



# Social Media Analytics

## The Critical Engineer

### YouTube YouTube Brand Account The Critical Engineer

The Critical Engineer Event



223 Views



9 Likes

Louise & Ian Stuart



15 Views

Louise & Ian Stuart



17 Views

Paul Fagan WCS



29 Views

### Feedback Forms - for those attending on the day

10 Completed, all positive responses with regards to helping participants understanding of meta skills, contents of the sessions etc.

#### Examples of additional comments :

Really invaluable insight from the panel. Thought provoking and encourages all to step back and really think how we are approaching things. Will be very keen on attending further sessions as part of my own personal development within my current (and hopefully) future roles.

Event covered a huge amount in a short time - great pace and timekeeping which ensured everyone stayed focussed. Some amazing innovative ideas to help attendees think about how they can apply these skills in their workplace. Speakers were excellent.

Wonderful event. Very well organised and refreshing approach. MC was very good.

The duration of the event was perfect for a webinar with a good range of speakers/topics. Thanks

Wonderful event. Very well organised and refreshing approach. MC was very good.

Louise as host was excellent and the livestream presentation with presenters being brought in and out was very smoothly executed. Enjoyed Alastair and Gordons presentation and also felt Lynne spoke well with some great insight.



# Social Media Analytics

## The Critical Engineer



### Twitter Page - @TheCriticalENG Analytics Data

Total Tweets	Engagements	Retweets	Likes	User Profile Clicks	Url Clicks	Detail Expands	Media Views	Media Engagements	Followers
50	320	29	64	23	13	53	139	138	55

*Media Views* = How many times video was viewed  
*Media Engagement* = How much engagement came from that view, ie likes, retweets, comments etc.

#### Examples of additional comments :

“ “ This event from @TheCriticalEng provides actionable insight to help SMEs navigate through Covid-19. Hear from industry leaders, take part in discussions, learn from the experts. ” ”

“ “ Our partnership with @TheCriticalEng project aims to help engineering SMEs develop a culture of innovation across Scotland. ” ”

“ “ This is an amazing project and one which will far outreach the initial scope. There will be a few of these tweeted to help people develop Skills 4.0 (and understand their importance!) ” ”

“ “ Perth College UHI @WestCollScot @FVCollege are working together on a transformational national project @TheCriticalEng providing actionable insight to help engineering SME's to navigate through Covid. ” ”



# Social Media Analytics

## The Critical Engineer



Facebook Page  
/thecriticalengineer



9 Likes



223 Shares



WCS Twitter Page  
Event Activity



9 Likes



223 Re-Tweets



WCS  
LinkedIn Page



60 Likes



LinkedIn WCS Page  
The Critical Engineer



60 Likes



4 Comments



Thanks everyone, that was a fantastic session, highly recommended.



Really looking forward to working with the team on Critical Engineer

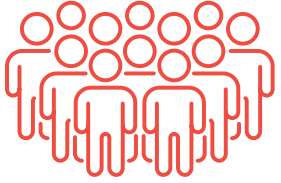


My son declared the biscuit 'most excellent'

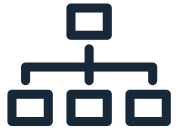


Fantastic event, thanks for having me!





# Breakdown of Critical Engineer Event attendees



## Attendance by Organisation Type

Organisation Type	Number
Public Sector	3
SME	18
Academic (e.g. College)	18
Intermediary (e.g. SDS)	18
Presenter	4
<b>Total</b>	<b>61</b>



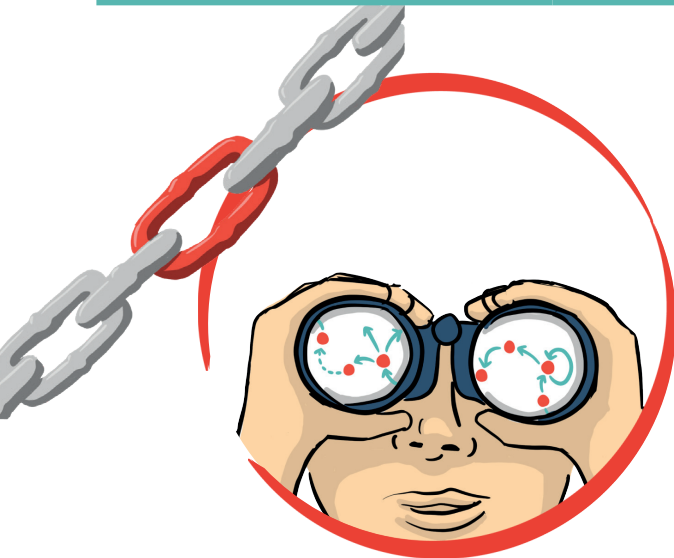
## Attendance by Job Role

Job Role	Number
Director	11
SMT	11
Manager	27
Technical	12
<b>Total</b>	<b>61</b>



## Where did Attendees hear about the event

Medium	Number
Social Media	9
Colleague	21
Email	4
WCS	27
<b>Total</b>	<b>61</b>



Topic	1st	2nd	3rd	4th
Embracing Critical Challenges	8	8	7	1
Unlock Your Toolkit of Innovation and Change	0	8	7	6
The Language of Meta Skills	10	2	5	5
Creating a Culture of Innovation	6	4	2	10
<b>Total Responses</b>	<b>24</b>	<b>22</b>	<b>21</b>	<b>22</b>