Consulting Project:

Sonoma State University
Center for Community Engagement

With Merith Weismann

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By MBA Candidates

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Introduction

Center for community Engagement is a community-based program on Sonoma State University. CCE integrates students, faculty and community members in developing community based teaching. Its primary goal is to support faculty in developing community based teaching that integrates academic theory with community service. Some of the programs are Service learning, Community based participatory & action research, public service and Civil engagement.

Mission of CCE

- To integrate service-learning and community-based research into the curriculum;
- To support and promote high quality, reciprocal community-university partnerships that are firmly rooted in the curriculum;
- To foster the development of a civic perspective in education.

Programs

Some of the events organized by CCE are Mini Conferences which is conducted each semester for faculty and community. The conference focuses on diversity and sustainability. It also conducts one student event per semester which is a joint collaboration between CCE, career service office and JUMP which is a part of ASI. Besides CCE also helps students find internship and career in non-profit and government organization.

Scope of Project

Clarify goals

Center for Community Engagement (CCE) at Sonoma State University (SSU) has been reaching its audience through various social networking sites and other online channels. Currently, CCE has made its presence in the following online platform:

- Facebook (www.Facebook.com/SSUCCE)
- Twitter (www.twitter.com/SSUCCE)
- LinkedIn (http://linkd.in/aXuDeV)
- Youtube (www.Youtube.com/ssucce)
- CCE's own official website (www.sonoma.edu/aa/ap/CCE)
- Resource Library (www.librarything.com/profile/SSUCCE)
- Blog (http://ssucce.wordpress.com/)
- Twice Annual E-newsletter (http://conta.cc/aRh4QI)
- Pictures (http://picasaweb.google.com/SSUCCE)

This project focuses on the effectiveness of the use of social networking sites. The two main focus of this project is on the effectiveness of Facebook and LinkedIn. The total number of followers on Facebook is 242, which consist of 62 % female and 32 % male. On the other hand the total number of members in LinkedIn is 90. Most of the messages and meaningful information are shared through the use of the above mentioned social networking sites. So the question lies whether it is the right target audience we are reaching. Or in other words is the purpose of using the social networking site met. Are the sites being used effectively? First we need to assess who the current audience is and find out what the perceived value is of these sites. Other methods for clarifying goals include establishing metrics or way to measure success, and documentation. Getting numbers on paper allows for a better understanding of where the center stands (compared to others) with regard to social networking efforts. From assessing the current situation, comes the ease of identifying opportunities for growth or efficiency.

Methods for measuring success

This projects attempts to measure the success of using these social networking sites. Just using of the social networking site may not ensure its effectiveness. We have to measure the value of this networking site. Certain tools were attempted to measure the effectiveness. Some of the tools we used in order to measure success include distribution of online surveys and Google Analytics. The sample survey consists of 10 questions which were distributed through email with the survey link (surveymonkey.com). The data that we collected from the survey was to collect primary data from the users of these social networking sites. Another important tool that we used is Google Analytics which is a cross channel and multimedia tracking tool, which compares sites usage metrics with industrial average. This tool is important for establishing metrics, goals, and a way for documentation.

Systematize and document processes

During our initial meeting, we felt it necessary for a systemized process to document the work and make it manageable and organized. We have attempted to find a way to make this possible by use of work log and spreadsheet. A systematic record of this information serves as evidence of work and results. However this part has been given less priority because of it may not provide as much value as discussed during interim presentation. Though we believe documentation is important, there will be a system implemented by Sonoma State University for Center for Community Engagement in the upcoming months that will achieve what we proposed.

Identifying areas for growth and efficiency

Through assessing the current audience, applying a tool for measuring sites and research, we aim to identify areas of opportunity; whether that opportunity is for growth or for efficiency to handle concerns about capacity. We look for ways to enhance the sites' usability, content and appeal to visitors.

Online Survey

The online survey was created with intent to find the value of CCE's presence in the social networking sites. Specific questions were targeted to unfold how the users are surfing through these social networking sites and how effective CCE has been in achieving the intended goals. A set of 10 questions was developed through the use of online survey tool called Survey Monkey. The survey was created for 2 main social networking sites: Facebook and LinkedIn.

Survey Questions

We asked the following 10 questions to the users:

1) Tell us about yourself… (Are you a(n): student, alumni, faculty member, community partner, other?)
2) Which social networking sites are you in?
3) How much time do you spend per day in social networking sites?
4) Are you aware of what Center for Community Engagement (CCE) at Sonoma State University is? Or what they do?
5) How did you hear about CCE?
6) Which social networking sites are you connected to CCE with?
7) What information do you look for in CCE's Facebook page?
8) How often do you check CCE's Facebook page?
9) Have you participated in any CCE's events?
10) How did you find out about the events you attended?

Limitations

- Low user response - Out of the 242 followers on Facebook, only 11 (4.5%) of them completed the survey. Similarly, out of 97 members in LinkedIn, only 12 (12%) of them completed the survey.
- Time constraint – Collecting primary data is always time consuming. Because the time frame to complete the survey was only 2 weeks, it was not adequate to collect enough response.
- Resource limitation – A free account was created at www.surveymonkey.com because of financial constraint. Opening a premium account required monthly membership subscription. Hence, survey monkey allowed a maximum of 10 questions per survey. Also the analysis of the result had to be done manually because it did not allow this feature under basic free account.
- Facebook feature constraint – Face book group pages do not allow sending messages to the followers in their inbox regarding the survey. Therefore, the survey had to be posted on CCE's Facebook page. This might be one of the reasons for the low user response as they might not been aware of the posting. Also the time frame was less as well.

Facebook Survey: Initial Feedback

As of March 8, 2011, there are 242 fans or followers in Facebook. The survey was created on February 9, 2011 through surveymonkey.com. Of the 4.5% who responded:

- 64% of the respondents are students/alumni of Sonoma State University.
- More than 50% of the respondents are also on other social networking sites such as Twitter and LinkedIn.
- 46% of the respondents spend more than 3 hours a day on social networking sites (Another 27% spend 1 to 3 hours)
- 55% are aware of what CCE is. 36% have heard of CCE but not aware of what it is. Another 9% are totally unaware of what CCE is.
- 36% of the respondents heard about CCE through students/faculty at SSU. (46% from other sources)
- Very few respondents are connected to CCE through other networking sites (i.e. Twitter and LinkedIn).
- All most all respondents look for upcoming workshops and events, daily postings of events, and other opportunities on CCE's Facebook page.
- 28% of respondents check CCE's Facebook page at least once a week. 27% check the page whenever there is a new posting.
- 64% have never participated in any CCE's events
- Out of the respondents who participated in CCE's events, 27% found out about the events through Facebook and 64% found out through other sources.

LinkedIn Survey: Initial Feedback

As of March 8, 2011, there are 97 members in CCE's LinkedIn page. The survey was created on February 21, 2011 through www.surveymonkey.com. It was the same set of 10 questions used for Facebook survey with minor changes. Of the 12% who responded:

- 33% of the respondents are community partners of SSU. Another 33% are not affiliated with SSU at all. 34% are students/alumni of SSU.
- Almost all respondents are also on other social networking sites, namely Facebook.
- 75% of respondents spend 10 minutes to 1 hour on social networking sites.
- 83% are aware of what CCE is.
- 17% of respondents first heard about CCE through LinkedIn. 58% heard through other sources.
- Very few respondents are connected to CCE through other networking sites.
- Most of the respondents look for upcoming workshops and events, and opportunities in CCE's LinkedIn page.
- 50% of the respondents check CCE's LinkedIn page whenever there is a new posting or upcoming events.
- 58% have never participated in any CCE's events.

Survey Summary

The percentage of response received through Facebook survey was less than 5%. With this amount of response it is really difficult to judge the entire population of followers. This response cannot act as a measure to make recommendation. However, while looking at this small sample of response, we can say that most of these followers are students/alumni of SSU who are tech savvy spending enough hours socializing through Facebook and other sites. They are very interested in finding out about upcoming workshops, events, postings and opportunities. Therefore, CCE should continue to make posts on a regular basis as this is what keeps them interested. The data collected from Facebook "Insight" also tells that 61% of the views are made through the wall posts.

The LinkedIn survey response has also been equally low. The response rate was 12%. Based on this sample population, the followers are mainly community partners or the ones who are not affiliated with SSU. These followers do not spend too much time on social networking sites and are strong aware of CCE.

At this point, the survey can be deemed to be a continuing process. The time frame of this project is too small to collect primary data from the followers. Therefore, CCE can continue to collect responses from the online survey tool with a longer time frame. If necessary, the questions can be modified or an entire new set of questions can be created to re-send to the users. This task can be assigned to a volunteer at CCE who can track the progress. We recommend at least few months time to collect this information. At this point, we do not advice to upgrade the online survey account to a premium one as this survey might not yield enough responses. The current survey login information is provided below:

- Go to www.surveymonkey.com
- Username: surveyme1234
- Password: surveymonkey
- Primary email address: ssucce@gmail.com

Google Analytics: A Measuring Tool

Why Measure?

Many social media experts blog about tips for a successful social networking campaign. One tip that is emphasized is the importance of measuring your social networking efforts. It's is one of the hottest topics at the moment. Why? Well, it's no surprise that businesses (both for and non-profit) are leveraging social media to enhance their branding and to ultimately increase their "bottom line," whether it is sales, fundraised dollars, or increased awareness in a cause. The correlation between the effort in managing social sites and the end business result is not entirely tangible. It is not enough to claim that sales have increased due to social networking. Business decision-makers want to see proof of social media's impact on the business' objectives in the form of "ROI (return of investments)" or similar metrics. A positive ROI, proof that social networking does affect the business in a positive manner, will make a strong argument for decision-makers to allocate additional resources.

It takes time and effort to manage social networking sites. Center for Community Engagement is really an office of one and adding another full time employee to help is not an immediate option. An analytics tool to measure ROI (in CCE's case, "investment" in "ROI" is effort or tasks related to social media activity) and other related metrics would make it easier to identify areas where there is the most return, thus, being able to identify priorities. Clearly defined priorities leads to efficiency, which will immediately improve CCE's capacity. An analytics tool will provide a short-term solution for CCE's concern for capacity.

Another benefit of analytics tools is identifying opportunities for improvement. For example, if after reviewing the semi-annual analytics report, it turns out that there is a very small amount of traffic to the blog, you can do one of two things; 1) You can take the results as an indication to discontinue the blog or at least limit the effort towards it and improve capacity; 2) You can interpret the result as feedback for improving the blog, either with content or it's accessibility.

What We Can Measure

Addressing ROI means addressing frequency, reach and yield (FRY). These are the things we can and should measure (Stanchak, 2010).

- **Frequency** – How often members view, post comments, or like a post
- **Reach** – How many new members are you acquiring
- **Yield** – How much do members "spend ($)", or rather, how engaged are your members?

Frequency and reach are simple to measure with the basic profile statistics that Facebook, LinkedIn, and even Twitter provides. Yield, especially for non-profits, is a bit difficult to measure. In the traditional sense, yield is really measuring the amount of money your customers spend on your site. We can adopt and apply this to essentially measure how engaged your site's visitor is. How long does he or she spend on your page? What is he or she interested in? What drove him or her there to your page? There are many analytics tools available that measure not only frequency and reach, but yield as well.

How We Can Measure

The correlation between social media activity and the impact on businesses is made tangible with a variety of analytics tool. Google analytics is one of the more popular tools. We recommend this tool for a number of reasons.

- Tracks multiple sites in one account
- Compare site usage metrics with industry average
- Visualize data – see trends and patterns with motion charts, mapping, etc.
- Customized reporting – when exporting a report into excel, you can customize the heading columns
- Email reports – rather than export a report into excel, you can email right from Google Analytics
- Google integration – works with a suite of related products and other applications
- Free of charge!

Among the aforementioned features, Google Analytics measures the yield of FRY. It tracks various metrics that reflect how engaged a visitor is. Aside from your basic number of visits and pageviews metrics, there are some noteworthy metrics tracked by the analytics tool. Most of which reflect how *engaged* a visitor is (Brito, 2007).

- **Time on Site** – Shows how long your visitor is on your site.
- **Bounce Rate** – The bounce rate shows the quality of the visits on the page. It is the percentage of visitors who just visited that page once and left. (Bounce rate = total number of visits viewing only one page / total number of visits). A high bounce rate basically is an indication that the page is not relevant to the visitor. The more compelling your site, the longer and more *engaged* the visitor is.
- **New visits** - Shows how long a visitor is on the site, and the "bounce rate".
- **Traffic sources** – shows where your visitors came from; direct traffic, referring sites, and engine searches.
- **Unique pageviews** – Number of sessions that a page was viewed one of more times, rather than tracking purely the number of times the visitor was there. For example, if a visitor refreshed the page, or briefly navigated away but came back, it would count as a separate pageview. Unique pageview combines the number of pageviews by the same visitor during the same session.
- **Benchmarking –** There is a link under the "visitors" section called "benchmarking" that shows the industry average. It will show your metrics compared to the industry average

as well as overlay your results against the industry average's graph. This information is powerful in setting your own goals.

- **Goals –** You can set your own goals on Google Analytics and the tool will track your progress towards it.

Google Analytics Implementation: Constraints

Now that we've chosen the tool to implement, we decided to apply this Facebook only since the site has the most followers and usage, and we have limited time. The process proved to be difficult for a number of reasons. First and foremost, Facebook essentially is not built to use HTML. However, they do offer applications that allow FBML (Facebook Markup Language), a language similar to HTML. In order for Google Analytics to track a site, there is a specific account with a special tracking code that is only in HTML format. This tracking code needs to be placed on each site and page that you want to have tracked (there is also a code if you wish to track multiple domains), including Facebook that only speaks in FBML. Since Google Analytics on Facebook pages is very popular, web developers have come up with a workaround and circulated a tool that translated Google Analytics' HTML tracking code into FBML. Instructions for installing Google Analytics on Facebook pages have also been circulated heavily. This is what we initially used to install Google Analytics on Facebook.

Another constraint with installing Google Analytics is a 24-hour lag time. It is difficult to gauge whether the code is being recognized immediately. Once the code is placed in the site, it takes 24 hours before seeing results. If after 24 hours, no information is extracted onto Google Analytics, we must retry the code or modify a few variables on the account and wait another 24 hours. With such a long wait time, it is difficult to tell which modified variable (or combination of variables) attributed to the failure of this implementation. An example of a variable is the URL of the site we want to track, or the account set-up information. After a week of failed attempts, and desperate research on the matter, we finally found what the roadblock was.

As of mid March 2011, Facebook is phasing out their FBML application and introducing a new application called iFrames. We've attributed our previous failures to the phasing out of the application that we were using. Since iFrame is relatively new, instructions or information on its compatibility with Google Analytics is scarce. It is almost non-existent. The power of social networking became very apparent and very quickly. Through a friend who specializes in web marketing and branding, we connected with a web developer on Twitter, who figured out how to install Google Analytics on Faceook using iFrames, and is now circulating specific instructions. Our connection to him is how we've moved forward with this implementation.

One of the caveats for implementation is the "welcome" page on Facebook. From the limited information available, our understanding is that the "welcome" page needs to be the defaulted landing page for Google Analytics to work. We created a "welcome" page for CCE using HTML code. iFrames allows for HTML code without any workarounds. The “welcome” page states CCE’s mission statement and has links to CCE’s homepage, LinkedIn, blog, Youtube, eNewsletter sign up, and Library Thing. It also has a “like” button for those who are not yet a fan/follower.

The current status of the implementation of Google Analytics, as of March 3, 2011 is that we were able to get initial results. Of course, the results are skewed because of our time spent on Facebook implementing the tool. It appears the set-up worked; however, it seems to have stopped collecting data.

Due to the scarce information on the new iFrames application, it is difficult to know all the caveats and what is needed for a successful implementation. What is certain is that Google Analytics IS compatible with Facebook and the demand is great enough to warrant a slew of information and support on the topic to surface soon. We’ve created a separate guide (see appendix) that specifies the tracking code, instructions on where to place the code, and helpful links to forums that are addressing this issue. This is to let you know where we are with the implementation process.

The timing with installing Google Analytics couldn’t have been worse with FBML phasing out; however, we still strongly recommend using this tool not only Facebook, but on CCE’s home page as well. You will be able to track where your visitors are going and where they came from. Aside from the difficulties of installing this tool, navigating through the analytics tool is easy and the information provided is rich. Google Analytics will measure how engaged your visitors are and will provide the documentation and reports as proof of your success.

Areas for growth or efficiency: Recommendations

Survey (Summary)

Know your audience and continue to gather survey results. Resend or repost the survey and encourage fans or followers to respond. The feedback will help determine where the most efficient time is spent with social networking efforts.

Google Analytics Tool (Summary)

Measure your social networking activities. This will also help determine where you can invest your time efficiently. ROI is not possible without measuring FRY. Since yield or “engagement” is more difficult to measure, using a tool such as Google Analytics will be helpful. We recommend installing this analytics tool to CCE’s official website. We also recommend connecting with the forums (listed in guidebook in appendix) for troubleshooting and support for the tool.

Comment Cards

Periodically issuing surveys helps you “check in” with how your audience perceives CCE. An extension of an ongoing survey can be through comment cards. CCE conducts various workshops and events annually as well as semi annually such as Careers for Common Goods, Mini Conferences on Diversity and Sustainability, etc. The participants in these events can be used as a way to get their feedbacks on the effectiveness of the events. Also, questions related to their use of social networking sites can be collected through distribution of comment cards. Few examples of the type of questions can be:

- How did you hear about this event?
- Have you participated in this event in the past?
- Are you affiliated to CCE through any social networking sites?
- Are you a student, faculty? Etc

Collecting responses through comment cards or maybe even a questionnaire during these events can help to collect first hand responses from the participants. This method is low tech, but is highly efficient. The feedback can be used to assess the success of the event as well as gather ideas for improving the events.

Spotlight on a community partner

CCE’s followers include a lot of non-profit organizations, volunteers and various community based organizations who are working closely in the community to make a difference. It would be a good idea to create a post or discussion focusing on the good work they are doing. For example, “Volunteer Center of Sonoma County” is following CCE on Facebook. Having a post about their work and endorsing their act can have a mutual benefit. This will help in deepening the relationship as well as getting exposure for these community partners. At the same time this can help CCE in getting to the core audience. The initial responses from the LinkedIn survey suggest that followers are most interested in events and opportunities. The spotlight on community partners can facilitate this. This can be done on Facebook, LinkedIn and twitter as well.

Enhance sites

In addition to recommendations made from initial survey results and for Google Analytics, a tool to measure success, there are other areas where we see opportunity for enhancing the social networking experience for site visitors. Enlisting the help of a marketing expert to upgrade the design of the sites and content would be beneficial, though not an immediate need.

<u>Facebook</u>

Jeremiah Owyang, partner at a research-based firm called Altimeter Group, wrote a great report about success criteria for Facebook page marketing. One of the criteria he focuses is to solicit a “call to action”. Compel your visitors to take action, either by getting them to attend an event or to post a comment. A recommendation he makes is to keep your visitors on your site as long as you can. It’s not enough that you get them to just visit. Another criterion he talks about is enabling peer-to-peer interaction to really leverage the social features of Facebook and similar sites. People often forget the social features. A Facebook page is successful when you get a discussion among your fans/followers (Owyang, 2010). Here are some suggestions on how you can achieve this:

- Ask open-ended questions and/or feedback
- Create fund quizzes or polls – it would be ideal to empower your student workers to help create these quizzes and other fun activities to do on the Facebook wall. The students are young and will likely have a finger on the “cool, hip and creative” pulse. In addition, it will alleviate you from this additional task.
- Post Youtube videos on Facebook

<u>Youtube</u>

Although Youtube is being managed primarily by students, a bit of guidance would be valuable. Youtube is a *powerful* tool for getting a message across and is worth the investment of time. There is opportunity to be creative here. There is also an opportunity to compel visitors to take action by getting involved in the community, attend an event, or even share the video to peers. Consider advising students to enhance their message by adding reasons for why and how they are engaged in the center. Viewers want to see and hear about others' experiences and the benefits of being involved before they are inclined to join or support the center. Students should consider doing a "skit" format, rather than a monologue or 30 second statement. Consider having a student intern video record some of the events as a reporter. Or have them create a montage of the events in the style of a promo video. Think of all the fun Youtube videos you've seen, and remember what and why they are memorable. They often have a short story line, music or a comedic aspect to it. A good entertaining video will be shared with others. Here are some tips for making a successful video (Greenberg, 2007):

- Have strong content that people want to see. All your other efforts will be useless if you cannot create interesting, exciting or other relevant content.
- Keep the video short, 15 – 30 seconds is ideal, but no more than 5 minutes. Most viewers will not be patient enough to watch a video that is longer than that anyway.
- Use humor. It's effective.
- Don't make an outright ad. Viewers won't be inclined to share an ad with others.
- Always put your name or logo and a website address on all content.

<u>Picasa</u>

Picasa is a great tool; however, Facebook has a photo album feature as well (as you're aware because it's being used). There is an opportunity to share Facebook photo albums with non-users much like Picasa. Unless Picasa easily syncs to Facebook, consider building photo albums on Facebook rather than Picasa to eliminate an extra site to manage. Since Facebook albums can be shared with non-users, it would be a good way to drive traffic to the site. Non-fans will likely become a fan of the group after viewing the photos. And most people are familiar with viewing photos on Facebook. This is a suggestion for efficiency.

Documentation

Analytics tool will give metrics through reports as part of documentation. But documenting processes and strategy for social networking efforts is also important for several reasons. The main reason is that it provides historical data to:

- Use as reference for future projects
- Track success of events
- Use for training purposes. Make it easier to transition to a successor or new team member. Also help train student interns.
- For quality control. Once you establish a baseline and document it, any deviation from the baseline will serve as feedback for ways to improve.

Value isn't in documentation itself, it's putting together something that can be reviewed and shared. It can give you something to share on your blog which will demonstrate your knowledge and ability to manage your social networking efforts.

Having a record helps avoid needless repetition of work. If a process is clearly documented and shared with trainees/student workers, it cuts down on your time on training and supervising, and actually helps make sure work is consistent and accurate. It makes it possible to transition your responsibilities to someone else, whether it is a new fulltime employee or someone who is covering you while you're on vacation. Documentation helps with quality control (Second Star, 2011). Allows you to reference and assess what is currently in place, what has happened. The clarity of processes makes it easier to identify areas for improvement, or modification.

Donation button

Donation button is a great idea but we don't think now is a good time. There is no doubt that the center will receive donations. Online donations make it easier for people to make donations, especially with PayPal or Google checkout. But visitors will want to feel that they are getting something out of it; whether it is a marketing chachki, or deeper and richer knowledge from being connected to CCE. A message for how the center will use their donations needs to be crystal clear (Fritz). We recommend upgrading sites and edit content first (work with a marketing expert). The content is one of the most important drivers of donations and visitor interest. At first observation of the sites, we were not certain of what the center does. Of course, with further research and immersing ourselves in the center's sites it became clear what the center is. From the initial survey results there were a number of people who were not entirely sure what CCE does.

Also, there are a few things to consider when adding a donate button. There are legal items. Most online solicitations must be registered with the state. It would be best to research this before to find out costs and process for registering, before adding the donate button. It's also a good idea to prepare all marketing collateral with some reference to the donate now button before launching the button online. You should also be prepared to accept donations offline (Fritz, Online Fundraising: A Startup Guide).

There are some alumni who are fans/followers of CCE. This is a great audience to target for future donations. We suggest heavily targeting alumni followers now, as they are likely the ones who can afford to donate. They are also likely to donate because they will perceive SSU CCE as enriching their education and lives.

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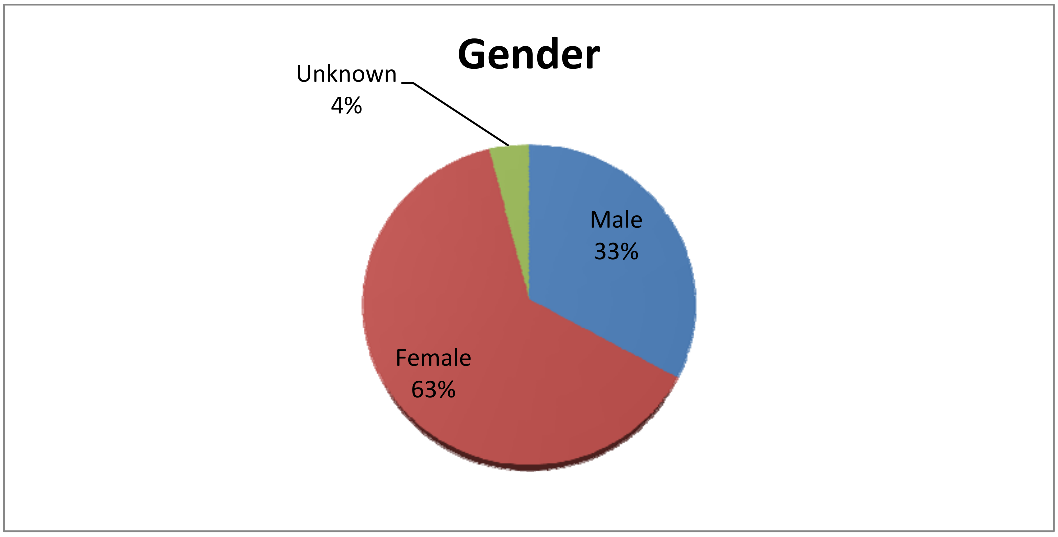
Appendix

Facebook Insights Analysis

Google Analytics Guidbook

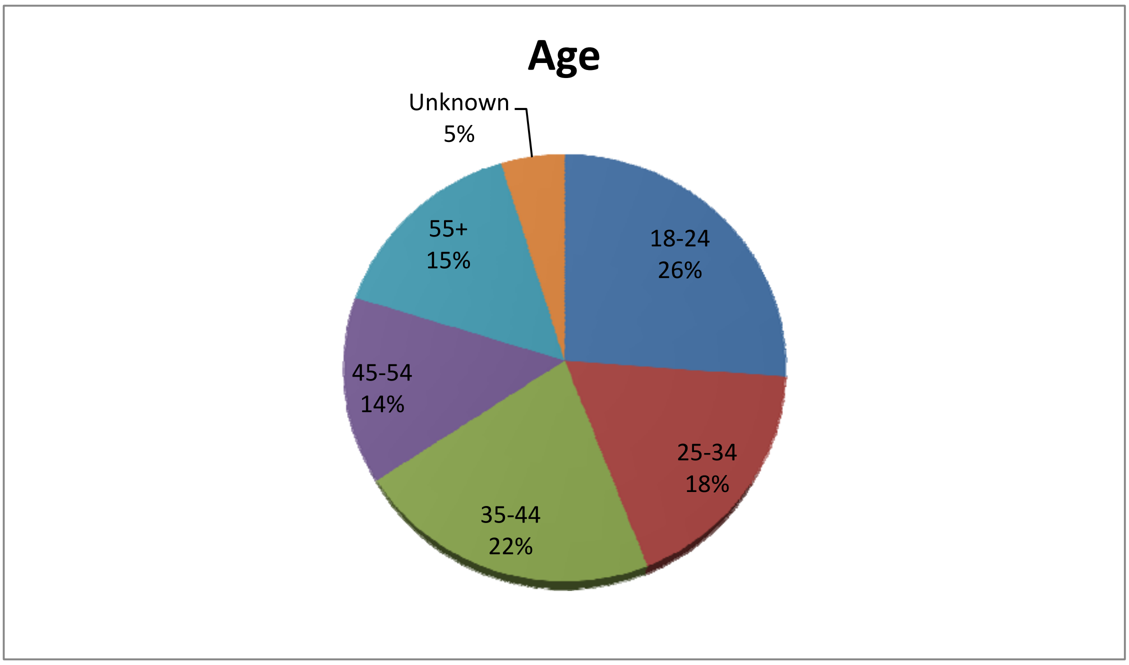
Gender

Male	33%
Female	63%
Unknown	4%



Age

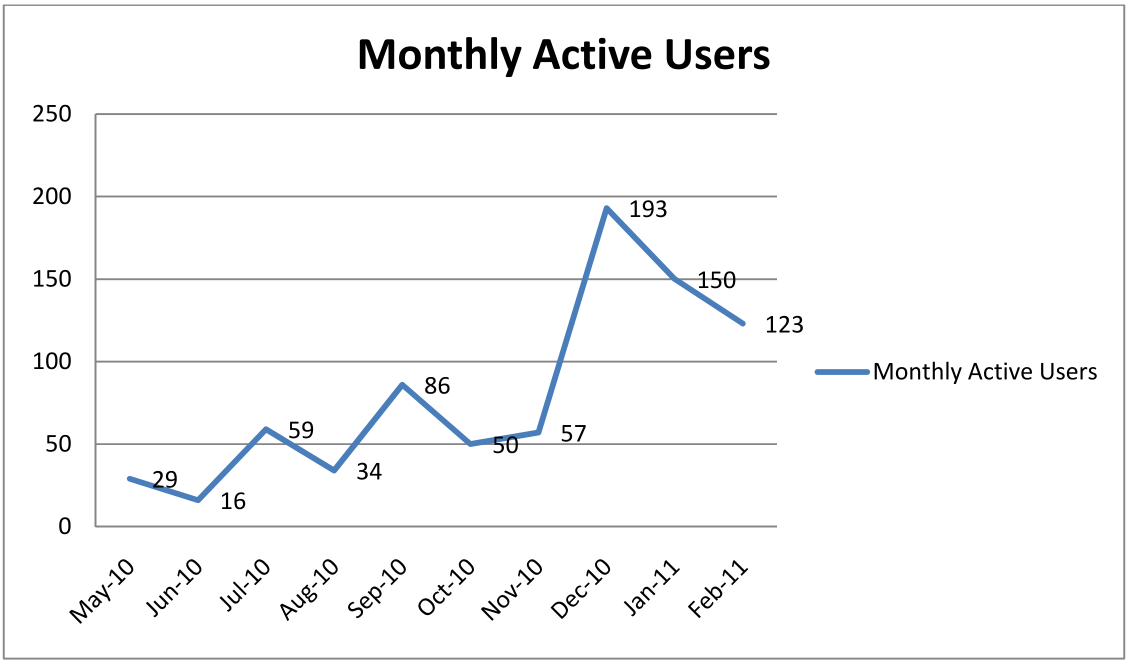
18-24	26.2%
25-34	17.9%
35-44	21.6%
45-54	14.1%
55+	15.4%
Unknown	4.8%



Monthly Active Users

Counts of people who have interacted with or viewed your page or its post.

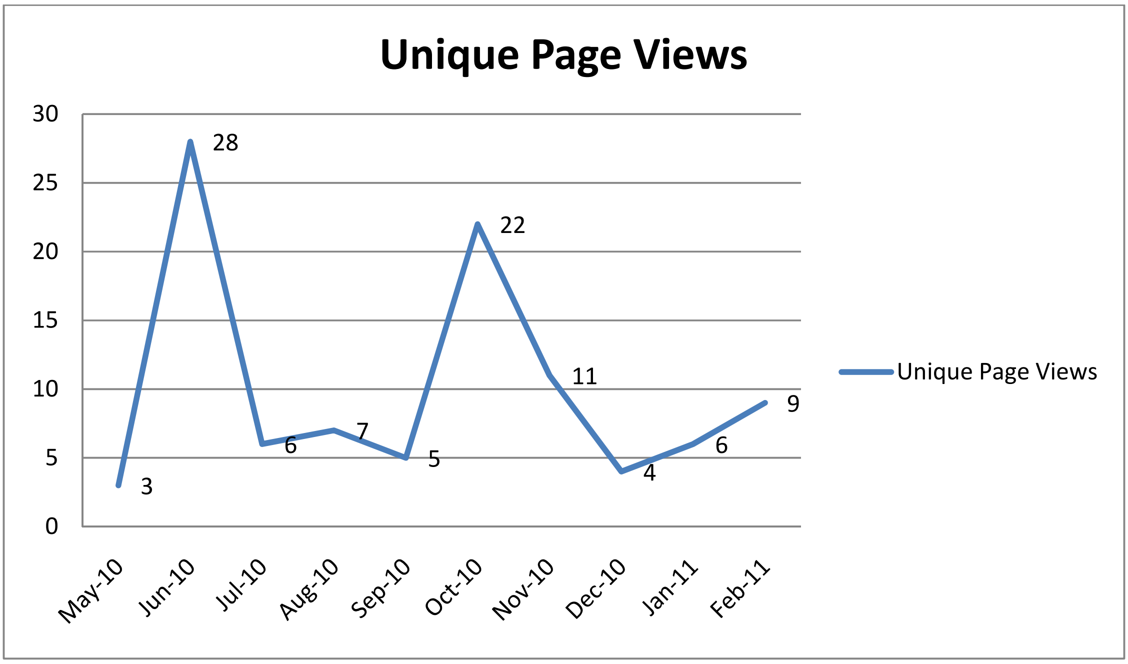
May 2010	29
June 2010	16
July 2010	59
August 2010	34
September 2010	86
October 2010	50
November 2010	57
December 2010	193
January 2011	150
February 2011	123



Unique Page Views

Unique page views are total unique logged-in Facebook users who visited your page.

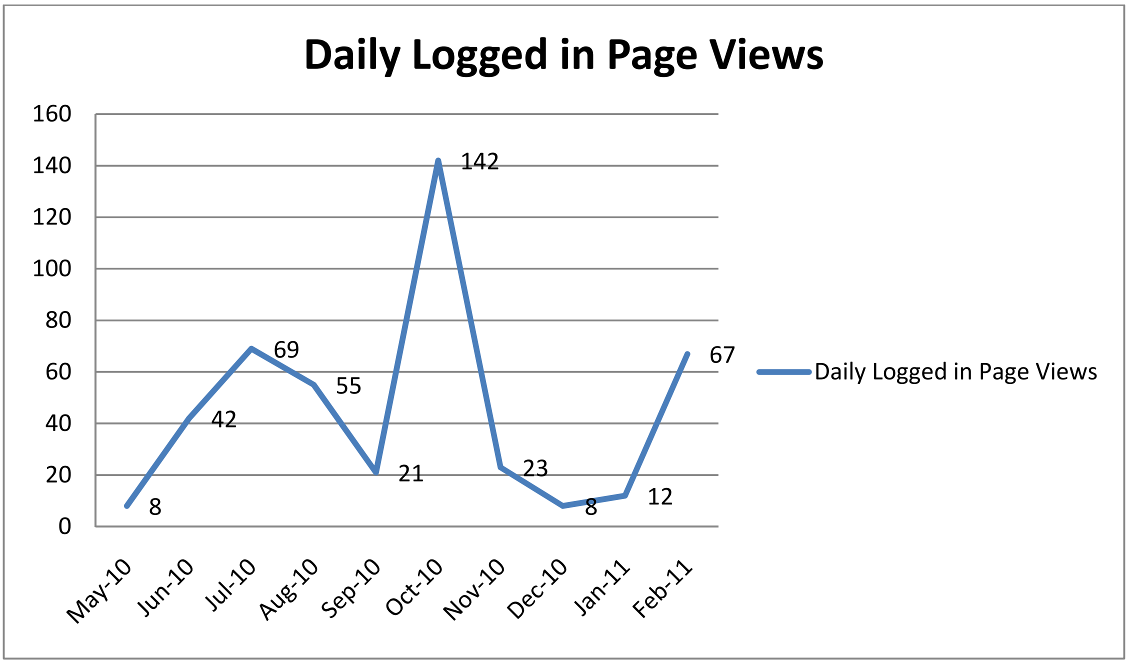
May 2010	3
June 2010	28
July 2010	6
August 2010	7
September 2010	5
October 2010	22
November 2010	11
December 2010	4
January 2011	6
February 2011	9



Logged in Page Views

Page views are total hits to your facebook page by its fans.

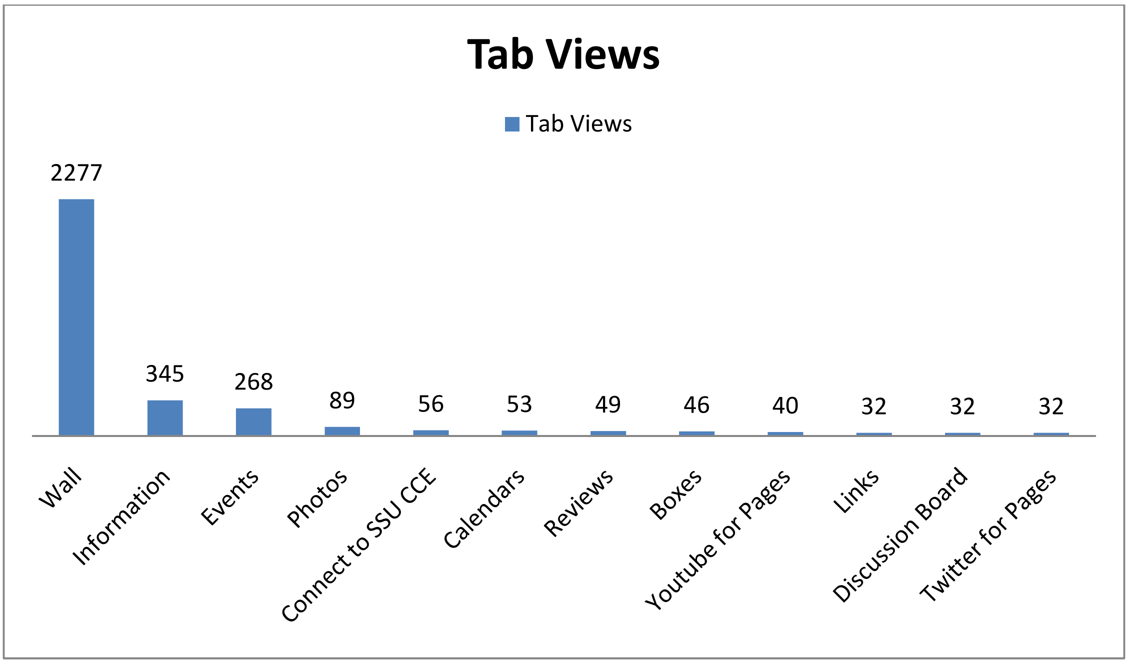
May 2010	8
June 2010	42
July 2010	69
August 2010	55
September 2010	21
October 2010	142
November 2010	23
December 2010	8
January 2011	12
February 2011	67



Tab Views

Tabs on your page that were viewed when logged-in users visited your page.

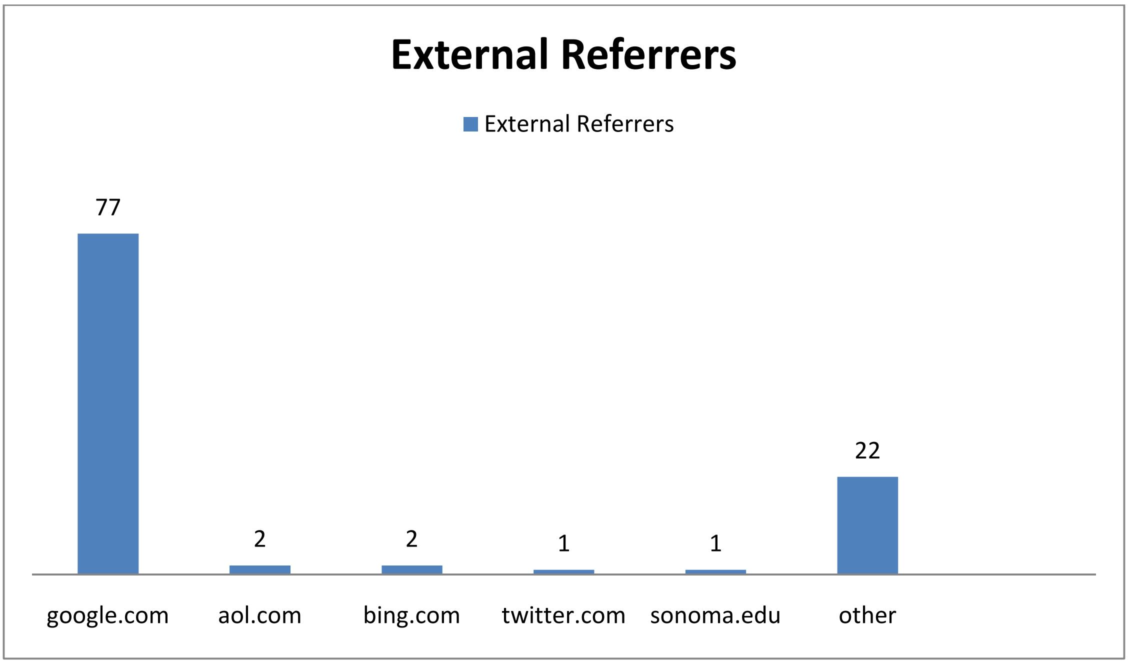
Wall	2277
Information	345
Events	268
Photos	89
Connect to SSU CCE	56
Calendars	53
Reviews	49
Boxes	46
Youtube for Pages	40
Links	32
Discussion Board	32
Twitter for Pages	32



External Referrers:

Top referring external domains sending traffic to your page.

Google.com	77
Aol.com	2
Bing.com	2
Twitter.com	1
Sonoma.edu	1
Other	22



Google Analytics Account: "Guidebook" www.google.com/analytics/

Account Information

Account Username/Password: ssucce@gmail.com | engagement

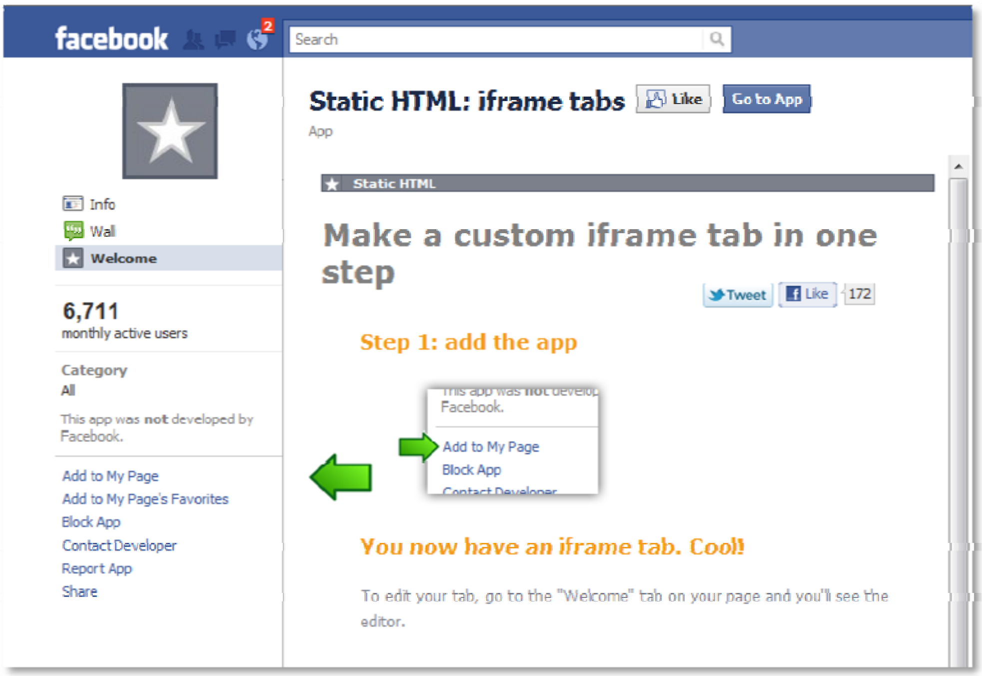
Account Number: **21674149**

Web ID: **U-21674149-1** – *this is your unique tracking ID*

How to install Google Analytics on Facebook

Here's a link to the app and general instructions (see screenshot below)
http://www.facebook.com/apps/application.php?id=190322544333196&sk=app_190322544333196

1) Download iFrames app – **already done**

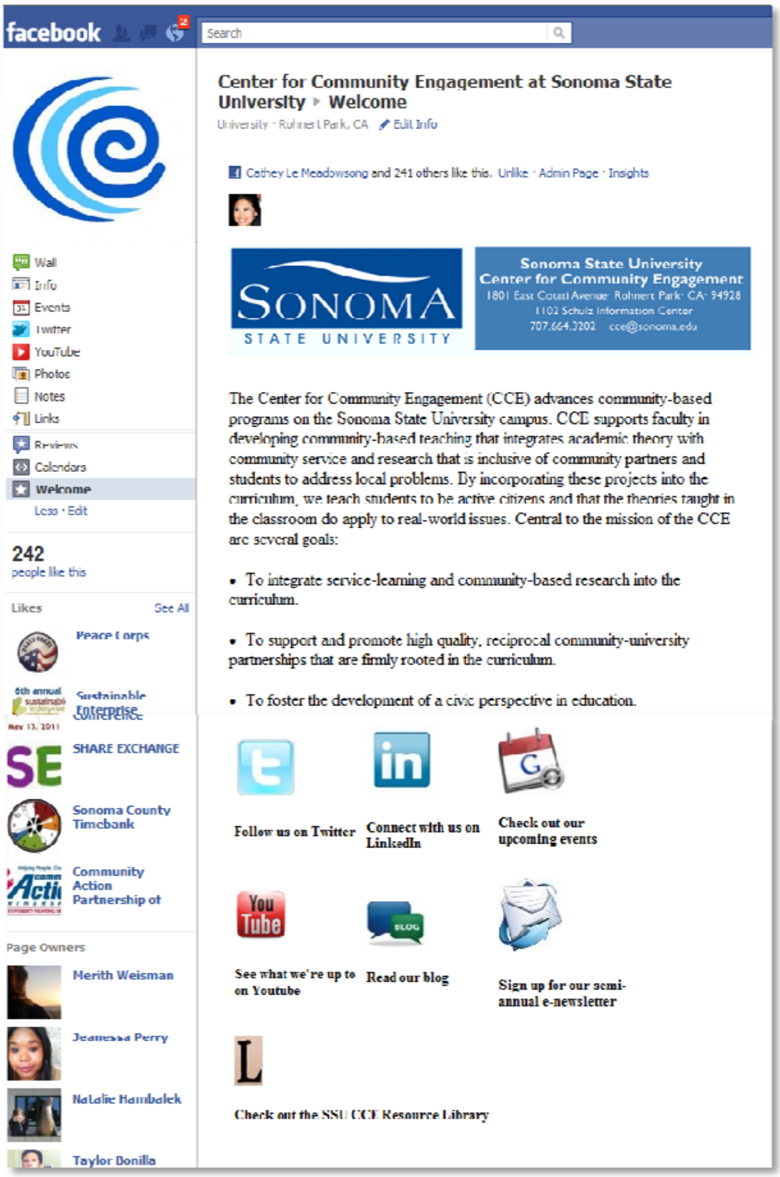


2) Go to the group page, you will see the "welcome" link.
3) Click on "welcome" link to edit and add content in HTML - **already done (see screenshot)**
4) Paste tracking code (details on tracking code section) at the end of content - **already done**
5) Click "Save & View Tab" to see what the page will look like; as a fan, or non-fan.

Google Analytics Account: "Guidebook" (con't)

Screenshot of "welcome" page

**Here, I used content from CCE's homepage. I also added icons that link to your other sites, including; Youtube, LinkedIn, blog, Library Thing, eNewsletter sign-up.*



If you would like to make changes to the content, just click on the welcome tab. It will take you to the editor and you will see all the coding. Coding is done in HTML. There a lot of free HTML editors available online that allows you to instantly see the result of the codes. We've provided a link to one in the "Useful Links and Resources" section. Remember that the tracking code from Google Analytics needs to be placed at the end of all the content's coding.

6) "Welcome" page needs to be the defaulted landing page (based on our understanding) – **already done**

Here's how to do it: Go to Edit Page → Manage Permissions → Default Landing Page: Welcome → Save

Google Analytics Account: Helpful Hints (con't)

Tracking Codes

There are several different codes available depending on what you're tracking. If you're tracking a single domain, the code is different from if you're tracking multiple. The code we used is for tracking multiple (top-down) domains as advised from our iFrames contact, Jason Padvorac. He is the one who figured out how to use the analytics tool on Facebook with new application.

With most websites, copy – paste your tracking code on *each page* you want tracked. For Facebook, there is only one page ("Welcome" page) where we can input this code. Since we want to track multiple pages, our iFrames contact suggested we use a custom code that he generated for us. OR the multiple domain code from Google Analytics.

Custom code

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." :
"http://www.");document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js'
type='text/javascript'%3E%3C/script%3E"));</script>
<script type="text/javascript">
try{var pageTracker = _gat._getTracker("U-21674149-1");
pageTracker._setDomainName("none");
pageTracker._setAllowLinker(true);
pageTracker._trackPageview();
} catch(err) {}
</script>
```

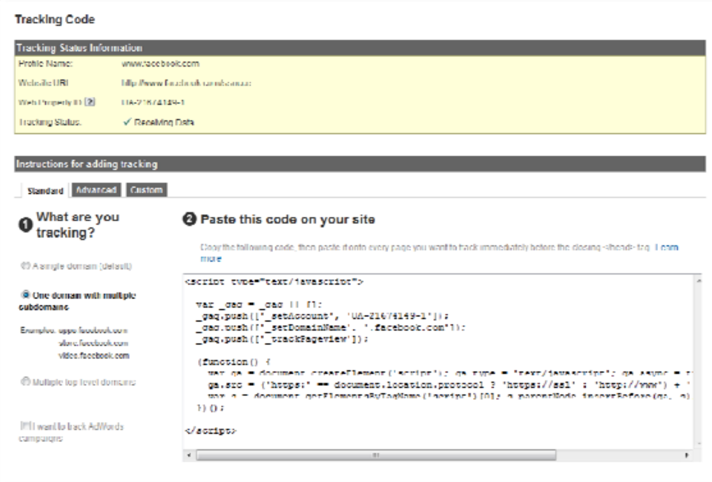
Google Code (multiple domains)

```
<<script type="text/javascript">

var _gaq = _gaq || [];
 _gaq.push(['_setAccount', 'UA-21674149-1']);
_gaq.push(['_setDomainName', 'none']);
_gaq.push(['_setAllowLinker', true]);
 _gaq.push(['_trackPageview']);

(function() {
 var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
        ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
 })();

</script>
```

You can retrieve your tracking codes through email. When you log into email, there is an email from Google Analytics that gives you general information and links. You'll want to click on "Tracking code page" link or https://www.google.com/analytics/settings/check_status_profile_handler to retrieve your codes.

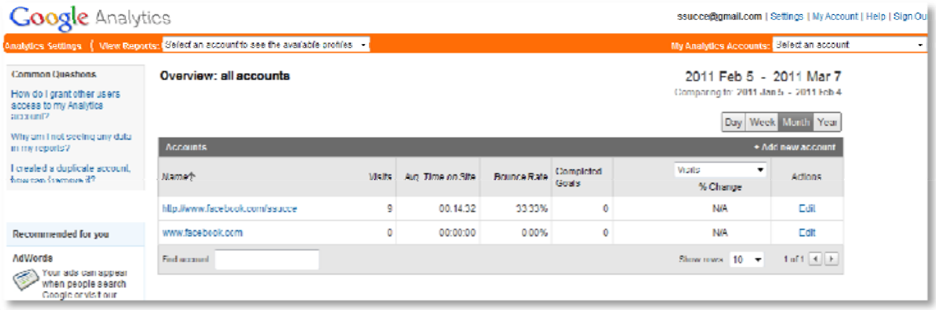
Google Analytics Account: “Guidebook” (con’t)

Screenshot of tracking code page, where you retrieve your code

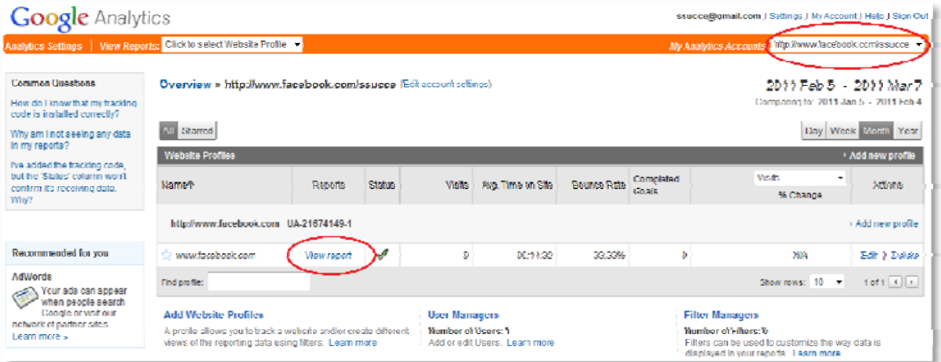


Accessing Google Analytics and Reports

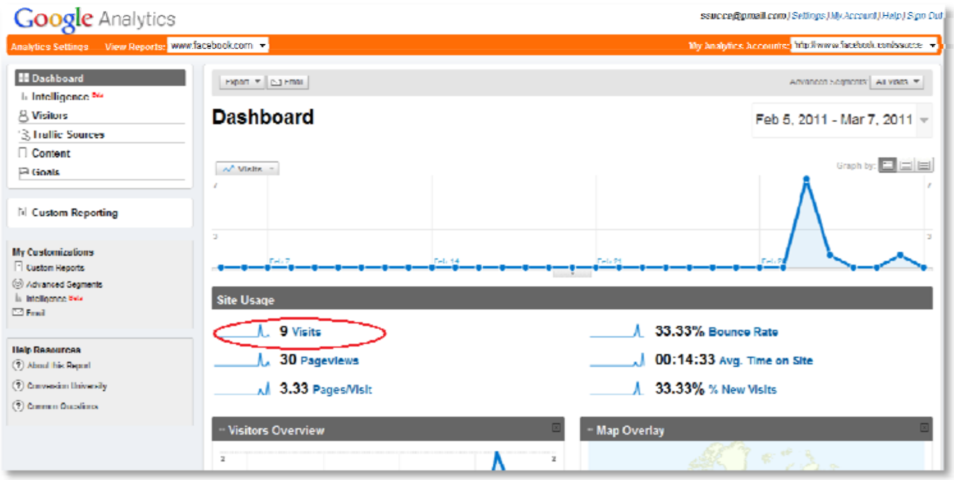
1) Log onto www.google.com/analytics/
2) Once you login, you will see all your accounts listed.



3) Choose “www.facebook.com/ssucce” from the drop down menu.
4) Click on “View Report” link.



5) You will be directed to the Dashboard where you can click through the different metrics and generate reports.



Useful Links and Resources

Google Analytics Help forum offers great support; however, we found it is not as applicable to Facebook. Most of our research and information was found through various sites and forums. As mentioned in the report, since there is a change in applications on Facebook, information on installing or troubleshooting Google Analytics is scarce. You will find many people who say it's not possible to use Google Analytics with Facebook. This is simply not true. Here are a few links that we found that was useful:

- Twitter – follow **jasonpadvorac** – he's the one who came out with the new instructions on iFrames and Google Analytics. He's also the one who wrote the code for us to use.
- Here are the new instructions for installing Google Analytics using iFrames (written by Jason padvorac): http://www.facebook.com/apps/application.php?id=190322544333196&sk=app_190322544333196
- He is also very active on this site: http://www.mikestenger.com/how-to-create-an-iframe-tab/#lf_comment=798924. You can even see our questions and his response on here.
- Here are old instructions for installing Google Analytics using FBML. They might come up with a new instructions shortly: http://www.webdigi.co.uk/blog/2010/google-analytics-for-facebook-fan-pages/
- For editing "Welcome" page content in HTML
    - Basic HTML tutorials: http://www.w3schools.com/html/html_primary.asp
    - Free HTML editor: http://htmledit.squarefree.com/