Columbia Missourian Social Analytics

Jan. 21 to Jan. 28 | *Compiled by Kylie Boyce*

The takeaway: The Women's March was definitely the hot topic last week.

Stats at a glance

Total audience: 50,064

New audience: 433

Interactions: 2,072 (retweets, mentions, comments, shares, likes)

Clicks: 4,494

Note: Aggregate includes CoMissourian and CoMoSports twitter data as well as Missourian Facebook data.

2 posts that did well this week

Reach: 3,336
Engagements: 124
Link clicks: 77

What should we learn from this?
I choose this post because even though it didn't have the highest reach in the 7 day period, the engagement rate 3.7%. I think the goal of this post was to get people to click the link and see the 360-degree coverage. That is why I think looking at engagements and link clicks for this post was more important than merely the reach. I think this post was successful because it was posted after the march and written to evoke the curious reader to see what they missed. It also immediately states the use of a new rapidly growing type of technology that is intriguing to users not familiar with 360-degree coverage.

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Columbia Missourian ✓
@CoMissourian

Didn't see the march today? These 360-degree images show the size of the crowds at Columbia's #WomensMarch bit.ly/2jNDNHr

RETWEETS	LIKES
6	10

9:52 PM - 21 Jan 2017

↩ ⟲ 6   ♥ 10   ᵢₗₗ

Reply to @CoMissourian

Reach: 15,810
Engagements: 1,548
Link clicks: 448

What should we learn from this?
This Facebook post by far the most successful facebook post during the 7 day period. I think one reason was the topic and timeliness of the content. The post was straightforward and used the written post combined with the headline to inform and intrigue the audience member. The 305 likes/reactions and 26 shares I think are part of the reason it was able to reach such a large audience. One criticism would be that the summary and headline are very similar. We could have used one of those to highlight another important element from the story or fact about the march and then we would have shared more information with the 13,500 that the post reached but didn't interact with.

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Columbia Missourian
Published by SocialFlow [?] · January 21 at 8:24pm · 🌐

A sea of pink and "Pussyhats" could be seen downtown today as thousands gathered to march.

Columbia residents come out for the Mid-Missouri Solidarity March
Thousands gathered in downtown Columbia for the Mid-Missouri Solidarity March.
COLUMBIAMISSOURIAN.COM | BY SARAH WYNN

Well, that didn't work ...

Reach: 1,594
Engagements: 12
Link clicks: 7

What should we learn from this?
What is interesting about this tweet is that even with a graphic it had one of the lowest reach of tweets in this period and very few engagements. The engagement rate 0.8%. While important to keep in mind the tweet has only been up 2 days as opposed to the 8 days the best tweet had been up. I think the goal of this tweet was to get the users to read the story and if not to at least read the graphic for some information. However, I think the long tweet combined with the long quote is a lot to process as an audience member is quickly scrolling through Twitter.

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Columbia Missourian ✔
@CoMissourian

Despite scrutiny from the USDA in the past decade, officials stand with the organic dairy plant coming to Columbia: bit.ly/2kaeC1t

"We are 100 percent behind the company. (The lawsuit) is something that happened four years ago, and based on our interpretation of what it is, it's not anything that concerned us at all."

— **Subash Alias,** senior vice president of the Missouri Partnership, on Aurora Organic Dairy opening a plant in Columbia

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12:00 PM - 27 Jan 2017
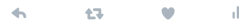
Reach: 711
Engagements: 15
Link clicks: 14

What should we learn from this?
This post had very poor reach as well as very few engagements. While there were posts from January 27th that had similar statistics, I choose those post because it has been up since the 25th and still has limited success. I think one downfall of this post is that the headline of the story and the Facebook post tell the same information initially. The post could have been shortened to just give information about the time of the forum since the reason for the forum is in the headline below. I also wonder if a photo, even if only the front of one of the middle schools, might draw more attention that those reading the names of the middles schools, as people are quickly scrolling might not stop to read all the long texts.

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Columbia Missourian
Published by SocialFlow [?] · January 25 at 12:00pm · 🌐

Columbia Public Schools will hold forums on boundary changes affecting Gentry and Jefferson Middle Schools. Parents are welcome to come comment today and tomorrow at 5 p.m.

Columbia Public Schools to hold parent forums on Gentry, Jefferson boundary changes
Parents are most concerned about how drive time and the driving distance will affect their families when boundaries are changed.
COLUMBIAMISSOURIAN.COM | BY LORETTA LEE AND CRYSTAL DUAN

Thanks for reading!

We need your feedback to make this report more useful. Send your comments and questions to dulinm@missouri.edu or on our Missourian slack channel #analytics