

RETRIEVING ANALYTICS FROM SOCIAL MEDIA PLATFORMS

TWITTER

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

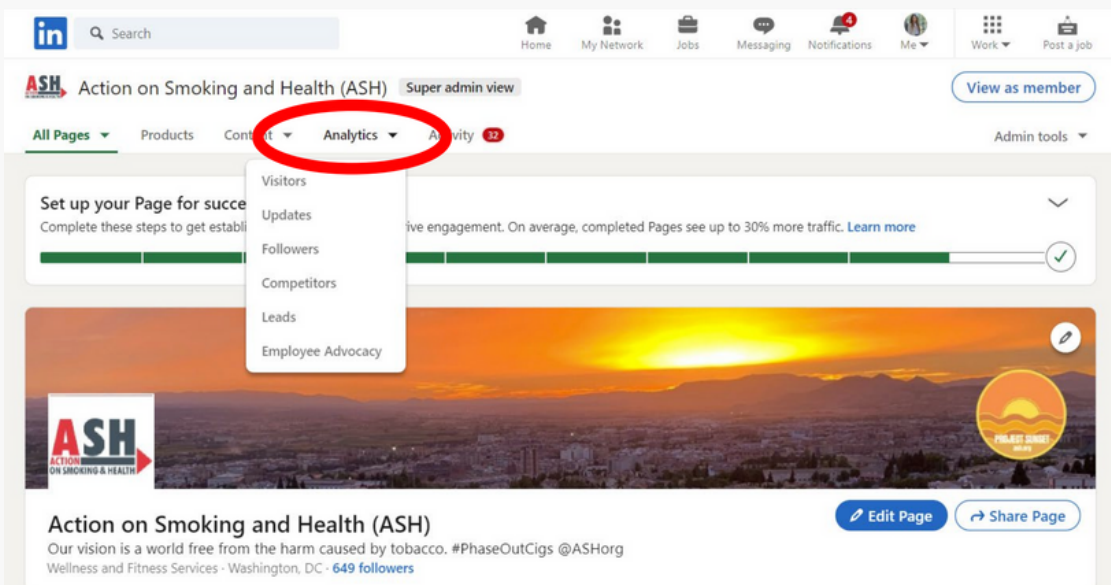
TIKTOK

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.



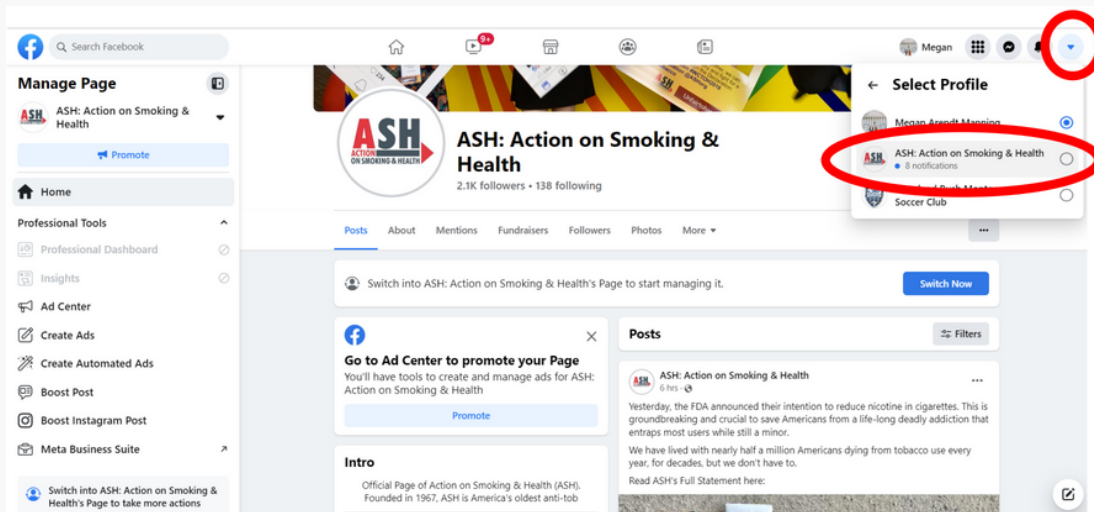
The screenshot shows the LinkedIn interface for the 'Action on Smoking and Health (ASH)' page. The 'Analytics' tab is highlighted with a red circle. The page displays various analytics metrics such as Visitors, Updates, Followers, Competitors, Leads, and Employee Advocacy. The page also features a banner image of a sunset over a city and the ASH logo.



RETRIEVING ANALYTICS FROM SOCIAL MEDIA PLATFORMS

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.



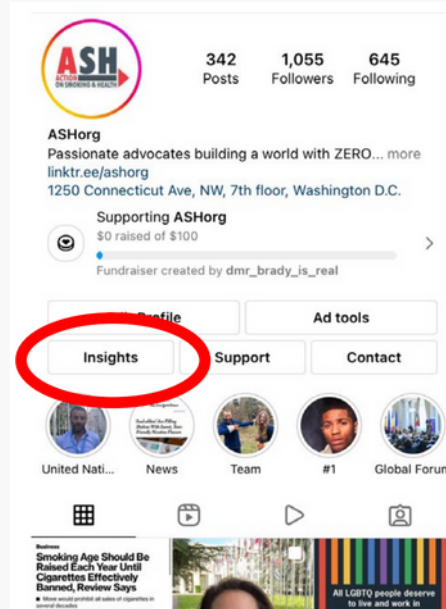
- The profile picture icon will change to your logo, and the Insights button will become clickable.



RETRIEVING ANALYTICS FROM SOCIAL MEDIA PLATFORMS

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.

Carol Maytum

 (916) 591 - 9988
 maytumc@ash.org