



Retrieving Analytics from Social Media Platforms

TWITTER



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

TIKTOK



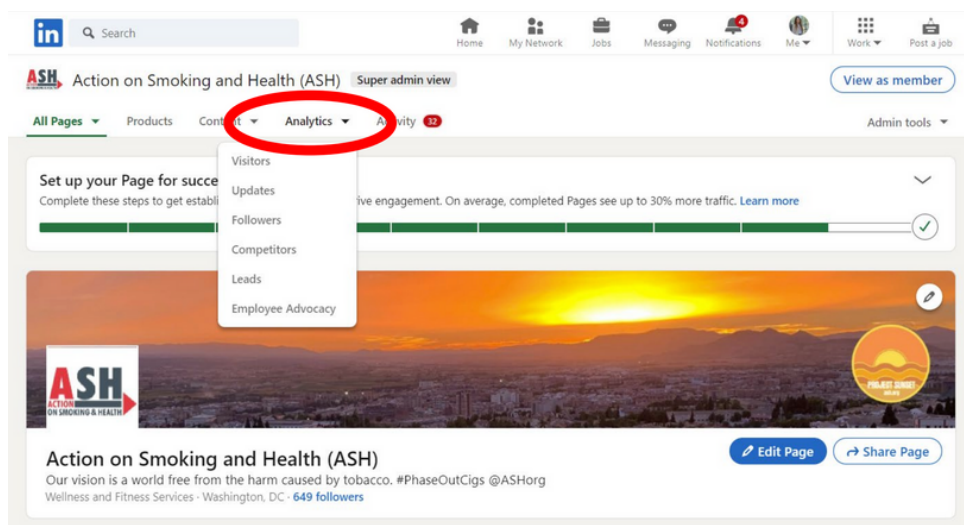
Log in to your account here:
<https://www.tiktok.com/analytics>

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



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

- 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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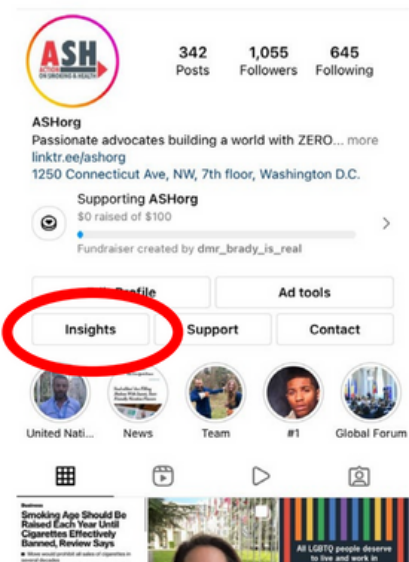
INSTAGRAM



Log in to your account here:

<https://www.instagram.com/>

- 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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