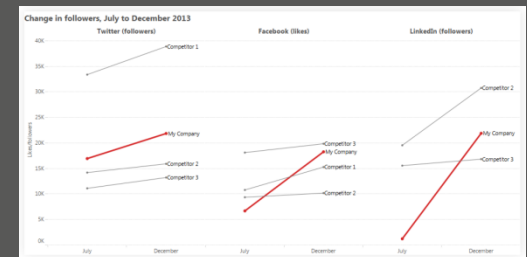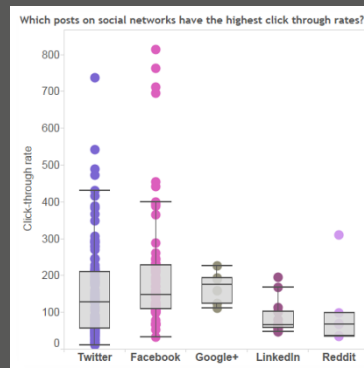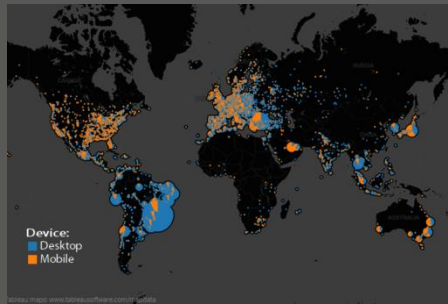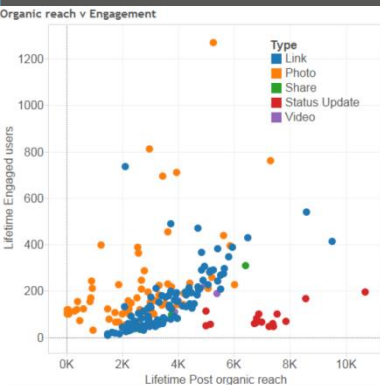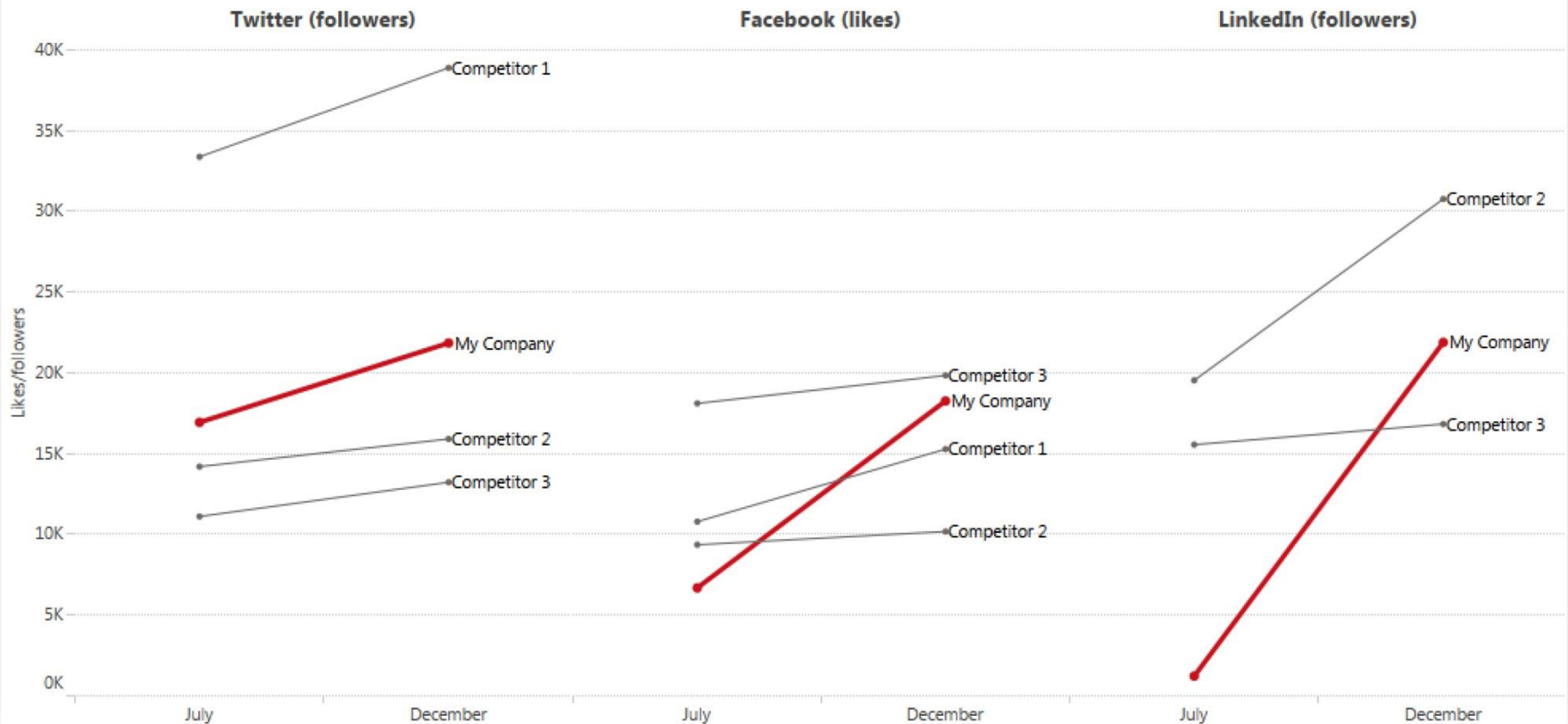# 4
charts

Every social media manager needs

Andy Cotgreave
Social Content Manager

1. Slope chart for growth of followers/reach

This chart shows the performance on social networks
for 4 companies between July and December

Change in followers, July to December 2013

Slope charts show change between a start and end point.

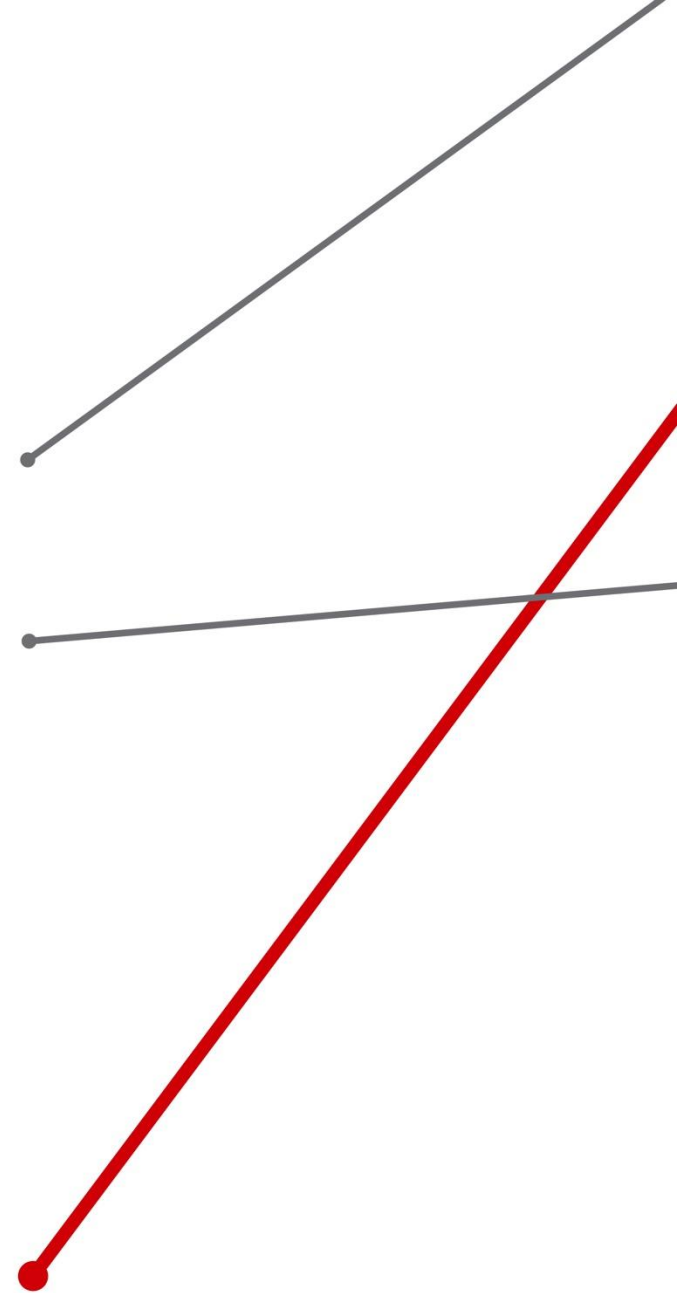They make it very easy to compare rates of change and start-end ranks.
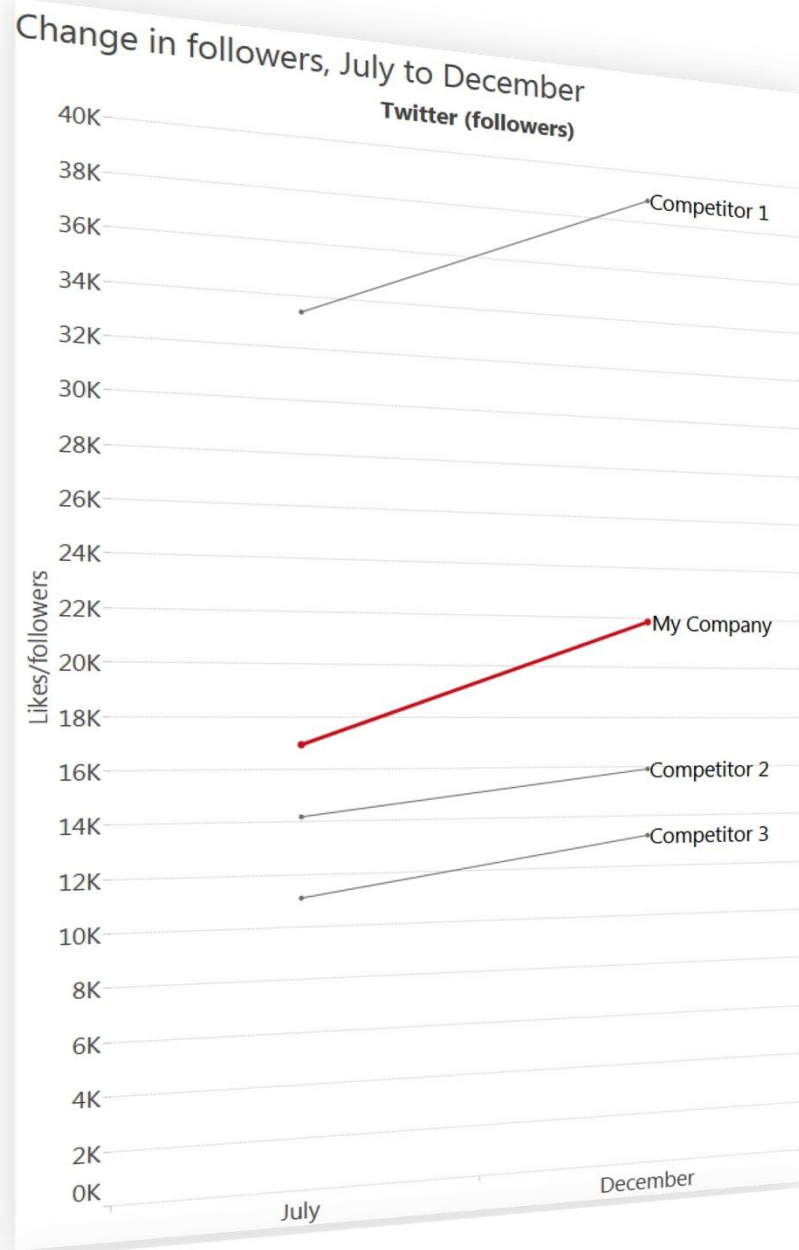
WHAT KINDS OF DATA?

Follower growth

Mentions

Total engagement

Reach

Change in followers, July to December

Twitter (followers)

40K	
38K	
36K	Competitor 1
34K	
32K	
30K	
28K	
26K	
24K	
22K	
20K	My Company
18K	
16K	Competitor 2
14K	Competitor 3
12K	
10K	
8K	
6K	
4K	
2K	
0K	

Likes/followers

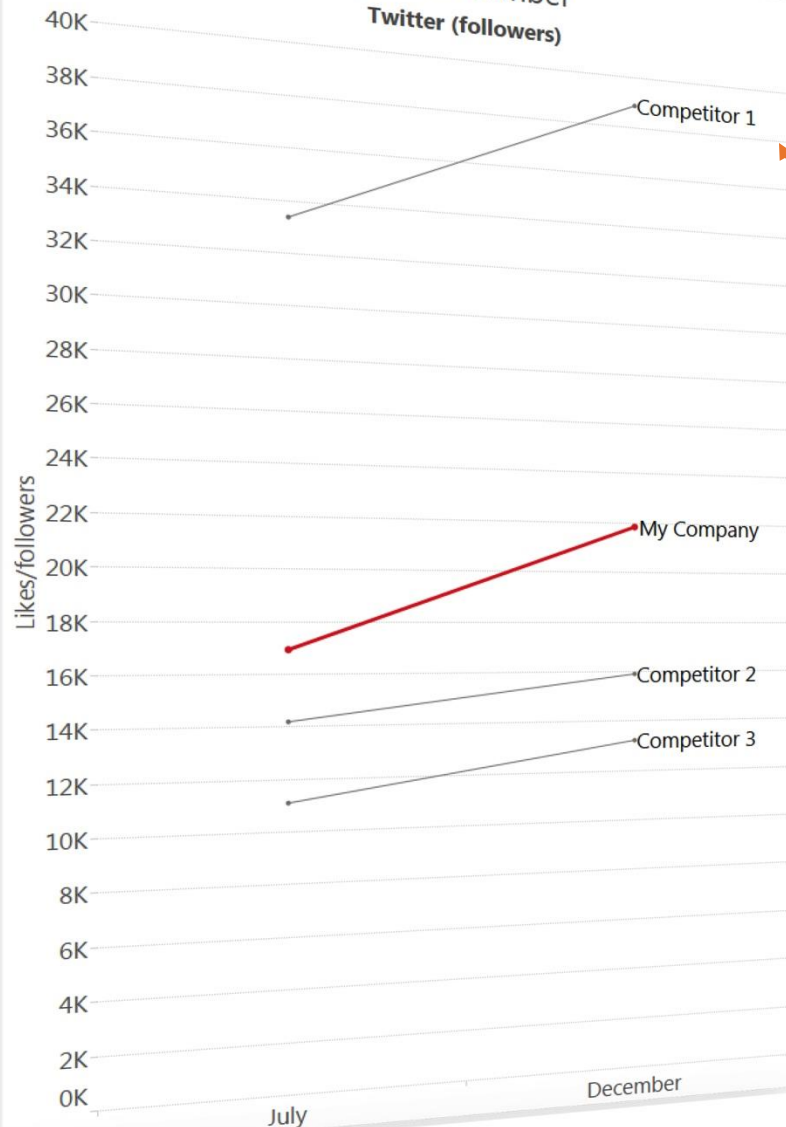July   December

Why it works

The slope eliminates noise to focus on just the rate of change between two dates.

Here we can see My Company and Competitor I have gained the same amount of followers.
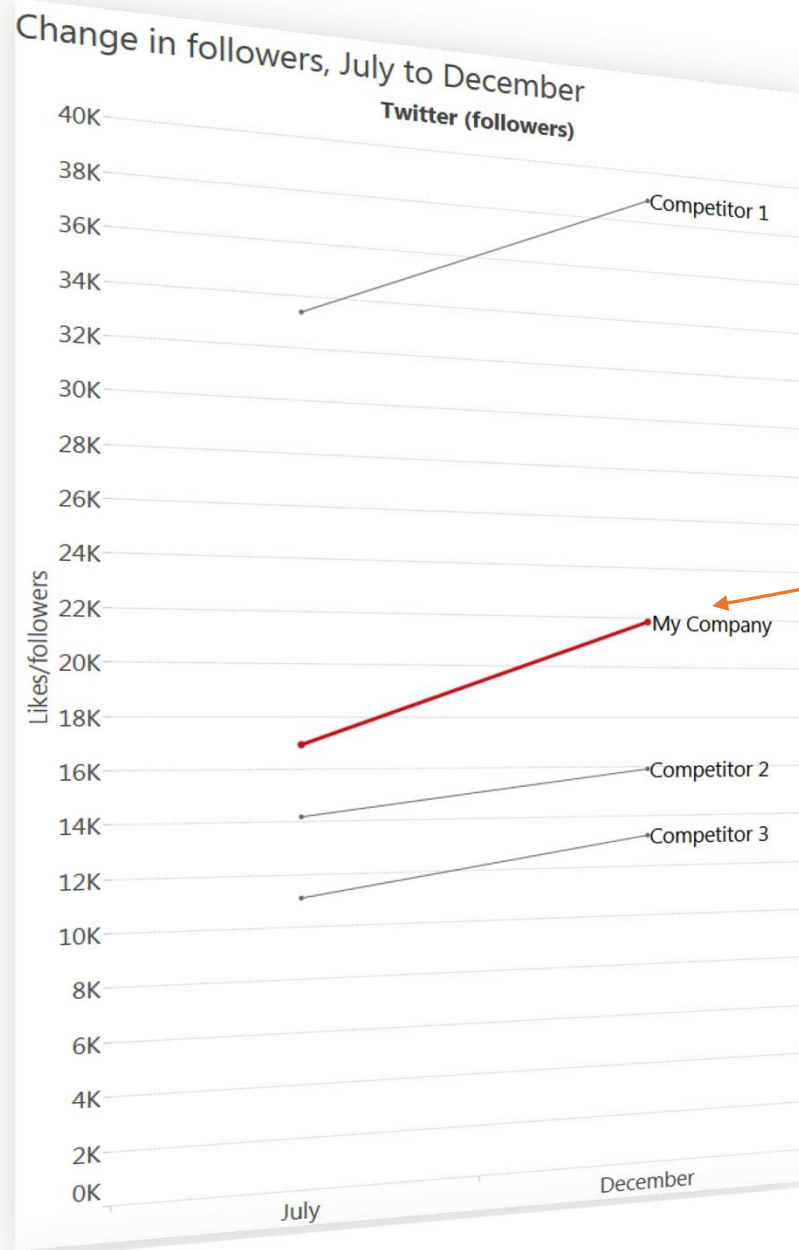
Change in followers, July to December

Twitter (followers)

(Slopegraph: Likes/followers vs. July to December)

- Competitor 1: ~32.5K (July) to ~37K (December)
- My Company: ~17K (July) to ~21.5K (December)
- Competitor 2: ~14.2K (July) to ~16K (December)
- Competitor 3: ~11.4K (July) to ~13.8K (December)

Y-axis: Likes/followers — 0K, 2K, 4K, 6K, 8K, 10K, 12K, 14K, 16K, 18K, 20K, 22K, 24K, 26K, 28K, 30K, 32K, 34K, 36K, 38K, 40K

X-axis: July, December

Why it works

The slope eliminates noise to focus on just the rate of change between two dates.

The labels enable you to see the rank of you and our competitors.

Change in followers, July to December

Twitter (followers)

Competitor 1

My Company

Competitor 2

Competitor 3

Likes/followers

40K
38K
36K
34K
32K
30K
28K
26K
24K
22K
20K
18K
16K
14K
12K
10K
8K
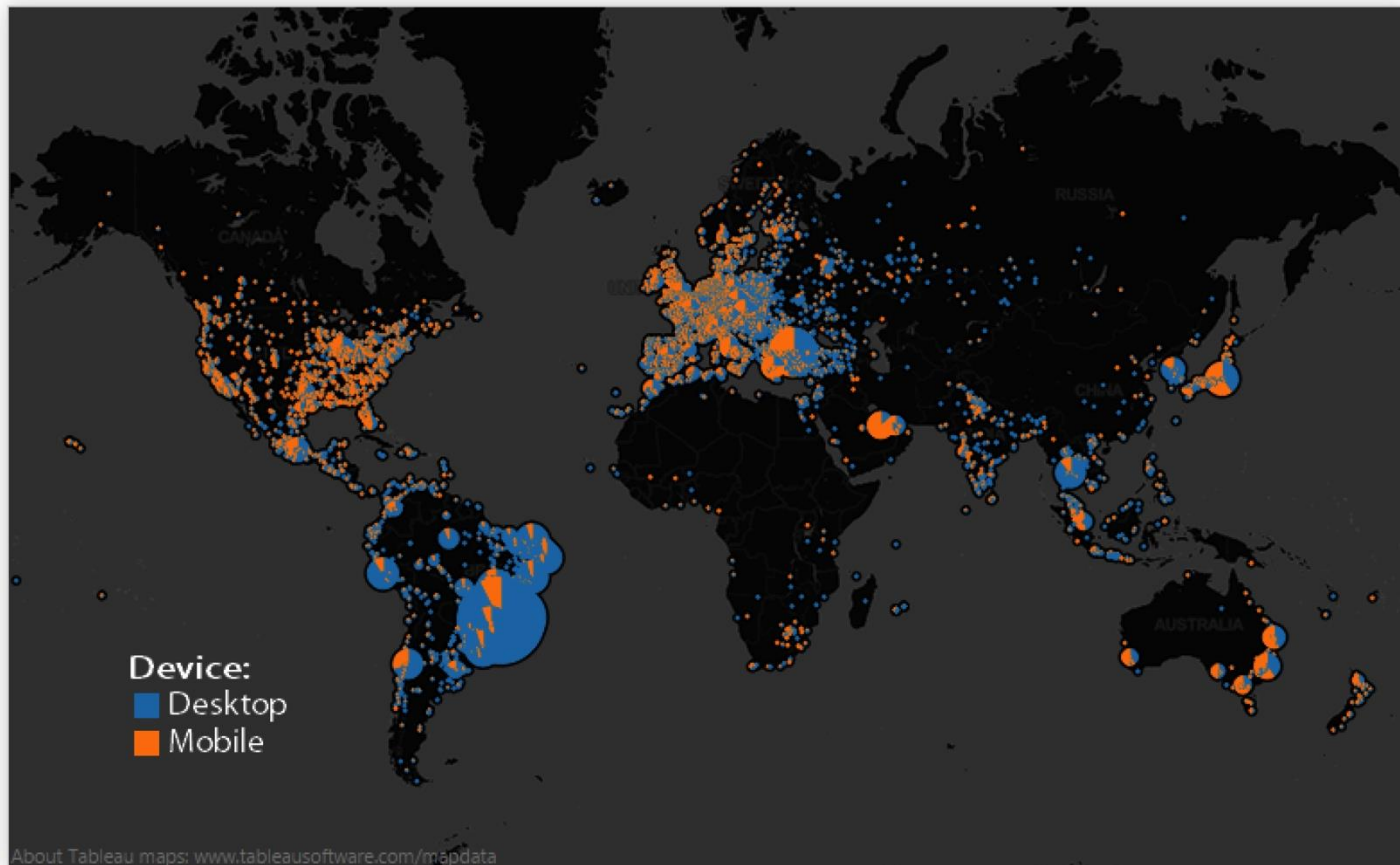6K
4K
2K
0K

July

December

Why it works

The slope eliminates noise to focus on just the rate of change between two dates.

The use of color focuses on one company in particular.

2. Maps for global/regional clicks on links

This map shows number of clicks on a global brand's socially shared links. The blue shows clicks on desktops, orange shows mobile clicks.
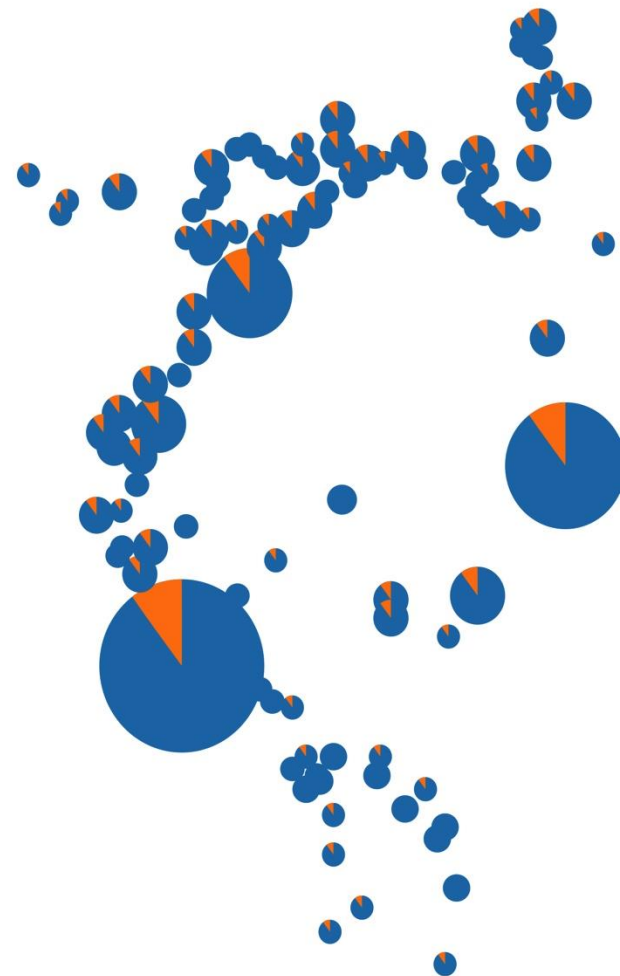
Maps allow you to see where your audience is and what regional differences exist.
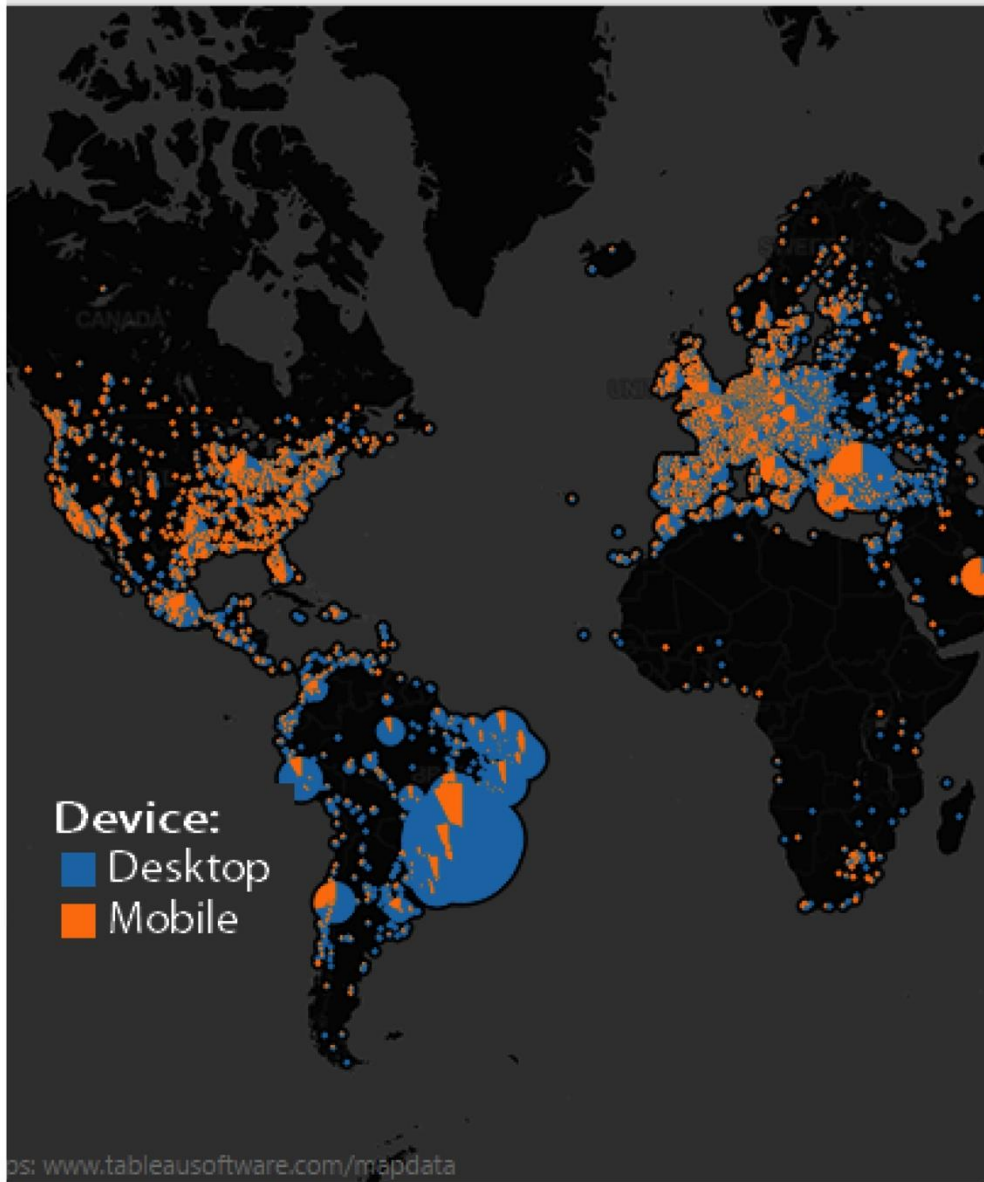
WHAT KINDS OF DATA?

Clicks on links in social networks
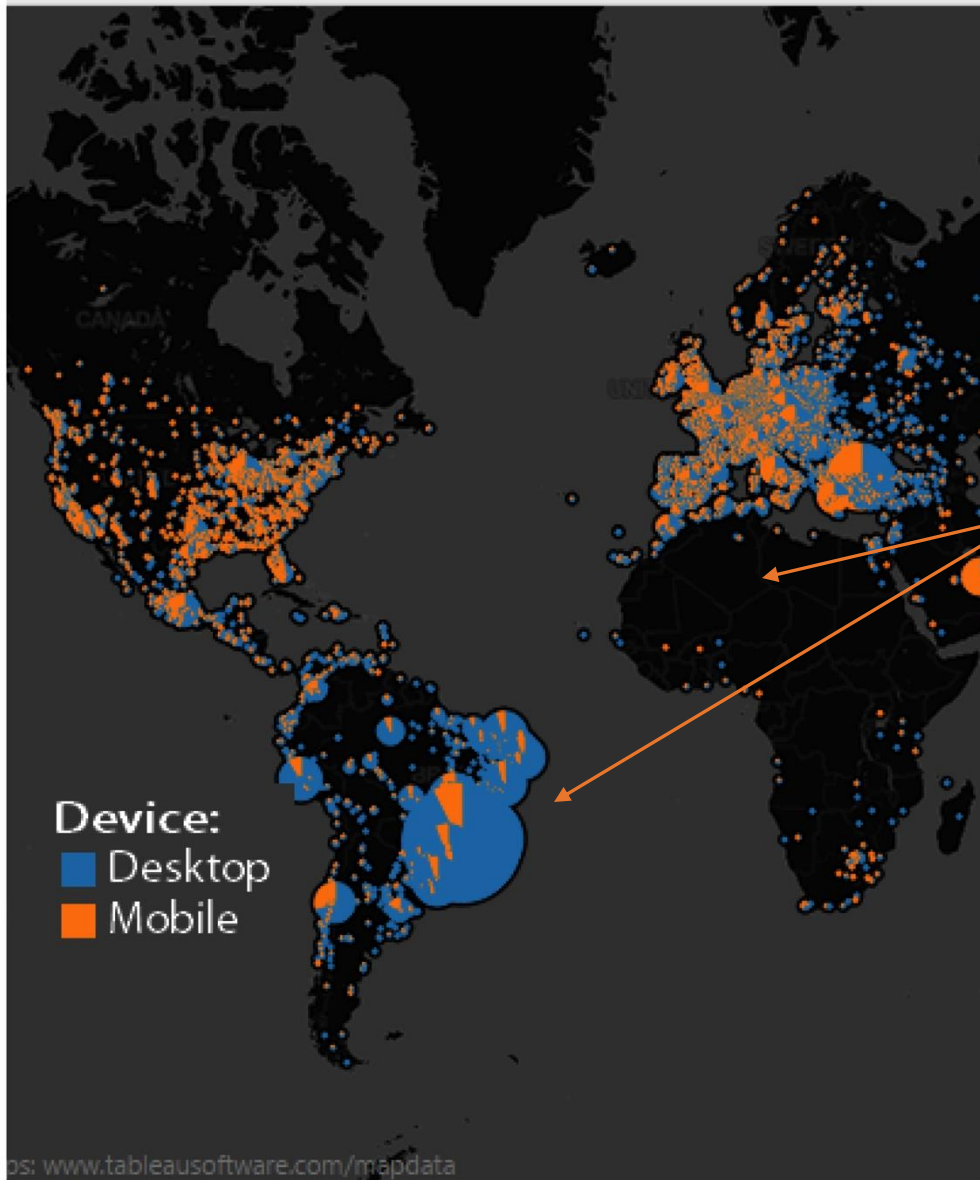
Geo-tagged tweets or Facebook posts
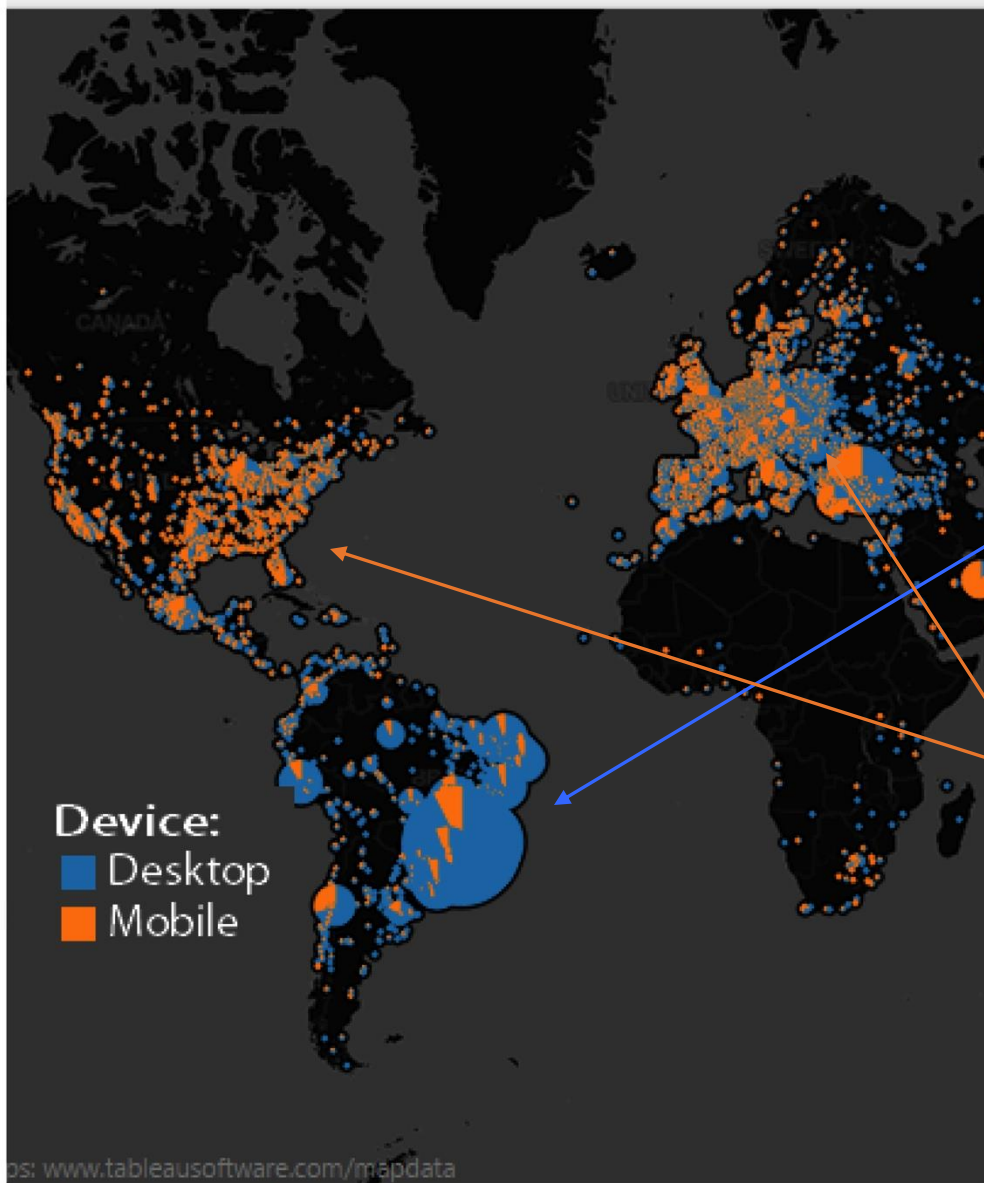Locations of your followers

Why it works

Maps represent the real world. It is fast and easy to interpret mapped data.

Why it works

Maps represent the real world. It is fast and easy to interpret mapped data.

Quickly spot active and inactive regions. For example, there is lots of activity in Brazil, but very little across Africa.

Why it works

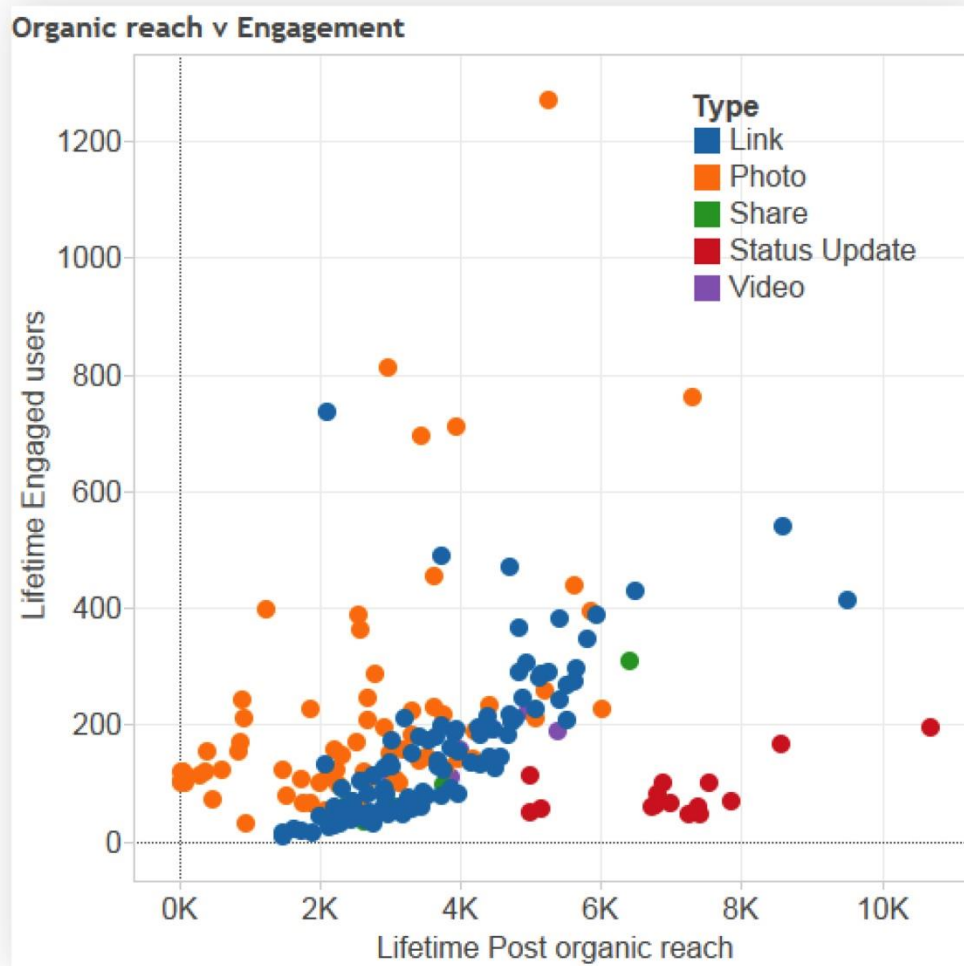Maps represent the real world. It is fast and easy to interpret mapped data.

See differences in behavior.

For example, South Americans tend to click on content on their Desktop (blue).

North American, West Europe and parts of Asia are mostly using mobile devices (orange).

Device:
■ Desktop
■ Mobile

ps: www.tableausoftware.com/mapdata

3. Reach vs. Engagement Scatter plot

This chart shows data downloaded from Facebook Insights. It shows organic reach compared to engagement for all posts over a 3 month period.

Scatter plots let you compare 2 or more measures to find relationships and correlations.

They make it easy to see outliers and clusters.

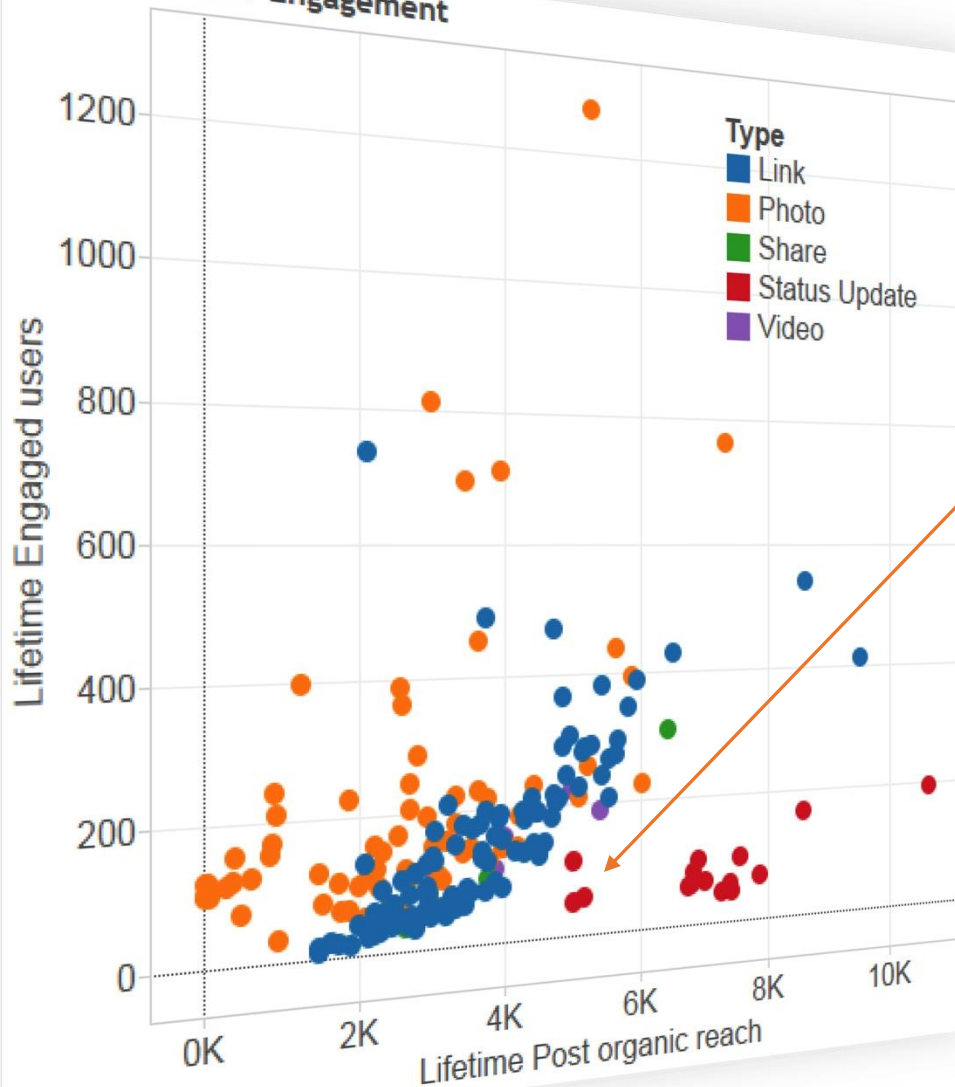## WHAT KINDS OF DATA?

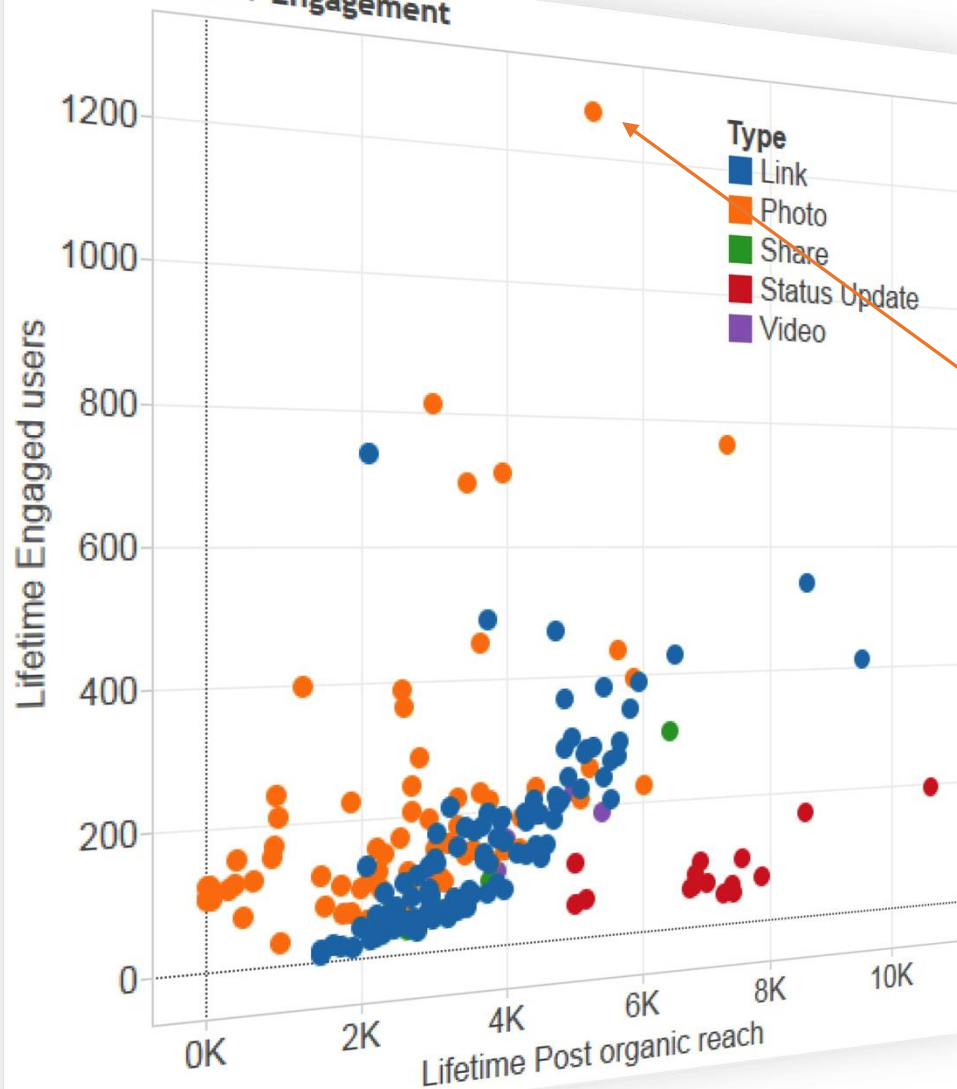Organic/paid reach
Likes
Followers
Number of tweets

Why it works

Using color highlights how different types of posts perform.

For example, status updates have the highest reach, but the lowest engagement.
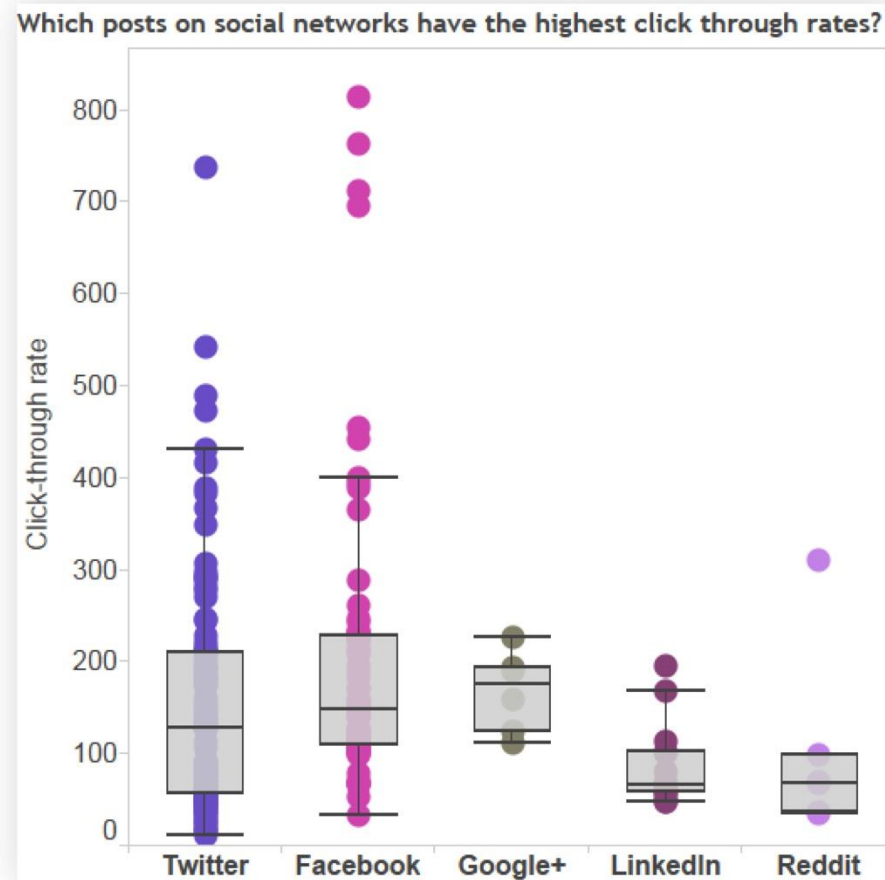
Why it works

Using color highlights how different types of posts perform.

Spot outliers and which posts performed in different ways to others.

4. Click-through rate on a boxplot

This chart shows click-through rates for links on different channels over a 6 month period. The box-whisker highlights the median and quartiles for each social network.
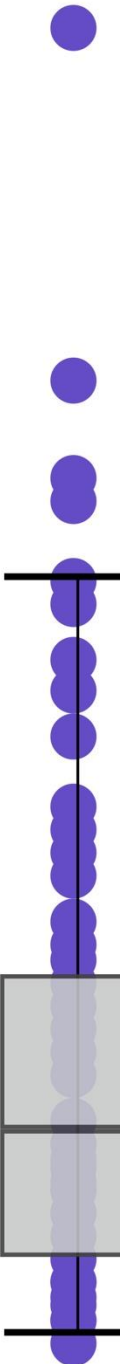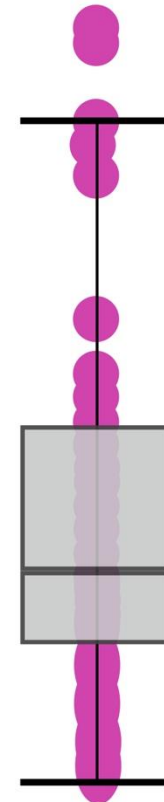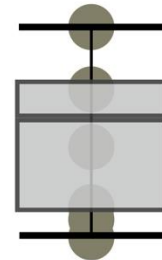
Boxplots allow you to compare distributions of data among different categories.
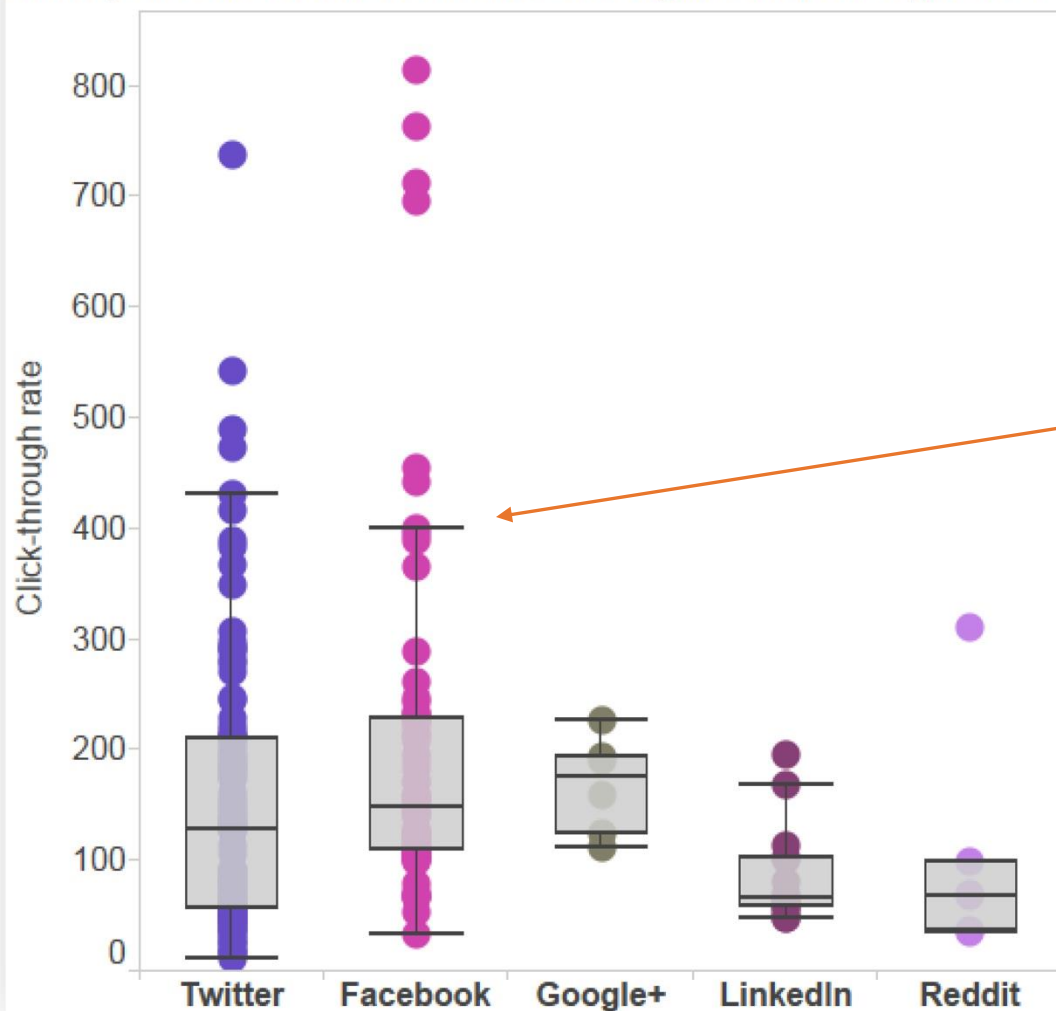
WHAT KINDS OF DATA?

Click through rates

Engagement by Facebook post category

Follower of followers (reach) of you and your competitors' Twitter accounts

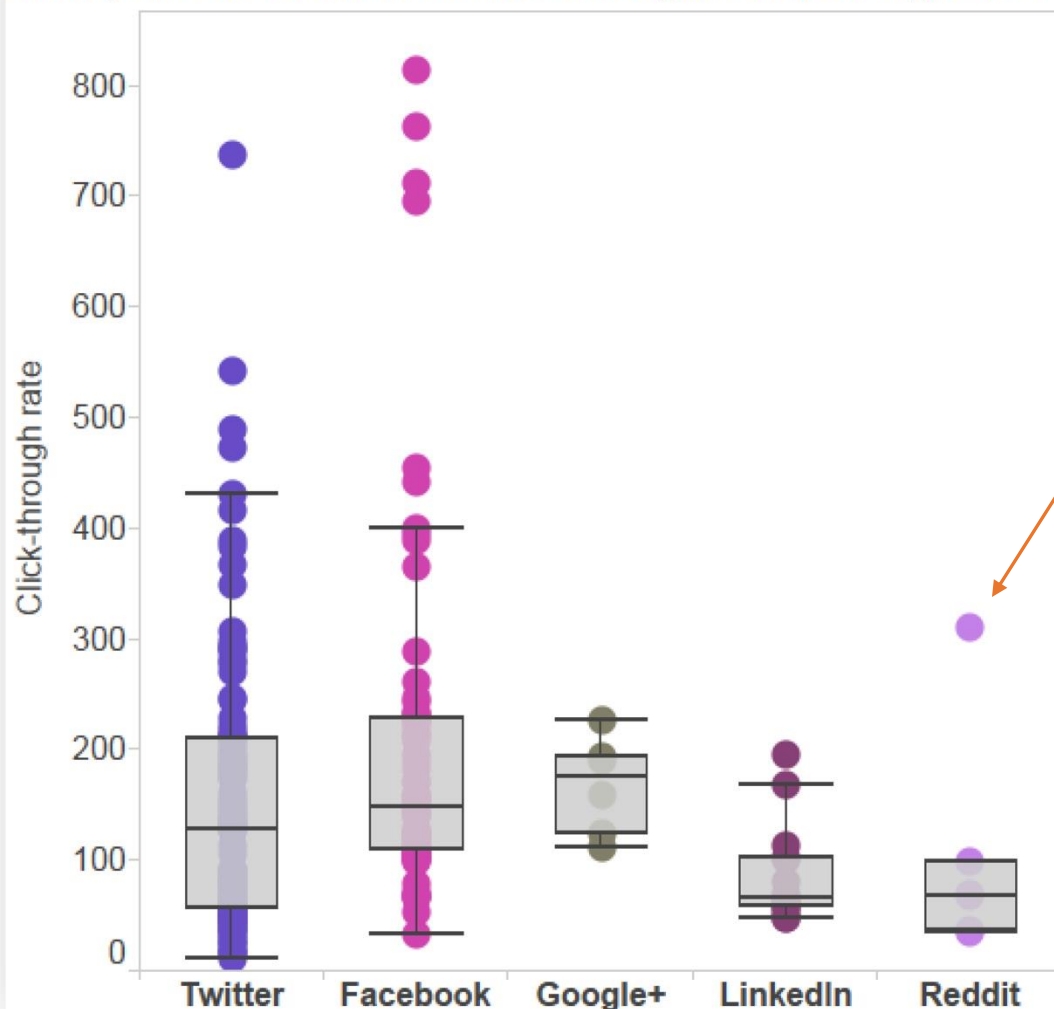Which posts on social networks have the highest click through rates?

Why it works

The whisker shows the interquartile range (IQR), a measure of where most data points are.

In this case, we see that while Facebook has the some very successful outliers, its upper IQR is lower than Twitter's.

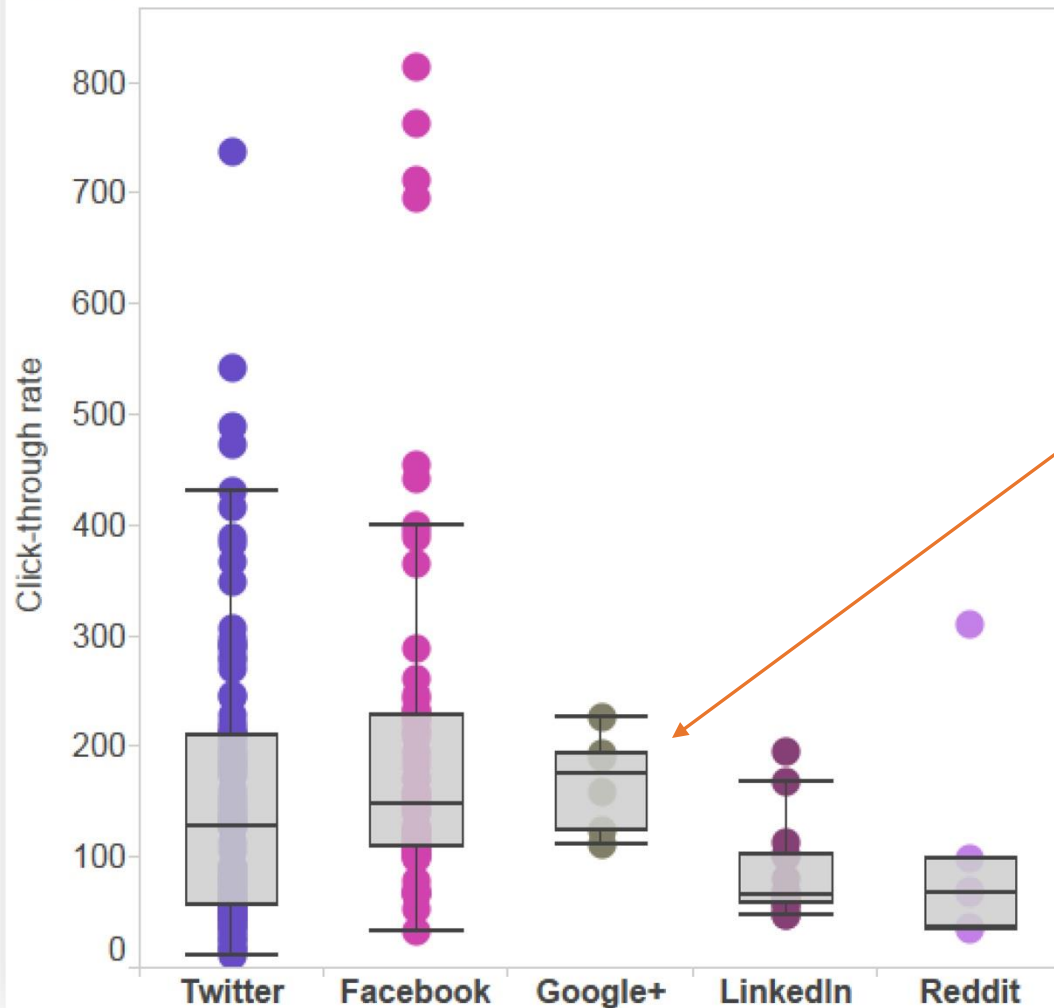Which posts on social networks have the highest click through rates?

Why it works

The whisker shows the interquartile range (IQR), a measure of where most data points are.

Outliers are easily visible.

For example, Reddit has generally low click-through rates, but one post outperformed the others.

Which posts on social networks have the highest click through rates?

(Chart with Click-through rate on y-axis from 0 to 800, and categories Twitter, Facebook, Google+, LinkedIn, Reddit on x-axis)

Why it works

The whisker shows the interquartile range (IQR), a measure of where most data points are.

We can see that Google+ has a narrow range, but it's quite high compared to LinkedIn.

With Tableau, you can ask the questions that matter to you, and drive deeper, actionable insight about your social channels and audience.

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