

Social Media Analytics



Link to digital tool	Meta business
Level of knowledge	Medium knowledge.
Learning objectives	Know how to generate and develop ideas with different methodologies. Evaluate research data to improve ideas and experiences.
Linked to module	2, 3, 4, 5
Description of the tool	The insights of a social network can help you learn more about your followers and target audiences, and to see their level of engagement with your content through quantitative data.

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These analytics are useful when you already have an audience.

Instagram has different types of accounts, and insights are only available for business or creator accounts. If you already have a personal Instagram account, you can easily upgrade the account to business in order to get this extra feature.

In **Facebook** you should have a specific page to use the insights feature.

[Meta business](#) is where you can find the insights of your audience/s in both Facebook and Instagram.

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	<p>Inside the tool you will find the reach of your posts and stories (or how many people have seen it), the engagement (or the number of likes and comments), and the taps (the number of times people clicked a link shared by you).</p> <p>HERE you can find a tutorial about how to use this tool to greater effect!</p>
How to use the tool as part of the course	<p>With social networks you can study specific audiences and see, though sharing different types of content, what your audience prefers. You can also gather information to develop your audience further and to understand it better.</p>

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Some tips about how to use the insights gathered from your social networks:

- **Know your followers:** This means to understand where they are from, their ages and the moments when they are most active, so you will know better how and when to talk to them.
- **Experiment:** Try sharing different types of content and times to see which create better engagement.
- **Compare the content you share,** so you can see what kind of content your audience prefers. This means you don't always have to produce the same kinds of content.

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