

# Tracking Social Media with Google Analytics

September 2011

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**think**  
*beyond*  
**the click**<sup>TM</sup>

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# Creating Campaign Tracking Code

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Visit <http://www.google.com/support/analytics/bin/answer.py?hl=en&answer=55578> or alternatively search for 'URL builder' in Google.

**Website URL** - Enter the URL you will be linking to from your social media activity.

**Campaign Source** - Enter the name of the social channel / site you are linking from, e.g. twitter.com

**Campaign Medium** - Will group your campaign sources together in your reports so enter Social or Social Media.

**Campaign Name** - Choose a more specific identifier for your campaign, e.g. twitter outreach.

**Step 1:** Enter the URL of your website.

**Website URL:** \*   
(e.g. <http://www.urchin.com/download.html>)

**Step 2:** Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.






|                           |                                               |                                             |
|---------------------------|-----------------------------------------------|---------------------------------------------|
| <b>Campaign Source:</b> * | <input type="text" value="twitter"/>          | (referrer: google, citysearch, newsletter4) |
| <b>Campaign Medium:</b> * | <input type="text" value="social"/>           | (marketing medium: cpc, banner, email)      |
| <b>Campaign Term:</b>     | <input type="text"/>                          | (identify the paid keywords)                |
| <b>Campaign Content:</b>  | <input type="text"/>                          | (use to differentiate ads)                  |
| <b>Campaign Name*:</b>    | <input type="text" value="twitter outreach"/> | (product, promo code, or slogan)            |

**Step 3**

Click on **Generate URL** and copy and paste the resulting text instead of your usual URL.

You can find your campaign report in Google Analytics under '**Traffic Sources**' and '**Campaigns**'

## Campaign traffic sent 1,187 visits via 11 mediums

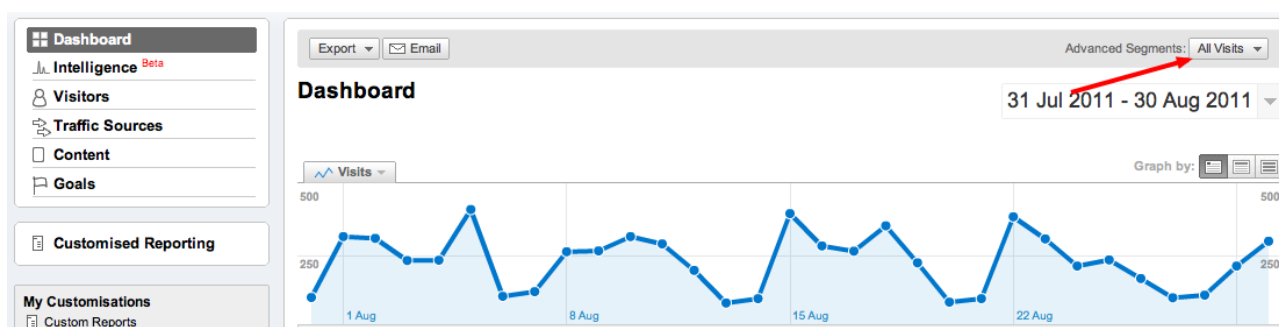
| Site Usage              |                         | Goal Set 1                  | Goal Set 2                 | Goal Set 3                | Views:      |             |  |  |
|-------------------------|-------------------------|-----------------------------|----------------------------|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--|--|
| Visits                  | Pages/Visit             | Avg. Time on Site           | % New Visits               | Bounce Rate               |                                                                                                                                                                                                                                                                                                                                                                                                                                            |             |  |  |
| <b>1,187</b>            | <b>1.92</b>             | <b>00:04:15</b>             | <b>42.04%</b>              | <b>56.28%</b>             |                                                                                                                                                                                                                                                                                                                                                                                                                                            |             |  |  |
| % of Site Total: 16.15% | Site Avg: 1.60 (20.17%) | Site Avg: 00:03:02 (39.66%) | Site Avg: 54.52% (-22.90%) | Site Avg: 44.82% (25.55%) |                                                                                                                                                                                                                                                                                                                                                                                                                                            |             |  |  |
| Medium                  | None                    | Visits                      | Pages/Visit                | Avg. Time on Site         | % New Visits                                                                                                                                                                                                                                                                                                                                                                                                                               | Bounce Rate |  |  |
| 1. twitter              |                         | 5                           | 1.20                       | 00:00:17                  | 80.00%                                                                                                                                                                                                                                                                                                                                                                                                                                     | 80.00%      |  |  |
| 2. scap                 |                         | 2                           | 1.50                       | 00:02:27                  | 100.00%                                                                                                                                                                                                                                                                                                                                                                                                                                    | 50.00%      |  |  |
| 3. rss                  |                         | 599                         | 2.00                       | 00:02:32                  | 48.58%                                                                                                                                                                                                                                                                                                                                                                                                                                     | 69.62%      |  |  |
| 4. podcast              |                         | 91                          | 3.00                       | 00:04:06                  | 42.86%                                                                                                                                                                                                                                                                                                                                                                                                                                     | 49.45%      |  |  |
| 5. emailnewsletter      |                         | 1                           | 1.00                       | 00:00:00                  | 0.00%                                                                                                                                                                                                                                                                                                                                                                                                                                      | 100.00%     |  |  |
| 6. email                |                         | 464                         | 1.66                       | 00:06:45                  | 30.17%                                                                                                                                                                                                                                                                                                                                                                                                                                     | 38.36%      |  |  |
| 7. cpc                  |                         | 1                           | 2.00                       | 00:00:18                  | 0.00%                                                                                                                                                                                                                                                                                                                                                                                                                                      | 0.00%       |  |  |
| 8. Referred             |                         | 1                           | 1.00                       | 00:00:00                  | 100.00%                                                                                                                                                                                                                                                                                                                                                                                                                                    | 100.00%     |  |  |
| 9. Organic search       |                         | 13                          | 1.00                       | 00:00:00                  | 100.00%                                                                                                                                                                                                                                                                                                                                                                                                                                    | 100.00%     |  |  |
| 10. Online other        |                         | 8                           | 1.00                       | 00:00:00                  | 100.00%                                                                                                                                                                                                                                                                                                                                                                                                                                    | 100.00%     |  |  |

This even works when the URL with tracking code is minified.

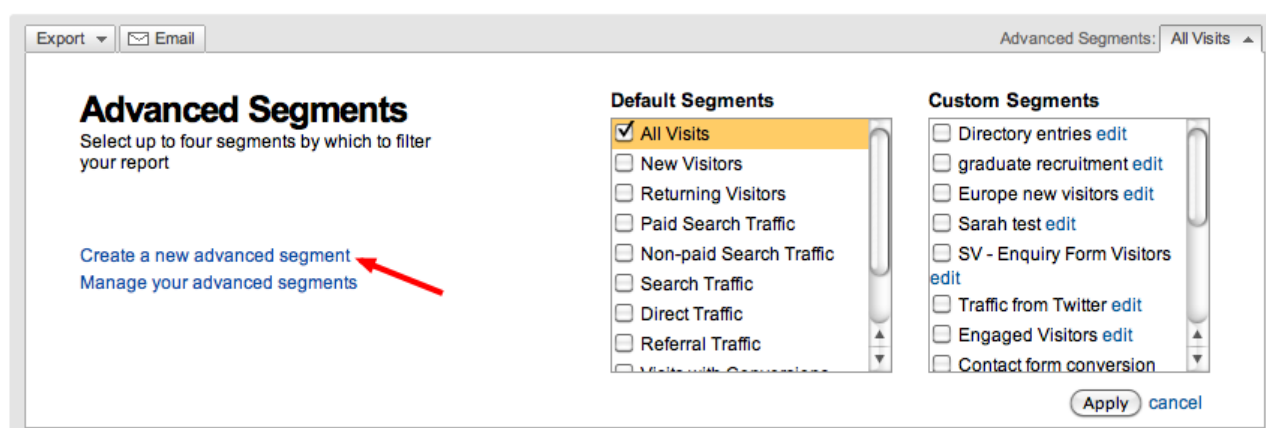
# Creating an advanced segment for social media traffic

Login to Google Analytics and navigate to your dashboard report.

Find and click on the **Advanced Segments** drop-down button at the top right hand side of the report.



Choose the **'Create a new advanced segment'** option in the drop-down menu



Advanced segments in Google Analytics are constructed from blocks which allow or disallow certain segments of traffic; in this case we need just one block.

Open the **traffic sources** drop-down categorised beneath the **dimensions** filters. Find the **Source** box and drag it up in to the empty **dimension or metric** box.

Change the **condition** to read **matches regular expression**

Under **value** input the following regular expression:

`facebook.com|twitter.com|linkedin|del.icio.us|delicious.com|technorati|digg.com|hotsuite|stumbleupon|netvibes|bloglines|faves.com|aim.com|friendfeed|blinklist|fark|furl|newsgator|prweb|msplinks|myspace|bit.ly|tr.im|cli.gs|zi.ma|popr|tinyurl|ow.ly|reddit`

This should cover most of the social sites you might receive referring traffic from. If you promote yourself on any other social sites you can add them on to the end of the list using the pipe character | to separate each entry.

Out of a total of ? visits... Test Segment

Source Condition Value

Matches regular expression facebook.com|twitter.com

or

Add "or" statement

and

Add "and" statement

...this segment matches ? visits Test Segment

Name segment: Social Media Referral Traffic Create Segment Create and Apply to Report Cancel

Finally give the segment a nice name and create the segment. You can check that the segment works properly by visiting your **traffic sources** report with the segment enabled.

| Visits                    |                          | Pages/Visit |                         | Avg. Time on Site |                            | % New Visits  |                          | Bounce Rate   |                          |
|---------------------------|--------------------------|-------------|-------------------------|-------------------|----------------------------|---------------|--------------------------|---------------|--------------------------|
| <b>241</b>                | % of Site Total: 100.00% | <b>1.51</b> | Site Avg: 1.53 (-0.82%) | <b>00:04:15</b>   | Site Avg: 00:04:15 (0.00%) | <b>48.13%</b> | Site Avg: 48.13% (0.00%) | <b>39.00%</b> | Site Avg: 39.00% (0.00%) |
| Source                    | None                     | Visits      | Pages/Visit             | Avg. Time on Site | % New Visits               | Bounce Rate   |                          |               |                          |
| 1. facebook.com           |                          | 71          | 1.00                    | 00:03:00          | 36.62%                     | 35.21%        |                          |               |                          |
| 2. twitter.com            |                          | 58          | 2.09                    | 00:10:11          | 37.93%                     | 43.10%        |                          |               |                          |
| 3. stumbleupon.com        |                          | 45          | 1.51                    | 00:00:06          | 100.00%                    | 64.44%        |                          |               |                          |
| 4. linkedin.com           |                          | 42          | 1.57                    | 00:02:12          | 40.48%                     | 28.57%        |                          |               |                          |
| 5. hootsuite.com          |                          | 17          | 1.94                    | 00:03:40          | 17.65%                     | 11.76%        |                          |               |                          |
| 6. technorati.com         |                          | 5           | 1.00                    | 00:00:22          | 40.00%                     | 0.00%         |                          |               |                          |
| 7. delicious.com          |                          | 1           | 0.00                    | 00:58:20          | 0.00%                      | 0.00%         |                          |               |                          |
| 8. m.facebook.com         |                          | 1           | 1.00                    | 00:00:00          | 100.00%                    | 100.00%       |                          |               |                          |
| 9. static.ak.facebook.com |                          | 1           | 0.00                    | 00:00:00          | 0.00%                      | 0.00%         |                          |               |                          |

Filter Source: containing  Go Advanced Filter Go to: 1 Show rows: 10 1 - 9 of 9

# Filtering Social Media Traffic

Navigate to the [Analytics Settings](#) screen where you should see your existing profiles.

Create a new profile with the [Add new profile](#) button.

**Warning - if you do not create a new profile you may irretrievably lose data.**

| Website Profiles |         |        |        |                   |             |                 |                 | + Add new profile |  |
|------------------|---------|--------|--------|-------------------|-------------|-----------------|-----------------|-------------------|--|
| Name↑            | Reports | Status | Visits | Avg. Time on Site | Bounce Rate | Completed Goals | Visits % Change | Actions           |  |

Add a profile for an existing domain and choose the domain you want to filter in the [select domain](#) dropdown. Give the new profile a nice name such as Social Media Filter and click [finish](#).

## Create New Website Profile

### Choose Website Profile Type

Please decide if you would like to create an additional profile for an existing domain, or create a profile to track a new domain.

Add a Profile for a **new** domain      or       Add a Profile for an **existing** domain

### Add a Profile for an existing domain

Select Domain:

Profile Name:

Apply Cost Data:

Cost source from AdWords for user 600-368-0329

Once you have created the new profile return to the [Analytics Settings](#) screen and find the [edit](#) button by the new profile:

|                       |                             |   |   |          |       |   |     |                                               |
|-----------------------|-----------------------------|---|---|----------|-------|---|-----|-----------------------------------------------|
| ☆ Social Media Filter | <a href="#">View report</a> | ⊕ | 0 | 00:00:00 | 0.00% | 0 | N/A | <a href="#">Edit</a>   <a href="#">Delete</a> |
|-----------------------|-----------------------------|---|---|----------|-------|---|-----|-----------------------------------------------|

Scroll down to the filters box and click the [add new filter](#) link.

| Filters Applied to Profile ?                                                                             |             |          |        | + Add Filter |  |
|----------------------------------------------------------------------------------------------------------|-------------|----------|--------|--------------|--|
| FILTER_NAME                                                                                              | Filter Type | Settings | Remove |              |  |
| 0 Filters. <a href="#">Learn more</a> about filters, <a href="#">how to create</a> them or see examples. |             |          |        |              |  |

## Referring Traffic Filter

First set up a filter which only tracks referring traffic (We don't want to miss any potential new social referrers!)

On the filter setup screen:

Select **Add new Filter for Profile**

**Filter Name** - Referrer Traffic Only

**Filter Type** - Choose Custom Filter - Exclude

**Filter field** - Choose Campaign Medium

**Filter Pattern** - Enter `organic|(none)|direct|cpc|image`

**Case Sensitive** - Select No

### Choose method to apply filter to Website Profile

Please decide if you would like to create a new filter or apply an existing filter to the Profile.

Add **new** Filter for Profile   or    Apply **existing** Filter to Profile

### Enter Filter Information

FILTER\_NAME:

Filter Type:  Pre-defined filter  Custom filter

Exclude  
 Include  
 Lowercase  
 Uppercase  
 Search and Replace  
 Advanced

Filter Field:

Filter Pattern:

Case-sensitive:  Yes  No

[Learn more about regular expressions](#)

## Social Media Medium Filter

Next we will group all of our known social media channels into a new medium named Social Media.

Click the **add new filter** link again and on the filter setup screen enter the following details:

**Filter Name** – Referrer Traffic Only

**Filter Type** - Choose Custom Filter - Advanced

**Field A -> Extract A** - choose Campaign Source and add our social networks regular expression as the value:

facebook.com|twitter.com|linkedin|del\.icio\.us|delicious\.com|technorati|digg.com|hotsuite|stumbleupon|netvibes|bloglines|faves.com|aim.com|friendfeed|blinklist|fark|furl|newsgator|prweb|msplinks|myspace|bit.ly|tr.im|cli.gs|zi.ma|popr|tinyurl|ow.ly

**Field B -> Extract B** – leave these blank

**Output To -> Constructor** – Choose Campaign Medium and name it Social Media

**Field A Required** - Yes

**Field B Required** - No

**Override Output Field** - Yes

**Case Sensitive** - No

**Please note** that our regular expression above has been truncated as we are allowed at most 255 characters in our field extract value.

**Choose method to apply filter to Website Profile**

Please decide if you would like to create a new filter or apply an existing filter to the Profile.

Add **new** Filter for Profile    or     Apply **existing** Filter to Profile

**Enter Filter Information**

FILTER\_NAME:

Filter Type:  Pre-defined filter  Custom filter

- Exclude
- Include
- Lowercase
- Uppercase
- Search and Replace
- Advanced

Field A: -> Extract A       

Field B -> Extract B       

Output To -> Constructor       

Field A Required     Yes  No

Field B Required     Yes  No

Override Output Field     Yes  No

Case-sensitive     Yes  No

▶ [? Filter Help: Advanced](#)

## Full Referral Path Filter

Finally we create a filter which will provide the full path of our referrers so that we can identify traffic from various campaigns even if they from the same social channel. This data is crucial if you are trying to compare the traffic arriving from two distinct profiles on Twitter.

This filter provides this data in the **user defined** report under **visitors**.

**Filter Name** - Full Referral Path

**Filter Type** - custom filter - advanced

**Field A -> Extract A** - choose **referral** and enter the value **(.\*)**

**Field B -> Extract B** - none

**Output To -> Constructor** - choose **user defined** and enter the value **\$A1**

**Field A Required** - **yes**

**Field B Required** - **no**

**Override Output Field** - **yes**

**Case Sensitive** - **no**

**Enter Filter Information**

FILTER\_NAME:

Filter Type:  Pre-defined filter  Custom filter

Exclude  
 Include  
 Lowercase  
 Uppercase  
 Search and Replace  
 Advanced

Field A -> Extract A:

Field B -> Extract B:

Output To -> Constructor:

Field A Required:  Yes  No

Field B Required:  Yes  No

Override Output Field:  Yes  No

Case-sensitive:  Yes  No