



# LIVE OAK MEDIA ANALYTICS

**FALL 2018 WRAP-UP**

Leah Kay  
Reid Cobb  
Sarah Johnson  
Molly Lankisch  
Manny Tobe

# THE TEAM



Leah Kay  
Supervisor



Sarah Johnson  
Analyst - AHOM



Reid Cobb  
Analyst - BR/VG



Molly Lankisch  
Analyst - McPherson's



Emmanuel Tobe  
Analyst - Elon

# CLIENT SOCIAL MEDIA DASHBAORDS

**WHAT**

Continuous tracking  
spreadsheet of social  
media posts  
performances analyzed  
weekly and to-date

**WHO**

Analyze audience  
perceptions of  
content being  
published.

**WHY**

Understand the  
client's social media  
presence.

# DASHBOARD EXAMPLE

Post Performance TD									
Social Media Platform	Clicks	Likes	Link Clicks	Comments	Engaged Users	Impressions	Reach	Reactions	Shares
Blue Ribbon Facebook	119	0	0	5	217	8,710	6,773	121	5
Village Grill Facebook	117	0	0	14	270	8,875	7,014	158	2
<b>Facebook Total</b>	<b>236</b>	<b>0</b>	<b>0</b>	<b>19</b>	<b>487</b>	<b>17,585</b>	<b>13,787</b>	<b>279</b>	<b>7</b>
Blue Ribbon Instagram	0	148	0	45	0	0	0	0	0
Village Grill Instagram	0	119	0	44	0	0	0	0	0
<b>Instagram Total</b>	<b>0</b>	<b>267</b>	<b>0</b>	<b>89</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>SOCIAL TOTAL</b>	<b>236</b>	<b>267</b>	<b>0</b>	<b>108</b>	<b>487</b>	<b>17,585</b>	<b>13,787</b>	<b>279</b>	<b>7</b>

Post Performance Totals 9/17-9/23									
Social Media Platform	Clicks	Likes	Link Clicks	Comments	Engaged Users	Impressions	Reach	Reactions	Shares
Blue Ribbon Facebook	17		-	1	14	183	144	3	-
Village Grill Facebook	-		-	-	-	-	-	-	-
<b>Facebook Total</b>	<b>0</b>		<b>0</b>	<b>1</b>	<b>14</b>	<b>183</b>	<b>144</b>	<b>3</b>	<b>0</b>
Blue Ribbon Instagram									
Village Grill Instagram									
<b>Instagram Total</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>SOCIAL TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>14</b>	<b>183</b>	<b>144</b>	<b>3</b>	<b>0</b>

# CLIENT ONLINE MEDIA AUDITS

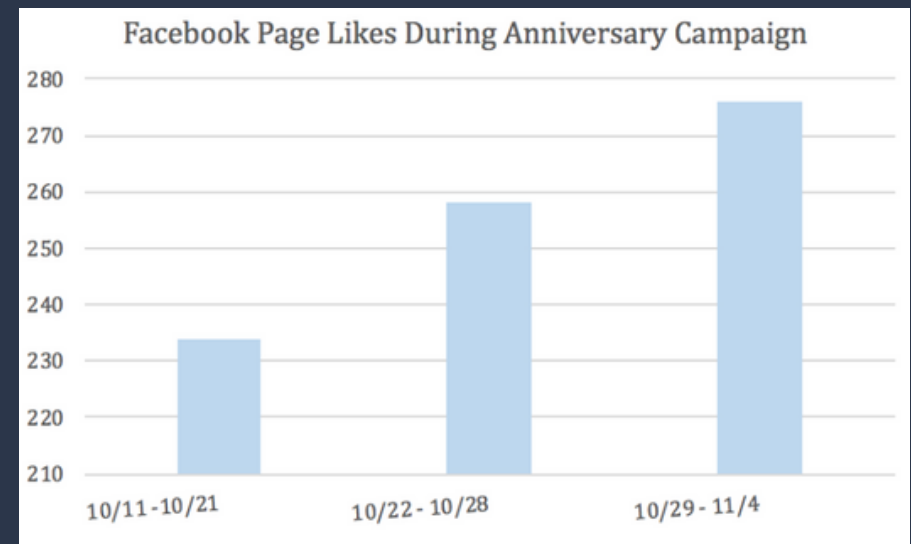
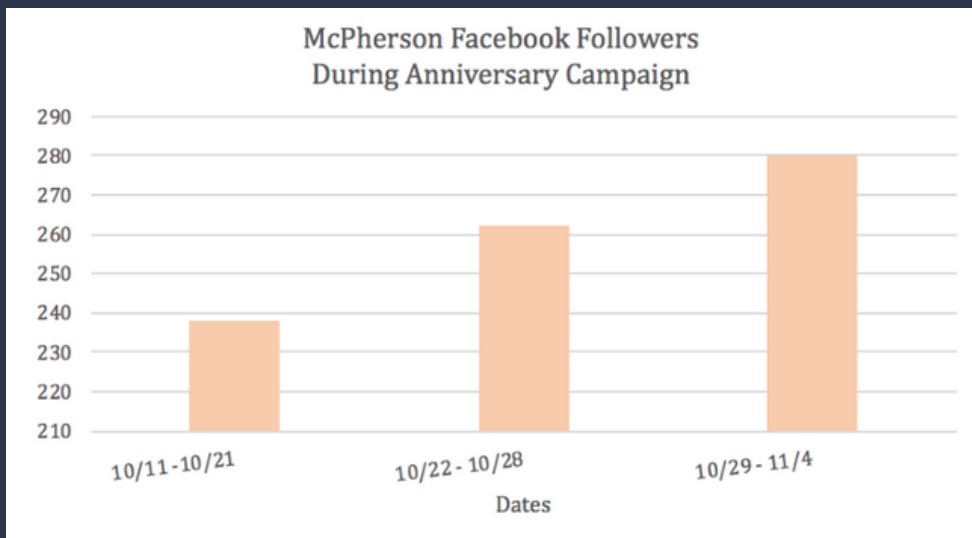
Unpack what clients are doing well and what they need to work on to reach more people and increase business.

- Online reputation analysis
- Social media strategy
- SEO audit and strategy

# MCPHERSON'S 65TH ANNIVERSARY CAMPAIGN



- Boosted posts
- Spike in page followers and likes



# ANIMAL HOSPITAL OF MEBANE



**23K**

Post  
Impressions  
throughout the  
semester



**16K**

People  
reached  
throughout  
the semester

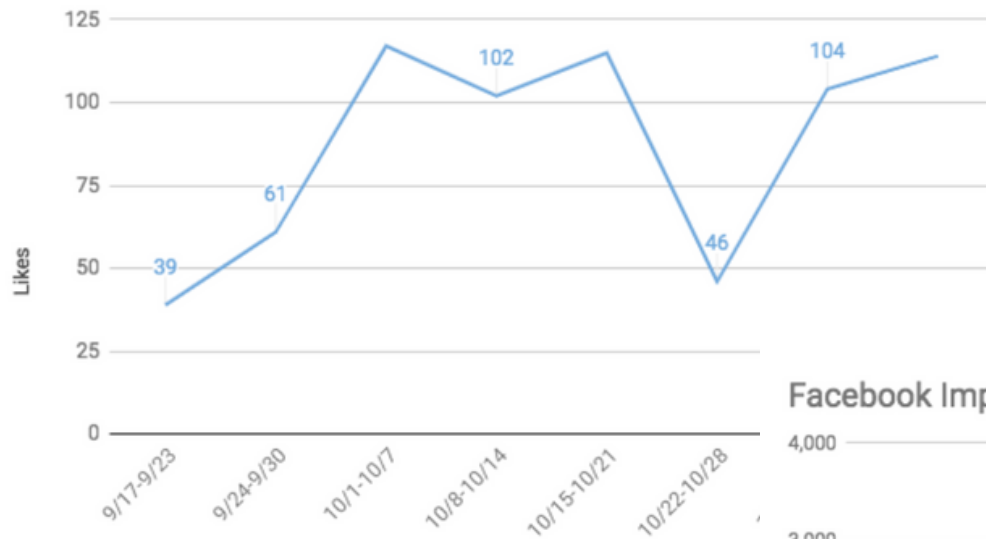


**1.4K**

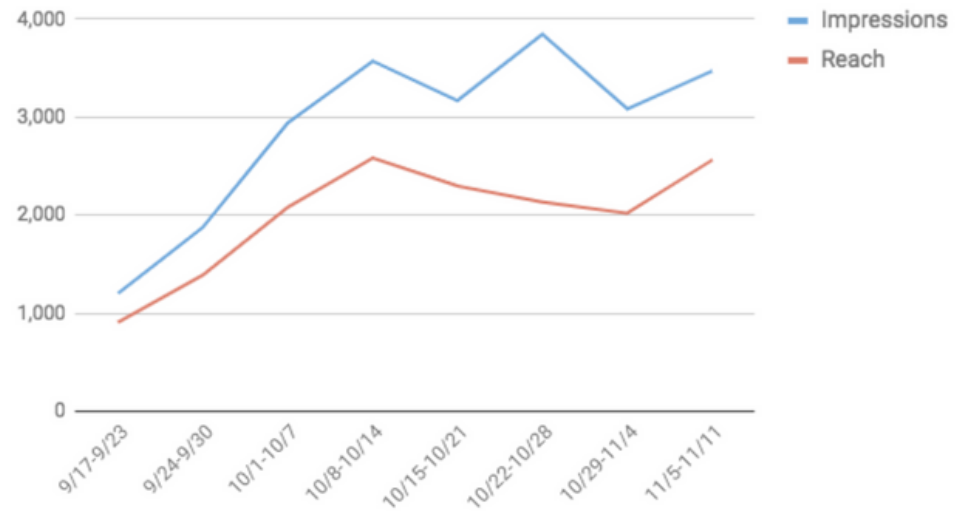
Engaged users  
throughout  
the semester

# THE IMPACT

### Facebook Likes Over Time



### Facebook Impressions and Reach





# ELON WELLNESS & RESIDENCE LIFE

Developing the brand identity of Elon  
Wells and Residence Life

- Focus group
- Website usage
- Continuation of Humans of Elon

# BLUE RIBBON AUDIT

Lifetime Post Total Impressions

21.3K

↓ -23.6%

Avg. Post Impressions

688.4

↓ -38.4%

Daily Post Engagements

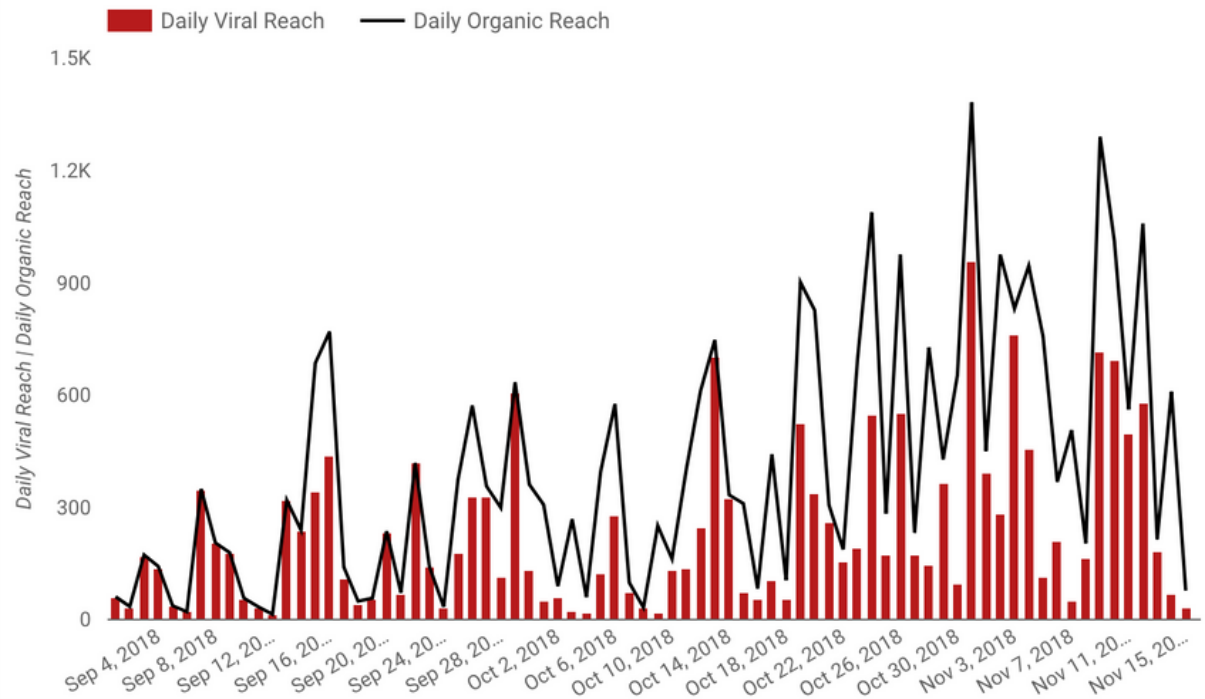
26.1

↓ -14.6%

Post Count

31.0

↑ 24.0%



# VILLAGE GRILL AUDIT

Lifetime Post Total Impressions

25.0K

↑ 1.6%

Avg. Post Impressions

740.3

Daily Post Engagements

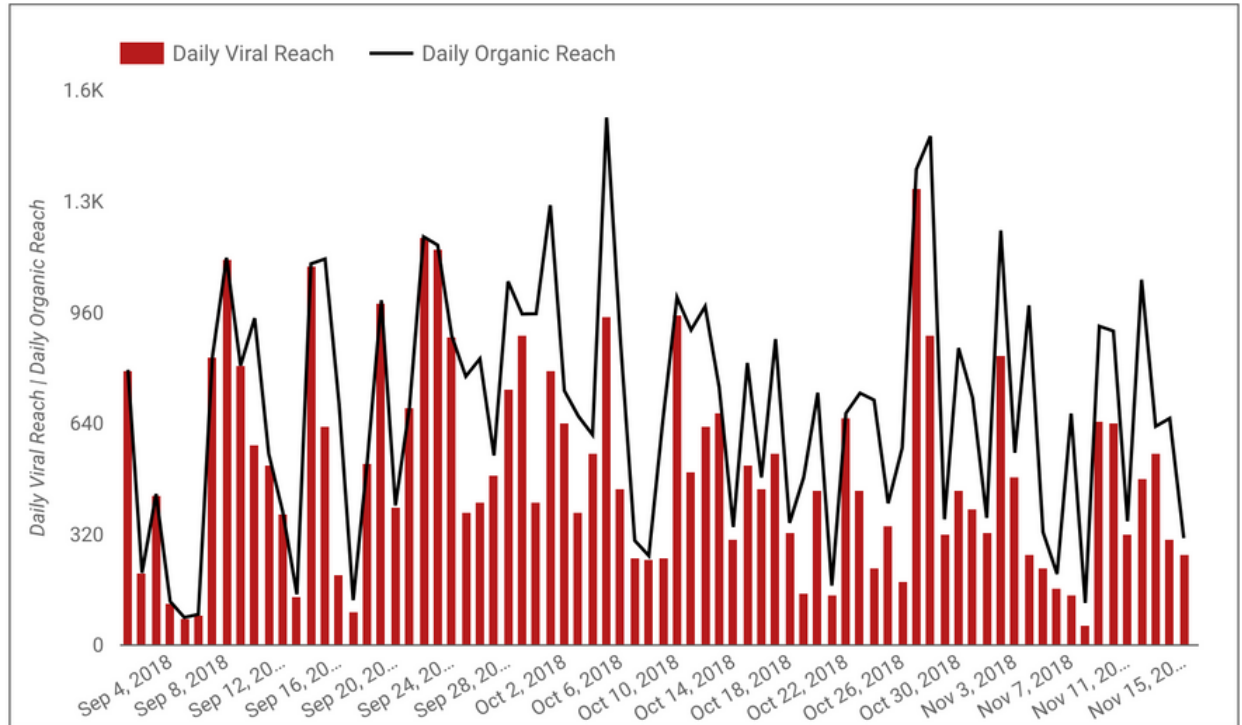
63.3

↑ 17.9%

Post Count

32.0

↑ 10.3%





**THANK  
YOU**

**LIVE OAK COMMUNICATIONS**