

Watson Knowledge Services, LLC

# Monitoring Tools & Dashboards

Ken Watson of WatsonKS  
 Internet Librarian 2016 Workshop

#InternetLibrarian



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# Who Am I?



**Ken Watson**

**President of**  
Watson Knowledge Services, LLC

**Social Media Consulting Company**

**Our Core Services are...**

- Ken's Koaching
- Account Audits
- Social Media Marketing Done for You



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# Who Are You? 😊



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- A little bit about yourself and what you do.
- What is your one key take away item?
- What are key questions you want answered?



# Overview of Workshop



## Dashboards Overview

Go over what are dashboards, the different types, and how they are used.



## Dashboards

Go online and explore some of the dashboard products highlighted in the overview.



## Monitoring Tools Overview

Go over what are monitoring tools, the different types, and how they are used.



## Monitoring Tools

Go online and explore some of the monitoring tools highlighted in the overview.



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# Dashboards

**Sadly, there is no one dashboard to rule them all.**

**It's all about finding the right combination that works for you.**



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# What are Dashboards?

**From The Online And Social Media Side Of Things, Dashboards Gives Us The Opportunity To...**

- Push Content
- Engage
- Monitor
- Analyze





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# Breakdown of Dashboards

**Social Media Management Dashboards**

**Supplemental Dashboards**

**Customized Dashboards**



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# Social Media Management Dashboards

“Social media dashboard is a management tool individuals or companies use to coordinate their social media presence across multiple channels or accounts, through a single interface”

## Common Services of Social Media Management Dashboards

- Automation
- Scheduling
- Analytics





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# Social Media Management Dashboards

## 3 Social Media Management Dashboards We Will Be Looking at are...



# Hootsuite

Social Media Management Dashboard

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## Key Features

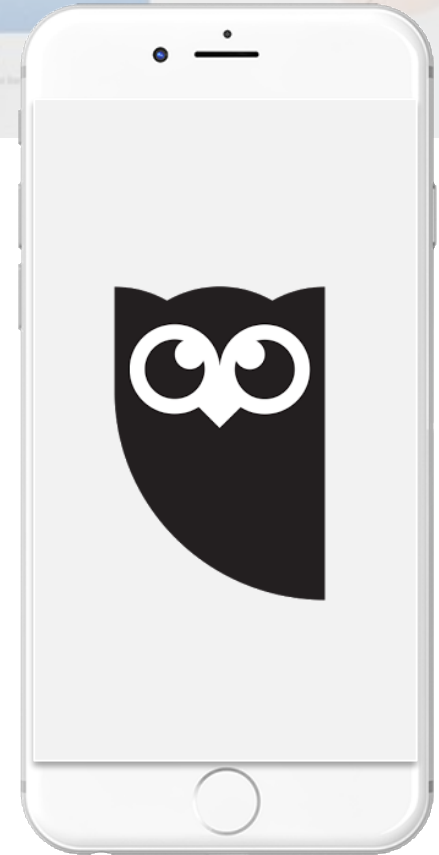
Scheduling, Analytics, Engage, Teams, Listening, Apps

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## Works With..

Facebook, Instagram, Twitter, LinkedIn, Google+, YouTube, Apps

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# SproutSocial

Social Media Management Dashboard

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**Key Features**

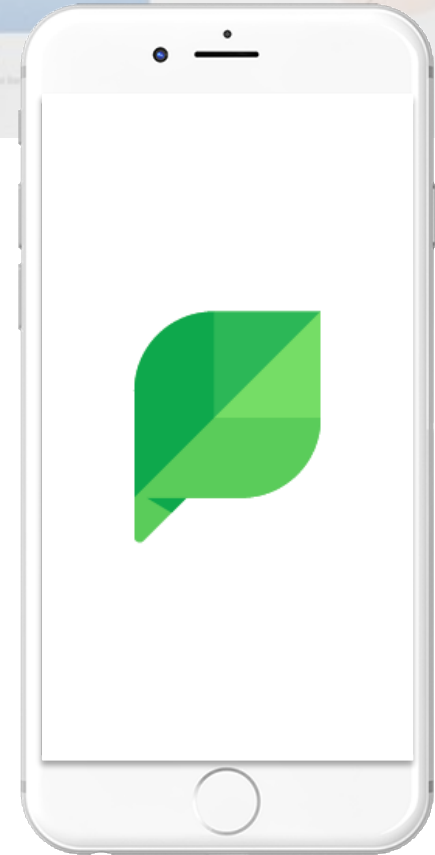
Scheduling, Analytics, Engage, Teams, Listening, Apps

---

**Works With..**

Facebook, Instagram, Twitter, LinkedIn, Google+, YouTube, Apps

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- Dashboard
- Clear
- Profile
- Template
- Forms
- Tables
- Map
- Grid
- Menu Levels
- Extra
- Project
- Sales Report
- Target



# Buffer

Social Media Management Dashboard - Borderline

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**Key Features**

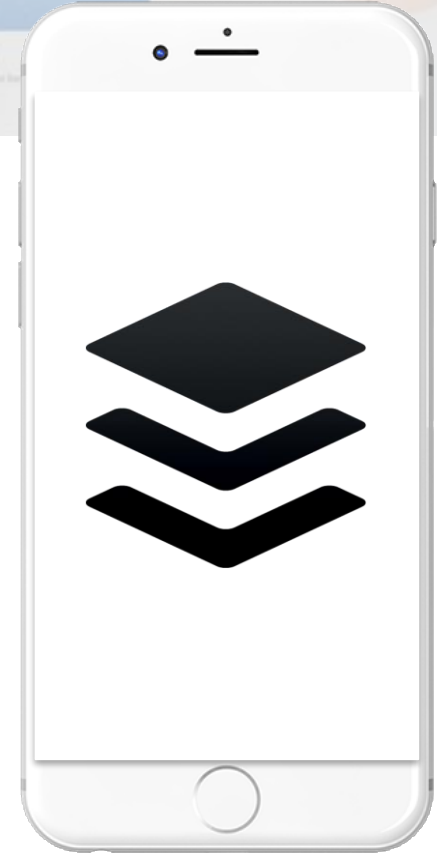
Scheduling, Analytics, Teams, Listening, Apps

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**Works With..**

Facebook, Instagram, Twitter, LinkedIn, Google+, YouTube, Apps

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## Supplemental Dashboards:

These dashboards are typically used to help support your social media marketing efforts in coordination with your usage of social media management dashboards.

- With supplemental dashboards, there may not be a monitoring capability, it's important to know them when monitoring other accounts.
- It helps to know what possible tools others are using in generating content.

### Supplemental Dashboards

- TweetDeck
- Social Jukebox
- Post Planner
- Later



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# Customized Dashboards:

Allows for the creation of dashboards to not just monitor the social media landscape, but across many areas of the online world

- With customized dashboard tools, we can broaden our monitoring capabilities beyond what we can do with standard social media management dashboards.
- Can still monitor social media activity, now can dive deeper into the data side of things.
- Look at website traffic, blog content traffic, email marketing, and etc....

## Customized Dashboards We Will Be Looking At...

- Cyfe
- SumAll
- Raven Tools

# Dashboard Demonstration Time



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# Break Time



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# Monitoring Tools





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# What Is Monitoring?

Active monitoring of social media channels for information, usually tracking of various social media content such as blogs, networking sites, websites, and user-generated content

## Breakdown of Monitoring Tools

Monitoring Tools Within Dashboards

Network Specific Monitoring Tools

General Monitoring Tools



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# Monitoring Tools Within Dashboards

- Dashboards have monitoring capabilities
- Can track and monitor your accounts, your client accounts, or your competitor accounts
- Apps within Hootsuite
- Features within SproutSocial
- Buffer analytics



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# Network Specific Monitoring Tools

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## Facebook

[Facebook Insights](#)

[LikeAlyzer](#)

[Sociograph.io](#)

[Grytics](#)

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## Twitter

[Twitter Analytics](#)

[TweetChat](#)

[Follower Wonk](#)

[Audiense](#)

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## Instagram

[Instagram App Insights](#)

[Iconosquare](#)

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# Instagram

The Instagram app offers killer analytics called, Insights. If you have an Instagram Business Profile you can get access to Insights.

## With Insights you can see....

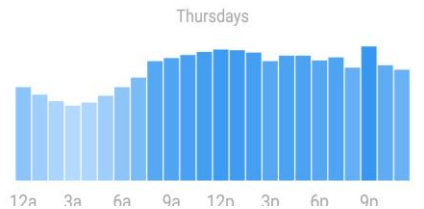
← Insights  
October 6 - October 13

427 impressions  
-172 from last week

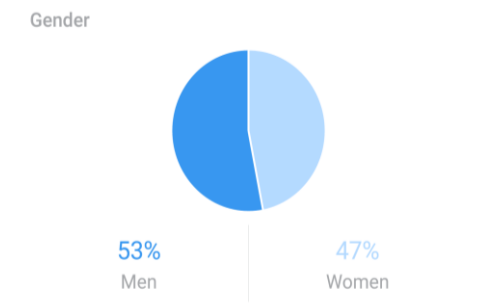
Top Posts [See More](#)



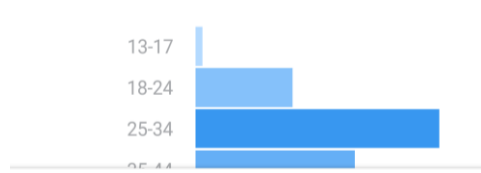
Followers [See More](#)



631 followers  
+3 new this week

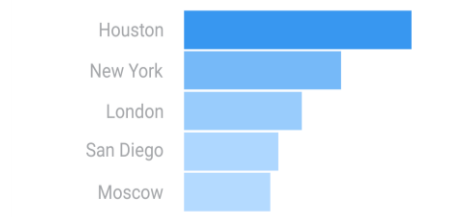


Age Range [All](#) [Men](#) [Women](#)

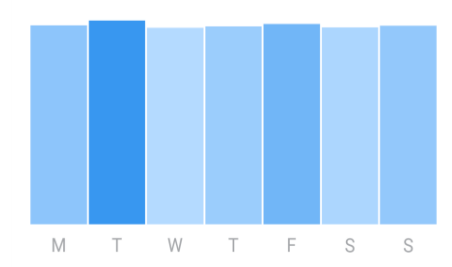


← Followers

Top Locations [Cities](#) [Countries](#)

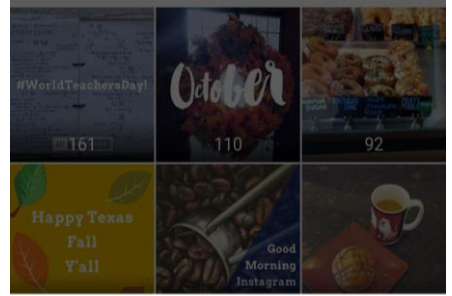


Followers [Hours](#) [Days](#)



← Top Posts

Showing All posted in the past 30 days sorted by Impressions



Filter by [APPLY](#)

Impressions	
Reach	7 days
<a href="#">All</a>	<a href="#">Engagement</a> 30 days
Photos	Likes 3 months
Videos	Comments 6 months



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# General Monitoring Tools

**Google Analytics**

**Social Mention**

**Mentions**

**Social Rank**



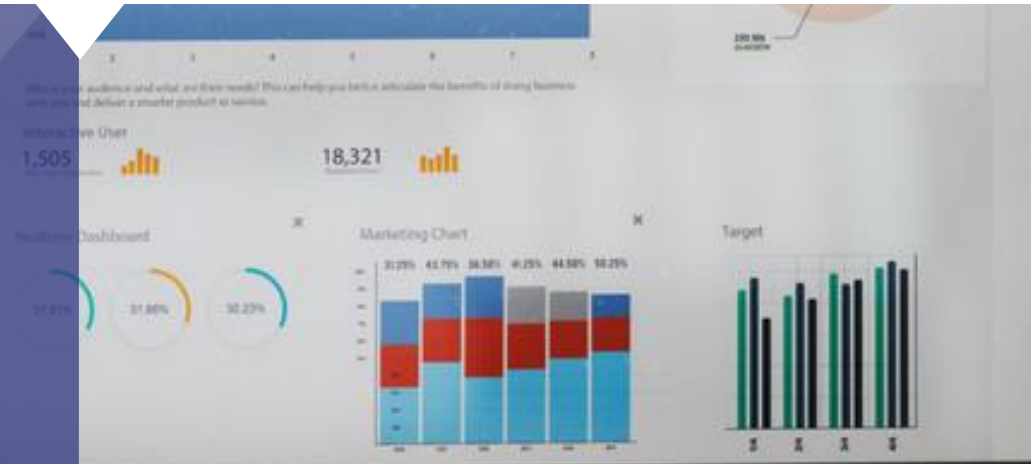
# Breakout Session

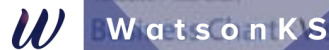


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Take a dashboard or monitoring tool out for a test drive





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# Thank You!

## Call or Email Me At...

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