

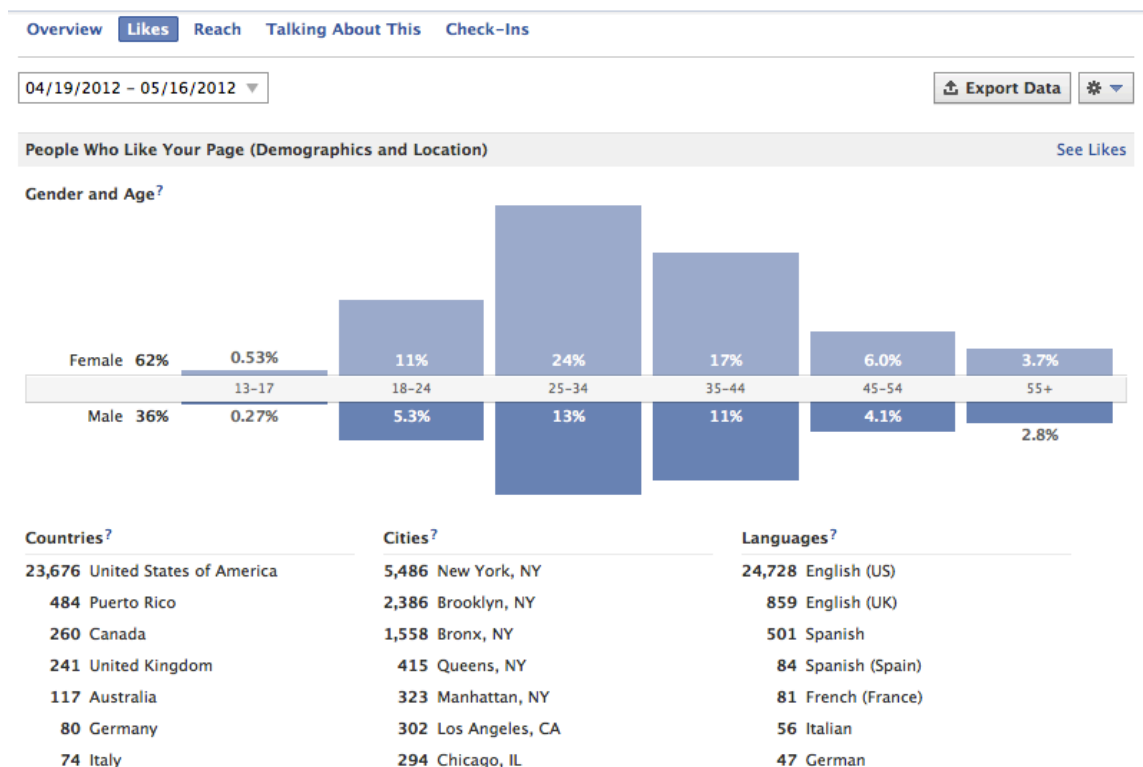
**ANALYTICAL TOOLS FOR SOCIAL MEDIA**

*Daniel Gallant, Executive Director of the Nuyorican Poets Cafe shares the following examples of the analytical tools for social media most utilized by the organization.*

**Facebook Fan Overview:** charts several different indicators of fan activity and possible impact of posted content over a defined period. Most useful for assessing the effect of a noteworthy announcement, ad or change in your Facebook strategy.



**Demographic breakdown of Facebook “Likes”:** shows the age range, locations and languages of your fans. Useful in determining how to target your posts and other promotions, as well as for funding and sponsorship applications and reports.



**Google Adwords Performance Summary:** A partial list of keywords used by the Nuyorican Poets Cafe in our Adwords campaigns, ranked by quality score. Note that the click-through rate (CTR) is highest for those keywords that customers who know our organization would generally associate with our brand. More general words or terms not specifically associated with our brand have a lower CTR.

Google Adwords Keywords used by the Nuyorican Poets Cafe

Some of the better ones:

	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Qual. score
Nuyorican Poets Cafe	295	4,747	6.21%	\$0.46	\$136.24	1	7/10
latin jazz nyc	15	833	1.80%	\$0.29	\$4.38	3.4	7/10
ntozake shange	12	2,870	0.42%	\$0.62	\$7.46	1.2	5/10
nyc poetry	1	396	0.25%	\$0.49	\$0.49	4.3	6/10

Some of the worse ones:

	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Qual. score
east village and poetry	0	0	0.00%	\$0.00	\$0.00	0	4/10
off-off-broadway	0	256	0.00%	\$0.00	\$0.00	5.8	3/10
“lower east side”	1	2,203	0.05%	\$0.40	\$0.40	3.1	2/10
shakespeare	0	0	0.00%	\$0.00	\$0.00	0	2/10

**Facebook Chronological Summary of Posts:** shows reach of each post and number of fans who have interacted with it. Useful in gauging the content and frequency of posting to which fans are most receptive.

Date ?	Post ?	Reach ?	Engaged Users ?
5/18/12	 Tonight at the Nuyorican @ 7p...	2,357	27
5/17/12	 Tonight @ 7pm, Ben Milam and...	2,045	10
5/16/12	 Tonight @ 7pm, Ms. Perez pres...	2,576	19
5/15/12	 Tonight at the Nuyo Wicked Sp...	3,477	18
5/15/12	 Tonight at the Nuyo Jodi Shaw'...	4,028	16
5/14/12	 Tonight @9pm, Open Mic Mon...	3,622	35
5/13/12	 Tonight @ 8pm, Casimir Alexa...	2,251	7
5/12/12	 Tonight @7pm, Urban Healing ...	2,284	13
5/10/12	 Live music all night! @ 7pm, Ro...	2,803	--
5/9/12	 Tonight! Don't miss it. \$10 cov...	2,208	--

**Facebook Ad used by Nuyorican Poets Cafe:** the targeting details and results of a Facebook ad campaign we ran for several weeks to publicize a theater production. The quality of click-throughs was high because we targeted the ad to users' specific interests; and we used a Facebook event page rather than our ticketing site as the landing page for the ad, which allowed users who clicked through to see who had RSVP'd for the show, to read comments from our customers, and to RSVP.

Report Type	Summarize By	Time Summary	Filter	Date Range
Advertising Performance	Ad	Custom	Death by Poker	10/4/2011 - 10/31/2011

**1,022,531** Impressions   **132** Clicks   **0** Connections   **0.013%** CTR   **\$192.74** Spent   **\$0.19** CPM   **\$1.46** CPC

<p><b>Ad Preview</b> <a href="#">Edit</a></p> <p><b>Death by Poker</b></p>  <p>Gang bosses play poker for control of the criminal underworld. "Mametian...Ominous." - New York Times. Thru 10/29 @ Nuyorican Cafe.</p> <p><a href="#">View on Site</a> · <a href="#">Create a Similar Ad</a></p>	<p><b>Targeting</b> <a href="#">Edit</a></p> <p><b>This ad targets 592,780 users:</b></p> <ul style="list-style-type: none"> <li>▪ who live in the United States</li> <li>▪ who live within 50 miles of New York, NY</li> <li>▪ between the ages of 18 and 60 inclusive</li> <li>▪ who like #David Mamet, #Mafia Wars, #Memento (film), #Poker, #Rounders (film), #Texas hold 'em, #The Departed, #The Social Network, #The Usual Suspects, grand poker, martin scorcese or theater</li> <li>▪ who are not already connected to Nuyorican Poets Cafe or The Nuyorican Poets Cafe, 236 East 3rd Street in Manhattan</li> </ul> <p>Suggested Bid: \$0.25 - 0.50 USD</p>
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