



TWITTER ANALYTICS

View your Twitter activity and engagement

Go to your Twitter profile page. To the right of your Twitter feed, you will see a box that says “**Your Tweet activity.**” There you can see how many impressions your tweets had in the past month.

Click on “**View your top tweets.**” This takes you to an analytics page that shows you top tweets, impressions, engagement, retweets, likes and how many followers clicked on a link you sent out.

- **Impressions:** Number of times your tweet was displayed
- **Engagements:** Number of interactions people had with your content, such as likes and retweets

Use analytics to get a better idea about what kind of information your community wants to see, what’s working, and what is not.

FACEBOOK INSIGHTS

View your Facebook activity and engagement

To access information about your page’s analytics, click on “**Insights**” at the top of your page. This function will help you better understand the demographics of who your posts are reaching, what time of day is best to post, what type of content is working best on your page, and which posts are getting the most engagement. Three important measurements include:

- **Reach:** The number of times an item appeared in Facebook feeds
- **Post engagements:** When someone interacts with your content (likes, clicks to read, shares)
- **Page likes:** When someone decides they want your content to appear in their own feed

INSTAGRAM INSIGHTS

View your Instagram activity and engagement

Go to your Instagram profile on the mobile app. Tap the “**Insights**” action button. You can also tap the three lines in the upper right corner, then tap “Insights”.

View the metrics under the Overview section or specific content you’ve shared for a more detailed breakdown.

- **Accounts reached:** Total number of unique users who have seen your content
- **Accounts engaged:** Total number of accounts that interacted with your content in a given time period
- **Total followers:** Number of accounts following your account