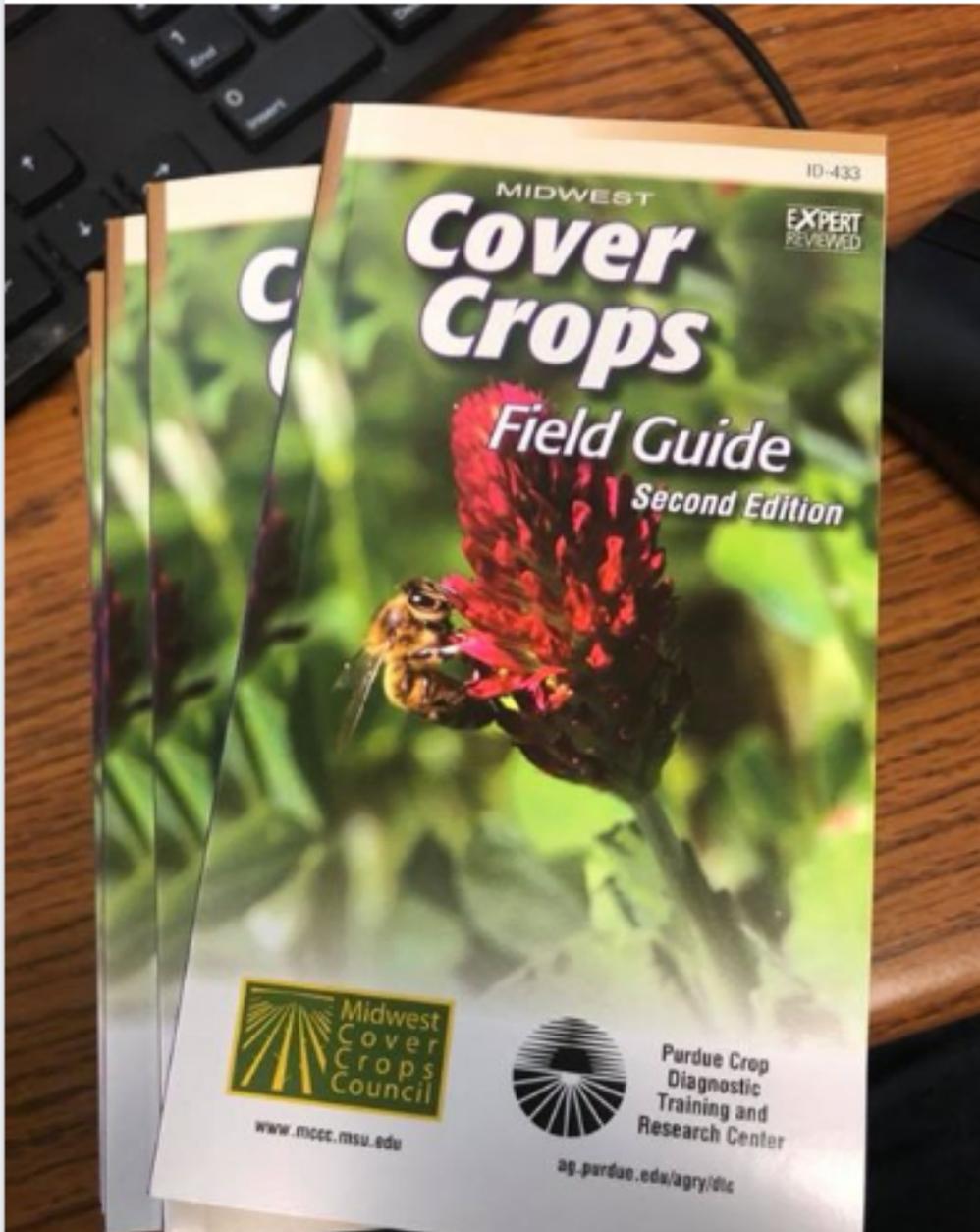
Lower Reach
Moderate
Engagement



Center for Crop Diversification

August 1 · 🌐

Who has done cover cropping this year? Who plans to put some in this fall?
LIKE and COMMENT tagging a friend who likes cover crops for your chance at a FREE cover crops pocket guide.



Performance for Your Post

1,514 People Reached

122 Reactions, Comments & Shares ⓘ

56 Like	52 On Post	4 On Shares
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6 Love	2 On Post	4 On Shares
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49 Comments	40 On Post	9 On Shares
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12 Shares	12 On Post	0 On Shares
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119 Post Clicks

19 Photo Views	1 Link Clicks	99 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Moderate
Reach
High
Engagement



If your summer is flying by like ours, this is a good time remind ourselves that lots of fall crops are planted NOW!!

Full publication available here:

<http://www2.ca.uky.edu/agcomm/pubs/id/id128/id128.pdf>

Table 12. Crops for the fall garden.

Vegetable	Date of Planting	Seeds	Transplants	Days to Maturity ¹	Date of Harvest
Beets	Jul - mid-Aug	x		70 - 75	Oct
Bibb lettuce	Jul - Aug	x	x	50 - 60	Sep - Oct
Broccoli	Jul - Aug		x	60 - 80	Sep - Nov
Brussels sprouts	Jun - Jul		x	70 - 80	Oct - Nov
Cabbage	late Jun - early Aug		x	60 - 70	Sep - Nov
Carrots	Jul - Aug	x		80 - 90	Nov
Cauliflower	late Jun - early Aug		x	70 - 80	Sep - Nov
Chinese cabbage	Jul - Aug	x	x	50 - 70	Sep - Nov
Collards	Jul - Aug	x		80 - 90	Oct - Nov
Endive	Jul - Aug	x	x	70 - 80	Sep - Nov
Green beans, bush	Jul - mid-Aug	x		60 - 65	Sep
Kale	Jul - Aug	x	x	70 - 80	Sep - Nov
Kohlrabi	Jul - Aug	x		60 - 70	Sep - Nov
Leaf lettuce	Jul - Aug - Sep	x	x	40 - 60	Sep - Oct
Mustard greens	Jul - Aug	x		50 - 60	Sep - Oct
Parsnips	June	x		90 - 100	Nov
Potatoes	mid-Jun	x		90 - 100	Oct
Radishes	Sep	x		30 - 40	Oct
Rutabaga	July - mid-Aug	x		80 - 90	Oct - Nov
Snow Peas	Aug	x		50 - 70	Oct
Spinach	Aug - Sep	x		50 - 60	Aug - Sep
Sweet corn	Jul	x		70 - 80	Sep
Turnips	Jul - Aug	x		50 - 60	Sep - Nov
Turnip greens	Jul - Aug	x		50 - 60	Sep - Nov

¹ Due to cool temperatures in the fall, a long time will be needed for certain

Performance for Your Post

12,110 People Reached

485 Reactions, Comments & Shares ⓘ

213 Like	41 On Post	172 On Shares
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57 Love	2 On Post	55 On Shares
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92 Comments	1 On Post	91 On Shares
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123 Shares	120 On Post	3 On Shares
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631 Post Clicks

203 Photo Views	14 Link Clicks	414 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	1 Unlike Page

Reported stats may be delayed from what appears on posts

High Reach High Engagement



Center for Crop Diversification

August 31 at 9:32 AM · 🌐

We had a blast at the opening celebration of the [Community Agricultural Nutritional Enterprises, Inc.- CANE](#) facility yesterday. Brett is an amateur with the video, but a pro at hamming it up 😊

Do you like this kind of content? Should we come visit you next? Let us know in the comments below!

<https://youtu.be/hq5vYUTf8Hs>



trip **CANE Kitchen Whitesburg, KY**

YOUTUBE.COM

CANE Community Kitchen (Whitesburg, KY)--CCD Roadtrip

Brett attended the grand opening of the Community Agriculture & Nutritional Enterprise, Inc. (CANE)--a community kitchen and gathering space in Letcher...



Get More Likes, Comments and Shares

Boost this post for \$3 to reach up to 1,600 people.

1,760

People Reached

141

Engagements

296

Clicks

[Boost Post](#)

👍 Carolyn Davis, Emily Kolb Long and 14 others

3 Comments 15 Shares



Like



Comment



Share



Performance for Your Post

1,760 People Reached

141 Reactions, Comments & Shares *i*

90 👍 Like	16 On Post	74 On Shares
12 ❤️ Love	0 On Post	12 On Shares
24 Comments	3 On Post	21 On Shares
15 Shares	15 On Post	0 On Shares

296 Post Clicks

0 Photo Views	137 Link Clicks	159 Other Clicks <i>i</i>
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NEGATIVE FEEDBACK

- 0 Hide Post
- 1 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts



What do these things mean?

- **Reach** = more eyeballs, growth, new customers
- **Impressions** = repeated exposure to new and current audience
- **Post Clicks** = people are visiting your post, intriguing, search?
- **Reactions** = low-level engagement, keeping people's attention
- **Comments** = more action = more engagement**
- **Shares** = people think this would be useful to their friends and they are vouching for your business.

A quick note on FB advertisement

- Facebook can be a cost-effective way to advertise.
- Before throwing too much money in, make sure:
 - Your page is up to date
 - You are taking advantage of all free functionality
 - You are posting regularly
 - You have a way to assess success

Choose A Goal

Duration

Run this ad continuously

Your ads will run continuously for a daily budget. This option is recommended. [Learn More](#)

Choose when this ad will end

Days

5



End date

Nov 15, 2020

Daily Budget

Actual amount spend daily may vary.

Country, Currency
US, USD

Change

Estimated 173 - 501 people reached per day

\$ 1.00

Edit Audience



Lists of people you want to reach with your



Men

Women



65+



[Browse](#) →

[Audience Manager](#).

Reach: 230,000,000 people

Audience selection is fairly broad.

Cancel

Save Audience

Google Analytics

- **Free Program for monitoring website analytics**
 - Has its own terms (“unique pageviews, sessions, users” etc.)
 - More complex than FB Insights
 - Compare Date ranges, track traffic, devices, etc.
- *****Must Install on site*****
 - Works well & Easy to Install on w/ most WYSIWYG platforms (Wix, Squarespace, Weebly, etc.)
- **Start it now even if you don't think you'll use it**

Let's take a look...

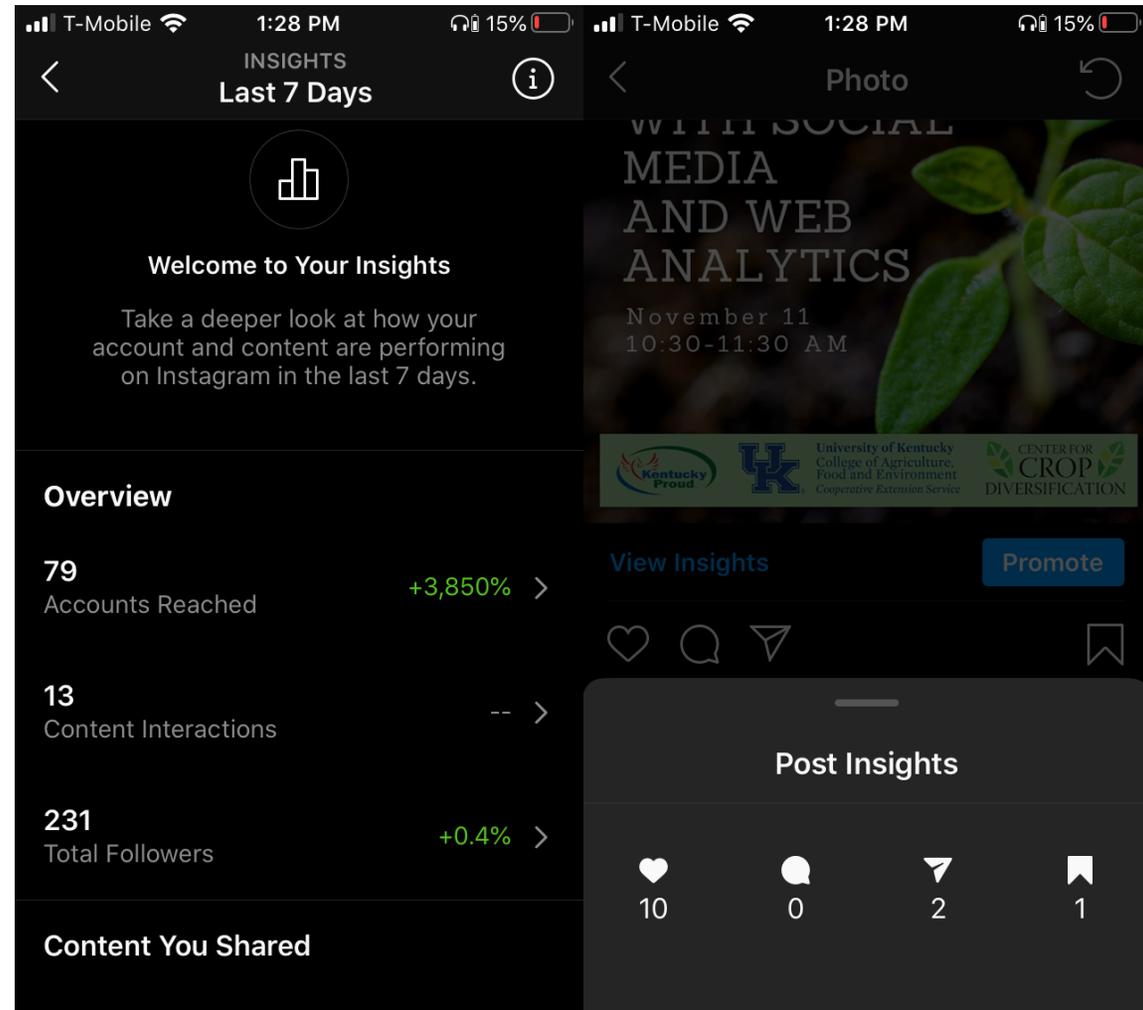


Instagram Analytics

Less internal analytics than FB

Requires IG Business Page

External Programs (free and paid) are available.



Takeaways

Data are only valuable if they generate action.

If you are a business: 💰💰💰 > 👍👍👍

Don't let the jargon intimidate you.

Start slow and simple, but you'll only learn by interacting with the data.

You **CAN** do this!

