

# Track What Works: Simple Social Media Analytics

This guide is for small beverage business owners in the Philippines who want to know if their posts are effective, without getting overwhelmed by too many numbers and technical terms.

# What you will learn

By the end of this guide, you will:

-  **Understand a few basic metrics that matter for small businesses.**
-  **Know how to record and compare results in a simple way.**
-  **Learn how to check which posts are doing well.**
-  **Use your observations to improve future posts.**

# 1. Why tracking your posts matters

Posting consistently is important, but [posting and learning](#) is even better.

When you track your posts, you can:

- See what content your audience likes the most.
- Discover which posts lead to more questions, messages, or orders.
- Avoid repeating content that doesn't work.
- Make smarter decisions instead of guessing.

You do not need complicated reports. A few simple numbers can already guide your next moves.

## 2. Basic metrics you should know

You might see a lot of numbers in your page “Insights” or “Analytics.” To start, focus on just a few:

### Reach

- How many people saw your post at least once.
- Higher reach means more people were shown your content.

### Engagement

- The total actions people take on your post.
- This usually includes likes, reactions, comments, shares, saves, and clicks.
- Higher engagement usually means people found your post interesting or useful.

## Top posts

- These are the posts with the highest engagement or reach.
- Your top posts can tell you what type of content your audience likes.

## Link clicks or message clicks

- How many people clicked “Send Message,” “Order Now,” or a link to your menu or ordering form.
- These actions are important because they often show buying interest.

### Simple idea to remember:

Reach helps people **see** you.

Engagement and clicks show if people **care** and are **interested**.

# 3. How to look at your results

You don't need to check analytics every day. Once a week or every two weeks is already helpful.

When you review your posts, ask:

- Which post got the **most engagement** (likes, comments, shares)?
- Which post had **more reach** than usual?
- What kind of post was it? (Product, BTS, promo, testimonial, question, etc.)
- What time and day did you post it?

Over time, you will start to see patterns:

- Maybe product photos with a human hand holding the drink do better.
- Maybe behind-the-scenes videos get more comments.
- Maybe promos posted on Friday evenings work best.

You can then decide:

"I should post more of this type of content and test similar ideas."

# 4. A simple way to track your posts

You can track your posts using:

- A notebook
- The Notes app on your phone
- A simple table in Google Docs or a spreadsheet

Here's a sample format you can use:

## Columns you can include:

- Date
- Platform (Facebook / Instagram / TikTok)
- Type of post (Product, BTS, Promo, Testimonial, Educational, Question)
- Short description (e.g., "Brown Sugar Milk Tea photo," "Behind-the-scenes video")
- Reach (approximate)
- Engagement (total likes, comments, shares, saves)
- Notes or observations

## Example:

Date: March 10	Platform: Facebook	Type: Product highlight	Description: Photo of Mango Fruit Tea
Reach: 800	Engagement: 95	Notes: Posted at 6 PM, payday weekend, many comments asking about price	

You do not need exact numbers all the time. Approximate values and clear notes are already useful, especially when you compare posts against each other.

# 5. How to adjust based on what you see

Once you have a few weeks of posts recorded, use your notes to improve.

## If reach is low

- Try posting at different times of the day.
- Use clearer and brighter photos.
- Use simple, direct captions with a call to action (e.g., “Tag a friend,” “Message us to order”).
- Experiment with different hashtags (if you are on Instagram or TikTok).

## If reach is okay but engagement is low

- Ask questions in your captions to invite replies.
- Use more “interactive” posts like polls or “this or that” choices.
- Share more relatable content (e.g., “Your Monday mood with coffee,” “Rainy day drink”).

The goal is to make people react, comment, or share—not just scroll past.

## If engagement is high

- Take note of what made that post work:
  - Was it the topic?
  - The photo or video style?
  - The caption tone?
- The timing?
- Do more posts similar to your best-performing ones.
- Try variations of the idea:
  - If a BTS video works, try another BTS of a different drink.
  - If a testimonial works, post more customer stories.

# 6. Looking at trends, not just one post

Try not to judge your performance based on only **one** post.

Look at patterns over time:

- In one month, which **3–5 posts** did best?
- Are there certain **days or times** when posts usually perform better?
- Are there specific **content types** that consistently get more engagement?

Even simple insights like:

- “Our promo posts work best on Fridays,”
- or “Our behind-the-scenes videos get the most comments”

...can help you make better decisions for the next month.

# 7. Quick analytics checklist

Use this checklist to see if you're starting to “track what works” instead of just guessing.

Tick all that apply:

- I know what reach and engagement mean.
- I check which posts are performing best at least once every 1–2 weeks.
- I write down basic information about my posts (date, type, reach, engagement).
- I notice patterns in what my audience likes (for example, certain content types or posting times).
- I adjust my future posts based on what I've learned from past results.