

Analyse This: An Introduction to Facebook Insights & Twitter Analytics

Date: Friday 28 June

Time: 1pm - 4pm

Location: [Museum of London](#), London Wall

Please arrive at the main reception of the Museum of London, London Wall, at 1pm, where you will be met by a member of staff.

What will be covered?

The majority of social media platforms have in-built analytics. But the statistics that they provide can be daunting, and interpreting them can be difficult. In this short session, we'll focus on how you can use the in-built analytics of Facebook and Twitter to your advantage. We'll discuss how analysing your audience, and your content, will make your job easier in the long run. You'll learn how to interpret the data to better your use of social media, and build a more tailored experience for your online audience. By the end of the session, you will hopefully see the correlations between the numbers on the screen and the audience that you're engaging on a daily basis.

This course is aimed at those who have either just or not yet started using social media analytics. Please note that a basic understanding of how both platforms work is essential. Please also note that **we will not** be covering Google Analytics. Google Analytics will be covered in a session later in the year.

Who should attend?

- Anyone looking to understand how to use Facebook and Twitter's in-built analysis tools
- Anyone who has just started using those tools
- Anyone looking to brush up on their use of those tools
- Anyone that would like to understand more about their online audience, and the content that they create on social media.

Schedule

Please note that these are rough timings for the session, and that the layout for the afternoon may change.

1.00 – 1.15pm	Arrival and introductions
1.15 – 1.30pm	What is social media analytics?
1.30 – 1.45pm	Why use social media analytics?
1.45 – 2.15pm	How to use Facebook Insights
2.15 – 2.30pm	Activity
2.30 – 3.00pm	How to use Twitter Analytics

3.15 – 3.30pm	Activity
3.30 – 3.45pm	Case Study
3.45 – 4.00pm	Summary, questions and close

Learning objectives

By the end of this course you will be able to:

- Confidently use Facebook's and Twitter's in-built analytics tools
- Interpret the data found within these tools to better your use of the social media platforms
- Gain a better understanding of your audience, and their interests
- Make your social media content work harder for your institution

Support towards Museum Accreditation:

Organisational Health:

Standard 1.4 Effective forward planning

Users and their experiences:

Standard 3.1 Good quality services and development

3.2 User focused experience

3.3 Effective learning experience

Please ensure you have your line manager's permission to attend before booking your place as confirmation is sent to the museum. Final confirmation of places will be sent out at least a week prior to the event. Please keep 28 June available in your diary until your place has been confirmed. Priority is given to staff and volunteers working in non-national museums in the London region.



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