Share your analytics tips here!

Cleanse newsletter mailing list - warn people that haven't opened it for a while (last 3/4 times) that you will unsubscribe them?

The Mailchimp archive of our previous newsletters on our website is good for engagement.

Not for analytics but tip for all social media, particularly Facebook, if you comment on other people posts prior to posting it can boost engagement.

GA4 set up simple goals and check in monthly.

Media Trust training great social media analytics £36 for 2 hours.

Looking for digital volunteers eg via Digital Candle or Pro Bono Economics might be helpful :)

Be mindful with Mailchimp as the stats can be skewed by people who receive the newsletter but never open it. If they are still included then that can make your open rate look worse

Resist requests for yet another social media account for a project unless there's a clear reason. Better to have them contribute to main accounts for reach/engagement.

Instead of setting KPIs set OKRs = Objectives and key results

Refresh subscribers if people aren't interacting with posts.

We set up a Hotjar account to track user journeys and traffic to our website - I find it much more useful than GA4. (It's free to use)

If your website is Wordpress you might be able to use a PlugIn to count who has downloaded a particular resource

Removing newsletter subscribers who never open them!

Removing/refreshing followers on social media accounts (removing bots)!

For funding try and relate the search to the end goal e.g. governance training.

SEMRush

Catalyst has a range of good resources and also the Digital Candle service: https://www.thecatalyst.org.uk/

NAVCA is using a site called Nocodelytics, which seems a bit more straightforward to use than GA4 (but does cost around £20 a month)

Putting emojis in your newsletter subject line helps with opens 😃

Instagram - followers not engaging will NOT HELP your algorithm :(

Buffer.com is gooooood for reports

PowerBi could allow you to have all your analytics in one place (dashboards).

Lightful is good for scheduling for charities and may have analytics. Paid for approx £350 per year - Instagram (not Reels), Facebook, LinkedIn, Twitter/X

What do you currently do in terms of comms analytics?

Not much and not very consistently.

We try and update our website, newsletter and social media stats on a spreadsheet once a month.

Using GA and SEMRush (free) till it's limits. Still searching for something that'd give as much data as GA's previous version (UA) gave but haven't found any.

First ask yourself if you need to gather data and what you will use it for. Don't just do it for the sake of it

Lightful and Buffer for social media analytics and Google Analytics for website traffic.

We don't do much formally.

How many people get the newsletter, social media followers. Have Google Analytics but don't use it frequently enough.

Internal CRM newsletter analytics. It's confusing.

Mailchimp for newsletter analytics.

Look at some email statistics (open rates, clicks), social media stats (for monthly report to WLT) and a bit of GA4 (most-viewed pages).

Don't collect much data at the moment or analyse it consistently

Basic data for board reports mainly, including social media and website figures.

We do a spreadsheet once a month of website and social media and newsletters

What do you find most difficult about analytics?

TIME

It's not just the training we need but the time to learn and get used to using software etc.

Having the time to collect analytics for all social media platforms and website

What is 'success'?

Understanding Google Analytics!

Using GA4... What to do with stats we get. Getting relevant information from different platforms. The 'story' behind the numbers.

The time, prioritising the work when other things are more important

Time, how best to pull together and record

Mailchimp analytics are interesting but not sure what to do about it sometimes.

GA4 we need to work out how we can change the date range on reports so that we don't need to keep changing our reports.

Lack of funding/ budget to invest into tools/ lack of time to learn how to use tools

Difficult to access Twitter/X analytics after new updates

If people view your newsletter in their Outlook sidebar then it might not count towards your open rate.

Time to collect the data and what to do with it. How can we use it in a helpful way instead of just collecting it for collecting sake

Are there Funding opportunities related to digital activity?

Having the technical skills in house with some of the data visualisation tolls that are available e.g. Power BI

What would you like to do more of, and why?

Could do with more time to be able to use/explore what would be useful!

Compiling all analytics (e.g. social media, website, newsletters, etc) into one platform for analysing and downloading reports.

More social media engagement - being reactive than just pushing content out there

Broad audiences makes it difficult to replicate success

See how many people have downloaded a Resource from the website, or which Resource was the most popular

EXTRA DAYS IN THE WEEK!

Find a way to take actions from the data.

See how many people have looked at a job on our website.

Benchmarking website analytics with other organisations (not just benchmarking social analytics).

We are hosting some online training with Cosmic about GA4. We have 12 organisations booked on and the cost is about £400

The Media Trust training suggested - eg s.media analytics :)

We talked about setting OKRs (objectives and key results) for socials.

Example:

Objective:
Increase membership sign ups by 10 people per month over the next quarter

Key results:
Increase membership social media posts to x2 per week and post on x2 Facebook groups
Create promotional graphics for newsletter and monitor click rate to see which ones are the best
Contact x5 members per month when their membership has expired to remind them of the renewal process

Article on OKRs:

https://mailchimp.com/resources/okrs/?ds_c=DEPT_AOC_Google_Search_UK_EN_NB_Acquire_Broad_DSA-Rsrc_UK&ds_kids=p78558712254&ds_a_lid=dsa-2227026702184&ds_cid=71700000115824356&ds_agid=58700008604599355&gad_source=1&gclid=Cj0KCQjw9vqyBhCKARIsAIIcLMGEf9ZYdKeNBvgpyGJ1klX92q5fqzefx5AqtYM13P3Q2iR72srJok8aAoItEALw_wcB&gclsrc=aw.ds