

Name:

Date:

Unit 3 Assignment 3 Task 2b -Interpret data on social media websites using dedicated tools

Using the data gathered in 2a

From tools e.g. Facebook Insights, Twitter Analytics, Google Analytics or TweetReachTM.

Tool 1	What data could you gather using this tool?
Tool 2	What data could you gather using this tool?
Tool 3	What data could you gather using this tool?

Audience profile	Identifying audience profiles, e.g. age, location.
Audience comparison	Comparison of intended target audience versus actual audience.
Post interaction	Identifying interaction relating to individual posts.
Likes and shares	Number and comparison of interest on different sites
Highest interaction	Identification of posts and types of content which create the highest levels of interaction.
Further interest	Identifying the number of visitors who 'click through' to company e-commerce website.

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