Columbia Missourian Editorial Analytics

Takeaways —

- Stories typically perform better when they include interesting graphics and compelling visual representation. Visuals serve to break up large chunks of text that can lessen readers' engagement with the piece.

- Our stories tend to do better on Facebook than on Twitter. Placing more focus on utilizing engaging copy, tagging other accounts, using hashtags and asking questions on this platform can help boost audience engagement. Tweets for the Missourian don't usually use many hashtags or tagged accounts. Adding these can help greatly increase the reach of our tweets.

- Interacting with followers on social media platforms is a great way to boost audience engagement. Readers love to know that their comments on Facebook and Twitter are being read, so responding to as many as possible (if they require responses) can help our audience feel more connected to the newsroom and its reporters.

- Hyperlinking to other stories will help obtain more clicks and readership from our audience. Referencing to another story that didn't do as well will give readers another source to get more information on the topic, while still generating clicks to the story.

ColumbiaMissourian.com

496,108	**220,466**
total unique pageviews	total users

Source: Google Analytics (includes AMP traffic)

Top five stories by unique visitors

Headline: [MidwayUSA CEO renews threat to move operations after council defeat](#)
Author: Madison McVan   **Published:** May 23
Pageviews: 4,567   **Visitors:** 4,070   **Engaged Minutes/Visitor:** 1.9
Source: Parse.ly

Headline: [Michael "Shane" Martin, July 31, 1996 - May 18, 2018](#)
Author: Courtesy of Bach-Yager Funeral Home   **Published:** May 18
Pageviews: 2,119   **Visitors:** 1,799   **Engaged Minutes/Visitor:** 0.6
Source: Parse.ly

Headline: [Incoming transfer Santos motivated to help Missouri build off Martin's first-year success](#)

Author: Alec Lewis   **Published:** April 6
Pageviews: 2,277 **Visitors:** 2,012 **Engaged Minutes/Visitor:** 1.6
Source: Parse.ly

Headline: [12 MU graduate programs to close as part of academic review](#)
Author: Alexis Allison   **Published:** May 16
Pageviews: 2,141   **Visitors:** 1,915   **Engaged Minutes/Visitor:** 1.5
Source: Parse.ly

Headline: [After losing her only child, a woman has set out to fulfill her daughter's dreams one project at a time](#)
Author: Kacen J. Bayless   **Published:** May 13
Pageviews: 1,941   **Visitors:** 1,619   **Engaged Minutes/Visitor:** 1.6
Source: Parse.ly

Best performing story (I can do this one)

Headline: [MidwayUSA CEO renews threat to move operations after council defeat](#)
Author: Madison McVan   **Published:** May 23, 2018
Pageviews: 4,567   **Visitors:** 4,070   **Engaged Minutes/Visitor:** 1.9
Source: Parse.ly

This was the most successful story of this time period by over 2,000 page views. Most of the views came from the second day when we shared it on social media (48.1 percent of all views on the story came from social media). This story began to drop off after the second day, with 828 views on the third day. The Facebook post for this story did much better than the Twitter post, with over 2,000 more views. However, the Twitter post had more social interactions than the Facebook post.

Thoughts/suggestions for the newsroom: This article wasn't too long (around 700 words), so users were able to stay engaged while reading. Adding a hyperlinks to other stories can help readers get a better understanding of the stories and can also possibly help boosts the clicks on the hyperlinked stories.

A story with exceptional engaged time
Headline: [Fighting for life: Coalition works to reduce opioid deaths and help addicts recover](#)
Author: Claire Mitzel **Published:** April 28, 2018
Pageviews: 569 + 284 (under a different headline)   **Visitors:** 451 + 225 **Engaged Minutes/Visitor:** 1,663 3:41/3:11
Source: Parse.ly

This post was the most successful in terms of engagement time. This story did well because there is widespread interest in the opioid crisis. The story is very long, however, there are descriptive pictures and interactive maps to break up the text. Although it did well in engagement, it was not as successful in page views and visitors.Including quotes

from community members instead of just from officials can attract people to continue reading stories because of the emotional impact it can have on people.

Thoughts/suggestions for the newsroom: One way to maximize page views and visitors is by hyperlinking the story in the body of other stories. Hyperlinking is something that can easily be overlooked, but it help to kill two birds with one stone!

A long story that could have performed better

Headline: [Task force recommends changes to UM System and 'one university' rule](#)
Author: Kacen J. Bayless   **Published:** April 13, 2018
Pageviews: 1,000 **Visitors:** 829 **Engaged Minutes/Visitor:** 1:44/ 829 visitors
Source: Parse.ly
This was a fairly long piece, and it did not perform quite as well as some of our other pieces. This story did better internally because more people found the story while visiting our site. Visuals can play a significant role in holding reader engagement in long form pieces because they can help to illustrate the story.

Thoughts/suggestions for the newsroom:
One way for this story to do better would be to add visuals and create more engaging posts. Social media plays a role in attracting more readers to stories. Social media also plays a big part in engaging people and encouraging people to read the entirety of a story. A way to attract more people to click on the article internally through our site would be to craft a more engaging headline. Stories like these can attract more people to read and click on the story if the headline is interesting and unique. Stories that will impact people but have a more hard news feel to them should have headlines that illustrate why the story should be of importance to readers.

Social media

234,339	1,821,000
Facebook users reached	Tweet impressions

Top five tweets

https://twitter.com/CoMissourian/status/991846053660975105
Impressions: 15,891 Engagements: 670
This tweet showed the impact of including a visual exemplifying data from the story. Instead of tweeting all the numbers out, a bar graph was used instead because it makes it easier for people to read.

https://twitter.com/CoMissourian/status/991778104573136896
Impressions: 11,538 Engagements: 200
This tweet is another example about how impactful a visual representation of data from a story can be. Another reason why this tweet did so well is because of the impact of the number used in the tweet. Since the number is so big and affects many people, it made for a very impactful tweet.

https://twitter.com/CoMissourian/status/1001576460497408006
Impressions: 10,584 Engagements: 166
This tweet did very well because it not only mentioned Greitens, a subject of national interest, but it also utilized a hashtag and a linked tweet. Using hashtags brings more traffic to tweets, because anyone can see the tweet if they are just searching for the hashtag. Linking to another tweet also gave Twitter users more information about the story.

https://twitter.com/CoMissourian/status/1001570854654873601
Impressions: 8,671 Engagements: 147
This tweet did well because it included information about the governor's resignation and included a specific time to inform users when and where they could watch him speak. Including a specific time and being transparent with users about how the Missourian would be covering the story was very helpful. People like to know exactly what is going on right when it happens and this tweet did a great job of accomplishing just that.

https://twitter.com/CoMissourian/status/1001905827870134272
Impressions: 7,886 Engagements: 276
This tweet did well because of its engaging picture. Interesting pictures and videos help tweets and other social media posts do better because they give people a tease on what the story is about. This tweet also did well because it had to do with a popular Mizzou basketball player who initially wanted to go to pro but then backtracked on his plans. Giving people a good tease in social media posts lurs people into wanting to read the entire story to answer any questions they might have.

Top five Facebook posts

https://www.facebook.com/ColumbiaMissourian/posts/10157238742664625
Reach: 4,924; Engagements: 1,290
This post about MU closing 12 graduate programs did very well because many MU students and others affiliated with the university had strong reactions to this announcement. It was shared 17 times to reach an audience of nearly 5,000.

https://www.facebook.com/ColumbiaMissourian/videos/10157159475009625/
Reach: 8,079; Engagements: 988
This Facebook Live video of former Gov. Eric Greitens giving a press conference prior to the release of the investigative report on him shows the widespread interest in the embattled governor's resignation as well as the power of Facebook Live. It was shared 47 times and reached an audience of over 8,000.

https://www.facebook.com/ColumbiaMissourian/posts/10157249090754625
Reach: 7,718; Engagements: 797
This post about Tina, a local "celebrity" turkey, proved that funny, unusual posts can serve to grab readers' attention and interest by providing lighthearted breaks from heavier, more serious news. The post had 41 shares and reached almost 8,000 people.

https://www.facebook.com/ColumbiaMissourian/posts/10157269801544625

Reach: 4,142; Engagements: 713
This post about the changes Gov. Mike Parson could bring to Jefferson City after the resignation of Eric Greitens showed the broad statewide and national interest in Missouri's governor drama. It was shared 13 times to reach an audience of more than 4,000.

https://www.facebook.com/ColumbiaMissourian/posts/10157191054349625
Reach: 5,920; Engagements: 710
This post about an adorable family of foxes living in Columbia's Thornbrook neighborhood shows that readers love cute, happy animal stories that give them a break from more serious current affairs. The post was shared 31 times to reach an audience of nearly 6,000 people.

Questions or suggestions for analytics? Send a note to stephensec@missouri.edu and rrh5h4@mail.missouri.edu