

LISBON DIGITAL SCHOOL

SOCIAL MEDIA IT'S ALL ABOUT THE METRICS

NOT A SKILL, A MUST HAVE

Lisbon Digital School

Junho 2020 - Presente
Chief Innovation Officer – Teacher - Consultant

Nestlé Cerelac | Nescafé Dolce Gusto | Worten Portugal | Samsung Portugal
| Fundação Francisco Manuel dos Santos | Guloso | EEA Grants | Sport Tv
Portugal | KIA Portugal | Buondi

Creative | Social Media Consultant

Março 2020 – Maio 2020
I'm not a Specialist. Sorry! – Narrativa.ch

Eleven Sports Portugal | Lisbon Digital School | Sindicato de Jogadores de
Futebol |

Wunderman Thompson Lisbon

Julho 2013 – Março 2020
Head of Social Media / Brand Content

Vodafone PT | GALP | Cerveja Sagres | Cerveja Bohemia | Cascade | Radler |
Iglo | Associação Mutualista Montepio | Um Bongo | Chocolates Nestlé |
Frize | Turismo de Cascais | Primavera | Mar Shopping | Kit Kat | Yoggi

Sport Lisboa e Benfica

Outubro 2011 – Junho 2013
Head of Social Media – Brand Content

PT

Outubro 2011
Digital Creative

Torque Agency

Maio 2011 - Agosto 2011
Digital Creative

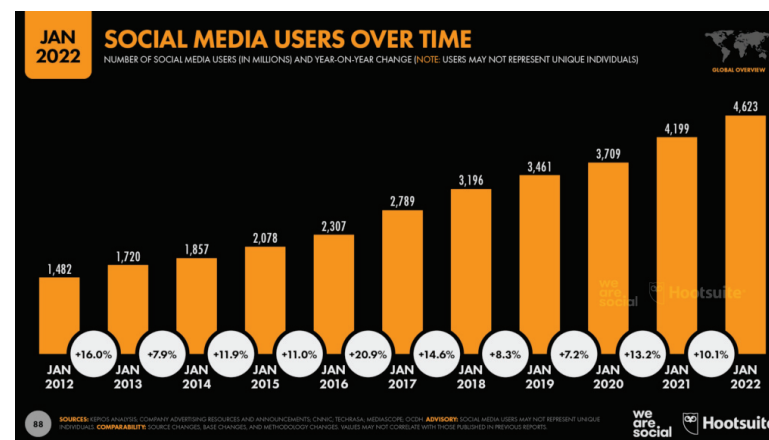


<http://www.ihaveaconce.pt>

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SOCIAL MEDIA WHY DOES IT MATTER?



WORLD POPULATION

7,97B

SOCIAL MEDIA
USERS

4,62B

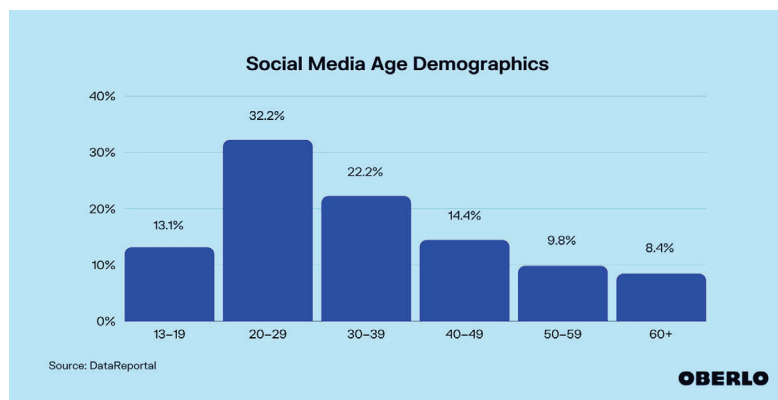
60% OF THE
WORLD POPULATION
IS ON SOCIAL MEDIA

ESPECIALLY THE
NEW GENERATIONS

2H27M A DAY

TO LEARN
TO CONSUME
TO BE ENTERTAINED
TO BUY
TO BE SOMEONE

50% OF
16-24 YEARS OLD
USE SOCIAL MEDIA
FOR BRAND SEARCH



AND IT WON'T STOP

DIGITAL IS HERE
TO STAY

THE PANDEMIC
ACCELERATED
THE PROCESS

WE ADVANCED
10 YEARS
IN DIGITAL AND SOCIAL

LET'S USE IT
TO OUR ADVANTAGE

HOW?

FIRST WE HAVE TO BE ON
SOCIAL MEDIA

THEN WE HAVE TO CREATE
A COMMUNITY

THEN WE HAVE TO LEARN FROM
OUR COMMUNITY AND FROM ALL
OTHER COMMUNITIES

HOW?

METRICS | DATA

SOCIAL NETWORKS
GIVE US EVERYTHING

AND WE CAN FIND
THE RIGHT PEOPLE
FOR OUR BUSINESS

TO FIND AND UNDERSTAND
PEOPLE,
WE HAVE TO UNDERSTAND
METRICS

WE LIVE IN A WORLD OF
DATA, BIG DATA,
INFORMATION

NEVER BEFORE INFORMATION
HAS BEEN
SO VALUABLE

AND NEVER HAS
INFORMATION HELPED US
SO MUCH
TO DECIDE

TO CREATE
TO IMPLEMENT
TO TEST
TO SUCCEED

HOWEVER,
WE HAVE TO UNDERSTAND
HOW PEOPLE USE
SOCIAL MEDIA

THE TEMPTATION IS
ALWAYS TO LOOK
AT THE BIG PREMISE

HOW MANY
DID WE REACH?

HOW MANY
SAW?

HOW MANY
INTERACTED?

HOW MANY
VISITED OUR WEBSITE?

WE NEED TO CLOSE THE
GAP BETWEEN REACHING
AND INTERACTING

AND,
UNDERSTAND
THE CAUSE

INTERACTION WITH
A CAUSE IS WHAT ALLOWS
US TO LEARN

LEARN AND MAKE
THE RIGHT DECISION

READY?

WHY PEOPLE
USE SOCIAL MEDIA?

ENTERTAINMENT
LEARN
TALK TO FRIENDS
GET CLOSER
BUY THINGS

LET'S ASK THE
RIGHT QUESTIONS

LET'S START WITH
SOMETHING VERY HUMAN
AND COMMON

HOW MANY PAGES
DO WE VISIT DIRECTLY?

DO WE GO SPECIFICALLY
TO PAGES?

ZERO AND NO!
UNLESS WE HAVE
A DIRECT PROBLEM
WITH THE BRAND

WE WANT AN ANSWER AND
IT'S USUALLY
NOT FOR SOMETHING
POSITIVE

WE ONLY VISIT OUR
FAVORITES.
AND THEY ARE
FEW

SPORTS CLUBS
INFLUENCERS
CONTENT WE LOVE
CONTENT WE NEED

INSIGHT
HUMAN INSIGHT

99% OF US
CONSUME CONTENT
IN THE FEED

WITH INVESTMENT,
WHO CONTROLS THE
FEEDS?

ALL OF US!

WE PAY FOR
OUR CONTENT/MESSAGE
TO APPEAR
IN FRONT OF PEOPLE

INSIGHT
SOCIAL MEDIA INSIGHT

HOW DIFFICULT IS IT
FOR ANY SOCIAL NETWORK TO
TAKE ONE OF OUR CONTENT AND
PUT IT
IN A PERSON'S FEED?

ZERO!

SO, THE METRIC
PAID REACH, CONTROLLED
BY US,
IS IMPORTANT?

YES AND NO

“NO”
I PAY TO REACH
I WILL GET WHAT I PAID FOR

“YES”
IF I EVALUATE
WITH ANOTHER
SPECIFIC METRIC

FOR EXAMPLE:
ENGAGEMENT

ENGAGEMENT:
PEOPLE WHO INTERACT
PEOPLE WHO SAW
X 100
(FOR PERCENTAGE)

ENGAGEMENT:
GREAT JOB IF
WE HAVE MORE THAN:
4% ON FACEBOOK
6,5% ON INSTAGRAM
2% ON TWITTER
6% ON LINKEDIN

**DID THE PEOPLE
WHO SAW IT,
INTERACTED?**

**WE HAVE TO GIVE PEOPLE,
SOMETHING TO
INTERACT WITH**

GREAT CONTENT
QUESTIONS
OPINIONS
DEBATE
PRODUCTS

WITH MONEY,
WE CAN REACH 100%
OF OUR TARGET...

BUT...ON SOCIAL MEDIA,
IF NO ONE INTERACTS,
THE MESSAGE
WILL NOT GET THROUGH

AND WE WON'T LEARN
ANYTHING FROM
THE METRICS

AND WE WON'T BE ABLE
TO DECIDE WHAT
TO DO NEXT

ANOTHER VIDEO?
ANOTHER QUESTION?
ANOTHER INFOGRAPHIC?
ANOTHER JOKE?
ANOTHER PRODUCT?

INTERACTIONS ANSWER ALL
THESE QUESTIONS
(METRICS | DATA)

IF WE KNOW THE IMPACT
WE KNOW THE CAUSE

AND THEN WE REPEAT
OR INCREASE THE QUALITY

QUALITY,
OF TOPICS THAT WE KNOW THAT
WORK PERFECTLY TO ALL THE
COMUNITIES

BECAUSE WE
CLOSED THE GAP,
BETWEEN THE PEOPLE
WE REACH AND THE PEOPLE
WHO INTERACT

FACEBOOK

WHAT METRICS ARE REALLY
IMPORTANT WHEN WE PAY
TO REACH PEOPLE?

SHARES
COMMENTS
LIKES

SHARES
COMMENTS
LIKES
IN THIS ORDER

LIKES
THE LEAST RELEVANT
WE DO IT JUST BECAUSE

COMMENTS
NOT ALL OF US COMMENT.
THE CONTENT HAS TO
BE INTERESTING

SHARES
THE MOST IMPORTANT.
CERTIFICATE OF RELEVANCE.
WE SHARE ON OUR NETWORK.

LIKES | COMMENTS | SHARES
WE FIND OUT WHAT CONTENT MAKES OUR
FANS
STOP IN THE FEED

LIKES | COMMENTS | SHARES
WE LEARN
WE ADAPT
WE INVEST

LINK CLICKS
IS IT RELEVANT?
MAYBE?!

LINK CLICKS

IT'S A METRIC THAT CAN ONLY
BE EVALUATED WITH
ANOTHER METRICS FROM
THE WEBSITE.

LINK CLICKS

+

TIME ON SITE
BOUNCE RATE
PAGE VIEWS

LINK CLICKS

HAVING THE CLICK, JUST FOR THE CLICK
ITSELF, IT'S NOT RELEVANT

LINK CLICKS

THE CLICK MUST HAVE
A CAUSE AND EFFECT

MORE RELEVANT METRICS

ORGANIC REACH
VIRALITY
**IF THE NUMBERS ARE HIGH
IT IS VERY POSITIVE**

ORGANIC REACH
VIRALITY
**OUR CONTENT,
WITHOUT INVESTMENTS,
REACHED SEVERAL PEOPLE**

ORGANIC REACH
VIRALITY
**FOR THIS TO HAPPEN,
OUR CONTENT MUST BE RELEVANT.
WE NEED INTERACTIONS.**

IMPRESSIONS

I CAN CONTROL IMPRESSIONS
WITH INVESTMENT SO IT'S A
PERFORMANCE METRIC

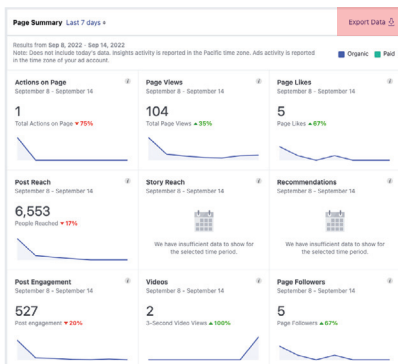
ORGANIC REACH
SHARES
COMMENTS
LIKES

IN THIS ORDER

AND...
LIFETIME ENGAGED USERS
VIDEO PLAY
FOLLOWERS
HIDE CLICKS
HIDE ALL CLICKS

WHERE TO GET
THE METRICS?
FACEBOOK ANALYTICS
EXPORT DATA
EXCEL

- Home
- Messenger tools
- Events
- Resources & Tools
- Creator Studio
- Notifications
- Insights
- Publishing tools
- Ad Center
- Page Quality



Export Insights Data

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type
☐ Page data
☒ Post data

File Format
 Excel (.xlsx)

Date range
 August 18, 2022 - September 18, 2022

Layout
 All Page Post Data

Facebook Page Terms Cancel Export Data

FIRST WE MUST THINK ABOUT
PEOPLE AND HOW THEY USE
SOCIAL MEDIA

AND THEN WE THINK
ABOUT THE METRICS

THERE IS A CAUSE...
GREAT CONTENT

THERE IS A CONSEQUENCE...
INTERACTIONS

INSTAGRAM

WHAT IS THE BEST METRIC TO
EVALUATE OUR CONTENT ON
INSTAGRAM?

PROFILE VISITS

HOW MANY PAGES
DO WE VISIT DIRECTLY?

99% OF US
CONSUME CONTENT
IN OUR FEED

IF I STOP,
I WANT TO SEE MORE,
I WILL CLICK TO
VISIT THE PROFILE

PROFILE VISITS
ORGANIC REACH
SAVES
COMMENTS
LIKES
IN THIS ORDER

AND...
REELS VIEWS
LINK CLICKS
% WEREN'T FOLLOWING YOU
ENGAGEMENT

WHERE TO GET
THE METRICS?
CREATOR STUDIO
EXPORT DATA
EXCEL



<https://business.facebook.com/creatorstudio>

Export metric data

Account
Lisbon Digital School

Date range
Sep 8, 2022 – Sep 14, 2022

Today
Yesterday
Last 7 days
Last 14 days
Last 28 days
This month
This quarter
Custom

July 2022
August 2022

Generate

Update

TWITTER

WHAT IS THE BEST METRIC TO EVALUATE OUR CONTENT ON TWITTER?

IMPRESSIONS (ORGANIC REACH)

AND... PROFILE VISITS

IMPRESSIONS PROFILE VISITS LINK CLICKS RETWEETS LIKES REPLIES ENGAGEMENT

WHERE TO GET THE METRICS?

ANALYTICS.TWITTER.COM
EXPORT DATA
EXCEL

<https://analytics.twitter.com/>

SEP 2022 SUMMARY

Tweets

13

Tweet impressions

1,516

Profile visits

1,015

New followers

1



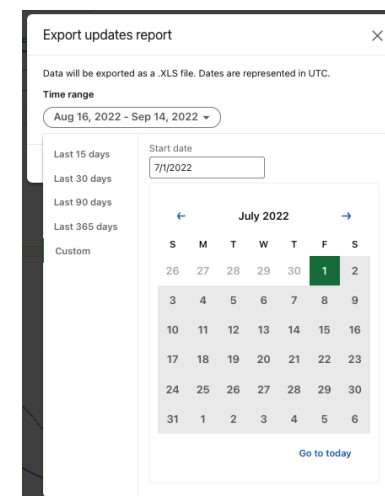
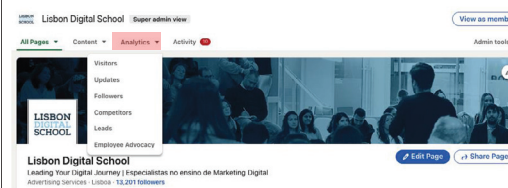
LINKEDIN

IMPRESSIONS (ORGANIC REACH)

AND...
COMMENTS

IMPRESSIONS
COMMENTS
SHARES
FOLLOWERS
ENGAGEMENT

WHERE TO GET
THE METRICS?
LINKEDIN ANALYTICS
EXPORT DATA
EXCEL



YOUTUBE

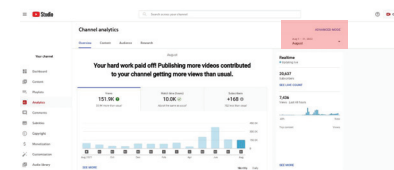
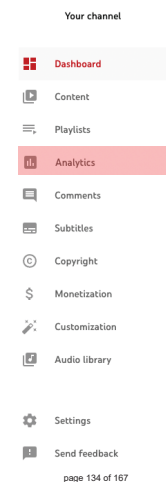
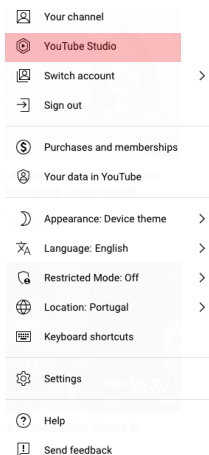
WATCH TIME

AND...
AVERAGE PERCENTAGE
VIEWED

WATCH TIME
AVG % VIEWED
VIEWS
IMPRESSIONS
UNIQUE VIEWERS
DEMOGRAPHICS

WHERE TO GET THE METRICS?

YOUTUBE ANALYTICS EXPORT DATA EXCEL



NOW, WE ALL KNOW THE MOST IMPORTANT METRICS

WHERE WE CAN FIND THEM

HOW PEOPLE
CONSUME CONTENT

NOW, WE JUST NEED
TO LOOK AT DATA

AND CREATE

ADAPT

DUPLICATE

EDUCATE

INVEST IN PAID MEDIA
WITH A PURPOSE

RESPOND TO
REAL GOALS

CREATE BUSINESS

ALL OF THIS
WITH DATA
THAT REALLY HELPS

DATA OF PEOPLE
WHO FOLLOW US

DATA OF PEOPLE
WHO INTERACT WITH US

THIS IS
THE TRICK

PEOPLE INTERACT,
WE REALIZE WHAT CONTENT
MOTIVATED THE
INTERACTION

WE INVEST
IN THIS CONTENT

SOCIAL MEDIA
GIVES US ALL THIS.
IF WE HAVE
GOOD CONTENT

WE JUST NEED TO LOOK AT
THE METRICS

THE FUTURE?

PEOPLE
USE REAL PEOPLE
IN YOUR CONTENT

GIVE PEOPLE
A STAGE

USE INFLUENCERS

USE INFLUENCERS
THE RIGHT ONES

SOCIAL NETWORKS
ARE GIVING PEOPLE
A STAGE

WHY?

WHO BRINGS
MORE PEOPLE
TO SOCIAL NETWORKS?

OTHER PEOPLE

OTHER PEOPLE
NOT BRANDS

USE YOUR PEOPLE
AND WIN THE GAME

AND PAY CLOSE ATTENTION TO METRICS



Questions?



Thank you!