



MEDIA DEVELOPMENT

# Social media analytics: Worksheets and templates

Worksheets, templates and more for journalists and  
other media professionals

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This document contains all exercises and one checklist from the DW Akademie Social Media Analytics Guidebook in one place. The purpose of this document is to make it easier for trainers or participants to find and print all exercises.

### Preconditions:

Participants need to access Facebook Insights of at least one Facebook page, as well as to Twitter Analytics of at least one Twitter account to complete these worksheets. Twitter Analytics can be activated during the workshop if the participant knows the Twitter account password. However, access to Facebook Insights can only be given by an existing Facebook page administrator.



**Goal:** Participants and the workshop facilitator develop a shared understanding of where the main gaps are for this group. The exercise also helps participants understand how well developed their organization's capacity is compared to other participants and provides an opportunity to learn from each other.

**Task:** Identify which elements of the checklist you have in place to successfully organize your social media analytics activities. Share your gaps with the workshop facilitator, who may collect them on a flip board. If used as an energizer: the facilitator asks participants to walk/run to different parts of the room depending on whether one of the checklist items is in place.

## Checklist: Organizing Social Media Analytics

### Do you have the following in place?

A desktop or laptop computer with Internet access

A spreadsheet program such as Excel, OpenOffice Calc or Google Sheets

A designated person who will analyze the numbers. At the very least, this person should be able to dedicate two hours per week on this task. You should also have a second person as a backup if the other person gets sick or decided to leave your company.

Clearly defined goals and metrics for your social media activities

An agreed reporting frequency, for example at the beginning of every month

A person who can make decisions based on these reports.

**Goal:** Participants actively reflect on why they are using social media for their business and learn about defining goals by listening to the answers given by other participants. Participants and the workshop facilitator learn about shared goals within the group as well as unusual approaches to social media.

**Task:** Answer the questions for your media outlet, together with a colleague if relevant. Share your answers with the group.

 **Exercise 1: Guiding questions**

**Why is your media outlet using social media?**

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**What does success on social media look like for you?**

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**Goal:** Participants are able to identify S.M.A.R.T criteria and can apply the methodology for their own work.

**Task:** In teams of two, circle and label the words or phrases that make these goals S.M.A.R.T. Each example can contain some of the S.M.A.R.T criteria multiple times and some words or phrases can be connected to more than one S.M.A.R.T criterion. Discuss your findings with the group. Optional: Define a S.M.A.R.T goal for your own work.



## Exercise 2: Find the S.M.A.R.T. criteria

In the good examples on this page, find the parts that make the goals specific, measurable, attainable, relevant and timely (S.M.A.R.T.).

**Circle and label the words or phrases that make these goals S.M.A.R.T. Each example can contain some of the S.M.A.R.T. criteria multiple times and some words or phrases can be connected to more than one S.M.A.R.T. criterion:**

### Example 1:

We want to grow from 5,000 to 6,500 fans on Facebook over the next twelve months. At the moment, 3,500 of our fans (70%) are men, but we would like to have a more balanced audience. That is why we want half of all new followers to be women. We will analyze our data monthly to show our progress.

### Example 2:

We want to increase the dialogue with our audience on Facebook, specifically around the daily community talk show program from 9:00 to 10:00. Over the next six months, we want to increase the amount of online engagement (reactions, shares and comments) from currently 2% of the reached audience to 4% on all posts related to the daily talk show. We will report weekly on progress.

**Goal:** Participants have familiarized themselves with some of the basics of Facebook Insights. They are able to find information that is relevant for their media house and provide meaningful analysis.

**Task:** Access Facebook Insights and use it to answer the below questions for a page you are responsible for. Share your conclusions with the group. Ask the facilitator for help, if you have problems finding the answers.



### Exercise 3: Who are you reaching on Facebook?

Regardless of what Facebook Insights shows, how would you describe the target audience of your media outlet?

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With the help of your Facebook Insights page, try to answer the following:

**How would you describe your current audience on Facebook?**

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**If there is a big difference between the two audiences: Why do you think you are not reaching the same people on Facebook whom you are trying to reach on air? Is this a good thing or a bad thing and what can you do about it?**

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**Goal:** Participants show increased mastery of Facebook Insights. They are able to find information about usage patterns and content preferences of their audience and draw relevant conclusions from the analysis.

**Task:** Access Facebook Insights and use it to answer the below questions for a page you are responsible for. This exercise requires that you really dig into some of the details you can find on Insights. Ask the trainer for help, if you have problems finding the answers. Share your most interesting or surprising findings with the group.



### Exercise 4: How engaging is your Facebook page?

**What times of the day are most of your fans online?**

During the week:

During the weekend:

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**When do you normally post to Facebook?**

During the week:

During the weekend:

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**Is there a day where statistics are very different from the other days? Why do you think that is the case?**

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**What type of post (photo, link, video) reaches the most people on your Facebook page?**

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**What type of post (photo, link, video) creates the most engagement on your Facebook page?**

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**What were your three most successful posts over the last month? When did you publish them? What kind of posts were they?**

1 

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2 

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3 

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**What were your three least successful posts over the last month? When did you publish them? What kind of posts were they?**

1 

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2 

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3 

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**Goal:** Participants have familiarized themselves with the basic dashboards of Twitter Analytics. They are able to find information that is relevant for their media house and provide meaningful analysis.

**Task:** Access Twitter Analytics to answer the following questions. Note that you will manually have to find and interpret the data on the Analytics home screen. Compare sentiments and elements of top tweets with the other participants. Do your most successful tweets have something in common? Discuss.



### Exercise 5: Top-Tweet analysis

Take a look at the “Top Tweets” of the last six months and answer the following questions:

#### 1. Elements of top Tweet:

How many of the top Tweets:

Contained a link: \_\_\_\_\_

Contained a photo: \_\_\_\_\_

Contained video: \_\_\_\_\_

Contained a hashtag: \_\_\_\_\_

Were @mentioning another account: \_\_\_\_\_

#### 2. Sentiment of the top Tweets

How many of the top Tweets:

Entertained: \_\_\_\_\_

Proud: \_\_\_\_\_

Curious: \_\_\_\_\_

Worried: \_\_\_\_\_

Angry: \_\_\_\_\_

#### 3. Try to summarize what you found out above in one sentence. What makes your top Tweets successful?

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**Goal:** Participants have gained basic familiarity with Followerwonk. They are able to identify information that describes their followers, develop a basic user persona and draw conclusions from the analysis.

**Task:** Access Followerwonk to answer the following questions. You will have to create a free account on the platform first. Collect the information and discuss the answers together with a colleague (if relevant). Share with the group: 1) what your typical Twitter follower is like and 2) how you can use that information.

## Exercise 6: Analyze your Twitter Followers

Try to answer the following questions with Followerwonk:

### 1. Where do most of your Twitter followers live?

Inside your country (city or region):

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Outside your country (name of country):

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### 2. What times are most of your Twitter followers active?

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### 3. When are you most active on Twitter?

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### 4. What conclusions do you draw from 2 and 3?

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### 5. Based on the bio word cloud, what are your followers' main interests?

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**Goal:** Participants have gained basic familiarity with Unionmetrics' Twitter Assistant. They are able to identify the best and worst performing types of content and formulate conclusion based on the analysis.

**Task:** Access Unionmetrics' Twitter Assistant to answer the following questions. You will have to create a free account on the platform first. Collect the information and discuss the answers together with a colleague (if relevant) and share your conclusions with the group.



### Exercise 7: What kind of Tweets work best for your audience?

Try to answer the following questions with the help of Union Metrics' Twitter Assistant:

1. What type of Tweet received the most retweets, likes and replies?

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2. What type of Tweet received the least retweets, likes and replies?

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3. What type of Tweet received the most clicks?

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4. What type of Tweet received the least clicks?

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5. In the reporting period, how often did you post Tweets with

Images: \_\_\_\_\_

Videos: \_\_\_\_\_

Text: \_\_\_\_\_

Hashtags: \_\_\_\_\_

Links: \_\_\_\_\_

6. What conclusions do you draw from the above? Keep in mind that, if you don't post a certain kind of Tweet (for example videos), the Twitter Assistant cannot make recommendations for this content type.

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## Suggested Agenda

How much time you want to spend on training participants on digital analytics depends on many factors, such as: who the participants are, what their existing capacity and interest are, the channels they are using as well as whether you are delivering a dedicated analytics training or whether digital analytics is just one part of a more general social media training.

For this reason the sample agenda below focuses less on timing and more on a suggested order of items as well as when to use the various worksheets that are part of this document.

Agenda Item	Suggested Materials
Welcome and introductions	Notebooks, pens, markers, etc. to take notes and complete exercises.
Collect questions and expectations of participants	Post-Its, easel, or similar
Analytics basics (fans, followers, reach, engagement etc)	Print-Outs: ➤ <b>Checklist</b> Organizing Social Media Analytics ➤ <b>Exercise 1</b> Guiding Questions ➤ <b>Exercise 2</b> Find the S.M.A.R.T criteria
Facebook Insights	Print-Outs: ➤ <b>Exercise 3</b> Who are you reaching on Facebook? ➤ <b>Exercise 4</b> How engaging is your Facebook page?
Group discussion: what have you learned from the statistics so far?	Post-Its, easel, or similar
Twitter Analytics including third-party tools like Follower-wonk or Unionmetrics.	Print-Outs: ➤ <b>Exercise 5</b> Top-Tweet-Analysis ➤ <b>Exercise 6</b> Analyze your Twitter Followers ➤ <b>Exercise 7</b> What Kind of Tweet Work Best for Your Audience?
Demonstrate analytics for other tools as necessary (e.g. YouTube and WhatsApp). Optional: ask participants to submit one of their WhatsApp group chats for automatic analysis.	
Reporting	On participants' computers or as modified print-outs: ➤ <b>Reporting templates</b>
Time for participants to practice tools and talk to 1:1 with trainer	
Review training and check post-its from beginning of the training.	
Finish	

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