

What Social Media Analytics Are Available in "Statistics"?

Last Modified on 11/02/2020 3:33 pm CST

This article will cover statistics on specific posts made on your social media profiles. If you are looking for information about your social profiles in general, [click here to check out our article about "Social Media Reporting."](#)

In the Statistics section, you can monitor your posts engagement and other key metrics.

Stats are available for Twitter, Instagram (personal and business accounts), Facebook business pages and groups, LinkedIn company pages (not LinkedIn personal profiles), and Google My Business locations.

The data is updated once a day, so if you don't see the numbers now, but you do see some in the feed, it means that the information hasn't been parsed yet, and you'll see it the next day. In addition feel free to check this info on the left in the section as pictured below.

The screenshot shows a social media analytics dashboard with a navigation bar at the top containing 'DASHBOARD', 'CALENDAR', 'CONTENT', and 'ANALYTICS'. A search bar and 'CREATE POST' button are also visible. Below the navigation bar, there's a 'Pages' section with a list of pages including 'More Than Rewards', 'Rider Rewards Products', 'Instagram Direct', and 'Connect more'. The main content area displays two posts with their respective analytics. The first post is from Thursday, April 9, and the second is from Monday, March 23. Each post has a table of metrics and an 'Efficiency' score.

Reach	Reach - Organic	Reach - Advertising	Clicks	Visits	Likes	Comments	Shares	Efficiency
22	22	0	3	3	1	1	0	36.36%
32	32	0	1	0	2	0	0	9.38%

You'll get unique statistics for each of your pages. On the top you can choose a certain period of time you want to know the statistics for or last 7 days, last 30 days or last 3 months as shown.

You can filter the numbers to see the post defectiveness by:

- Most reach, clicks, visits, efficiency, likes, comments, shares;
- Least reach, clicks, visits, efficiency, likes, comments, shares.

03/10/2020 - 04/10/2020 X Last update: 4/10/2020, 2:05 AM

Newest Most reach Sort by least

Tuesday, [Image] 10:46 AM

Reach	Reach - Organic	Reach - Advertising	Clicks	Visits
35	35	0	0	0

Please note that organic and paid views are presented separately.

In order to publish a post again, click on the Repost button on the right. You'll be redirected to the post editor modal where you can make some edits if you desire, select or exclude pages etc.

Thursday, April 9

[Image] More Than Rewards is excited to announce that we now offer a Social Media Management system! Check out Jason's video here, or contact Zach at (414) 240-5243, to learn more! | [https://www.youtube.com/..](https://www.youtube.com/)

[Image] 1:05 PM

Reach	Reach - Organic	Reach - Advertising	Clicks	Visits	Likes	Comments	Shares
22	22	0	3	3	1	1	0

REPOST

Efficiency 36.36%