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# Using and interpreting social media analytics

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# Social Media

What social media platforms are you using?  
Most of us are using (or are at least familiar with) the basics.

- Facebook
- Twitter
- YouTube
- Blogs (WordPress)

Are what we will focus on today.

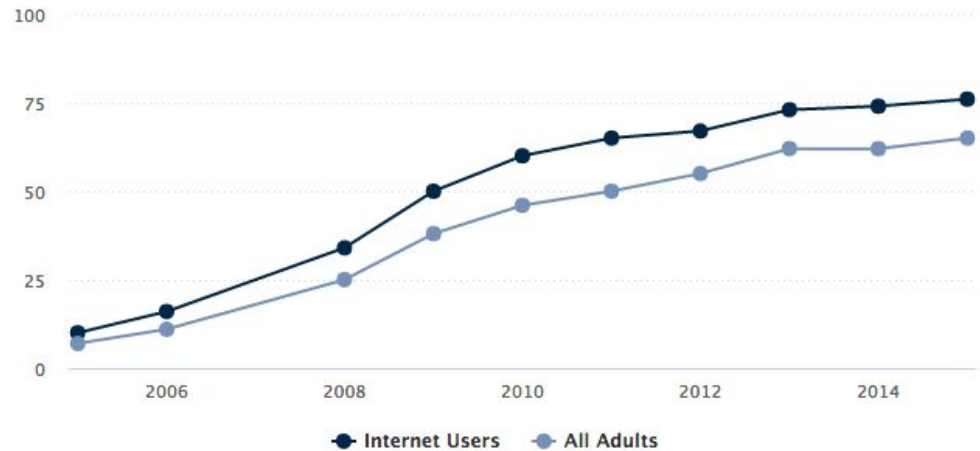


# Why is social media valuable?

In 2005, only 7 percent of the U.S. used one or more social networking sites. Today...

- 65 % of U.S. uses one or more social networking sites
- 76 % of all internet users in the U.S. use social media

*% of all American adults and internet-using adults who use at least one social networking site*



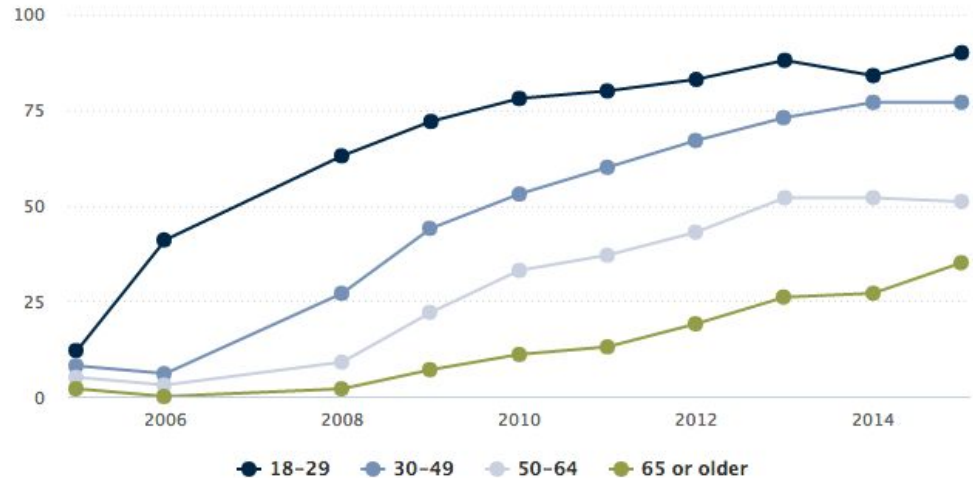
Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

Source: Pew Research Center, Oct. 2015

# Is my audience on social media?

- Teens and young adults continue to be the leading age demographic.
- Growth is being driven by older adults.
- Think of each account or platform as trying to reach a different persona.

*Among all American adults, % who use social networking sites, by age*



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

# Looking for more?

## 19 Free Social Media Analytics Tools!

<https://blog.bufferapp.com/social-media-analytics-tools>

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## Social Media Analytics

*The Best Free Tools for Marketers*