



# 2020 SOCIAL STATS

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## OVERVIEW

This report will review all relevant key performance indicators (KPI's) within **General Shale** and **Watson town Brick**'s primary social media platforms for the year of 2020. This focused approach within **Facebook, Instagram, Twitter and YouTube** is designed to highlight both successes and opportunities for growth in 2021 and future years. Any data that is limited or subjective will be noted within the document with either a (\*) or explained in writing.

Accompanying the statistics referenced in this document is a spreadsheet with each platform's performance in 2020. That document holds a further breakdown of the statistics that may not all be detailed in this "Social Stats" report. Please use this report as a guide to understand what the spreadsheet's data entails, while seeking both as valuable resources for understanding General Shale and Watson town Brick's social performance in 2020.

\* Q1-Q4 breakdowns are also listed within the spreadsheet. \*

If you have questions about this report, about social media as a whole or how you can take your social media presence further, please contact Marketing and Communications Specialist Nick Forsberg in the Marketing Department at [nick.forsberg@generalshale.com](mailto:nick.forsberg@generalshale.com)



## SOCIAL MEDIA STATISTICS - 2020

### Overview of Users on Social

As of January 2021, [statista](#) reports that the most popular social media platforms are Facebook with 2.74 billion monthly users, YouTube with 2.29 billion, WhatsApp with 2.00 billion, Facebook Messenger with 1.30 billion and rounding out the top five, Instagram with 1.22 billion monthly users. General Shale hosts profiles on three of these top five, with the other two platforms being primarily for personal messaging. Also noted within this Social Stats report are statistics from LinkedIn and Twitter. It is worthy to note that LinkedIn reported in [FY20 Q3](#) that the platform had more than 690 million active “**professionals.**” Lastly, listed in statista’s data, Twitter only holds a mere 353 active million monthly users. A fraction compared to the other leading platforms.

One emerging platform to watch within the construction and building materials industry is TikTok. TikTok has 689 million active monthly users which has only continued to gain momentum. As the platform’s users continue to learn new ways to use the application to gain exposure, the user base has continued to grow. These short, stitched together videos with popular soundtracks overlaid in the background are taking the social media world by storm.

### Notable Statistics to Consider When Determining a Platforms Value

Facebook: [According to Hootsuite](#)

- 3<sup>rd</sup> Most Visited Website
- 57% Facebook Audience is Men, 43% Women (Compared to Instagram which is nearly split down the middle)
- 74% of 35-54-year-old Americans use Facebook, 60% of 12-34-year-olds
- 83% of Canadians Have a Facebook Account (51% have an Instagram account)
- 79.9% of users only access via mobile devices
- The Average Price for Facebook ads decreased 9% in Q3 2020
- The average user clicks on 12 ads per month

Instagram: [According to Hootsuite](#)

- 6<sup>th</sup> most visited website
- 88% of Instagram users are outside the US (140 Million US users, 8% increase Q3, 2020)
- 81% of users **use the platform to research products and services**
- 50% of users have visited a website to make a purchase after seeing a product or service
- 200 Million users visit at least one business profile daily
- 81% of people use the platform to research products and services



- 90% users follow a business
- 50% of users are more interested in a brand after seeing an ad for it on Instagram

Twitter: [According to Hootsuite](#)

- 70% Male users, 30% Female users
- 28.9% of users are between the ages of 25-34
- 19.4% (68.7 Million) users are in the US
- 42% online Canadian Adults have a twitter account
- 92% of US Tweets come from 10% of Twitter users. The average user tweets once per month while prolific users tweet more than 150 times.
- 5% of users say Twitter is the platform they use most often

LinkedIn: [According to Hootsuite](#)

- The most trusted social network in the US
- 722 Million members (690 Million active users in Q3 2020)
- 57% are Male while 43% are Female
- 76% of LinkedIn Users are Outside the US
- 27.1% of all internet users in Canada use LinkedIn each month
- 57% of LinkedIn Traffic is Mobile
- Employees are 14x more likely to share their own employers' content vs others
- Posts with Images receive 2x more impressions
- Users are 20x more likely to re-share a video post
- 61 Million users are considered "Senior-Level Influencers" (decision makers)
- Companies that post weekly see a 2x higher engagement rate

YouTube: [According to Hootsuite](#)

- Worlds second most visited website and second most used social platform
- Users watch more than 1 Billion hours of video a day
- Viewers 18+ spend 41.9 minutes on YouTube daily
- 70% of **viewers bought from a brand after seeing it on YouTube**
- 40.9% of YouTube watchtime happens on mobile.
- 74% of adults and 77% of 15-35-year-olds in the US use YouTube
- 16.4% YouTube site traffic comes from the US
- 56% of users are Male, 44% are Female
- Videos with "Beginner" in the title increased more than 50%



## GENERAL SHALE - FACEBOOK

### KPI Overview – Totals

Followers Gained 248	Likes Gained 208	-
Total Daily Reach 493,597	Total Daily Impressions 1,106,483	Total Unique Video Views 17,040
Engaged Users 23,580	Total Post Engagements 34,014	-
Like Reactions 9,356	Love Reactions 837	Anger Reactions 2
HaHa Reactions 8	Sorry Reactions 2	WOW Reactions 107
Messages 178	Message Questions 83	Message Leads to Sale Ratio 55 Leads – 10 Sales

### The Breakdown – What does it all mean?

Beyond likes and followers, the meat of what impacts a page’s performance are the number of eyeballs seeing and ultimately engaging with a page’s content. The first place to look with Facebook is **Reach** and **Impressions**. This tells the page manager both how many users saw one of their page’s posts (the reach) and how many times a post or content was seen (the impressions).

### Reach and Impressions

General Shale had nearly **half-a-million** users see their page’s posts in 2020 and **over 1 million** impressions on its content. The month that stood out? **July**. During Q3, General Shale acquired more than half its page’s reach and impressions. So, why did Q3 outperform the others? Nothing stood out of the ordinary with new page content, however, sharing the performance of previous months postings, this quarter may have road the momentum of existing content that was available to users with preexisting videos, photos, and other post updates that remained relevant from Q2 to Q3.

### Video Views

General Shale’s more than **17,000** Unique Video Views point to another focused look at viewers. This metric filtered “views” down by uniqueness defined as a video play for more than three (3) seconds. This is important to note as video views can start at any time. Users who unintentionally start a video when scrolling tend to scroll right on by. However, Facebook has determined that users who spend at least three seconds watching a video



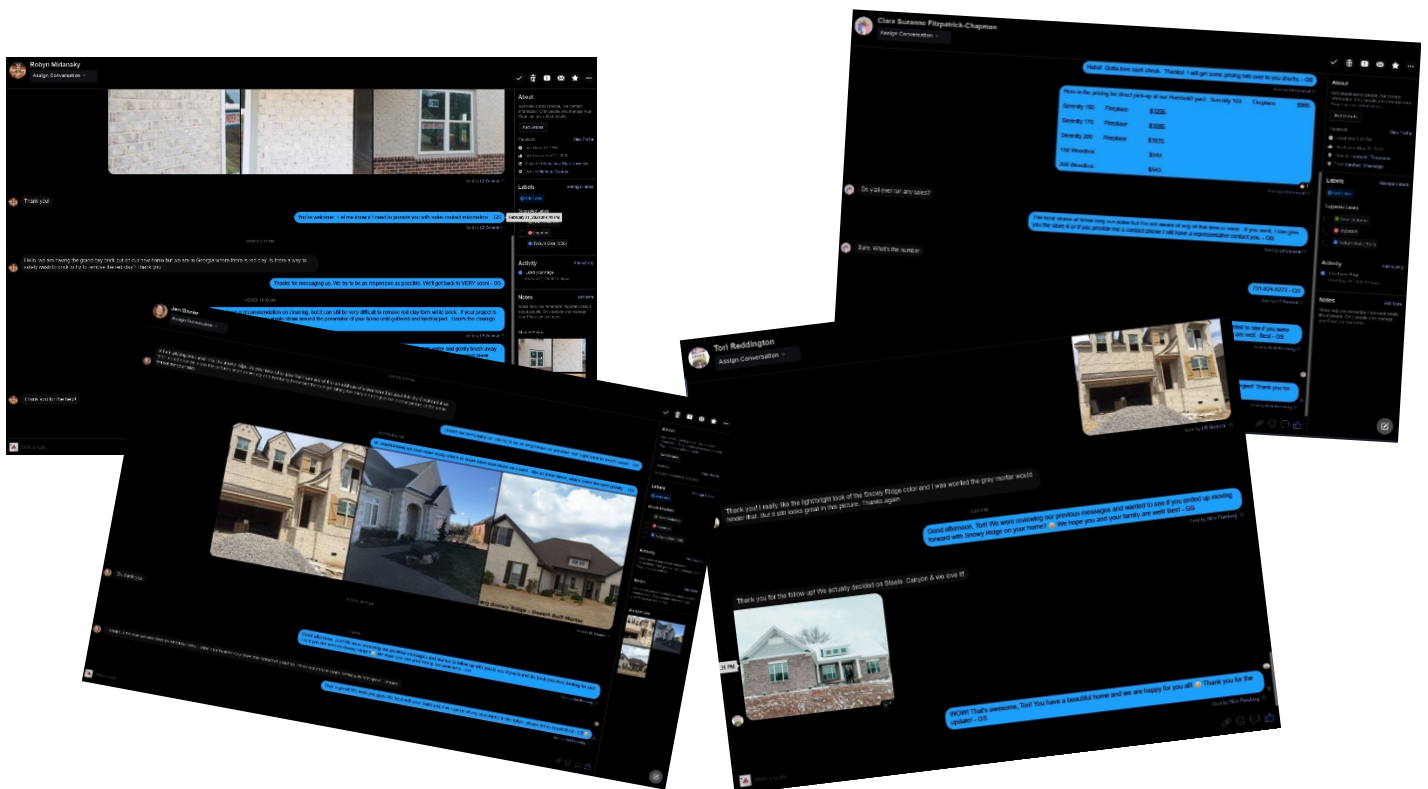
show intent or interest. It also brings a more honest approach to a commonly “inflated” number in reporting.

### Clicks and Taps – Measuring User Actions

The two broad metrics kicking off this section are: Engaged Users and Total post Engagements. **Engaged Users** measure **PAGE** engagement by way of clicks on the page. **Total Post Engagements** measure **POST** engagement by way of likes/comments/shares and other clicks within the post. Doing the math, taking total post engagements (**34,014**) minus the total number of “reactions” to the post (**10,312**), General Shale can safely assume the post engagement outside of “reactions” was at **23,702**. This new number would be made up of comments, shares and other clicks, potentially on URLs to articles and videos. \* Facebook did not provide a metric to export shares, comments or other engagement data beyond “reactions” \*

### Messenger – Friendly Customer Service Sells Brick

General Shale’s Facebook page received a total of **178 messages in 2020** staying consistent across all quarters with Q2 edging slightly out in front of the others. Breaking these messages down further, the page received **83 questions** for various product and company related information. The page also received **55 total leads** of which **9 of these returned messages confirming a purchase of General Shale products** (SOCIAL SELLS). Interestingly enough, there was no indication of requests for collaborations in the breakdown of Facebook messages unlike the company’s other social platform, Instagram.





## WATSONTOWN BRICK - FACEBOOK

### KPI Overview – Totals

Followers Gained 35	Likes Gained 31	-
Total Daily Reach 7,901	Total Daily Impressions 46,679	Total Unique Video Views 244
Engaged Users 1,664	Total Post Engagements 2,585	-
Like Reactions 517	Love Reactions 64	Anger Reactions 0
HaHa Reactions 0	Sorry Reactions 0	WOW Reactions 3
Messages 8	Message Questions 5	Message Leads to Sale Ratio 3 Leads – 1 Sale

### What made Watsontown's Page Performance Different?

Watsontown Brick's Facebook profile is a much **smaller, less engaging profile** compared to that of a very engaging, well established General Shale page. As this breakdown will reflect lower numbers, it is important to look at these as **a new baseline** moving forward and make needed adjustments to the social strategy. The page has plenty of **potential** and it only needs the attention to detail to start gaining momentum.

### Reach and Impressions

Watsontown approached **7,901** users with their posts in 2020 and accrued more than **46,000** impressions. With the pages posts and content staying relatively consistent each quarter, nothing major stood out other than December when the announcement of the **Meridian acquisition** came. This month alone acquired nearly half of the page's impressions and almost a fourth of its total reach.

What stands out here is that with such low reach over the year, the page averaged **4x** the amount of impressions compared to reach from Q1-Q3 and **13x in Q4**, those same users were more than likely seeing the pages content more than once or twice. This can stem from a few likely reasons in Facebook: 1) The users who saw the pages posts multiple times do not have many Facebook "friends" or "like/follow" many pages and therefore when they log-on they will see a feed made up of content they likely have already seen. 2) Facebook could be serving Watsontown's page content in a variety of public spaces within the platform, trying to reward the content posted by the page. 3) Reached users sharing





the content to their friends, however, Facebook did not export a “shares” metric to compare this possibility, nor did the page seem to have many shares when reviewing the page posts during this study. 4) The **most likely of them all** could have come from a larger page sharing the pages content to its own followers, thus increasing exposure (i.e. General Shale sharing Watsontown posts).

## Video Views

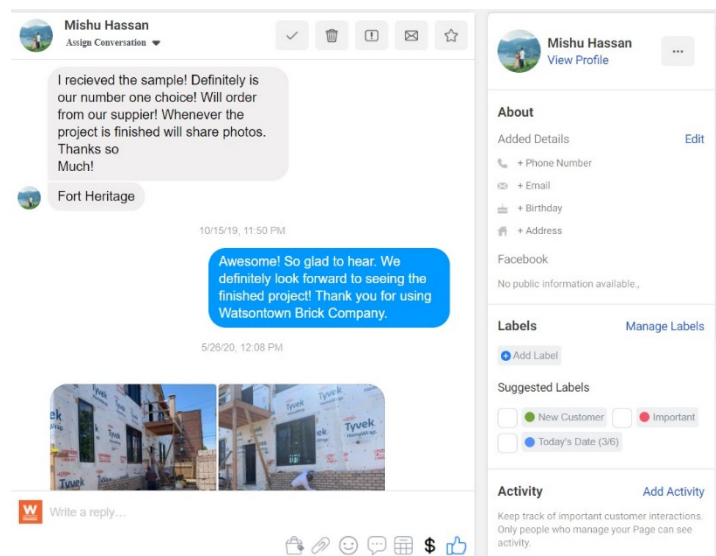
With only one video posted for the year, Watsontown saw little engagement with video views. The social statistics do point to more and more online users seeking and engaging with video content across platforms. This points us to potential growth opportunities on the Watsontown Brick page and other company managed pages.

## Measuring User Actions

Following the same formula in the General Shale breakdown, taking total post engagements (**2,585**) minus the total number of “reactions” to the post (**584**), Watsontown Brick can safely assume the post engagement outside of “reactions” was at **2,001**. This new number would be made up of comments, shares and other clicks, potentially on URLs to articles and videos. \* Facebook did not provide a metric to export shares, comments or other engagement data beyond “reactions” \*

## Messenger – Friendly Customer Service Sells Brick

With low engagement on the page in 2020, the incentives to attract messages were not present. Messages totaled at eight with five being questions and three being leads. There was however **one confirmed lead to sale** in the month of June which points out that even the smallest amounts of engagement are worth the efforts of social media. This further confirms that SOCIAL SELLS.







## GENERAL SHALE - INSTAGRAM

### KPI Overview – Totals

Followers Gained (Off Page Posts ONLY) 100	Post Reach 212,512	Post Impressions 271,714	-
Profile Visits 1,987	Website Clicks 100	Calls 4	Video Views (IGTV) 1,1776
Post Likes 11,635	Post Comments 653	Post Saves 1,215	-
Messages 202	Questions 47	Lead to Sale Ratio 29 Leads – 6 Sales	Collaboration Requests 7

### How Instagram Strikes Differently

2020 was a **favorable year** for General Shale’s Instagram account, proving not only to have high reach but **high engagement** as well. As Instagram does not have its own analytics feature, tracking this data was limited to viewing each post individually through Facebook’s “Creator Studio” insights tool. Instagram also did not provide details on where General Shale started the year in terms of followers, however what could be tracked still proves useful as the information is all pulled from each post directly, limiting any confusion that may occur like missing metrics or gray area as was interpreted in Facebook reporting.

### Followers, Reach, Impressions, Profile Visits – What Stood Out

During the review, the page was content heavy during Q1 with more posts on average than Q2-Q4, but it had little impact on page and post-performance. Q1 averaged higher in post reach and impressions which can be related to the number of posts but fell short compared to Q2 when it came to followers gained from posts and profile visits. **Q3 led the way** in 2020 in each of these four categories.

### Drawing Engagement from Posts – What It Led To

Being forced to look at post metrics one-by-one was not a bad thing when it came to having a more thorough understanding of how posts were causing users to interact with the post. By nature, Instagram is primarily a mobile driven platform therefore making users scroll or tap to dive deeper into what they want to see and learn more about. Instagram keeps its innerworkings simple as when you leave the main page, navigating to and from pages and back to the main feed is quite seamless.



**SO WHY DOES IT MATTER?** Users visited the General Shale profile **from postings alone 1,987 times** in 2020. The post was only the bait, the hook was being able to draw them to the General Shale profile with engaging content and from there the data shows the following: **100 Followers Gained From Posts, 100 Website Clicks** (on the URL in the profile BIO), **4 Calls** and **202 Messages**. **This funnel led to 29 leads and 6 confirmed sales**. That wasn't the only impressive mark in messaging as the page also helped **answer 47 questions** and was requested for **collaboration 7 times**. The remaining messages were filled with story reactions or spam.

Moving back to the posts themselves, one of the more stunning metrics was **post saves**. Overall, General Shale's Instagram account targets the residential buyer who is looking for **inspiration**. In 2020 alone, General Shale had more than **1,200 post saves** which means there was A LOT of insightful content being shared. Users saving posts can treat these like a Pinterest board, organizing topics and ideas. Saves are also an **indicator** that users want to come back and remember that post and its content making it important to be as informative as possible when it comes to selling your products. As noted in the Instagram stats, **50% of users have visited a website to make a purchase after seeing a product or service**. You want your users to be every bit of this statistic as possible.

### **Video Views – Video and IGTV Performance**

An area underutilized was **IGTV** and "**Reels**," Instagram's newest video feature mirroring the platform "**TikTok**." After posting only three total IGTV videos in 2020, the platform accrued just shy of **1,800 total views**. While IGTV is nice for posting lengthy videos to Instagram, the platform does not reward IGTV like it now does "Reels". Reels is short form, created content unique to the platform similar to TikTok. IGTV in effect requires more effort for rather low post engagement. For long-form videos, page managers are better off directing users to a YouTube channel or website for a more **native viewing experience**.



## WATSONTOWN BRICK - INSTAGRAM

### KPI Overview – Totals

Followers Gained (Off Page Posts ONLY) 1	Post Reach 12,221	Post Impressions 16,046	-
Profile Visits 83	Website Clicks 3	Calls 1	Video Views (IGTV) 306
Post Likes 950	Post Comments 35	Post Saves 58	-
Messages 17	Questions 1	Lead to Sale Ratio 1 Lead – 0 Confirmed Sales	Collaboration Requests 0

### What to Learn from Watsontown Brick's Instagram in 2020

The obvious speaks for itself, **low engagement and low performance**. The top performing months for Watsontown's Instagram were when the page was posting frequently to start the year. During the first five months of the year, the page acquired nearly **75%** of its post reach and post impressions. The remaining seven months only accrued **25%**. The same percentages are a reflection across all other metrics which again demonstrates how low the pages activity was in 2020.

### A Path for Growth Moving Forward

The current results establish a baseline for **planning and page growth** moving forward. What stands out as the obvious is the need for more frequent page posts including Instagram stories. One more significant area the platform did not excel in was **customer/follower interaction**. This can only be remedied by posting more to create page awareness and engaging with users who use branded hashtags and post relevant industry content.



## GENERAL SHALE - TWITTER

### KPI Overview – Totals

Followers Gained 58	Profile Visits 5072	Number of Posts 213	Impressions by Thousand 202.66 K
Likes 1227	Replies 24	Retweets Without Comments 454	-
Mentions 284	Link Clicks 231	Leads/Messages Received 3	-

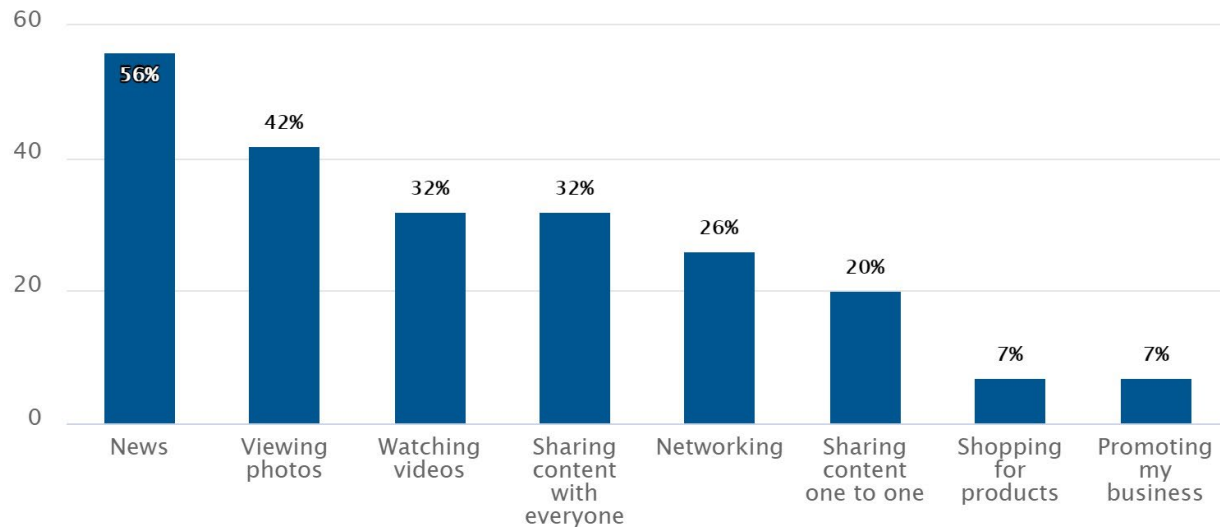
### Twitter – Is There Value?

General Shale's Twitter page **increased** its following **by less than 60 followers** in 2020 with a modest 213 posts. Likes, comments and retweets are far **below average** compared to other General Shale mediums but **link clicks, profile visits and impressions** were all performance indicators for this platform. The page received more than **202,500** impressions, more than **5,000** profile visits and just over **230** link clicks in 2020. So, what does that speak too? Twitter users were noticing General Shale content and being driven to the company's profile. Users were also interested in the links provided to information outside the platform as there were **231** total link clicks (\*this would be attributing link clicks to URL clicks, not internal Twitter URLs to other tweets. Twitter did not provide specific metrics on link clicks.)

As a company, General Shale needs to ask a pressing question: **What is the purpose of Twitter** for the company and what is the strategy moving forward? Twitter stats collected by Hootsuite point to this platform being the lowest potential for reaching users around the world and less than 20% of the platform's userbase is in the US. With only 5% of its users saying it is the platform they use most often, the question remains: Does it drive enough value for General Shale or does General Shale need to drive the value on Twitter?



### Most Common User Activities on Twitter



Designed by  FinancesOnline

What twitter has shown is its ability to string together conversation, creating threads of communication on topics and sharing viral content. According to FinancesOnline's review of the platform, **Twitter users are looking for news, visual content that they can share and to network with other users.** This is on par with General Shale's most engaging content in 2020 as users liked and retweeted mostly professional photos or graphics. Those users were also a high percentage of company employees. By the numbers, Twitter users are not coming to the platform to share personal, one to one content, to promote their business or shop for products. As mentioned in Hootsuite's data on Twitter, **92% of US tweets come from only 10% of its users** meaning, users are sharing posts more than they are creating them. So, as a company, is the awareness by way of impressions and link clicks valuable enough to continue doing what has been done or should efforts be made to use the platform more uniquely, targeting more business news and less promotion of products? This is a topic worth diving deeper into as the company reflects on the efforts made within the platform.



## GENERAL SHALE - LinkedIn

### KPI Overview – Totals

Total Followers 824	Impressions 136,962	Video Views 905	Clicks 14,747
Likes 3,609	Comments 90	Shares 199	-

\*\*\*LinkedIn did not track statistics for January 2020 as the analytics feature was added in February 2020.

### Professionals Engaging in Business Online

LinkedIn's past reflected a platform only seen as a means to display a working resume (a user's profile) with skills, work experience and projects created all while then connecting with similar industry professionals who may help boost their networking portfolio. Today, LinkedIn is **one of the most active and most trusted social platforms**. This is good news for businesses like General Shale who take a genuine approach to promoting and talking about their products online.

Breaking down the stats, General Shale's **genuine approach** helped increase their pages followers by more than **800 professionals** in 2020. A deeper look into the industry these professionals work within shows that they were primarily in the same industry or in an industry that would work with General Shale products. This indicates a strong foundation of followers as those who do follow are invested in the industry/products rather than having a scattered number of followers from a range of backgrounds who may only be interested in the flash of marketing campaigns. General Shale's approach again proves to be targeted and effective.

The second half of the year (Q3-Q4) proved to be the **most impactful** across the board for General Shale. With a total of **136,962 total impressions** in 2020, **Q3-Q4** combined for more than **80%** of that total. What may have made the difference was the type of content that encouraged engagement. **Q3-Q4 provided more than 90%** of the clicks on content which also led to higher engagements such as Likes, Comments and Shares.



## WATSONTOWN - LinkedIn

### KPI Overview – Totals

Total Followers 195	Impressions 13,067	Video Views 0	Clicks 1,433
Likes 493	Comments 8	Shares 54	-

\*\*\*LinkedIn did not track statistics for January 2020 as the analytics feature was added in February 2020.

### LinkedIn for Watsontown Brick – Just Getting Started

Watsontown Brick joined LinkedIn during the month of April 2020. With the page being relatively new, **the page performed rather well**. Like other Watsontown social pages, the volume of content is significantly lower but what the LinkedIn statistics show is that as the page garnered momentum throughout the year as impressions, clicks on content and engagement all showed **steady growth**.

### Creating Sharable Content and Tagging

The biggest boost for both Watsontown and General Shale LinkedIn pages in 2020 was the acquisition announcement. **Combined, the post on both platforms accrued more than 7,500 impressions and 28 shares**. Most importantly, these impressions have come by LinkedIn organically promoting the post to other LinkedIn users who get notified in their feed when other connections like or comment on posts from pages they follow. For example, Luke Guinn follows General Shale and when he likes or comments on a General Shale post, his other followers who do not follow General Shale can still see his activity on General Shale's post. **The result**, creating content that is engaging proves to **drive traffic** in the following ways: 1) Other pages are linked in the post and users visit those pages. 2) As content is shared, new or unique users begin to visit the company's profile page. 3) If the company's profile page is active with fresh content, users tend to spend more time on the page thus being driven to engage with other company information. The more time users spend looking at and engaging in your company's content, the more likely they are to remember you when they or someone else needs your products.





## **GENERAL SHALE - YouTube**

### **Overall Channel KPI's Overview – Totals**

-	Overall Subscribers Gained from Videos 154	Overall Channel Subscribers Gained 179	Overall Channel Subscribers Lost 25	-
Total Views 47,417	Total Impressions 372,289	Impressions Click-through rate 5.8%	Avg. View Duration 01:29	Total Watch Time (Hours) 1,183
Total Likes 298	Total Dislikes 18	Total Comments 13	Total Shares 587	-

### **2020 Videos (ONLY) KPI's Overview – Totals**

Number of Videos Added 17	Subscribers Gained from Videos 33	Channel Subscribers Gained 38	Channel Subscribers Lost 5	-
Total Views 7,892	Total Impressions 74,511	Impressions Click-through rate 3.4%	Avg. View Duration 01:30	Total Watch Time (Hours) 201
Total Likes 74	Total Dislikes 9	Total Comments 7	Total Shares 166	-

### **The Land of Opportunity and Plenty of Potential**

General Shale's YouTube performance shed light on what is still performing from the past as well as what worked in 2020. The **17 videos published in 2020** made up **34%** of the channel's overall performance for the year and reflected positive impacts in all but two categories: Dislikes and Click-Through Rate.

Dislikes were attributed **ONLY** to the two "Brick vs" series videos posted in 2020 and the low click-through rate was down two points compared to the channel overall. By nature, these two statistics will at first glance seem negative but what channel managers want to do is **minimize impact** (dislikes) and **maximize performance** (increase click-through %).

The opportunity and potential for the channel rests in its future. **The top five videos in 2020** (determined by total views) only had one that was posted in 2020, three posted in



2019, and one posted in 2015. What this demonstrates is that content on YouTube is valuable beyond its initial existence. Unlike other social platforms, **YouTube is a search engine**. Users are coming to the platform to **seek content** that will provide them with one or a combination of the following: **Information, Education, Entertainment, Inspiration/Motivation or Connection**.

According to Hootsuite, YouTube is the second-most visited website (right after Google) and is the second most used social platform. **Hootsuite also noted that 70% of viewers also bought from a brand after seeing it on YouTube**. With a platform that has more than **2 BILLION (logged-in) monthly users** and more than **16%** of that traffic coming from the US, General Shale is poised to capitalize on more growth with continued investment in video content on the platform.