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**July 30th 2013: Social Media Analytics: What Twitter and Facebook Statistics Communicate**

Social media is more than conversation; it's also about conversions. And this week's Communication Nation guest Stacey Harris knows all about cultivating social media conversations and measuring their success. This week we'll talk about the analytical tools available for us in the two most popular social media platforms, Facebook and Twitter. How we use this analytical data, though, can be applied to all forms of social media. We all want to know what the ROI is on our social media efforts, and in most cases it's measured in relationships not dollars. The tricky thing is that social media

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**Featured Guest**



**Stacey Harris**

Stacey Harris is Head Rock Star of Hit the Mic Marketing. Through consulting and training she empowers rock star entrepreneurs to shift from their social media time from simply social to powerfully productive. Allowing them to find a new power behind the tools they're already using. She has a huge passion for music, social media, and entrepreneurship. Learn more at <http://hitthemicmarketing.com/>

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