Measure Social Media Traffic with Google Analytics

Complexity Level: Beginner

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

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. 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)
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.