Measure Social Media Traffic with Google Analytics

Overview

This document will help you discover how much of your traffic comes from social media sources, and which content is most popular in the different social media outlets.

Login to Google Analytics

Follow these instructions:

1. Login to Google Analytics
2. View Acquisition Data for Social network referrals
3. Requesting Training

Overview

To work with Google Analytics data, go to http://analytics.google.com

If you need help logging in, please review this help document.

If you need access to Google Analytics Data, please request access.

Contact the Franklin OIT Help Desk

Help Desk
http://helpdesk.franklin.uga.edu

Email
helpdesk@franklin.uga.edu

Call
706-542-9900

Hours of Operation

Monday - Friday
8:00 a.m. - 5:00 p.m.

Website Information

Homepage
http://oit.franklin.uga.edu

Directory
http://oit.franklin.uga.edu/

Service Offerings
https://kb.franklin.uga.edu/x/xgKiAg

Systems Status Information

You will see a report like this. You can change the date range from the default of one week of data. You can click on each social media outlet to see the content that drove the engagement. (see below)
After you click on a social media outlet, you will get a list of pages visited from that outlet (see below)

Requesting Training

Please send an e-mail to helpdesk@franklin.uga.edu with the subject line "Google Analytics Training for my Department". A FCOIT Web team member will follow up with you and schedule a 1-hour training session.