

LISBON DIGITAL SCHOOL

SOCIAL MEDIA IT'S ALL ABOUT THE METRICS

NOT A SKILL, A MUST HAVE

Lisbon Digital School

Junho 2020 - Presente

Chief Innovation Officer – Teacher - Consultant

Nestlé Cerelec | Nescafé Dolce Gusto | Worten Portugal | Samsung Portugal
| Fundação Francisco Manuel dos Santos | Guloso | EEA Grants | Sport Tv
Portugal | KIA Portugal | Buondi

Creative | Social Media Consultant

Março 2020 – Maio 2020

I'm not a Specialist. Sorry! – Narrativa.ch

Eleven Sports Portugal | Lisbon Digital School | Sindicato de Jogadores de
Futebol |

Wunderman Thompson Lisbon

Julho 2013 – Março 2020

Head of Social Media / Brand Content

Vodafone PT | GALP | Cerveja Sagres | Cerveja Bohemia | Cascade | Radler |
Iglo | Associação Mutualista Montepio | Um Bongo | Chocolates Nestlé |
Frize | Turismo de Cascais | Primavera | Mar Shopping | Kit Kat | Yoggi

Sport Lisboa e Benfica

Outubro 2011 – Junho 2013

Head of Social Media – Brand Content

PT

Outubro 2011

Digital Creative

Torque Agency

Maio 2011 - Agosto 2011

Digital Creative



<http://www.ihaveaconce.pt>

<http://www.facebook.com/paulorossas>

<http://www.twitter.com/paulorossas>

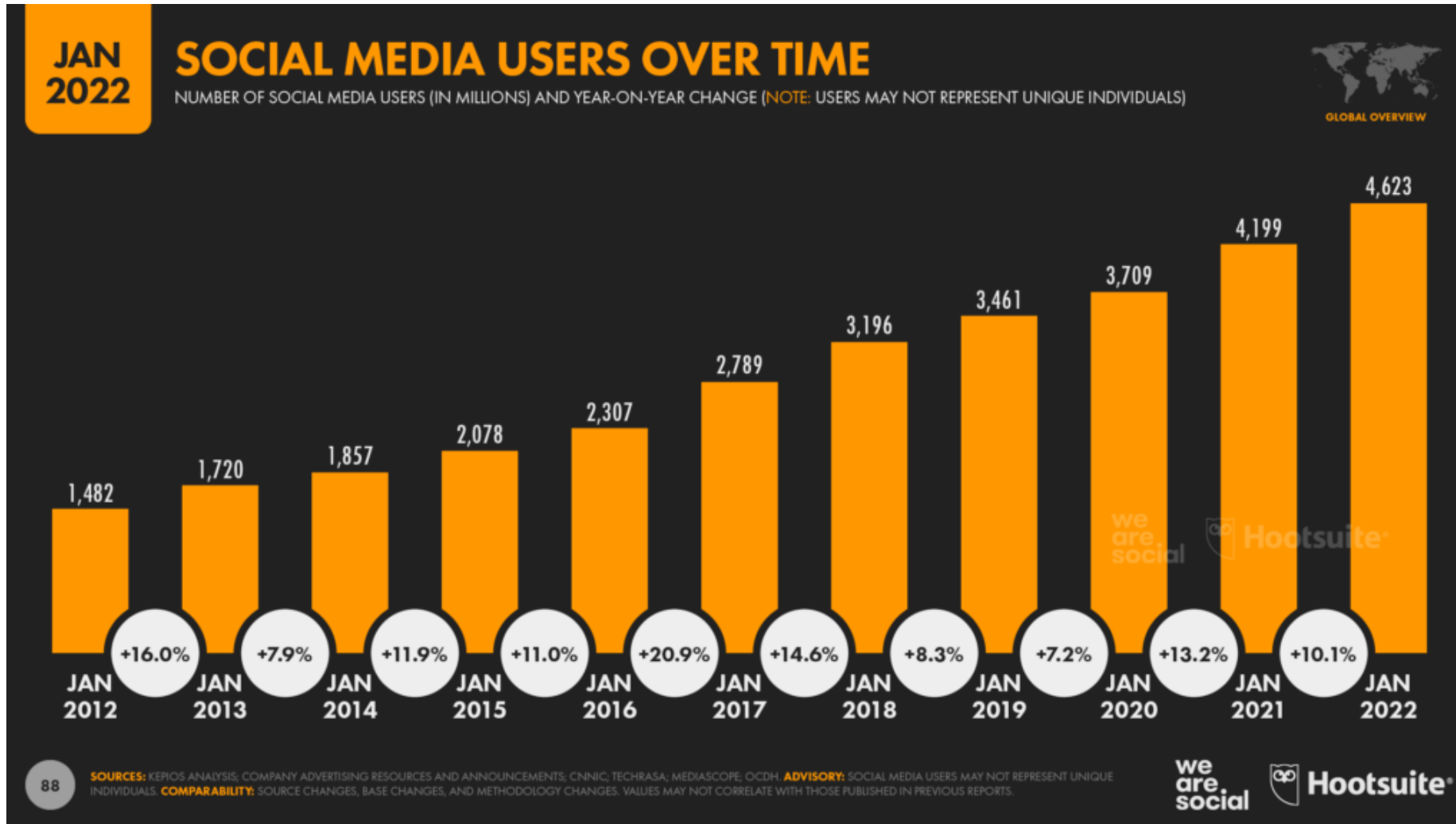
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SOCIAL MEDIA WHY DOES IT MATTER?



WORLD POPULATION

7,97B

**SOCIAL MEDIA
USERS**

4,62B

**60% OF THE
WORLD POPULATION
IS ON SOCIAL MEDIA**

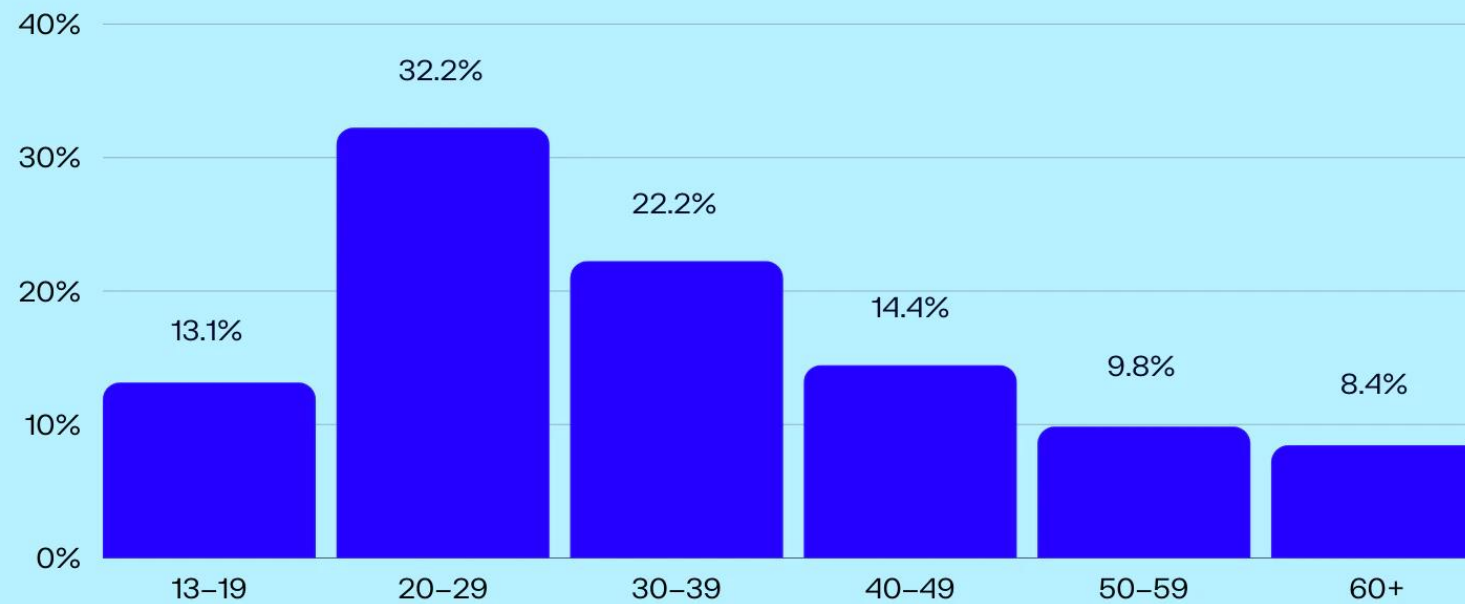
ESPECIALLY THE NEW GENERATIONS

2H27M A DAY

TO LEARN
TO CONSUME
TO BE ENTERTAINED
TO BUY
TO BE SOMEONE

**50% OF
16-24 YEARS OLD
USE SOCIAL MEDIA
FOR BRAND SEARCH**

Social Media Age Demographics



Source: DataReportal

OBERLO



AND IT WON'T STOP

**DIGITAL IS HERE
TO STAY**

THE PANDEMIC ACCELERATED THE PROCESS

WE ADVANCED 10 YEARS IN DIGITAL AND SOCIAL

LET'S USE IT
TO OUR ADVANTAGE

HOW?

FIRST WE HAVE TO BE ON SOCIAL MEDIA

THEN WE HAVE TO CREATE
A COMMUNITY

**THEN WE HAVE TO LEARN FROM
OUR COMMUNITY AND FROM ALL
OTHER COMMUNITIES**

HOW?

METRICS | DATA

SOCIAL NETWORKS GIVE US EVERYTHING

AND WE CAN FIND
THE RIGHT PEOPLE
FOR OUR BUSINESS

TO FIND AND UNDERSTAND
PEOPLE,
WE HAVE TO UNDERSTAND
METRICS

WE LIVE IN A WORLD OF
DATA, BIG DATA,
INFORMATION

NEVER BEFORE INFORMATION
HAS BEEN
SO VALUABLE

AND NEVER HAS
INFORMATION HELPED US
SO MUCH
TO DECIDE

TO CREATE
TO IMPLEMENT
TO TEST
TO SUCCEED

HOWEVER,
WE HAVE TO UNDERSTAND
HOW PEOPLE USE
SOCIAL MEDIA

THE TEMPTATION IS
ALWAYS TO LOOK
AT THE BIG PREMISE

HOW MANY
DID WE REACH?

HOW MANY
SAW?

HOW MANY INTERACTED?

HOW MANY VISITED OUR WEBSITE?

**WE NEED TO CLOSE THE
GAP BETWEEN REACHING
AND INTERACTING**

AND,
UNDERSTAND
THE CAUSE

INTERACTION WITH
A CAUSE IS WHAT ALLOWS
US TO LEARN

LEARN AND MAKE THE RIGHT DECISION

READY?

WHY PEOPLE USE SOCIAL MEDIA?

ENTERTAINMENT

LEARN

TALK TO FRIENDS

GET CLOSER

BUY THINGS

LET'S ASK THE RIGHT QUESTIONS

LET'S START WITH
SOMETHING VERY HUMAN
AND COMMON

HOW MANY PAGES DO WE VISIT DIRECTLY?

DO WE GO SPECIFICALLY
TO PAGES?

ZERO AND NO!
UNLESS WE HAVE
A DIRECT PROBLEM
WITH THE BRAND

WE WANT AN ANSWER AND
IT'S USUALLY
NOT FOR SOMETHING
POSITIVE

WE ONLY VISIT OUR
FAVORITES.
AND THEY ARE
FEW

SPORTS CLUBS
INFLUENCERS
CONTENT WE LOVE
CONTENT WE NEED

INSIGHT HUMAN INSIGHT

99% OF US
CONSUME CONTENT
IN THE FEED

WITH INVESTMENT, WHO CONTROLS THE FEEDS?

ALL OF US!

**WE PAY FOR
OUR CONTENT/MESSAGE
TO APPEAR
IN FRONT OF PEOPLE**

INSIGHT

SOCIAL MEDIA INSIGHT

HOW DIFFICULT IS IT
FOR ANY SOCIAL NETWORK TO
TAKE ONE OF OUR CONTENT AND
PUT IT
IN A PERSON'S FEED?

ZERO!

SO, THE METRIC
PAID REACH, CONTROLLED
BY US,
IS IMPORTANT?

YES AND NO

“NO”
I PAY TO REACH
I WILL GET WHAT I PAID FOR

“YES”
IF I EVALUATE
WITH ANOTHER
SPECIFIC METRIC

FOR EXAMPLE:
ENGAGEMENT

ENGAGEMENT:

PEOPLE WHO INTERACT

PEOPLE WHO SAW

X 100

(FOR PERCENTAGE)

ENGAGEMENT:
GREAT JOB IF
WE HAVE MORE THAN:
4% ON FACEBOOK
6,5% ON INSTAGRAM
2% ON TWITTER
6% ON LINKEDIN

**DID THE PEOPLE
WHO SAW IT,
INTERACTED?**

**WE HAVE TO GIVE PEOPLE,
SOMETHING TO
INTERACT WITH**

GREAT CONTENT

QUESTIONS

OPINIONS

DEBATE

PRODUCTS

WITH MONEY,
WE CAN REACH 100%
OF OUR TARGET...

BUT...ON SOCIAL MEDIA,
IF NO ONE INTERACTS,
THE MESSAGE
WILL NOT GET THROUGH

AND WE WON'T LEARN
ANYTHING FROM
THE METRICS

AND WE WON'T BE ABLE
TO DECIDE WHAT
TO DO NEXT

ANOTHER VIDEO?
ANOTHER QUESTION?
ANOTHER INFOGRAPHIC?
ANOTHER JOKE?
ANOTHER PRODUCT?

INTERACTIONS ANSWER ALL THESE QUESTIONS (METRICS | DATA)

IF WE KNOW THE IMPACT
WE KNOW THE CAUSE

AND THEN WE REPEAT
OR INCREASE THE QUALITY

QUALITY,

OF TOPICS THAT WE KNOW THAT
WORK PERFECTLY TO ALL THE
COMUNITIES

BECAUSE WE
CLOSED THE GAP,
BETWEEN THE PEOPLE
WE REACH AND THE PEOPLE
WHO INTERACT

FACEBOOK

WHAT METRICS ARE REALLY IMPORTANT WHEN WE PAY TO REACH PEOPLE?

SHARES
COMMENTS
LIKES

SHARES
COMMENTS
LIKES
IN THIS ORDER

LIKES
THE LEAST RELEVANT
WE DO IT JUST BECAUSE

COMMENTS
NOT ALL OF US COMMENT.
THE CONTENT HAS TO
BE INTERESTING

SHARES
THE MOST IMPORTANT.
CERTIFICATE OF RELEVANCE.
WE SHARE ON OUR NETWORK.

LIKES | COMMENTS | SHARES

WE FIND OUT WHAT CONTENT MAKES OUR
FANS
STOP IN THE FEED

LIKES | COMMENTS | SHARES

WE LEARN

WE ADAPT

WE INVEST

LINK CLICKS
IS IT RELEVANT?
MAYBE?!

LINK CLICKS

IT'S A METRIC THAT CAN ONLY
BE EVALUATED WITH
ANOTHER METRICS FROM
THE WEBSITE.

LINK CLICKS

+

TIME ON SITE

BOUNCE RATE

PAGE VIEWS

LINK CLICKS

HAVING THE CLICK, JUST FOR THE CLICK
ITSELF, IT'S NOT RELEVANT

LINK CLICKS

THE CLICK MUST HAVE A CAUSE AND EFFECT

MORE RELEVANT METRICS

ORGANIC REACH

VIRALITY

IF THE NUMBERS ARE HIGH
IT IS VERY POSITIVE

ORGANIC REACH

VIRALITY

OUR CONTENT,
WITHOUT INVESTMENTS,
REACHED SEVERAL PEOPLE

ORGANIC REACH

VIRALITY

**FOR THIS TO HAPPEN,
OUR CONTENT MUST BE RELEVANT.
WE NEED INTERACTIONS.**

IMPRESSIONS

I CAN CONTROL IMPRESSIONS
WITH INVESTMENT SO IT'S A
PERFORMANCE METRIC

ORGANIC REACH
SHARES
COMMENTS
LIKES

IN THIS ORDER

AND...

LIFETIME ENGAGED USERS

VIDEO PLAY

FOLLOWERS

HIDE CLICKS

HIDE ALL CLICKS

WHERE TO GET THE METRICS?

FACEBOOK ANALYTICS EXPORT DATA EXCEL

Home

Messenger tools

Events

Resources & Tools

Creator Studio

91 new

Notifications

Insights

Publishing tools

Ad Center

Page Quality

Page Summary

Last 7 days

Export Data

Results from Sep 8, 2022 - Sep 14, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic

Paid

Actions on Page

September 8 - September 14

1

Total Actions on Page ▼75%

Page Views

September 8 - September 14

104

Total Page Views ▲35%

Page Likes

September 8 - September 14

5

Page Likes ▲67%

Post Reach

September 8 - September 14

6,553

People Reached ▼17%

Story Reach

September 8 - September 14

We have insufficient data to show for the selected time period.

Recommendations

September 8 - September 14

We have insufficient data to show for the selected time period.

Post Engagement

September 8 - September 14

527

Post engagement ▼20%

Videos

September 8 - September 14

2

3-Second Video Views ▲100%

Page Followers

September 8 - September 14

5

Page Followers ▲67%

Export Insights Data

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type

Page data

Key Page metrics for engagement, like sources and audience details.

Post data

Key post metrics for reach, impressions and feedback.

File Format

Excel (.xls)

Date range

August 19, 2022 - September 15, 2022

Layout

All Page Post Data

Facebook Page Terms

Cancel

Export Data

FIRST WE MUST THINK ABOUT PEOPLE AND HOW THEY USE SOCIAL MEDIA

AND THEN WE THINK
ABOUT THE METRICS

THERE IS A CAUSE...
GREAT CONTENT

THERE IS A CONSEQUENCE...

INTERACTIONS

INSTAGRAM

WHAT IS THE BEST METRIC TO EVALUATE OUR CONTENT ON INSTAGRAM?

PROFILE VISITS

HOW MANY PAGES DO WE VISIT DIRECTLY?

99% OF US
CONSUME CONTENT
IN OUR FEED

IF I STOP,
I WANT TO SEE MORE,
I WILL CLICK TO
VISIT THE PROFILE

PROFILE VISITS
ORGANIC REACH
SAVES
COMMENTS
LIKES

IN THIS ORDER

AND...

REELS VIEWS
LINK CLICKS
% WEREN'T FOLLOWING YOU
ENGAGEMENT

WHERE TO GET THE METRICS?

CREATOR STUDIO
EXPORT DATA
EXCEL



<https://business.facebook.com/creatorstudio>

Export metric data



Account

Lisbon Digital School

Date range

Sep 8, 2022 – Sep 14, 2022

☐ Today

☐ Yesterday

☐ Last 7 days

☐ Last 14 days

☐ Last 28 days

☐ This month

☐ This quarter

☒ Custom

<

July 2022

>

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30	31			
31													

Dates are shown in Pacific Time

Cancel

Update

Generate

09/08/2022 6:15 P

09/07/2022 1:30 P

TWITTER

WHAT IS THE BEST METRIC TO EVALUATE OUR CONTENT ON TWITTER?

IMPRESSIONS (ORGANIC REACH)

AND...

PROFILE VISITS

IMPRESSIONS
PROFILE VISITS
LINK CLICKS
RETWEETS
LIKES
REPLIES
ENGAGEMENT

WHERE TO GET THE METRICS? ANALYTICS.TWITTER.COM EXPORT DATA EXCEL

<https://analytics.twitter.com/>

SEP 2022 SUMMARY

Tweets

13

Tweet impressions

1,516

Profile visits

1,015

New followers

1

Engagements

Showing 31 days with daily frequency

Engagement rate

0.5%

Aug 31
1.6% engagement rate



Link clicks

0

Aug 31
0 link clicks

On average, you earned 0 link clicks per day

Retweets without comments

0

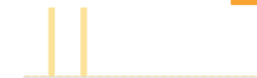
Aug 31
0 Retweets without comments

On average, you earned 0 Retweets without comments per day

Likes

2

Aug 31
0 likes



On average, you earned 0 likes per day

Replies

0

Aug 31
0 replies

On average, you earned 0 replies per day



LINKEDIN

IMPRESSIONS (ORGANIC REACH)

AND... COMMENTS

IMPRESSIONS
COMMENTS
SHARES
FOLLOWERS
ENGAGEMENT

WHERE TO GET THE METRICS?

LINKEDIN ANALYTICS

EXPORT DATA

EXCEL

LISBON DIGITAL SCHOOL

Lisbon Digital School

Super admin view

View as member

All Pages

Content

Analytics

Activity 10

Admin tools

Visitors

Updates

Followers

Competitors

Leads

Employee Advocacy

LISBON DIGITAL SCHOOL

Lisbon Digital School

Leading Your Digital Journey | Especialistas no ensino de Marketing Digital

Advertising Services · Lisboa · 13,201 followers

Edit Page

Share Page

Export updates report

Data will be exported as a .XLS file. Dates are represented in UTC.

Time range

Aug 16, 2022 - Sep 14, 2022

Last 15 days

Last 30 days

Last 90 days

Last 365 days

Custom

Start date

7/1/2022

← July 2022 →

S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Go to today

PAULO ROSSAS | 2022

LISBONDIGITALSCHOOL.COM



YOUTUBE

WATCH TIME

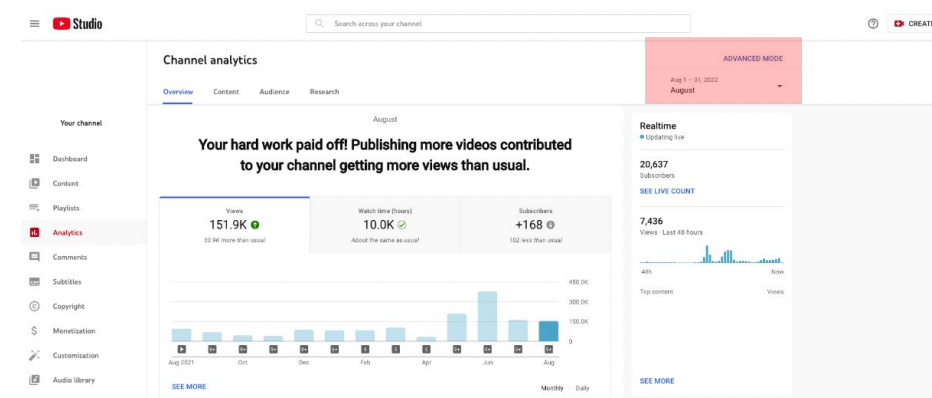
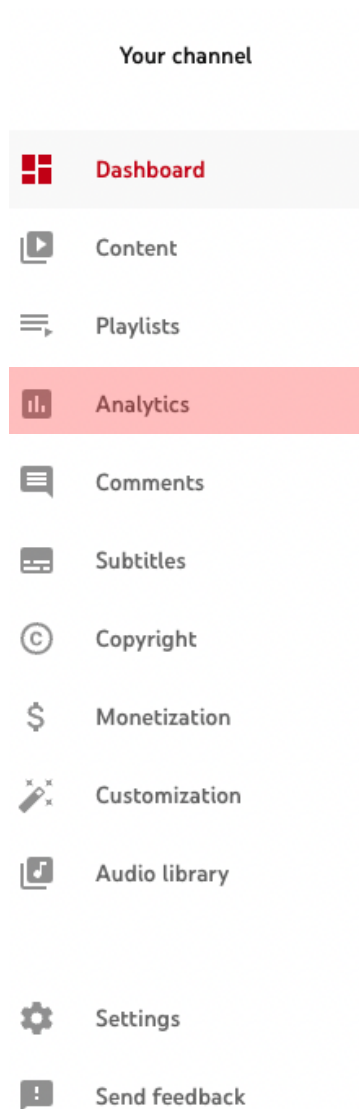
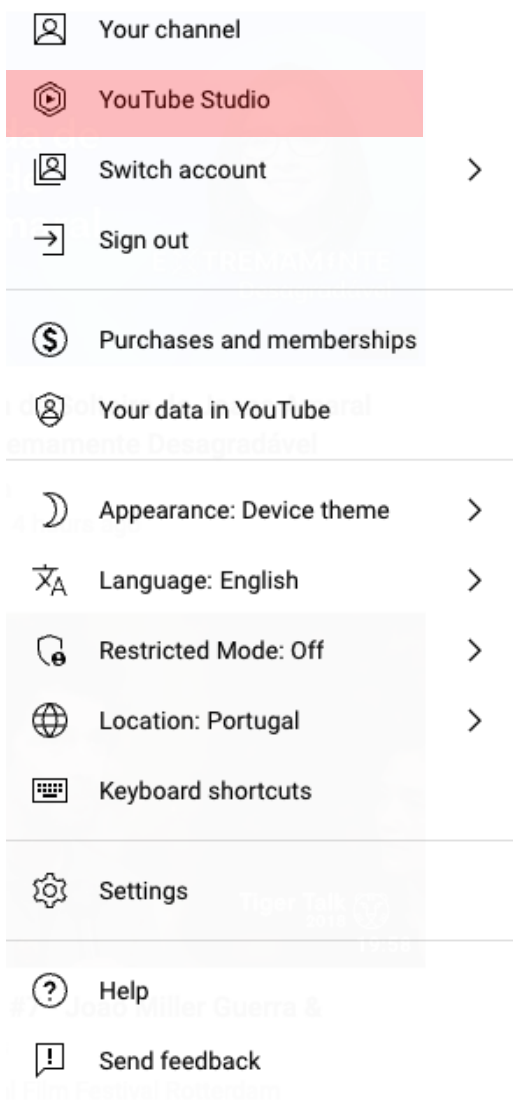
AND...

AVERAGE PERCENTAGE
VIEWED

WATCH TIME
AVG % VIEWED
VIEWS
IMPRESSIONS
UNIQUE VIEWERS
DEMOGRAPHICS

WHERE TO GET THE METRICS?

YOUTUBE ANALYTICS EXPORT DATA EXCEL



NOW, WE ALL KNOW THE MOST IMPORTANT METRICS

WHERE WE
CAN FIND THEM

HOW PEOPLE CONSUME CONTENT

NOW, WE JUST NEEDED
TO LOOK AT DATA

AND CREATE

ADAPT

DUPLICATE

EDUCATE

INVEST IN PAID MEDIA WITH A PURPOSE

RESPOND TO REAL GOALS

CREATE BUSINESS

ALL OF THIS
WITH DATA
THAT REALLY HELPS

DATA OF PEOPLE WHO FOLLOW US

DATA OF PEOPLE WHO INTERACT WITH US

**THIS IS
THE TRICK**

PEOPLE INTERACT,
WE REALIZE WHAT CONTENT
MOTIVATED THE
INTERACTION

**WE INVEST
IN THIS CONTENT**

**SOCIAL MEDIA
GIVES US ALL THIS.
IF WE HAVE
GOOD CONTENT**

WE JUST NEED TO LOOK AT
THE METRICS

THE FUTURE?

PEOPLE
USE REAL PEOPLE
IN YOUR CONTENT

**GIVE PEOPLE
A STAGE**

USE INFLUENCERS

USE INFLUENCERS THE RIGHT ONES

**SOCIAL NETWORKS
ARE GIVING PEOPLE
A STAGE**

WHY?

WHO BRINGS MORE PEOPLE TO SOCIAL NETWORKS?

OTHER PEOPLE

OTHER PEOPLE
NOT BRANDS

USE YOUR PEOPLE
AND WIN THE GAME

AND PAY CLOSE ATTENTION
TO METRICS



Questions?



Thank you!