



Deel 3 van 3 cursus sociaal media gedrag en  
analyseren

# Bespreking stukjes vorige week.



Spreek je volgers persoonlijk aan.



Hou het kort.



Probeer actief te schrijven.

<https://orangedotcom.nl/blog/actief-schrijven/>



Bitly.com

# GEDRAG



Continuïteit



Like



Volgen

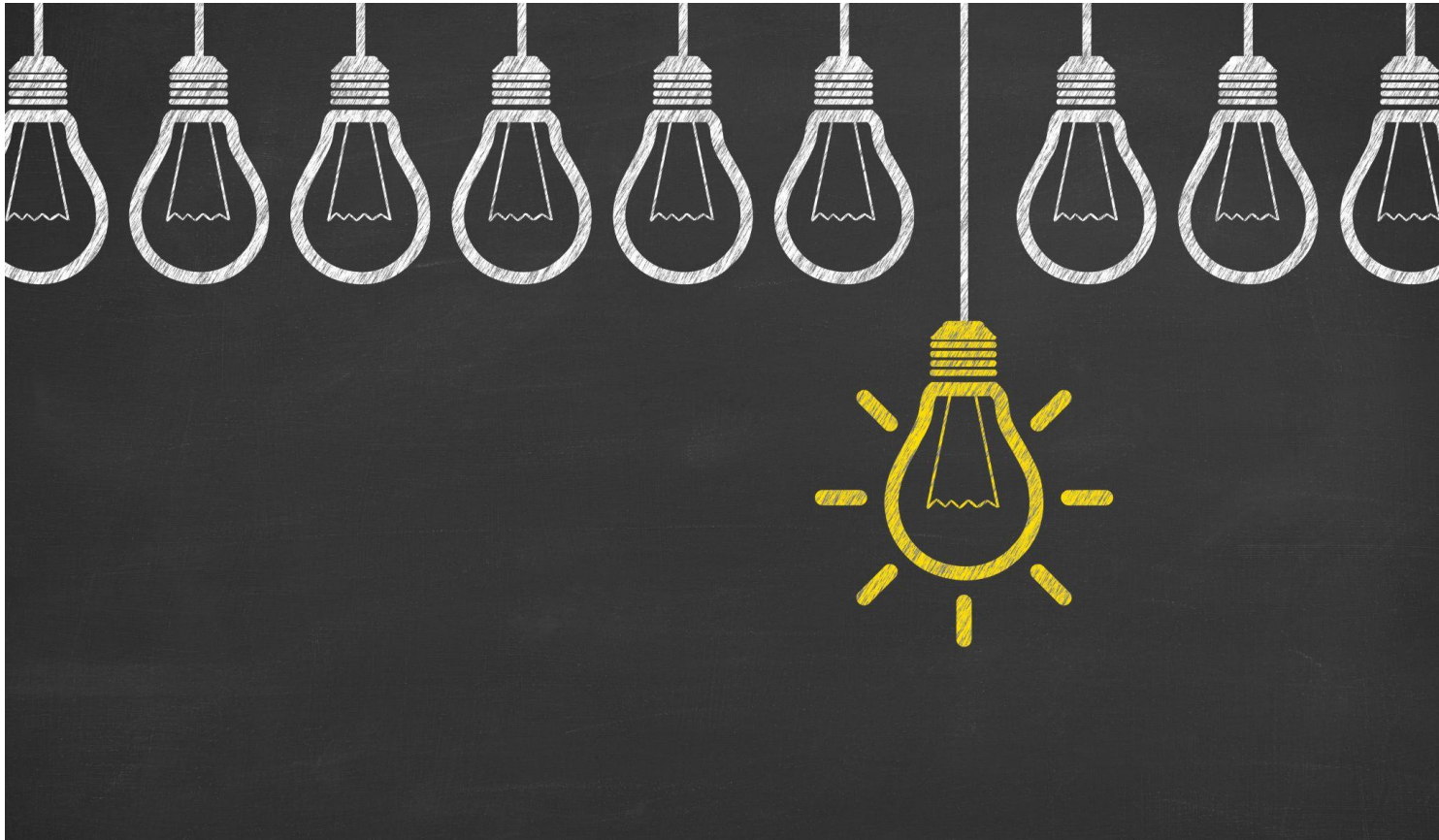


Delen

# ANALYSEREN

- Waarom analyseren
- Waar analyseren
- De belangrijkste cijfers





Inzicht krijgen

Uitproberen

Aanpassingen

**WAAROM ANALYSEREN**

# WAAR ANALYSEREN

The screenshot shows the Facebook Analytics dashboard for the KIVI page. The 'Analytics' tab is selected in the top navigation. A blue circle highlights the 'Analytics' tab and the 'Analytics' section on the left sidebar. The sidebar contains the following data:

- Analytics: Last 30 day activity
- 166 Unique visitors (▲ 4%)
- 34 New followers (▼ 17%)
- 11.1K Post impressions (▲ 392%)
- 12 Custom button clicks (▼ 36%)

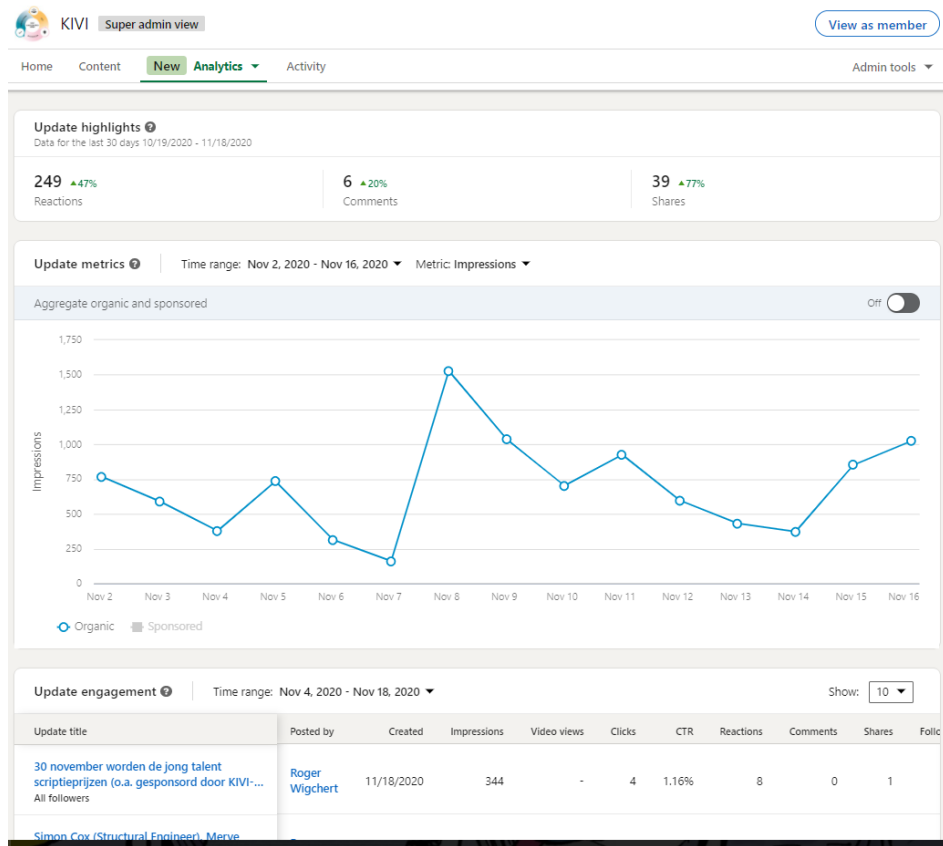
The main content area shows a 'No cover image' warning and a 'Start a post' button. A 'Show stats' button is circled in blue in the bottom right corner of the dashboard.

The screenshot shows a Facebook post from the KIVI page. The post text is: "Waterschappen zorgen al decennia lang voor droge voeten en schoon oppervlaktewater. Om dit allemaal in stand te houden zijn er in Nederland 325 rioolwaterzuiveringen. Om deze installaties duurzaam te houden vindt e...see more". The post has 5 likes and 0 comments. The analytics section shows:

- Organic impressions: 565 Impressions
- Organic stats: Targeted to: All followers
- 747 Impressions
- 6 Reactions
- 1.07% Click-through rate
- 0 Comments
- 1 Share
- 8 Clicks
- 2.01% Engagement rate

The 'Show stats' button is circled in blue.

# WAAR ANALYSEREN UPDATES



KIVI Super admin view [View as member](#)

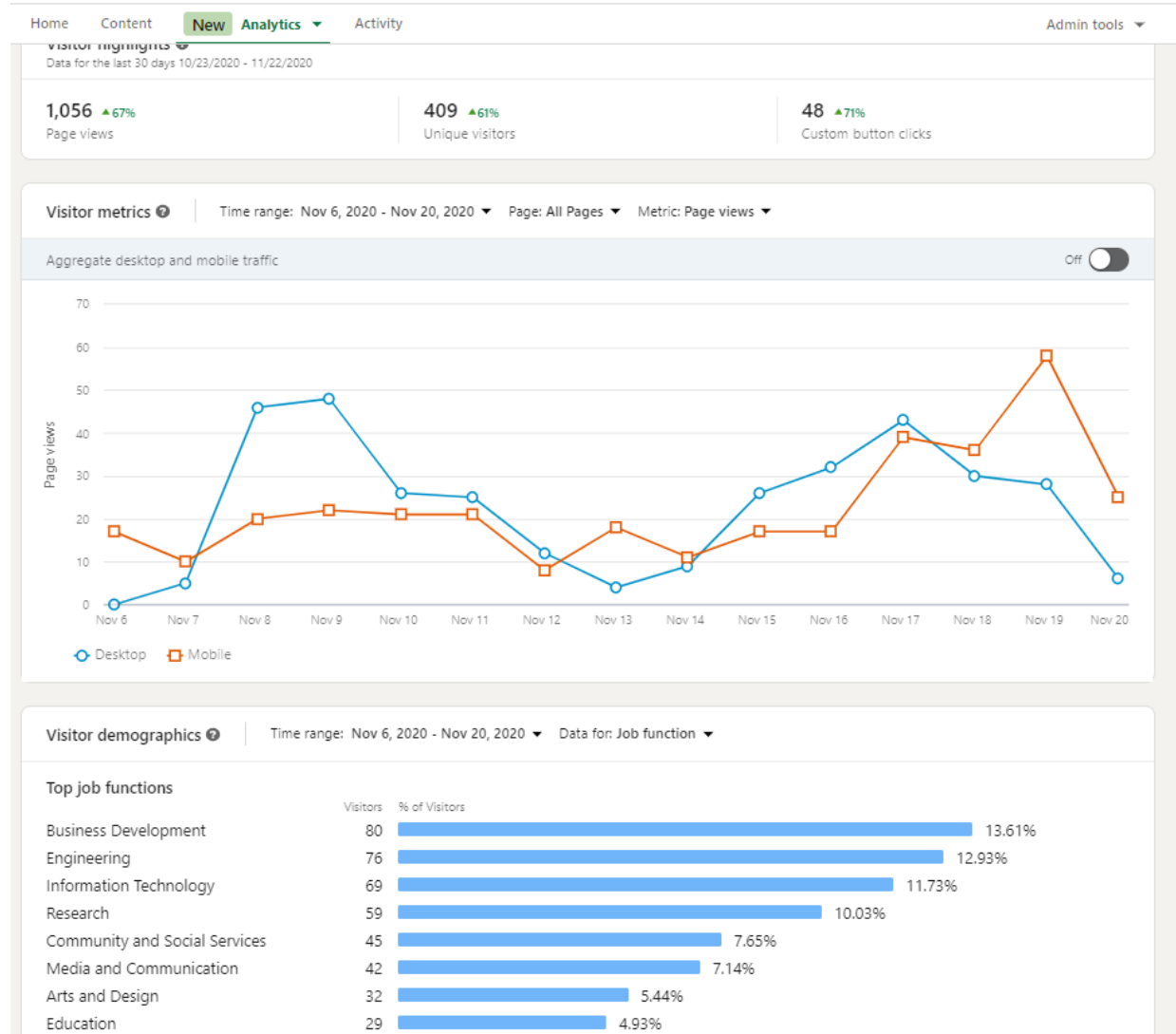
Home Content **New Analytics** Activity Admin tools

### Update engagement

Time range: Nov 6, 2020 - Nov 22, 2020 Show: 10

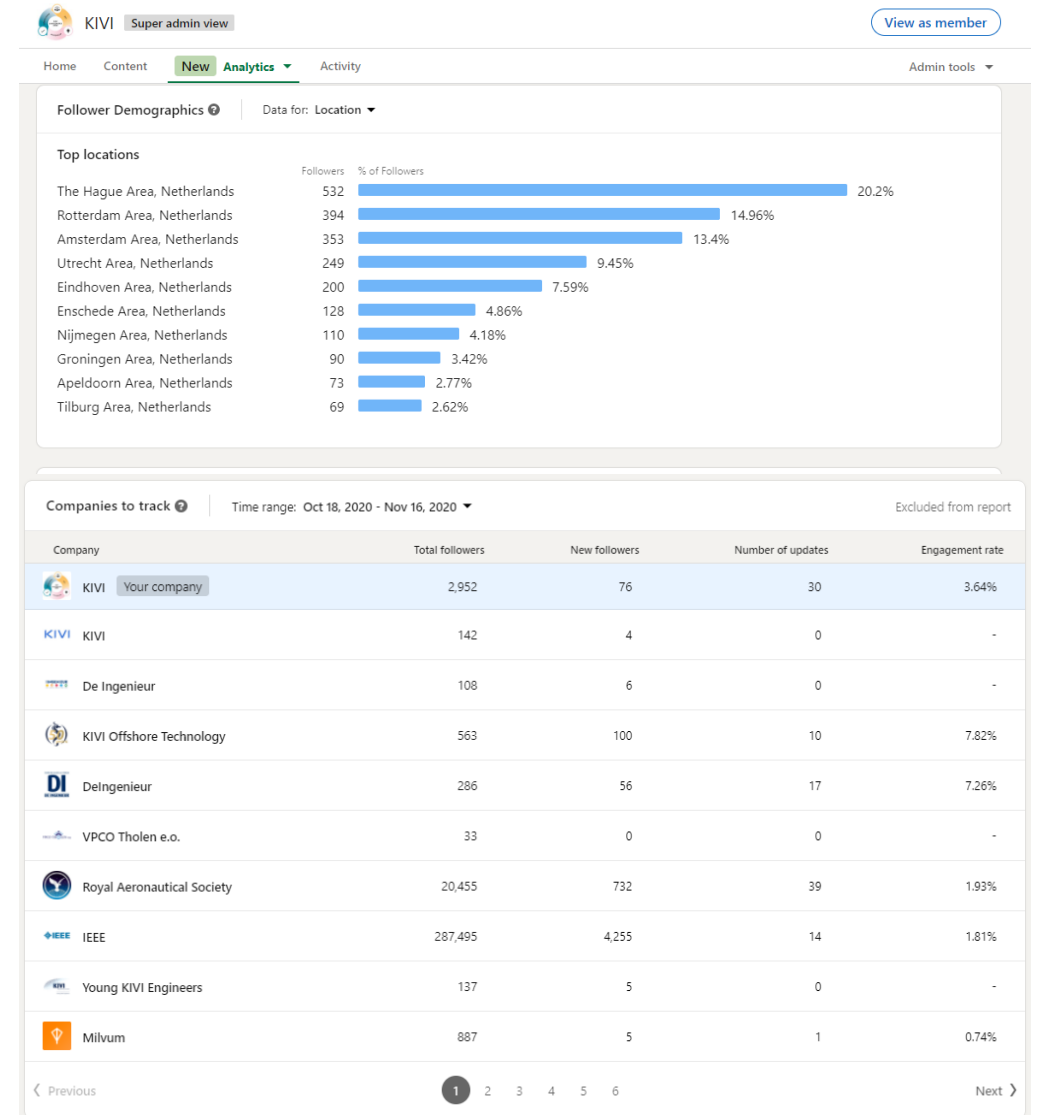
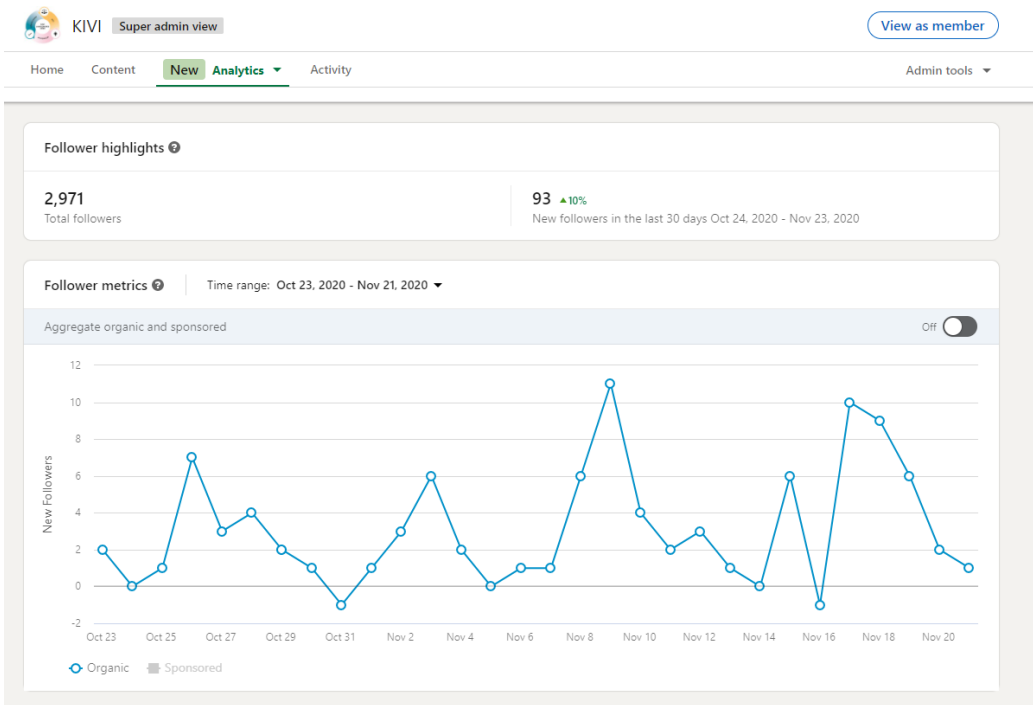
Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares	Folk
Bedankt voor de bijdragen! We kijken uit naar jullie sprekers. All followers	Roger Wigchert	11/23/2020	149	-	3	2.01%	2	0	0	
Wil jij weten wat er allemaal gebeurt met de afsluitdijk? 24 november kom je daar... All followers	Roger Wigchert	11/20/2020	485	-	6	1.24%	10	0	1	
Digitaal congres All followers	Roger Wigchert	11/19/2020	32	-	1	3.13%	1	0	0	
Digitaal congres All followers	Roger Wigchert	11/19/2020	559	-	22	3.94%	7	1	3	
30 november worden de jong talent scriptieprijsen (o.a. gesponsord door KIVI-... All followers	Roger Wigchert	11/18/2020	592	-	7	1.18%	12	0	2	
Simon Cox (Structural Engineer), Merve Pehlivan (Architectural Modeller) en Jamal... All followers	Roger Wigchert	11/18/2020	41	9	0	0%	2	0	0	
Simon Cox (Structural Engineer), Merve Pehlivan (Architectural Modeller) en Jamal... All followers	Roger Wigchert	11/17/2020	1,594	1,423	52	3.26%	33	0	7	
KIVI-Jaarcongres All followers	Roger Wigchert	11/16/2020	533	-	9	1.69%	7	0	0	
SIA Congres All followers	Roger Wigchert	11/13/2020	533	-	8	1.5%	4	1	0	
Het Design Automation & Embedded Systems Event vindt dit jaar online plaats... All followers	Roger Wigchert	11/12/2020	543	-	4	0.74%	7	0	1	

# WAAR ANALYSEREN VISITORS





# WAAR ANALYSEREN





# BELANGRIJKSTE CIJFERS

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- Bereik
- Interacties
- Volgers
- CTR



Bereik



Comments



Reacties



Doel gehaald



Terug naar de tekentafel

# REFLECTEREN

- Admins toevoegen
- Pagina veranderen
- Events toevoegen
- View as member

# BEHEER PAGINA

- Waar
- Targetgroep
- Budget

The screenshot displays the LinkedIn Campaign Manager interface. At the top, there's a navigation bar with 'CAMPAIGN MANAGER' and user information. Below it, a secondary navigation bar includes 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. A 'Create Campaign' button is visible in the top right. The main content area shows a summary for 'Roger's Ad Account' with 2 total Campaign Groups, 0 total Campaigns, and 0 total Ads. Below this, there are tabs for 'Create Campaign Group', 'Performance Chart', and 'Demographics'. A search bar is present, and a table lists the campaign groups. The table has columns for Campaign Group Name, Status, Spent, Impressions, Clicks, Average CTR, Bid, Average CPM, Average CPC, Conversions, Cost Per Conversion, Leads, and Cost Per Lead. Two campaign groups are listed: 'Default Campaign Group' and 'jong ingenieurs', both with a status of 'Active' and 'Not running'.

Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC	Conversions	Cost Per Conversion	Leads	Cost Per Lead
2 Campaign Groups	-	€0.00	0	0	-	-	-	-	0	-	0	-
Default Campaign Group CID: 611202406	Active Not running	€0.00	0	0	-	-	-	-	0	-	0	-
jong ingenieurs CID: 612448196	Active Not running	€0.00	0	0	-	-	-	-	0	-	0	-

# SNEAK PEAK PROMOTIE LINKEDIN



**SUCCES MET HET SCHIJVEN VAN  
JULLIE POSTS !** |