

Name:

Date:

Unit 3 Assignment 3 Task 2a - Gather data on social media websites using dedicated tools

Screenshot Evidence

Tools e.g. Facebook Insights, Twitter Analytics, Google Analytics or TweetReachTM.

- Identifying interaction relating to individual posts.
- Identifying audience profiles, e.g. age, location.
- Monitoring number of 'likes' and 'shares'.
- Comparison of intended target audience versus actual audience.
- Identification of posts and types of content which create the highest levels of interaction.
- Identifying the number of visitors who 'click through' to company e-commerce website.