RETRIEVING ANALYTICS FROM SOCIAL MEDIA PLATFORMS



🔈 TWITTER

Log in to your account here: https://analytics.twitter.com/

В ТІКТОК

Log in to your account here:

https://www.tiktok.com/analytics

in LINKEDIN

Log in to your account here: htt

https://www.linkedin.com

- Login as an administrator to manage your page.
- Click on the Analytics tab across the top to review the metrics of your choice.



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FACEBOOK

- You need to make sure you are in Admin mode for the Page to access Insights.
- Click the blue arrow in the top right corner, and select your page if you aren't already on it.



• The profile picture icon will change to your logo, and the Insights button will become clickable.

Q. Search Facebook		☆ ▶	5	
Manage Page ASH: Action on Smoking & Health	0	ASH: Action on Health 2.1K followers - 138 following	Smoking &	rt Promote 💥 Manage
₩ Home		0 0		✔ Edit
Professional Tools		Posts About Mentions Fundraisers Followe		-
Insignts Conter Create Ads	~		What's on your mind?	oto/video 🕜 Get messages
Create Automated Ads Boost Post		Complete your Page to grow your audience Adding more details can help people connect with you.	Posts	🌣 Filters 🔅 Manage Posts
Boost Instagram Post Meta Business Suite	,	Continue	List view ASH: Action on Smoking & Health Published by Hootsuite @ - 6n - @	E Grid view
TT I INTER DUSINESS SUILE	~	Intro Official Page of Action on Smoking & Health (ASH). Founded in 1967, ASH is America's oldest anti-tob	Vesterday, the FDA announced their intent	tion to reduce nicotine in cigarettes. This is icans from a life-long deadly addiction that

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INSTAGRAM

- You need to have a business or creator account on Instagram to view insights.
- Insights seem to be unavailable on desktop.
- Click Insights on mobile from your Profile view.

	342 Posts	1,055 Followers	645 Following	
ASHorg Passionate advoca linktr.ee/ashorg 1250 Connecticut /				
Supporting \$0 raised of	ASHorg \$100	brady_is_real	jion b.c.	
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United Nation New	Suppo		Global	
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	Section !!			

NOTES

- Analytics from social media platforms themselves are limited and more likely to only show recent data, so you need to set a calendar reminder to review your analytics and record them every month.
- Consider a paid service like Hootsuite, SproutSocial, or Planoly to have more control over reporting.

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