

Small Business

Social Media Playbook

About Fullscreen and AT&T

Fullscreen is a leader in social-first entertainment experiences, serving talent and brands through creative, strategy, and marketing that enable growth, engagement, and monetization of their audiences. Its unique clientele includes over 400 brands and over 2,500 creators and celebrities that generate more than 7 billion monthly video views across a global network of social channels. Serving a broad range of clients from offices in Los Angeles and New York and with team members across the country, Fullscreen is a wholly-owned subsidiary of Otter Media, a WarnerMedia company. For more information, visit www.fullscreen.com and follow on social media at @fullscreen.

Part Five



Measuring Success

Congratulations you have made it to Part 5 which means you are well on your way to an impactful presence on social media!

In our previous lessons you learned everything from identifying your audience, which platforms to leverage and how to build a strong community.

Now that you have been creating content it's time to analyze your results so you can keep learning to get the best results.

Step 8 - Measure your success.

8 Step Eight

Measure your success.

Once you've started posting across social media, it is important to track how your content is performing to:

- Optimize content accordingly
- Understand what your fans connect with
- Measure post and/or paid media success



8 Step Eight

Critical Focus Areas

Metrics worth tracking will vary depending on the platform(s) you're active on as well as your social media goals and objectives.

As you get started with analyzing how customers respond to your content, here are a few key metrics to keep in mind for specific goals :

How To | Social Metric Identification

GOAL: **GROWING CUSTOMER BASE + AWARENESS**

Reach

the amount of unique people who saw your post

Impressions

the amount of times your post was seen

Views

the amount of times your video was watched

Demographics

age, gender, location

GOAL: **INCREASING CONSIDERATION**

Engagements

likes, comments, shares, and clicks - the interaction a customer took with your post

Engagement rate

engagements divided by impressions

Sentiments

the emotional response to your content (think positive, negative, neutral) - you can look at comments to gain an understanding of sentiment on specific posts.

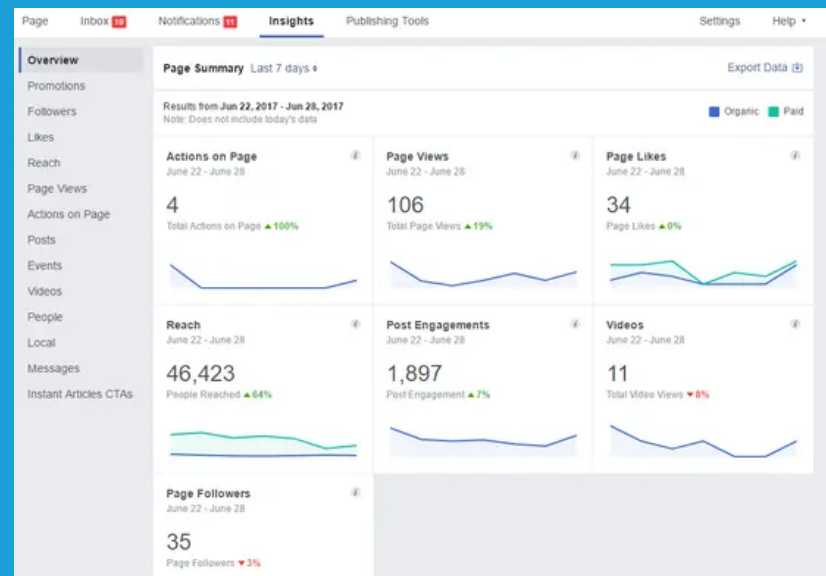
GOAL: **DRIVING TRAFFIC + CONVERSION**

Link Clicks

number of clicks on a link within a post on a given social network

Step Eight

How To | Platform Data Access

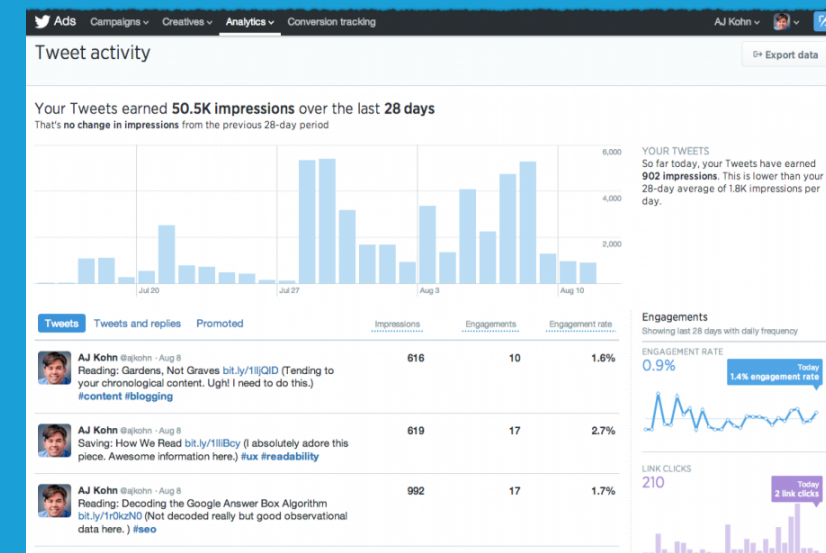
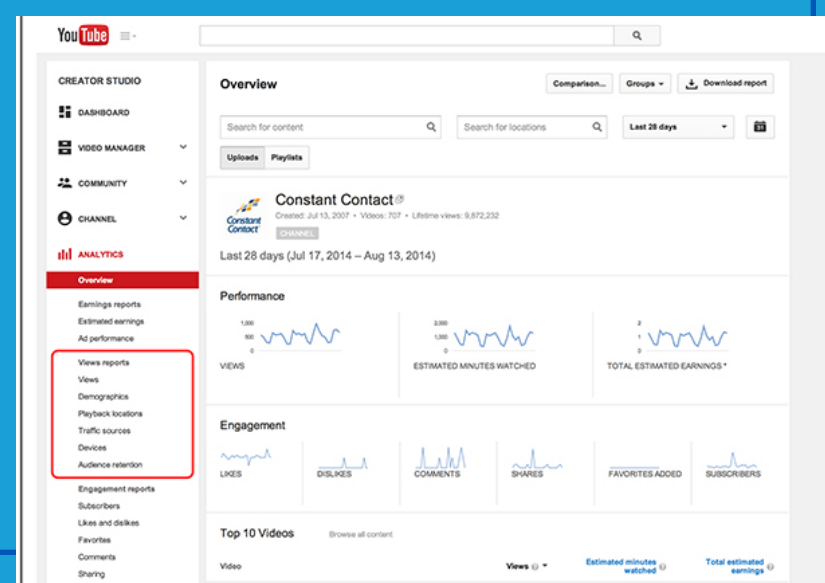


Facebook Insights

If you have a Facebook business page, you can access FB Insights at the top of your page. This tool provides in-depth data on each of your social posts.

Available to any YouTube channel, YouTube Analytics provides in-depth data on each of your videos and overall views.

YouTube Analytics

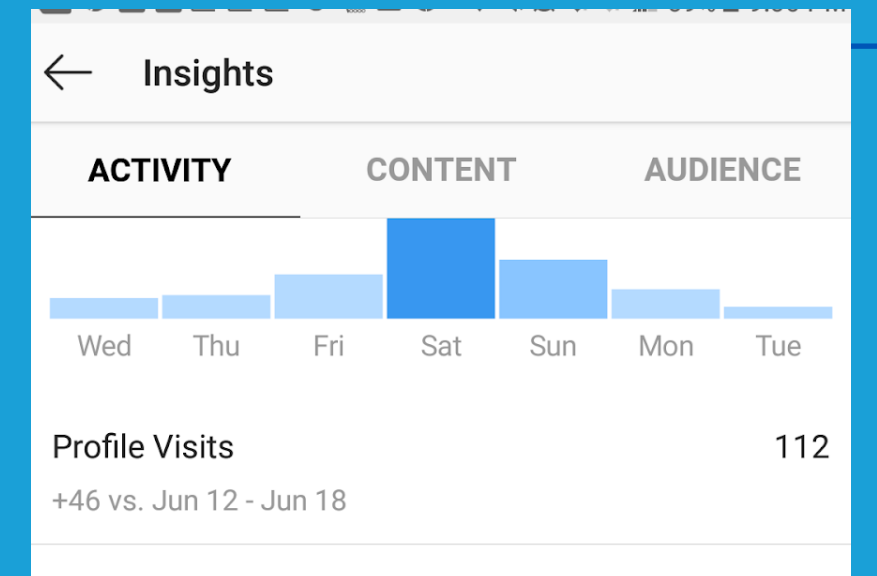
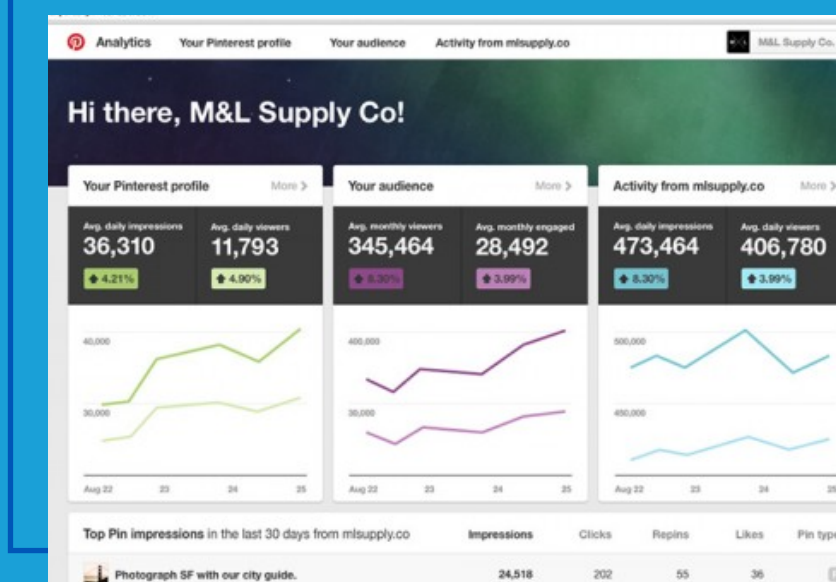


Twitter Analytics

Available to any Twitter account, Twitter Analytics can be found under the 'more' section on the left of the account. This tool provides in depth data on each of your tweets.

If you have a Pinterest Business account, you can access Pinterest Analytics to track a range of metrics across your pin activity, audience activity, and which specific pins are driving traffic to your website.

Pintererst Analytics



Instagram Analytics

If you have an Instagram Business account, you can access IG Analytics in the menu bar on the right of your Instagram page. This tool provides in-depth data on each of your IG social posts.

Measurement Best Practices

Aim to do at least a weekly check-in on how your content performed over the course of the week, including which posts performed well and which posts struggled.

Start by tracking how your content on each individual social platform is performing week-over-week and, as you measure for longer periods of time, look at month-over-month

Look across your platforms to see where your customers are interacting the most with your posts and prioritize those platforms

If at the end of a week you find that certain posts are driving high levels of engagement or other campaign objectives, repeat the tactics used in those posts!

Continue to adapt your content - if you are getting negative sentiment / comments, record those learnings and adapt to prioritize other content

Once Upon a Donut Shop

After a few months of posting content to their Instagram, Once Upon a Donut evaluated all their posts and noticed that photos of donuts received 40% more engagements than photos that didn't feature donuts at all. They also noticed adding calls-to-action to copy on these photos resulted in 25% more comments than other posts! Because of this they launched a new weekly voting photo series where their followers get to vote on and pick the next week's Featured Donut in the shop.



Wishing you the best

Thank you so much for the opportunity to help us grow your brand's online presence.

Small businesses are truly the cornerstone of any community and the backbone of our country.

And although it's never easy to start, run, grow and maintain a business, that couldn't be more true now, so we are grateful for your trust and time.

From everyone at AT&T and Fullscreen we wish you the best of luck with your new knowledge of social media!

Enjoy!