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. Click the left hand menu item for "Acquisition", then click "Social", then click "Network Referrals" (see below)
3. 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)

View Acquisition Data for Social network referrals
Click the left hand menu item for "Acquisition", then click "Social", then click "Network Referrals" (see below)

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/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.