Barking Owl – September 2025: Analytics

This Barking Owl network meeting focused on analytics, where participants shared their experiences and challenges with measuring engagement and reporting analytics to their organisations. Several attendees expressed concerns about the lack of interest in analytics data from their teams, while others highlighted the need to improve analytics as they develop new tools. The group discussed various analytics tools and platforms, including Google Analytics, social media analytics, and CRM systems, and agreed to explore ways to make analytics more accessible and meaningful for their organisations.

Analytics tools and reporting

The group discussed analytics tools and practices across different organisations. Some members shared their experiences with monthly analytics reporting, noting that while data is useful to them, it may not be fully appreciated by management. We talked about the importance of interpreting the data for managers, rather than just providing the numbers without context.

We talked about Google Site Kit, a simpler alternative to Google Analytics that can be integrated into WordPress websites, and one member described how he uses analytics to optimise social media posting times and measure impact. The discussion highlighted challenges around data interpretation and the need for user-friendly reporting tools, with participants expressing interest in exploring Google Site Kit as a potential solution.

Website analytics and content strategy

The group discussed how data can be used to improve website content and user engagement. One member shared their experience using analytics to track content views during the pandemic, so that support could be provided most effectively, and we also discussed the shift from X/Twitter to LinkedIn for business-to-business content. One member described using analytics to monitor volunteer role engagement and email tracking through MailChimp.

We talked about how we can use analytics to influence website design, with members sharing how they use page analytics to prioritise content like funding and volunteering opportunities. One member had noted an increase in ChatGPT referrals to their website.

Social media analytics strategies

The group discussed challenges and strategies related to social media analytics and engagement. Members shared their experiences with LinkedIn and Facebook metrics, noting difficulties in interpreting data and the limited impact of social media efforts. We talked about focusing on a few platforms where the target audience is active and strategically placing links to improve engagement. We expressed concerns about the time commitment required for social media and one suggestion was reallocating resources to more effective strategies like email marketing.

CRM systems

The group discussed various CRM systems used by different organizations, with Cat sharing her experience using Team Kinetic for email marketing and demographic analysis. Many members also use AideCRM. We agreed to come back to CRMs as a topic at a future meeting.