Measure Social Media Traffic with Google Analytics

**Complexity Level: Beginner**

This is a beginner topic. Little to no advanced knowledge is required.

- Overview
- Login to Google Analytics
- View Acquisition Data for Social network referrals
- Requesting Training

**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 instruction: Login to Google analytics

**View Acquisition Data for Social network referrals**

Click the left hand menu item for “Acquisition”, then click “Social”, then click “Network Referrals” (see below)

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)

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Contact the Franklin OIT Help Desk

Submit a ticket

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/xgKlAg

Systems Status Information
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.