STC Web Analytics Dashboard

User Manual

Version 1.0

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1. Introduction

This User Manual (UM) provides the information necessary for STC employees to effectively use the STC Analytics Dashboard.

1.1 Overview

The system consists of a website, hosted on STC's domain that contains two major functions: an analytics dashboard and a report generation tool. Both of these features pull data from STC's social media accounts (Facebook, Instagram, YouTube, etc). The dashboard aggregates all this information into one place, generating graphs based on the data, organised by a date picker. In a similar fashion, the report generation tool automatically creates an Excel spreadsheet based on a selected timeframe and downloads it to your personal device, displaying the data in a tabular format.

For each of these features, there are different configurations available, such as which data sources to select, the time period, the data resolution (1st-15th of each month or full month) and more.

The website also contains a role-management system for different users, with Admins having more freedom (such as removing users) than the default role. Internationalisation is also supported by the application and different languages can be selected by the user (currently English, German, and Simplified Chinese).

There are more features available, which will be discussed thereafter, however these are the main functions users will experience. Please refer to the technical document for System Architecture and other technical diagrams.

2. Getting Started

2.1 User Access Considerations

A user in this system can have one of two roles. The first is the Default role, allowing the user to view web analytics and generate reports. The Admin role is able to do everything the default role can with the addition of managing the users using the dashboard and managing the connection to various data sources.

2.2 Accessing the System

Go to https://www.analytics.stc.group, then press the "Sign" In button, which will redirect you to a Google sign in page. Make sure only to sign with a registered Google account - otherwise, you will receive an error telling you to sign in with a different email address. See the Sign In Page error messages section for more information.
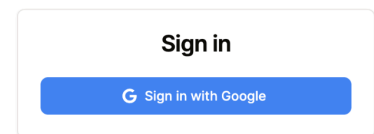
2.3 System Organization & Navigation

Navigation of the system is done with the top header. Depending on screen size, the navigation of the system will look different. For larger displays, three options will display on the left of the navigation bar. The first option labelled **Dashboards** is a dropdown with a collection of interactive dashboards including the Social Dashboard and Year Comparison Dashboard. The second option is labelled **Reports**, this will navigate to the Report Generation page. The last option is labelled **Settings**, which will navigate to the Settings page.
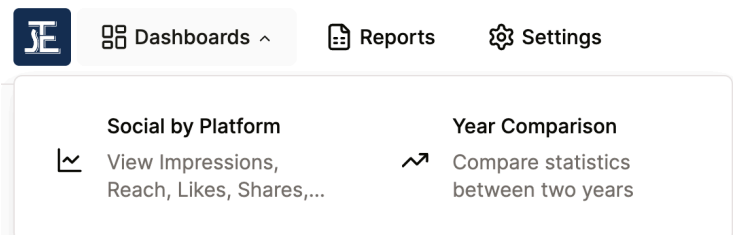
On smaller displays, navigation will be done via the account dropdown. To display this dropdown, select your account's profile picture. This will give you the same options as above in a list view, allowing you to navigate to the various dashboard pages, report generation page, and settings page. Note that this menu can also be accessed on larger displays.
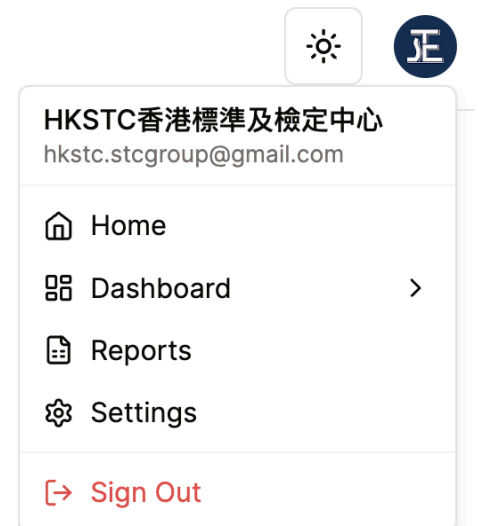
3.   Using the System

The following subsections provide detailed, step-by-step instructions on how to use the various functions or features of the STC Web Analytics Dashboard.

3.1   Universal Features

3.1.1   Theme Toggle

The dashboard has support for both light and dark mode depending on user preference. To switch between themes simply click on the theme toggle next to the account dropdown. This will display three options: Light, Dark, and System. The system option will set the dashboard theme to match your device's theme preference.
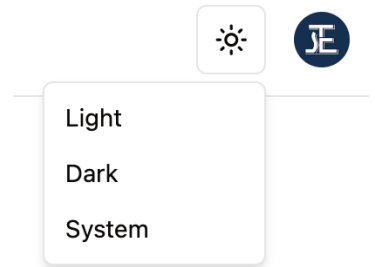
3.1.2   Chart Download

The chart download button allows you to download any chart as it is currently displayed. To download a chart simply click the download button above the chart you are trying to download. This will save a png image to your computer.

3.1.3   Month Resolution Switch

The month resolution switch allows you to toggle between visualising the first 15 days of the month, or the entire month (months with 31 days will return only 30 days of data for Meta). This switch is found in conjunction with a date selection dropdown. (e.g., Social Dashboard Date Selection or Year Comparison Date Selection).
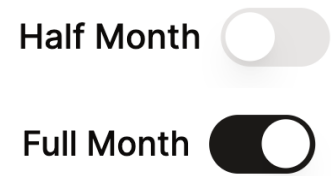
3.1.4   Metric Selection
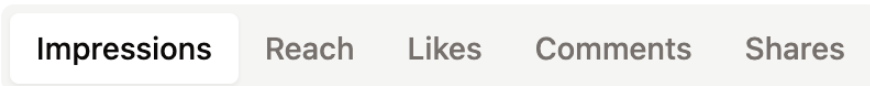
The social dashboard is separated by web analytic metrics (e.g., Impressions, Likes, Shares, etc.). Each metric can be individually selected to view data from all connected data sources (e.g., YouTube, Instagram, Facebook, etc.) for the date range and month resolution. The selection of metrics will vary based on your screen size.

On larger displays, the metric selection will be done in the form of a horizontal list of tabs. For smaller displays the selection will change to a dropdown list showing the same metrics.
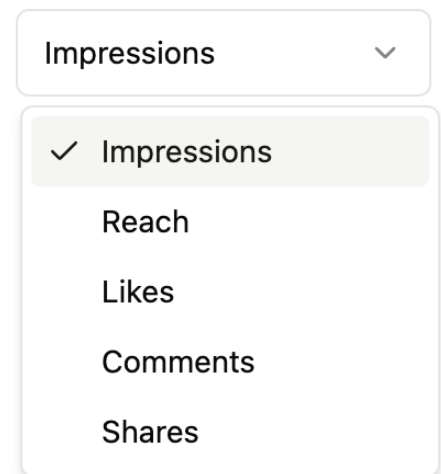
3.2   Social Dashboard

3.2.1   Date Selection

To select the date range to visualise, you will need to select a year and month from two dropdowns. This date range is inclusive. In the example to the right it will show all data for October 2023 to February 2024, including both months meaning five months in total.

Oct 2023 ⇕   to   Feb 2024 ⇕

3.2.2   Data Source Cards

Facebook (STC) ⬜	Facebook (HKCC) ⬜	Instagram ⬛	YouTube ⬛
614	**312**	**206**	**745**
122.8 average per month	62.4 average per month	41.2 average per month	149 average per month

Data source cards display two numbers. The larger one is the sum of that specific metric for the selected date range and mont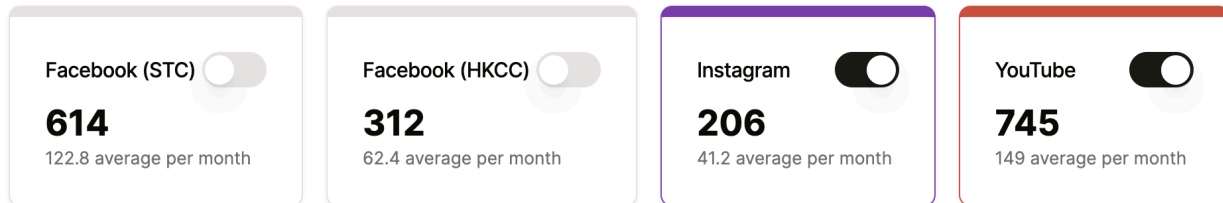h resolution. The second number is the calculated average per month. Each card has a toggle switch which enables/disables that data source from displaying on the chart.

3.2.3   Chart

The chart will display the month by month data for the selected date range and resolution for all enabled data sources. This allows you to notice trend lines from month to month. To see more in depth data of each month you can hover or click on that line on the chart. This will show a popup with the data for that month and the change since the previous month.

Likes

⬇

January 2024

YouTube	0
-100.00% from December 2023	
Facebook (STC)	20
-55.56% from December 2023	
Instagram	53
+488.89% from December 2023	
Facebook (HKCC)	0

Likes

225
150
75
0
-75

February 2023   April 2023   June 2023   August 2023   November 2023   February 2024

Facebook (HKCC)   Facebook (STC)   Instagram   YouTube
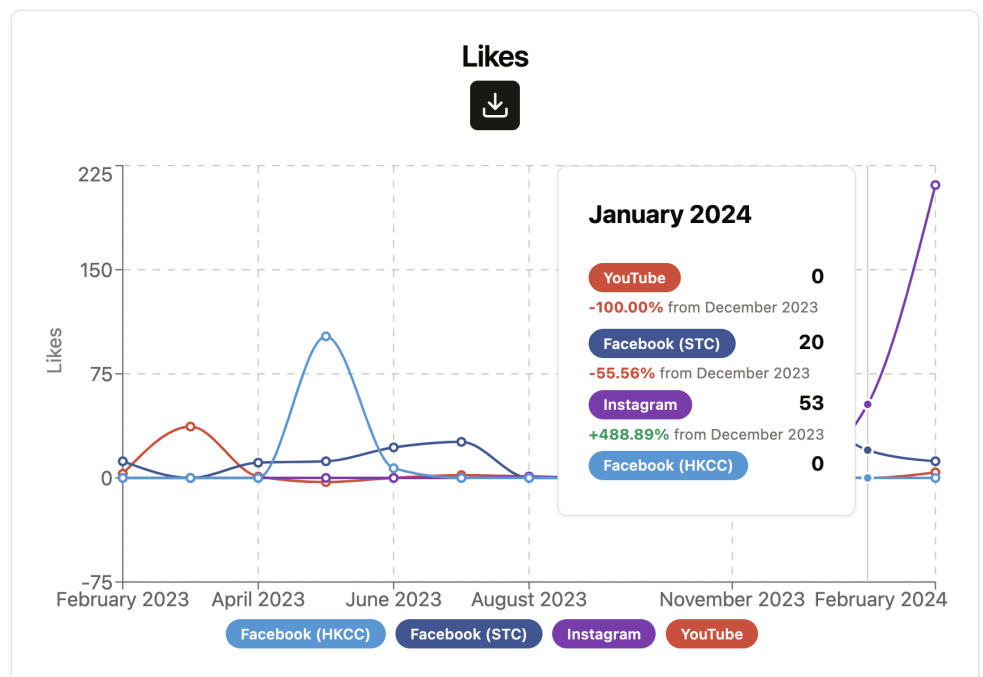
3.3   Year Comparison

3.3.1   Date Selection

To select the years to visualise you will need to select the years from the two dropdowns.

Compare [2023 ⌄] with [2024 ⌄]

3.3.2   Data Source Cards

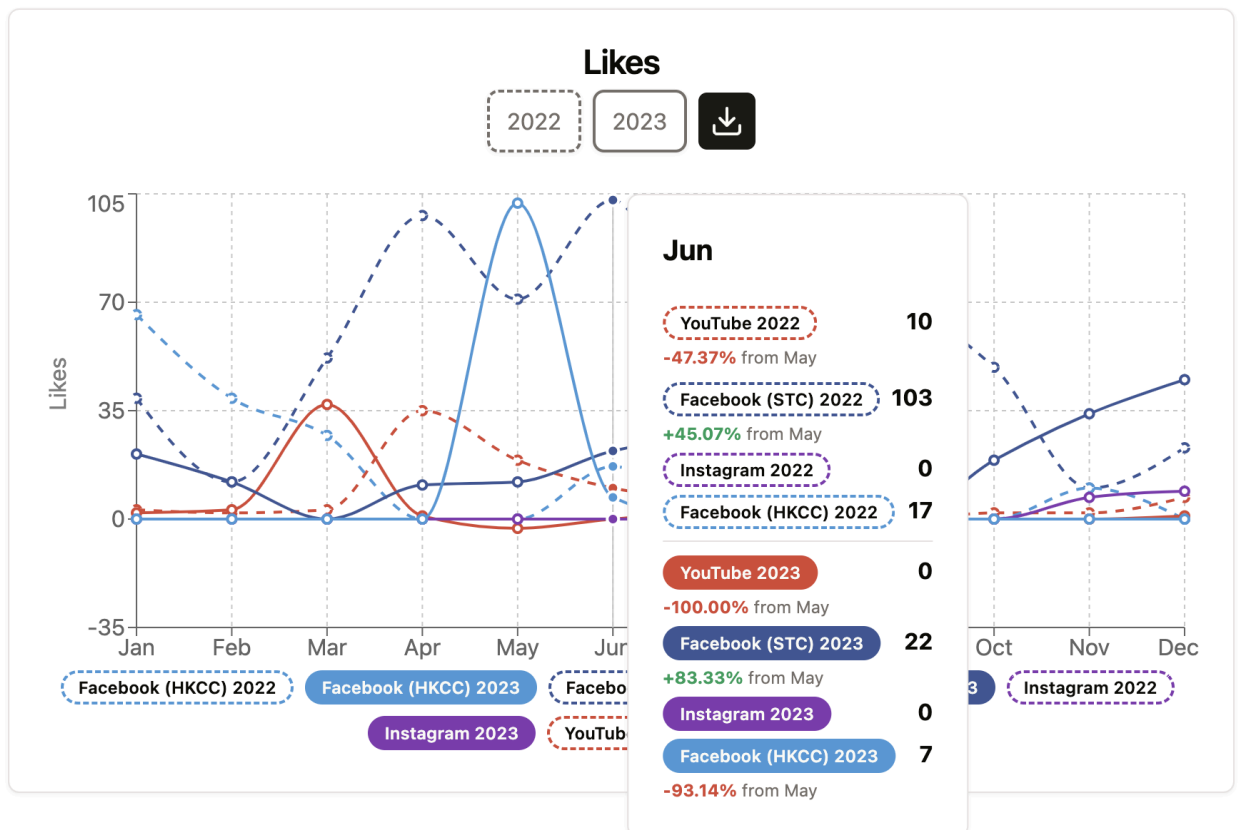| Facebook (HKCC) ⬤	Facebook (STC) ⬤	Instagram ⬤	YouTube ⬤
-53	**-436**	**+17**	**-46**
-32.72% change	-68.34% change		-51.11% change

Data source cards display two numbers. The larger one is the change between the first and second year. The second number is the change percentage between the first and second year. Each card has a toggle switch which enables/disables that data source from displaying on the chart.

3.3.3   Chart

The chart will display data from January to December for the two months that are selected. The first month will display as a dashed line, and the second will be a solid line. To reduce the number of lines being displayed you can turn off each individual data source.

Likes

[2022] [2023] [⬇]

Jun

YouTube 2022	**10**
-47.37% from May	
Facebook (STC) 2022	**103**
+45.07% from May	
Instagram 2022	**0**
Facebook (HKCC) 2022	**17**
YouTube 2023	**0**
-100.00% from May	
Facebook (STC) 2023	**22**
+83.33% from May	
Instagram 2023	**0**
Facebook (HKCC) 2023	**7**
-93.14% from May	

Legend: Facebook (HKCC) 2022, Facebook (HKCC) 2023, Faceboo..., Instagram 2023, YouTub..., ...3, Instagram 2022

3.4   Report Generation

3.4.1   Date Selection

Date Range

Jan 2024 to Feb 2024

Month Span

Both Full & Half Month

Reports are generated for a specific time interval. Select the start and end months to specify this interval. Note that reports can be generated only with an interval of maximum 2 years. Then, select the month span: "Full Month" means that the report is broken down into calendar-month intervals, whereas "Half Month" means data for only the 1st-15th of each month is shown. "Both Full & Half Month" includes both sections in the report. Press "Next Step" after the dropdowns have been configured.

3.4.2   Social Media Data Sources

YouTube
YouTube

Facebook (STC)
Facebook (STC)

Instagram
Facebook (STC)

Facebook (HKCC)
Facebook (HKCC)

Next, toggle the relevant social media data sources you want to include in the report. You may drag and drop data sources to reorder how they will be presented.

3.4.3   Social Media Metrics

Toggle which metrics you would like to appear in the report for each data source. Note that not every metric is available for every data source. Metrics that are not available will be omitted from the report. Then, press "Next Step".

Metrics

☑ **Impressions**

The number of times your content is displayed.

☑ **Reach**

The number of unique accounts that have seen your content.

☑ **Profile Views**

The number of times your profile was viewed.

☑ **Likes**

The number of likes on your content.

☑ **Comments**

The number of comments on your content.

☑ **Shares**

The number of shares of your content.

3.4.4 Configure Google Analytics

Google Analytics 4

Websites

☑ **STC**
https://stc.group/

☑ **HKCC**
https://www.hk-cc.hk/

☑ **HKIC**
https://www.hk-ic.com/

Metrics

☑ **Active Users**
The number of users who have visited your site.

☑ **Avg Session (s)**
The average length of a session.

☑ **Event Count**
The number of events.

☑ **Page Views**
The total number of pages viewed.

Next, configure report settings related to Google Analytics, which contains metrics related to the three STC websites. Toggle which of the three websites you would like to be included in the report. Then, toggle which metrics you would want included for each of those websites. Then, press "Next Step".

3.4.5 Preview

| Social Media | GA4 (STC) | GA4 (HKCC) | GA4 (HKIC) |

At the final step, you will see a preview of what format the generated report would take. You may select each of the four tabs to see the format of each of the spreadsheets to be generated. If you would like to change the report format, you can click "Previous Step" or click on any of the previous steps to make changes to the configuration. Otherwise, click "Generate and Download Report", and in a few seconds, the completed MS Excel report will be downloaded to your "Downloads" folder.

3.5 Settings

3.6 User Management

Image	Name ↑↓	Email ↑↓	Role ↑↓	
JE	HKSTC香港標準及檢定中心	hkstc.stcgroup@gmail.com	Admin	···

+ Add User   Previous   Next

Admins have access to the user management panel, which controls this list of registered users. Only registered users are able to login to the website and view STC data. Admins can add/remove and promote/demote users. To remove a user or change the user's admin status, click on the three dots on the right side.

3.7   Linking Data Sources

Facebook (HKCC)

● Connected

Data Sources

Facebook (HKCC)

Sign in with Facebook (HKCC)
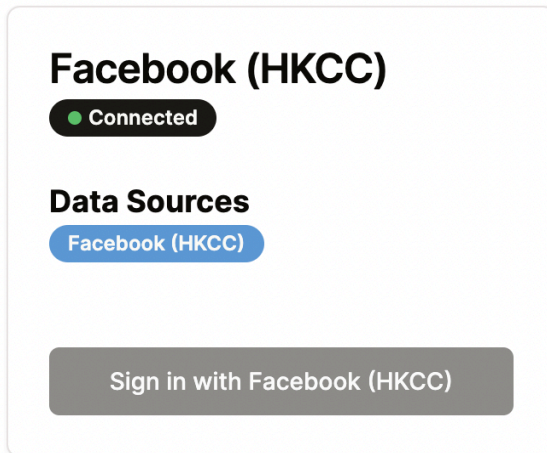
Admins are also responsible for linking with the various data sources the STC dashboard depends on. Behind the scenes, gaining access to private data for STC's various social media accounts requires proper authorization by logging in to those sources. But authorizations do expire, so admins must take care to sign in to each of these sources periodically so that data can still be fetched from each data source. If you see a data source that is tagged as "Disconnected", press the "Sign In" button, which should open a sign-in window for that account. Once you've been signed in, the data source status should update to "Connected".

3.8   Theme and Language Preferences

Theme

☀

You can adjust the theme of the website by clicking on the "sunlight" icon.

Language

EN

In addition, you can change the website language setting to your preferred choice. Currently, only English, German, and Simplified Chinese are supported.

4. Troubleshooting & Support

4.1 Error, Warning, and Information Messages

Error messages, along with other informational notifications, will appear as a pop-up in the lower right corner. Error notifications can be identified by their red colour and warning triangle icon.

4.1.1 Sign In Page

The main error you may encounter on the sign in page is an error telling you to sign in with a different email address. This error appears when attempting to sign in with an account that has not been added to the system. If you encounter this error you will need to contact a system administrator.

4.1.2 Settings Page

When creating a user you may be prompted with an error saying there was an issue adding a new user. If this is the case simply try again. If the issue persists, contact an administrator. The same can also happen for user removal and role management.

4.1.3 Social Dashboard

While data is being loaded you will see a notification telling you which data is being loaded.

4.1.4 Year Comparison

When looking at data from the current month you will receive a notification that the data for that month may be incomplete. When comparing one year to itself, you will receive a notification that the current year selection will provide no insights.

4.2 Special Considerations

One caveat to consider are authentication methods for different data sources. In essence, each data source provides an access token which allows the data to be fetchable. However, these access tokens are not permanent and expire after varying amounts of time (different data sources have distinct longevity periods). To remedy this, in the Settings page, there is a **Link Data Sources Section** which simplifies the process of regenerating and setting up these access tokens for each data source.