

The Social Media Habits of **GEICO, MetLife, Liberty Mutual,**  
and hundreds of other brands active on **Facebook & Twitter...**

...analyzed by **unmetric**

Some screenshots from the **unmetric** web application...

## Pick and choose brands to analyse on **facebook.**

Select brands you compete with or just about any brand you'd like to study in depth (even if they're not in your sector)

**Add a Facebook Page to Analyze**

**Select a Sector**

- Overseas
- Financial Services
- FMCG-Food/Beverages
- FMCG-Home Care
- FMCG-Personal Care
- Insurance**
- Luxury Brands
- Media





**Select a Geography**

- All Geographies
- North America**
- Europe
- Asia
- Australia
- Africa

(Note: By default pages with a worldwide focus are included in all the above selections)

**Choose from these 15 Facebook pages in Insurance**

Search within the selected sector/geography:

	<b>MetLife</b> Likes:69,740 - Geo Focus:Worldwide	<a href="#">+ Add</a>
	<b>Nationwide Insurance</b> Likes:11,602 - Geo Focus:Worldwide	<a href="#">+ Add</a>
	<b>Northwestern Mutual</b> Likes:23,661 - Geo Focus:USA	<a href="#">+ Add</a>
	<b>SafeAuto Insurance</b> Likes:6,075 - Geo Focus:Worldwide	<a href="#">+ Add</a>

**Looking for a Sector or a Facebook Page not listed here?**

Let us know what's missing and we'll add it to our 'crunch this' list ASAP. Please enter the name of the sector or page or better still, their Facebook page address (URL).

[Submit](#)

[Learn more.](#) monitoring.

# With **unmetric**

## Get a bird's eye view and alerts on brands that matter to you

**unmetric**

[Summary](#) of [Facebook Pages I sometimes monitor](#) for the [last 7 days](#)

Brand	Logo	Likes	New Likes (last 7 days)	Geo Focus	Sector	Action
Aflac		13,199	140	USA	Insurance	<a href="#">→ Detailed Analytics</a>
Allstate Insurance		37,481	281	USA	Insurance	<a href="#">→ Detailed Analytics</a>
American Family Insurance		41,207	122	USA	Insurance	<a href="#">→ Detailed Analytics</a>

**ALERTS** for your Facebook brands and the "Insurance" sector in the last 7 days

<p>39,741. That's the number of fans these 15 brands added to their fan-base.</p>	<p>With a growth rate of <b>16%</b>, <b>Met Life</b> enjoyed the highest fan growth rate amongst the 15 brands you are monitoring. <a href="#">See how they grew.</a></p>	<p>Among the 15 brands you are monitoring, <b>Safe Auto</b> was engaging best with their fans. <a href="#">Learn more.</a></p>
<p>433 new posts were written across these 15 'brand walls'. That's an average of <b>4.8</b> posts per day - per wall!</p>	<p><b>3,051,188</b> is the total number of fans across these 15 pages. <b>Farmers Insurance</b> leads the pack with 2,287,928. <a href="#">Learn more.</a></p>	<p><b>A post</b> by <b>North Western Mutual</b> struck a chord - with the best engagement amongst 1 posts by the 15 brands you are monitoring.</p>

# With **unmetric**

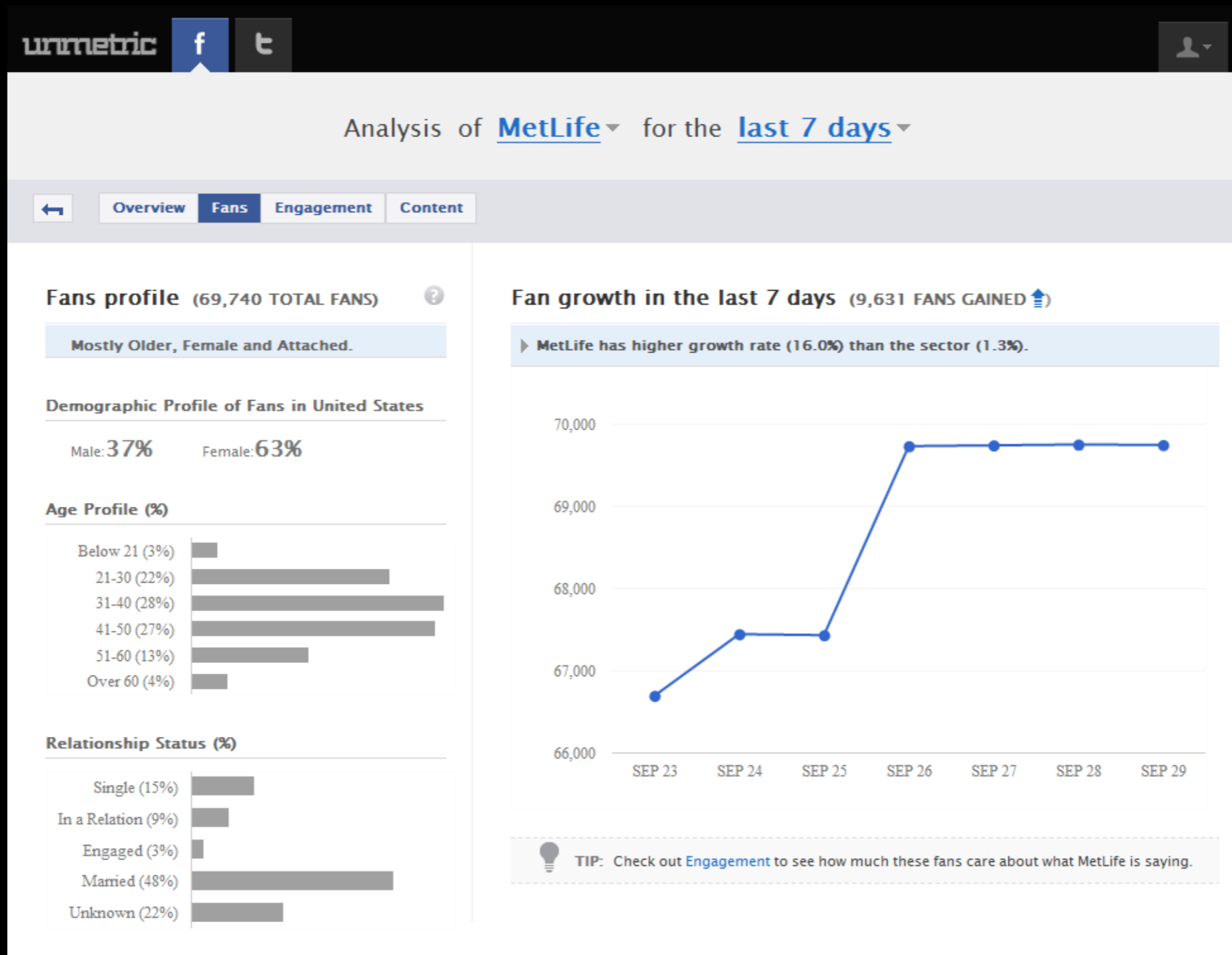
## Dive deep into any brand

The screenshot displays the unmetric dashboard for a Facebook page analysis. At the top, the unmetric logo is on the left, and navigation icons for Facebook and Twitter are in the center. On the right, there is a user profile icon. Below the navigation, the main heading reads "Analysis of **MetLife** for the **last 7 days**". A secondary navigation bar includes a back arrow and tabs for "Overview", "Fans", "Engagement", and "Content".

The dashboard is split into two main columns. The left column, titled "About this Facebook page", features the MetLife logo, a "Worldwide" location tag, and an "Insurance" category tag. It displays "69,741 TOTAL LIKES" and "9,631 NEW LIKES (last 7 days)". Below this is a "Company Overview" section with a brief description of MetLife, Inc. and a link to "Visit the MetLife facebook page".

The right column, titled "Activity in the last 7 days", provides a summary of recent activity. It shows "9,631 New Fans" with a note that the fan base grew faster than the average Insurance Facebook page. It also shows "56 Posts" with a note that engagement was above average, and "0 Tags" with a note about content diversity. At the bottom of this column is a "Notes & Alerts" section with two bullet points: "Met Life grew its fan-base faster than all other Insurance pages. See how they're growing." and "The average Insurance page added 2,013 fans in the last 7 days."

## Study their **Fan Growth** and **Fan Profile**...



## ...and their Rules of Engagement

The screenshot displays the unmetric dashboard for American Family Insurance. The top navigation bar includes the unmetric logo, social media icons for Facebook and Twitter, and a user profile icon. The main header indicates the analysis is for American Family Insurance over the last 7 days. Below this, there are tabs for Overview, Fans, Engagement (selected), and Content. The dashboard is divided into two main columns. The left column contains a summary of engagement details and a sentiment analysis. The right column shows a list of Facebook posts with their respective engagement metrics.

**unmetric** f t

Analysis of [American Family Insurance](#) for the [last 7 days](#)

← Overview Fans **Engagement** Content

► Most posts were by the community.  
► More positive than negative vibes on this wall.

**Engagement Details**

Total Posts  
**14**

Admin **3**

Fans **11**

**Sentiment Analysis**

😊 7 Posts  
😄 7 Posts 😞 0 Posts

► American Family Insurance is engaging well with its community. [Here's why](#)

**Facebook Posts in the last 7 days** [How we compute Engagement Scores](#)

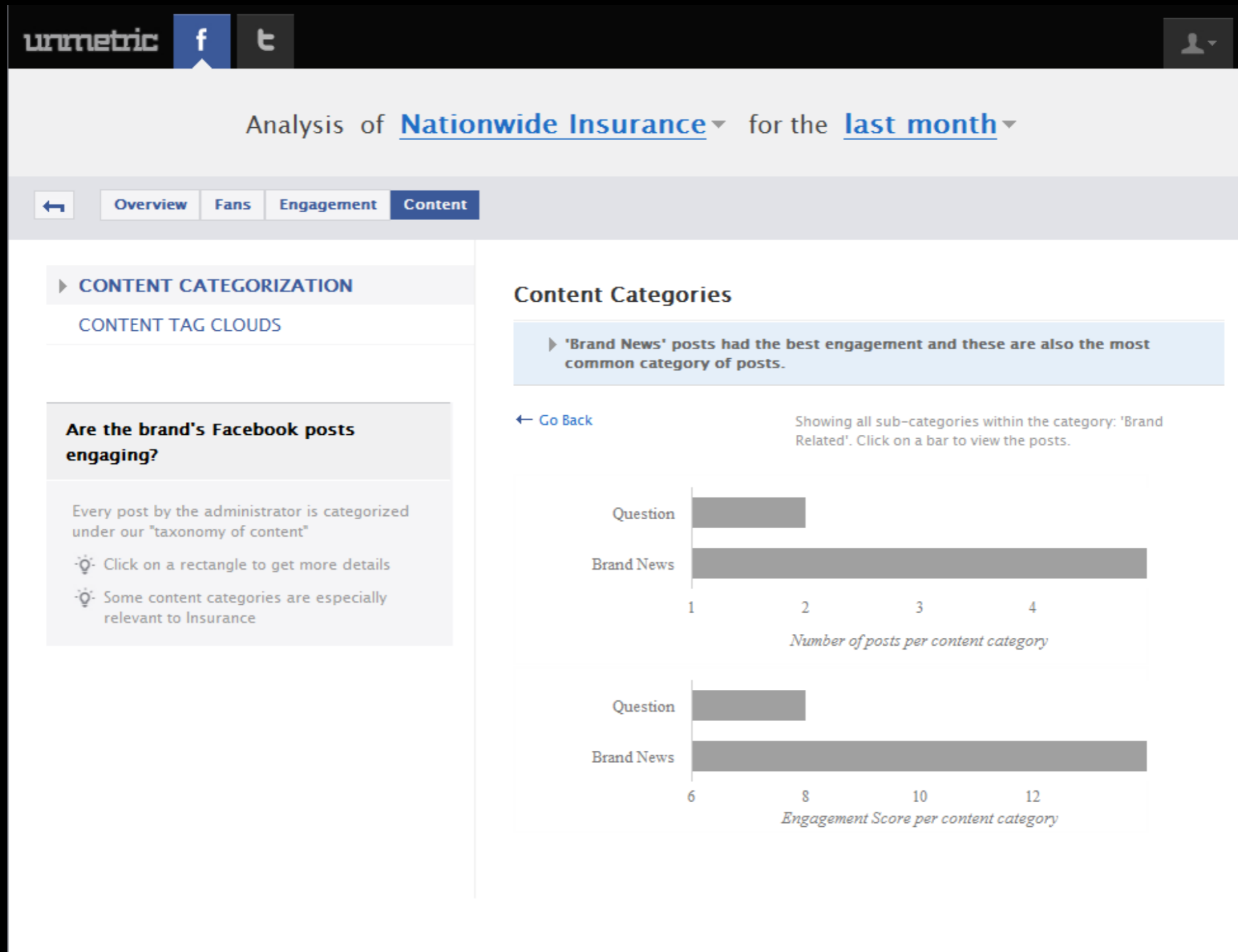
The first stop of the American Family Insurance Selection Tour for the 2012 Under Armour All-America High School Football Game was yesterday at Baltimore's Gilman School for the jersey presentation to Cyrus Jones. Congratulations Cyrus! 👍 15 💬 3 🔄 4  
— Wed, Sep 28 at 07:15 PM • [View original Post](#)

Sundays are for the NFL, but we're thinking high school football this week as the American Family Insurance Selection Tour for the 2012 Under Armour All-America High School Football Game kicks off. This Tuesday, we'll be at Baltimore's Gilman School, where Cyrus Jones will receive his honorary game jersey at a school assembly. It's the first stop in a four-month national tour highlighting America's top seniors selected for the Jan. 5 game. 👍 20 💬 2 🔄 5  
— Sun, Sep 25 at 07:38 PM • [View original Post](#)

The best part of Fall is ..... 👍 14 💬 83 🔄 21  
— Fri, Sep 23 at 07:01 PM • [View original Post](#)

► [See the Facebook Wall for American Family Insurance](#)

## Dissect their Content Strategy like never before





## Dissect their Content Strategy like never before



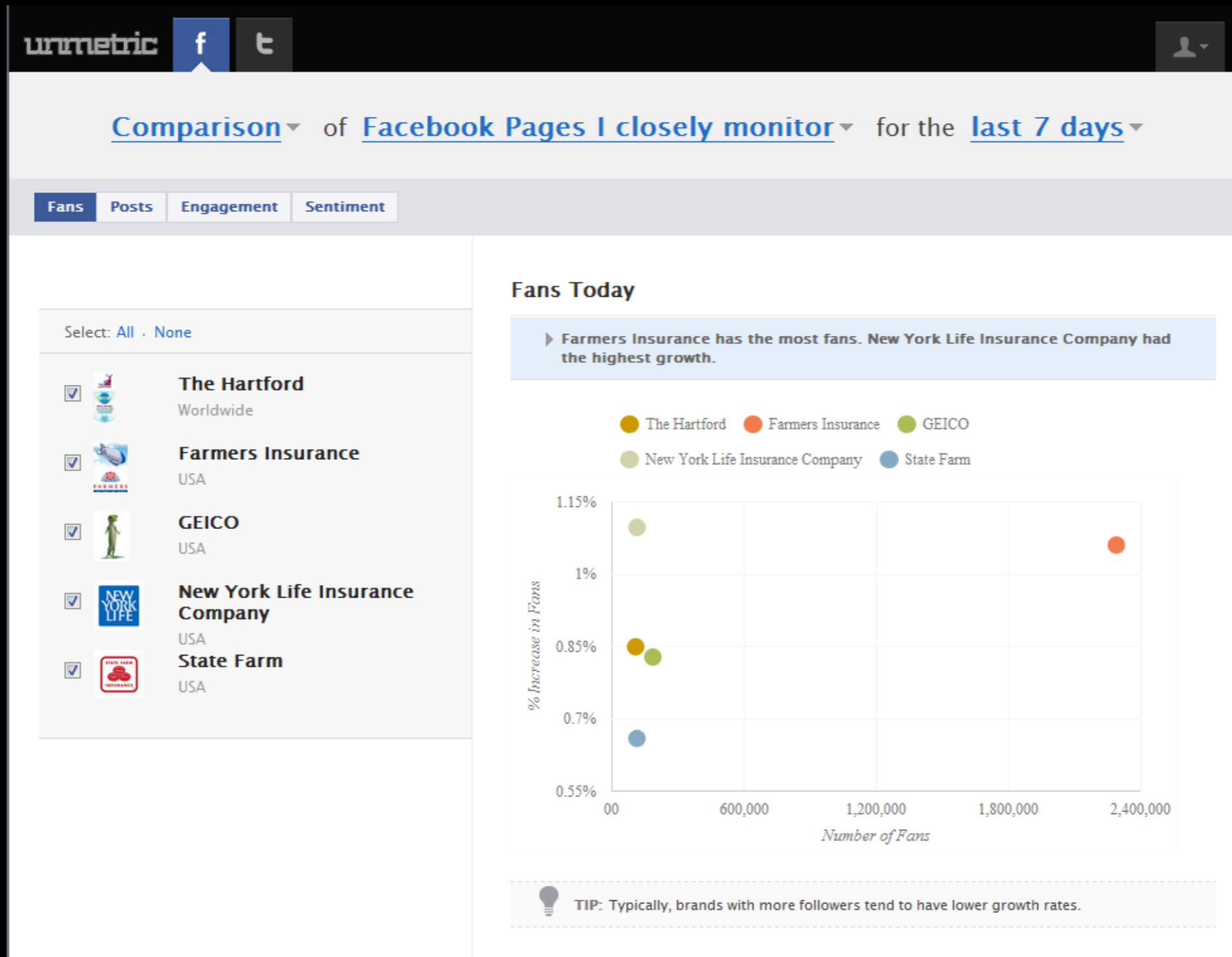
With unmetric

---

Compare what matters on

**facebook.**

## Compare Facebook fans and...



## Compare Facebook fans and... engagement and more

The screenshot displays the Wnnmetric dashboard interface. At the top, there are navigation icons for Wnnmetric, Facebook, and Twitter. The main header indicates a comparison of Facebook pages for the last 7 days. Below this, there are tabs for Fans, Posts, Engagement, and Sentiment, with Engagement currently selected. On the left side, a list of five Facebook pages is shown, each with a checkbox and a small profile picture icon. The pages are: The Hartford (Worldwide), Farmers Insurance (USA), GEICO (USA), New York Life Insurance Company (USA), and State Farm (USA). On the right side, a horizontal bar chart titled 'Engagement in the last 7 days' shows the engagement scores for these pages. The x-axis represents the engagement score, ranging from 0 to 6. The bars show the following approximate scores: The Hartford (1.0), GEICO (2.0), State Farm (3.0), New York Life Insurance Company (6.0), and Farmers Insurance (0.5). A tip box at the bottom right contains a lightbulb icon and the text: 'TIP: A couple of engaging posts, every once in a while, is all it takes to get your scores up.'

Wnnmetric

Comparison of Facebook Pages I closely monitor for the last 7 days

Fans Posts Engagement Sentiment

Select: All · None

- The Hartford**  
Worldwide
- Farmers Insurance**  
USA
- GEICO**  
USA
- New York Life Insurance Company**  
USA
- State Farm**  
USA

### Engagement in the last 7 days

[How we compute Engagement Scores](#)

► New York Life Insurance Company engaged best with its fans.

Page	Engagement Score (approx.)
The Hartford	1.0
GEICO	2.0
State Farm	3.0
New York Life Insurance Company	6.0
Farmers Insurance	0.5

**TIP:** A couple of engaging posts, every once in a while, is all it takes to get your scores up.

**twitter  is similar**

**with some unique features of its own...**

We have...

unmetric

# twitter summary of a brand


The screenshot shows the Unmetric dashboard for the Twitter account @NewYorkLife. The dashboard is divided into two main columns. The left column, titled 'About this Twitter ID', provides profile information: the account name is @NewYorkLife, located in the USA, in the Insurance industry, with 5,728 total followers and 436 new followers in the last 7 days. The bio identifies it as the New York Life Insurance Company and includes a link to their social media page. The account was active since April 28, 2009. The right column, titled 'Activity in the last 7 days', shows 436 new followers (noting that the follower base grew faster than the average insurance account), 8 tweets (noting that most are proactive), and 0 minutes of average reply time (noting that this is the average reply time for the account). At the bottom of the right column, the Klout score is 52, with a link to see the analysis on klout.com.

unmetric f t

Analysis of [@NewYorkLife](#) for the [last 7 days](#)

Overview Follower & Followee Frequency & Timing Analysis of Replies

### About this Twitter ID

 **@NewYorkLife**  
USA Insurance

**5,728** TOTAL FOLLOWERS  
**436** NEW FOLLOWERS (last 7 days)

**Bio (from twitter.com)**  
New York Life Insurance Company -- The Company You Keep® Read our disclaimers, here: [www.newyorklife.com/socialmedia](http://www.newyorklife.com/socialmedia)

Active since: Apr 28, 2009


[Visit the @NewYorkLife twitter account](#)

### Activity in the last 7 days

**436** New Followers  
→ Follower base grew faster than the average Insurance Twitter account

**8** Tweets  
→ Most of their tweets are proactive

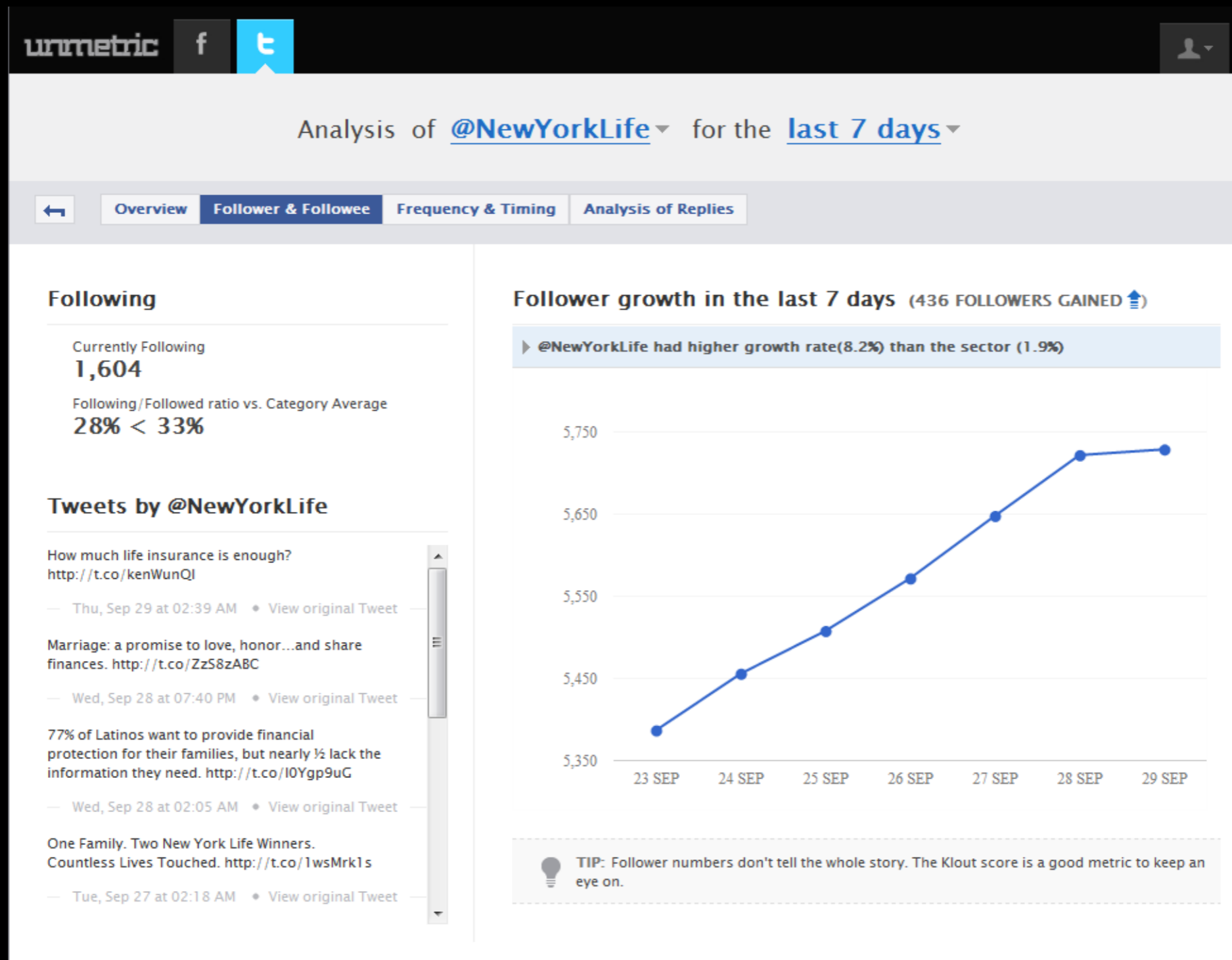
**0** minutes  
→ That's the Average Reply Time (ART) for @NewYorkLife

 **KLOUT** Score (What's this?)

**52** See analysis of @NewYorkLife at [klout.com](http://klout.com)

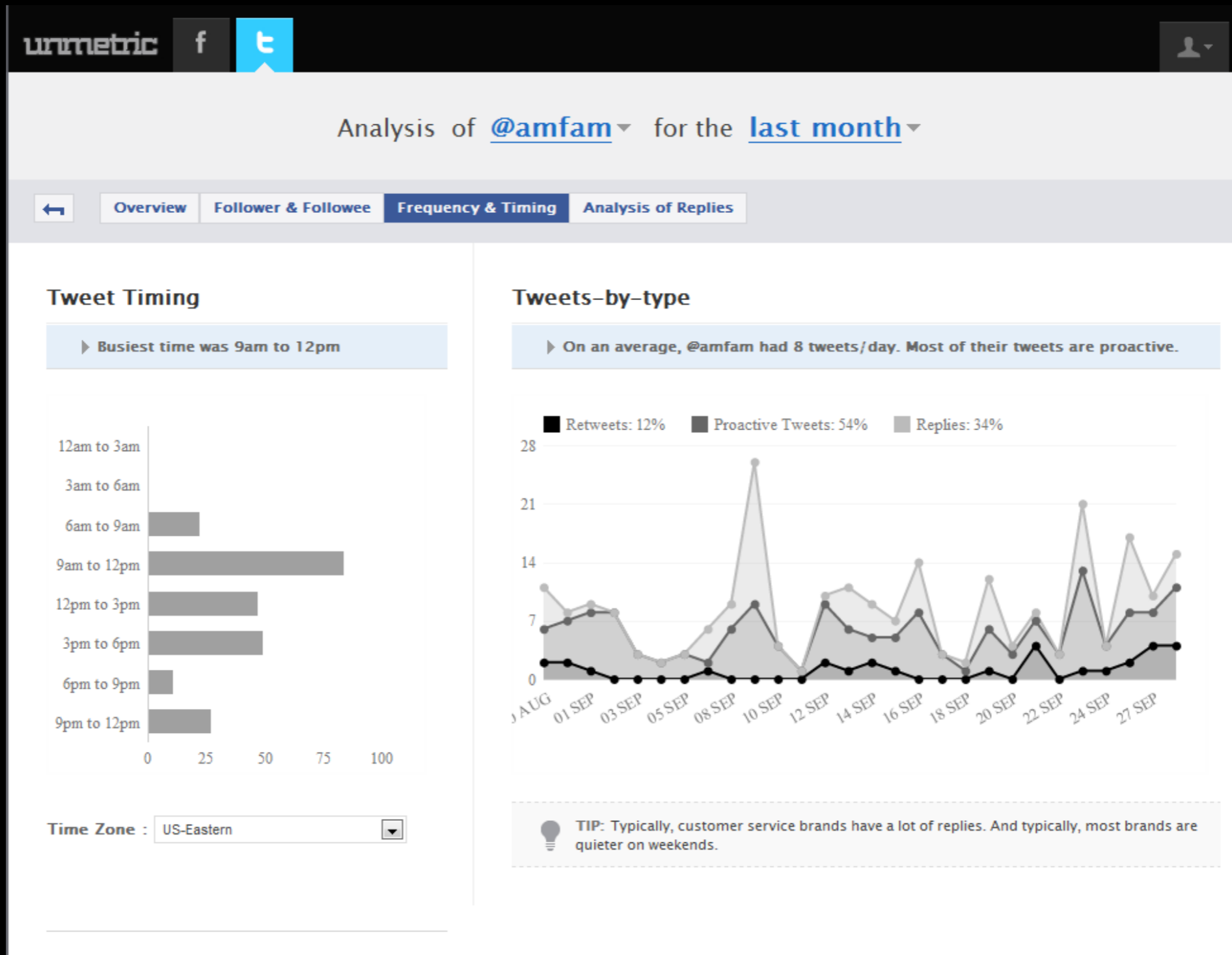
We have...

# follower growth & followee ratio



We have...

tweet timing (in various ways)





and lots more, including...

# @reply metrics: in depth

unmetric f t

Analysis of [@LibertyMutual](#) for the [last month](#)

Overview Follower & Followee Frequency & Timing **Analysis of Replies**

### Sentiment of Queries

What were the replies by @LibertyMutual in response to: customer's criticism, praise or some other sentiment?

20% of the queries were neutral

79% positive 0% negative

### ART (Average Reply Time)

As more brands embrace Twitter as a customer service channel, the ART will become an increasingly important metric - to benchmark for oneself and against the competition

On an average, @LibertyMutual replied in 13hr, 24min

Reply Time Range	Percentage
Within 15 mins	~20%
15 mins to 1 hour	~70%
1 hour to 24 hours	~10%
More than 24 hours	~0%

### Sample Queries & Replies

Response Time: 33 minutes

@chaoticIT at 05:06 AM on 09/28/2011  
@libertymutual one of your people called my hotel room with some important info... and that guy is not here. PM me for info

@libertymutual at 05:39 AM on 09/28/2011  
@chaoticIT Please contact me at social@libertymutual.com to review. Thanks - Carol

<< Previous Tweet Next Tweet >>

**REMEMBER:** Reply does NOT necessarily mean resolution. Nevertheless, acknowledging someone's tweet is the first step to engaging with them.

## Compare Followers

The screenshot shows the WUmetric interface for comparing Twitter followers. At the top, there are navigation icons for WUmetric, Facebook, and Twitter. The main heading is "Comparison of Twitter IDs I closely monitor for the last 7 days". Below this, there are tabs for "Followers", "Followees", "Frequency", "Timing", "Replies", "Sentiment", and "Klout". The "Followers" tab is selected.

On the left, there is a list of selected Twitter accounts for comparison:

- Allstate Insurance (@Allstate)
- Chubb Insurance (@ChubbInsurance)
- Progressive (@Progressive)
- State Farm (@StateFarm)
- Travelers Insurance (@TRV\_Insurance)

On the right, the "Total Followers" section features a scatter plot. A summary box states: "@Allstate has the most followers. @Allstate had the highest growth." The legend identifies the data points: @Allstate (yellow), @ChubbInsurance (orange), @Progressive (green), @StateFarm (light green), and @TRV\_Insurance (blue). The Y-axis is labeled "% Increase in Followers" (0% to 6%) and the X-axis is labeled "Number of Followers" (5,000 to 25,000).

Brand	Number of Followers (approx.)	% Increase in Followers (approx.)
@Allstate	22,000	4.5%
@ChubbInsurance	7,000	1.0%
@Progressive	8,500	0.8%
@StateFarm	16,500	1.2%
@TRV_Insurance	6,000	1.3%

A tip box at the bottom reads: "TIP: Typically, brands with more followers tend to have lower growth rates."

# And comparisons too...

## Compare Followers... and a lot more

The screenshot shows the unmetric interface for comparing Twitter accounts. At the top, there are navigation tabs for 'Followers', 'Followees', 'Frequency', 'Timing', 'Replies', 'Sentiment', and 'Klout'. The 'Timing' tab is selected. Below the tabs, a list of accounts is shown with checkboxes: Allstate Insurance (@Allstate), Chubb Insurance (@ChubbInsurance), Progressive (@Progressive), State Farm (@StateFarm), and Travelers Insurance (@TRV\_Insurance). To the right, a chart titled 'Timing of Tweets (%) in the last 7 days' shows the distribution of tweets for each account across four time periods: 12AM-6AM, 6AM-12PM, 12PM-6PM, and 6PM-12AM. A callout box states 'Most tweets happened between Noon and 6PM.' Below the chart, a dropdown menu shows 'Current Time Zone: US-Eastern'. A note at the bottom indicates that the time zone applies to all brands being analyzed.

Comparison of Twitter IDs I closely monitor for the last 7 days

Followers Followees Frequency **Timing** Replies Sentiment Klout

Select: All · None

- Allstate Insurance @Allstate
- Chubb Insurance @ChubbInsurance
- Progressive @Progressive
- State Farm @StateFarm
- Travelers Insurance @TRV\_Insurance

### Timing of Tweets (%) in the last 7 days

► Most tweets happened between Noon and 6PM.

Account	12AM-6AM	6AM-12PM	12PM-6PM	6PM-12AM
@Allstate	0%	~55%	~45%	0%
@ChubbInsurance	0%	~40%	~60%	0%
@Progressive	0%	~45%	~55%	0%
@StateFarm	0%	~35%	~65%	0%
@TRV_Insurance	0%	~55%	~45%	0%

Current Time Zone: US-Eastern

The time zone shown above will apply to all brands you are analyzing.

Today, most brands are “flying blind” on Social Media !

**unmetric** helps you navigate better – with objective metrics & benchmarks



# unmetric

Competitive Social Media Intelligence

SECTORS WE COVER

Airlines  
Automotive  
Banks & Financial Institutions  
Consumer Packaged Goods  
Insurance  
Pharma  
Publishing  
Restaurant Chains  
Retail Chains  
Technology  
Telecom  
Travel Portals

Contact :

Lakshmanan (Lux) Narayan  
CEO & Co-Founder

[lux@unmetric.com](mailto:lux@unmetric.com)

+1 (415) 651 4524  
+91 9840 573784