



Social Media Audit

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Facebook

	Mar 1 - Oct 31, 2018	Mar 1 - Oct 31, 2019
Followers Gained/Lost	n/a	-176
Posts	160	206
Engagement	1320	1129
Traffic	738	660
	Mar 1 - Oct 31, 2018	Mar 1 - Oct 31, 2019
Total Followers	7268	7092

This is the most popular video post with the most views and average completion time.

Zimperium ·  Follow

Something seem fishy with that email, app or text? Something could very well be -- check...



0:26 HD 23 44

Zimperium
January 3 · 

In 20 minutes of being in a café, a hacker knew where everyone was born, what schools they attended, and the last five things they googled. <http://ow.ly/zxbm30nboB9>



MEDIUM.COM
Here's Why Public Wifi is a Public Health Hazard – Matter – Medium

3 Comments 20 Shares

This is the most popular post with the most shares, clicks and overall reach.

*Note: The numbers gathered for 2018 started in March.

Fan Demographics

- The majority of your Facebook fans are located in the United States and India. After that is Brazil, Israel and Mexico.
- Most of your fans are men between the ages of 18 – 44 with the majority being between 25 - 34.
- The page has lost over 250 fans since the beginning of 2019. This may be due to disabled accounts.
- The page has gained over 200 fans in the same time period.

Post Topics

- The most topics you shared on Facebook are:
 - Mobile
 - Apps
 - Security
 - Mobile devices

Engagement

- Traffic has decreased 10% from the same time in the previous year.
- Reactions are down 12% from the same time in the previous year.
- Shares are down 22% from the same time in the previous year.
- Comments are down 49% from the same time in the previous year.

LinkedIn



	Mar 1 - Oct 31, 2018	Mar 1 - Oct 31, 2019
Followers Gained/Lost	n/a	6628
Posts	216	262
Engagement	2175	3663
Clicks	4307	3710
	Mar 1 - Oct 31, 2018	Mar 1 - Oct 31, 2019
Total Followers	3912	10540

2019 FORTRESS CYBER SECURITY AWARD

2019 WINNER

ZIMPERIUM.

Business Intelligence GROUP

36 • 2 Comments

These are the most popular posts with the most reactions and impressions.

ZIMPERIUM
10,676 followers
3w

Any fans of Mr. Robot on USA Network? Take a read at this great article on how a cybersecurity consultant (and [MobileIron](#) employee) added authenticity to this show.

<https://lnkd.in/ezbzuNA>

Hollywood hack job: How cybersecurity consultant for hit TV show "Mr. Robot" brought authenticity to actor Rami Malek's character

[techrepublic.com](#)

21 • 4 Comments

Fan Demographics

- Page follower count is up 169% from the same time in 2018.
- The majority of your LinkedIn followers are located in Sao Paolo, Brazil followed by the DFW area.
- Most of your LinkedIn followers work in information technology, sales and engineering. These followers may be entry level or senior executives.
- Your followers work in the following industries:
 - Information Technology and Services
 - Computer and Network security
 - Computer software
 - Telecommunications
- Your LinkedIn followers mostly work in large enterprise companies with 10,000 + employees. The second largest group of followers works for companies with 51 – 200 employees.

Posts & Engagement

- The number of posts have increased 21% since the same time in 2018.
- Overall page engagement has increased 68% from the same time in the previous year.
 - Reactions are up 70%
 - Shares are up 53%
 - Comments are up 305%!
- Clicks are down 14% from the same time in the previous year.

Twitter



	Mar 1 - Oct 31, 2018	Mar 1 - Oct 31, 2019
Followers Gained/Lost	n/a	421
Tweets	217	1108
Engagement	2157	2920
Traffic	1888	1183
	Mar 1 - Oct 31, 2018	Mar 1 - Oct 31, 2019
Total Followers	10443	10864



Any fans of Mr. Robot on USA Network? Take a read at this great article on how a cybersecurity consultant (and [@MobileIron](#) employee) added authenticity to this show.



Hollywood hack job: How cybersecurity consultant for hit TV show "Mr. Robot" b...
James Plouffe, cybersecurity consultant for "Mr. Robot," reveals how he helped make hacking a reality on the USA Network drama series starring Rami Malek an...
[@ techrepublic.com](#)

10:02 AM · Oct 25, 2019 · [Hootsuite Inc.](#)

These are the most popular tweets with the most clicks and impressions.



We're pleased to announce an extended partnership with Samsung to provide advanced protection against sophisticated [#mobile](#) attacks, combining [@ZIMPERIUM](#)'s machine learning detection with Samsung Knox's comprehensive hardware remediation capabilities.



Zimperium Provides Next Generation Mobile Threat Defense with Samsung Knox...
Zimperium today announced an extended partnership with Samsung to provide advanced protection against sophisticated mobile attacks.
[@ businesswire.com](#)

10:44 AM · Mar 7, 2019 · [Hootsuite Inc.](#)

Fan Demographics

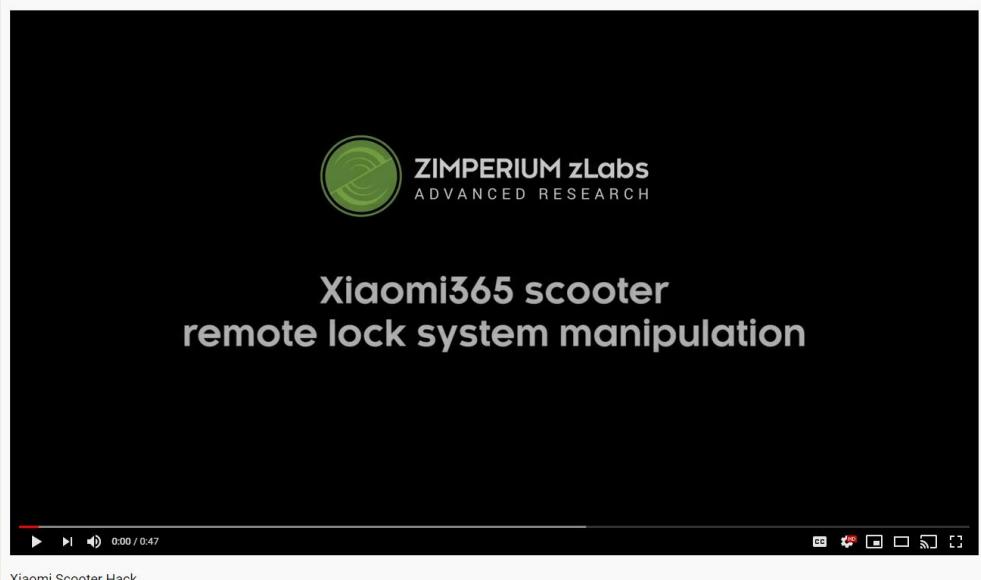
- The majority of your Twitter followers are located in the United States.
- Most of your fans are men (81%) who are interested in science and technology.
- The page has lost 311 followers since the beginning of 2019 but that may be due to suspended accounts.

Post Topics

- The most topics you shared on Twitter are:
 - Mobile
 - Mobile devices
 - Attacks
 - Apps
 - Security

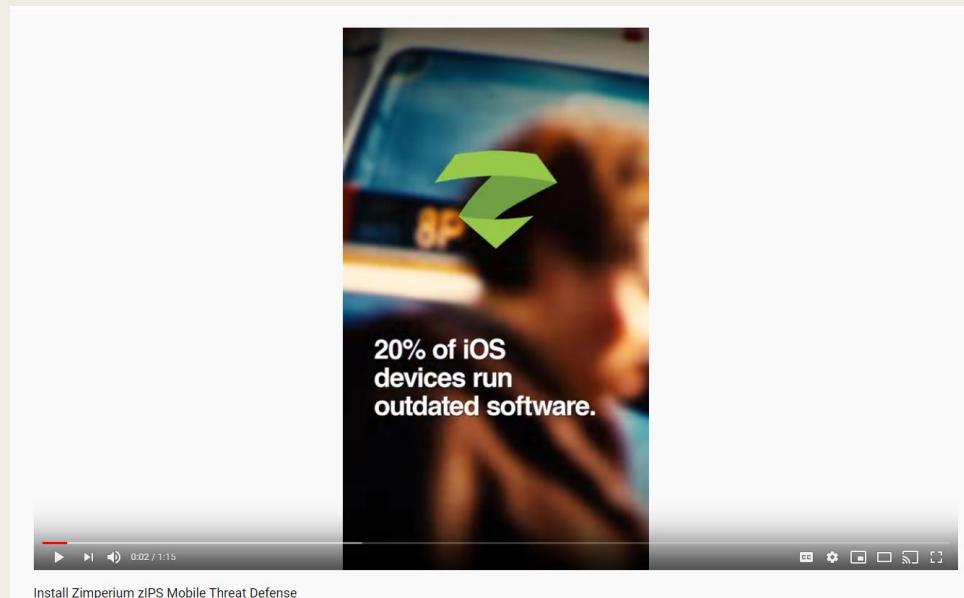
Engagement

- Overall engagement has increased 35% from the same time period in 2018.
- Traffic has decreased 37% from the same time in the previous year.
- Likes have increased 18% from the same time in the previous year.
- Retweets have increased 71% from the same time in the previous year.
- Replies are up 15% from the same time in the previous year.



Xiaomi Scooter Hack

This is the most clicked video after seeing an impression.



Install Zimperium zIPS Mobile Threat Defense

Fan Demographics

- The majority of your YouTube followers are located in the United States.
- Most of your viewers are men (84.8%) but female viewers tend to watch your videos longer on average. Average age is 25 – 34 years old.
- Over 50% of video views are done on a mobile device and 52% are watching embedded videos from external websites and apps.
- Your channel has gained over 662 followers since the beginning of 2019.

Engagement

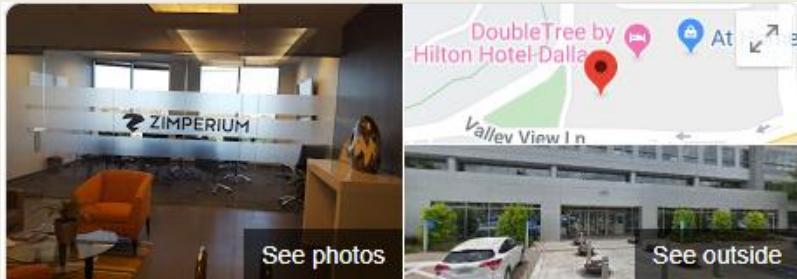
- Your top playlists are Zimperium Webinars followed by Hacking Videos and Whiteboard Videos.
- Watch time has increased 153% since the beginning of 2019.
- Average view duration has decreased 44% in that time.
- Impressions have increased 52%.
- Views have increased 348%.

Google Business



Notes & suggestions:

- Finish filling out hours and other business information.
- The account is currently suspended. [Click here](#) to learn more.
- Business should be verified to read and respond to reviews.
- Consider setting up Google Advertising to find out which keywords are being used to find your business.
- Add more photos of building, inside and outside.
- Add phone number.



The image shows a Google Business Profile for Zimperium. At the top, there are two photos: one of the interior lobby with an orange chair and a Zimperium sign, and one of the exterior building with a car parked in front. Below the photos are buttons for 'See photos' and 'See outside'. To the right of the photos is a map showing the location of DoubleTree by Hilton Hotel-Dallas, with a red pin marking the spot. The business name 'Zimperium' is displayed in bold, with a 'Corporate office' label underneath. Below the name are buttons for 'Website', 'Directions', and 'Save'. The business has a rating of 4.1 stars from 7 Google reviews. To the right of the reviews are links for 'Address', 'Hours', 'Suggest an edit', 'Add missing information', 'Add phone number', and 'Add business hours'. A 'Questions & answers' section is present with a 'Be the first to ask a question' button and an 'Ask a question' button. At the bottom, there are buttons for 'Reviews' (with 7 Google reviews), 'Write a review', and 'Add a photo'.

Zimperium

Website Directions Save

4.1 ★★★★☆ 7 Google reviews

Corporate office

Address: Zimperium 4055 #300, Valley View Ln, Farmers Branch, TX 75244

Hours: Open now · Add full hours

[Suggest an edit](#)

[Add missing information](#)

[Add phone number](#)

[Add business hours](#)

Questions & answers

[Be the first to ask a question](#) [Ask a question](#)

Reviews [?](#)

7 Google reviews

[Write a review](#) [Add a photo](#)

Google Analytics



	Jan-19	Feb-19	Mar 1- 31	Apr 1 - 31	May 1 - 31	June 1 - 30	July 1 - 31	Aug 1 - 31	Sept 1 - 30	Oct 1 - 31
Sessions	31794	45467	36548	38007	45819	43579	43943	46382	45346	41240
Users	23630	35533	27932	29431	35595	34840	35140	37399	37438	34551
Page Views	58556	74321	63632	65179	73746	69613	76101	83842	86189	87819
Pages/Session	1.84	1.63	1.74	1.71	1.61	1.6	1.73	1.81	1.9	2.13
Avg Session Duration	1:27	1:10	1:13	1:14	:59	:59	:59	:58	:58	1:07
Bounce Rate	65.32%	71.31%	65.89%	67.37%	73.30%	73.88%	66.74%	62.69%	58.78%	57.57%
% New Visitors	78.50%	81.90%	79.70%	81.50%	84.70%	84.70%	83.70%	84.00%	85.10%	86.20%

Social media referrals to your site/
Jan – October 31, 2019
(6.13% of total website visitors):

- YouTube: 58% of social media visitors
- Twitter: 19.68% of social media visitors
- Facebook: 10.51% of social media visitors
- LinkedIn: 5.96 % of social media visitors
- Reddit:
- Blogger:
- Quora:
- Naver:
- Stack Exchange:
- Wordpress:

Referrals to your site/ Jan – October 31, 2019 (% of total visitors)

- Direct: 37.44%
- Organic: 21.59%
- Google/Paid Search: 16.34%
- YouTube: 3.3%
- Demandbase/Paid: 1.8%
- AdRoll/Paid: 1.26%
- LinkedIn/Paid: 1.16%
- Twitter: 1.15%
- Blog: 1.05%

Google Analytics



Fan Demographics

- Most of your website visits are from the U.S. (37.7%) followed by India (10.25%).
- Most of your visits are from men (85.4%) between the ages of 25 – 34.
- Of your website visitors, their interests are:
 - Consumer electronics/mobile phones
 - Software/Business & Productivity Software
 - Internet
- Your visitors tend to be looking for good deals and consider themselves “Technophiles.”
- Most of your visitors hit your website only once (84.6%) but 15.3% are returning visitors.

Acquisition and Engagement

- Website visits are steady at an average of 41812 each month.
- Page views average 73900 each month with steady increase since January.
- Bounce rate is decreasing in recent months.
- Acquisition of audience:
 - Direct – 37%
 - Organic – 22%
 - (Other) – 21.9%. Includes Google, Demandbase, Adroll, LinkedIn, Quora
 - Referral – 10.7%. Includes github, thehackernews.com
 - Social – 5.9%
 - Paid Search
 - Email

Social Media Suggestions



Facebook

- Consider your audience. Facebook followers are looking for more relatable and consumer-friendly content. While your business isn't B2C, it helps to speak consumer language on that platform.
- Add "Our Story" to your Facebook page.
- Share more posts and photos from your business so your followers get to know your personality better. Examples are speaking events, your team at work, holiday parties and other ways that reveal how your business operates.
- Post once per day or every 2 – 3 days.

LinkedIn

- Encourage executives to be thought leaders and write short informative blogs/posts on LinkedIn. Then share them to the LinkedIn company page.
- Share posts about corporate culture and internal events occasionally to encourage followers and job seekers.
- Post once per day or every 2 – 3 days.

Twitter

- Your posts received some uplift by tagging another large Twitter account, MobileIron. Continue tagging other companies and partners with a larger following.
- Pay attention to relevant hashtags and jump on them, if possible and only if they're relevant.
- Share owned and earned content multiple times. Also, go back and share old posts if they're evergreen or still relevant in any way.
- Post multiple times per day.

Social Media Suggestions



Overall Best Practices for Social Media

- Consider the audience of each social platform to determine what you're sharing and the tone of each post. For instance:
 - Facebook is more consumer facing. They want to know what your company is about and how what you do affects them in their daily lives.
 - LinkedIn is more professional and made for human resources. They'll also want to know what your company is about, your company culture, what you stand for, any awards or mentions in articles or news stories, etc. You'll be appealing to executives, business owners and job seekers.
 - Twitter is the hot place for the latest news. You can share a variety of posts there but keep in mind how quickly it updates. Make sure you're using powerful headlines.
 - YouTube features how-to videos. Keep up the great webinars and share more content that is easily consumable.
- Content consists of promoting blogs, webinars, posts on media hits, going to trade shows, commenting on relevant news. Keep doing this!
- Your audience tends to be young male professionals who are interested in technology. They'll want to know what's hot, what's trending, and if something is going to affect their jobs or their lives.
- Define goals in Google Analytics to measure social media conversions.
- Engage with your community on each platform. Listen to social conversations and chime in.
- Listen for social mentions and engage, share or RT with your comments.
- There's no rule on how often to post/day but consider how fast each stream updates. Twitter is the fastest so more posts per day are recommended.
- Engage with larger companies to get uplift. Your posts that tagged MobileIron were retweeted or shared by them.
- Your YouTube audience reacts to hacker videos. Try these to see if they work on other social networks.
- Make sure each of your platforms has consistency in branding.
- Fix any links to social platforms from your website. (Facebook link is broken.)
- Fill out any services pages or profile information on every social network.

Q&A

Thank You!