UTM Guidelines for Google Analytics

# What is a UTM?

Urchin Tracking Module or UTM is a small piece of code attached to the end of a URL to target and track specific campaigns. When someone clicks on a page with a UTM parameter, that information is sent back and segmented to Google Analytics for more detailed tracking.

# Objective

A UTM is essential for answering the question: “Where did my user come from?”. The importance of UTMs is to be able to understand audience behavior, interest and response rates by campaigns to gauge performance and increase returns on investments.

# UTM Parameters

* **Campaign Source** – This is where the content originated from for the user
  + *Use the campaign sources we have provided to keep the data decluttered*:
  + campus-broadcast, main-social, newsletterMMDDYY, college-social, president-social, other-social, qr-code, chatbot-retention, chatbot-admissions, email-admissions
* **Campaign Medium** – refers to the medium used by a visitor to come to your site. This is where the link was shared. If using a QR code this is where you would distinguish this.
  + *Use the campaign mediums we have provided to keep the data decluttered*:
  + social, amplify, email, content-library, print, sms
* **Campaign Term** – A specific keyword, unique to whatever specific content you are sourcing from to track key phrases.
  + Example – belgian-economic-mission-cmii
* **Campaign Name** – descriptive tags to identify the campaign. We will use this to track story trends.
  + *Use the campaign names we have provided to keep the data decluttered*:
    - arts-culture
    - business-economy
    - education-leadership
    - health-wellness
    - politics-law-society
    - science-technology
    - athletics
    - magazine-spring-2022 (list issue)
    - campus-news
    - commencement
    - president
    - student-success
    - homecoming

# UTM Guidelines Best Practices:

* Lowercase all tags
  + It is important to lowercase all tags because URL tags are case sensitive
  + For example: “GSU’ and “gsu” are treated different.
* Use hyphens for spaces
  + For example: “arts-culture” instead of “arts culture”

# Tools to help with Guidelines:

* Free building tool - <https://ga-dev-tools.appspot.com/campaign-url-builder/>
* UTM creation tutorial video - <https://share.vidyard.com/watch/r75gWuFjQc7iumcrkbzxKi>?

# Example of UTM created:

* [https://news.gsu.edu/2022/06/07/belgian-economic-mission-visits-georgia-states-creative-media-industries-institute?**utm\_source**=main-social&**utm\_medium**=social&**utm\_term**=belgian-economic-mission-cmii &**utm\_campaign**=arts-culture](https://news.gsu.edu/2022/06/07/belgian-economic-mission-visits-georgia-states-creative-media-industries-institute?utm_source=main-social&utm_medium=social&utm_term=belgian-economic-mission-cmii%20&utm_campaign=arts-culture)