

RETRIEVING ANALYTICS FROM SOCIAL MEDIA PLATFORMS

TWITTER

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

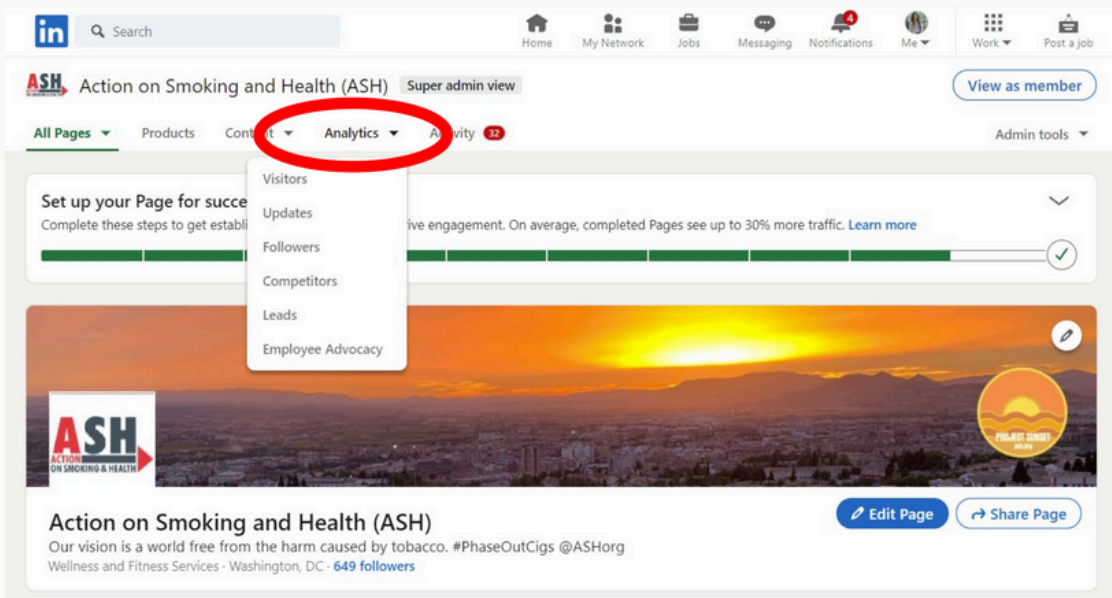
TIKTOK

Log in to your account here: <https://www.tiktok.com/analytics>

LINKEDIN

Log in to your account here: <https://www.linkedin.com>

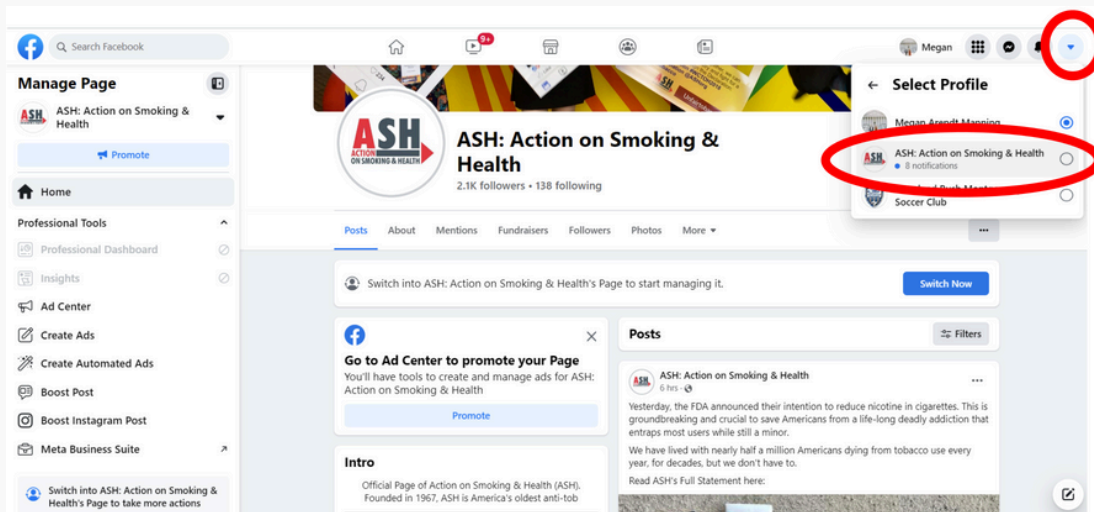
- Login as an administrator to manage your page.
- Click on the Analytics tab across the top to review the metrics of your choice.



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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.



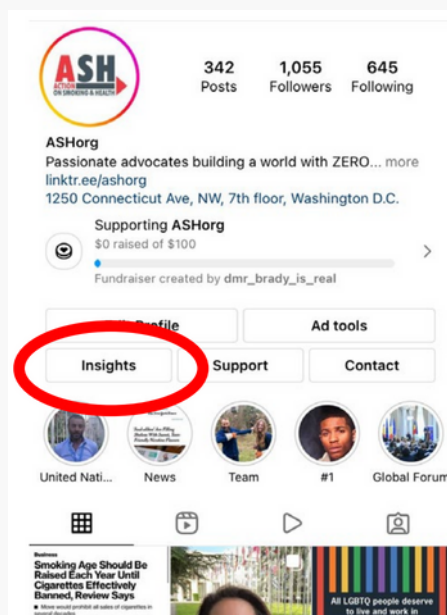
- The profile picture icon will change to your logo, and the Insights button will become clickable.



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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.



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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