

GUIDE

Hootsuite Analytics

A Quick Start Guide: Overview



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Measure Your Performance with the Overview tab

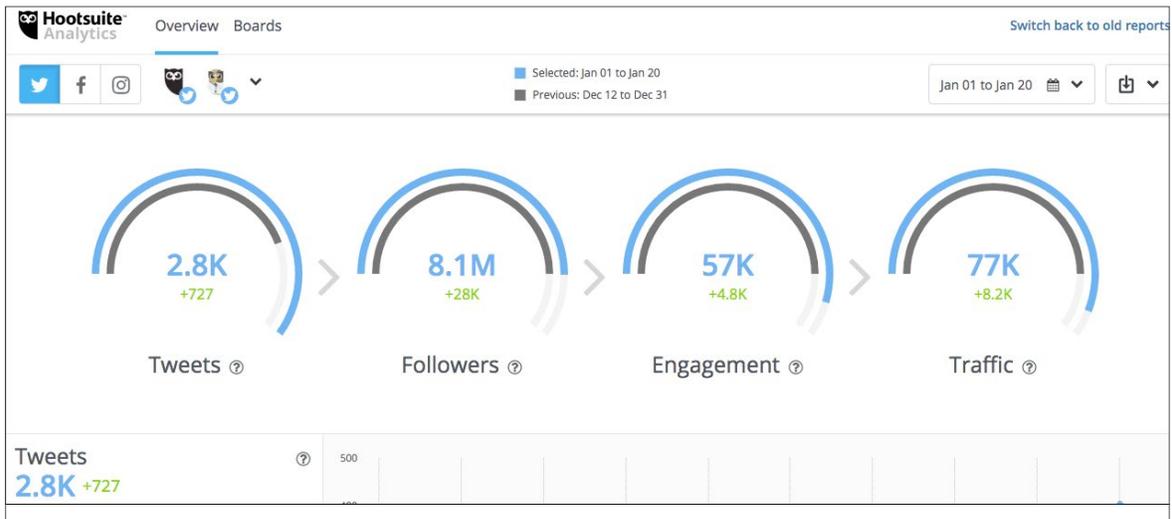
The Overview tab gives you a snapshot of your social media performance. Use this feature to monitor new campaigns, identify trends, track follower growth, and uncover real-time marketing opportunities.

How to get started

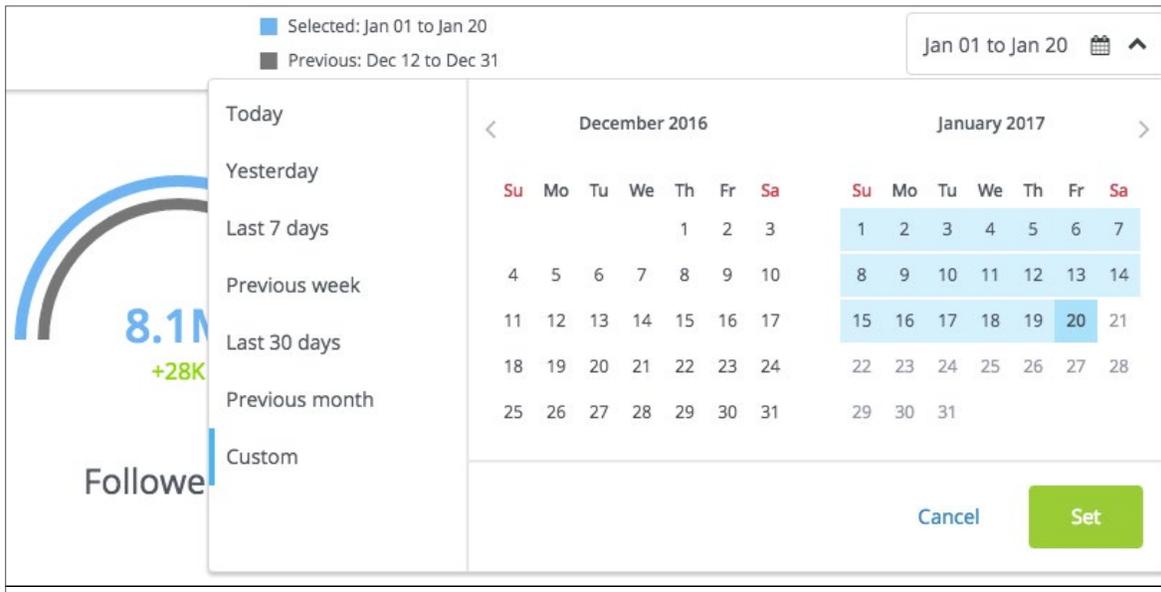
1. [Log in to Hootsuite](#) and click on “Analytics” in the left sidebar.
2. Do you have existing reports saved in Hootsuite Analytics? If so, you'll need to click on the link in the header at the top of your Hootsuite Analytics screen. This is your invitation to try real time Analytics. Your existing reports will still be saved and you can switch back to the old reports by clicking on the link in the Hootsuite Analytics header.
3. The first thing you'll see in Hootsuite Analytics is the Overview tab. This provides an aggregate snapshot of your social profiles. You have the option to customize and select which profiles you want to analyze by following the steps below.



- By default, the Overview tab shows an aggregate view of your performance across your Twitter, Facebook, or Instagram profiles. Click on the first drop-down to manually select which social profiles you want to pull data from.



- Next, select the date range you want to analyze. It's automatically set to the last week



- You can now review your social media performance based on the date range, social networks, and profiles you've selected.

Understanding your metrics

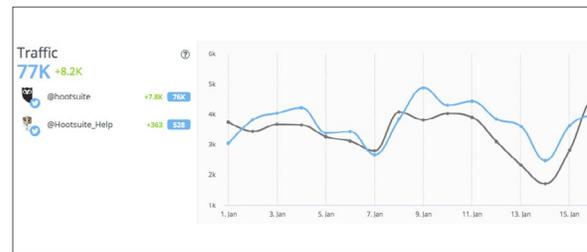
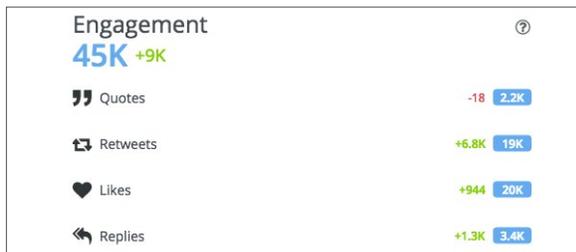
On the Overview tab, you'll see several metrics. The + or - number compares this week (or the custom date range you selected) with the previous week or custom period. This helps you easily track growth, identify trends, and monitor the health of your channels.



As an example, let's take a look at the metrics available within your Twitter tab.

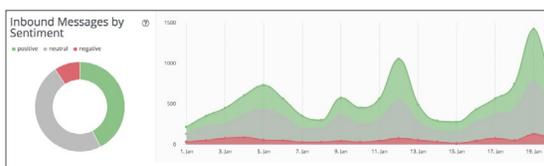
- **Tweets:** This shows how many social updates you've published. Use this metric to analyze how your publishing frequency impacts follower growth and traffic.
- **Followers:** This shows your audience growth. Use this metric to see what content causes spikes in growth.
- **Engagement:** Learn what type of content drives action from your audience. This is a summary of the quotes, retweets, likes, and replies your content received.
- **Traffic:** This shows how many people clicked on your Ow.ly links. You'll see your best-performing content and can demonstrate how much traffic social drives to your website.

Scroll down the page to see detailed graphs and additional insights into each of the metrics.



Near the bottom of the page, you'll find two additional metrics: Inbound Messages by Sentiment and Engagement for Posted Tweets.

- **Inbound Messages by Sentiment:** Positive content tends to be broadly shared on social channels. This metric reveals how strongly your audience feels about your content through the sentiment of mentions, DMs, and quotes.
- **Engagement by Posted Tweets:** This reveals what's currently resonating with your audience. Sort by retweets, replies, quotes, or likes to see your best (and lowest) performing posts.



Date	Message	Retweets	Replies	Quotes	Likes
Jan 15, 23:15	19 tips to create social media content: http://bit.ly/1u9f9 on @theseminor #ChoiceContent https://twitter.com/hootsuite/status/82220916876840962 @hoot	32	0	8	79
Jan 15, 23:13	@katie_Art Don't forget the always classic: Deep ight #HootChat https://twitter.com/hootsuite/status/822209091172028@hoot	1	1	2	4
Jan 15, 22:54	@holore_S Well said @HootChat	1	0	2	3
Jan 15, 22:53	@PamGarciaAgreed. That's something every can work to improve on. A #HootChat https://twitter.com/hootsuite/status/822209091172028@hoot	2	1	2	4
Jan 15, 22:29	@cristyline Oh yes. Social marketers don't have it easy. They can fall down the rabbit-hole of the internet pretty quick! #HootChat	1	0	2	4

We recommend exploring the metrics available within the Facebook and Instagram tabs, too.

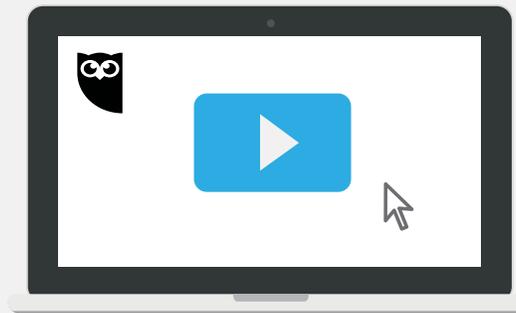


Next steps

We hope that these new features of Hootsuite Analytics saves you time and helps to improve your social media performance.

The best way to get started is to print this guide out and explore Hootsuite Analytics yourself.

[Log Into Hootsuite Analytics](#)



For step-by-step guidance, the videos below will help:

Overview: Get Real-time Trend Analysis

[Watch the video](#)

Boards: Learn More About Your Audience

[Watch the video](#)

Team Metrics: Track Team Performance with Analytics

[Watch the video](#)

Collaboration and Exporting: Collaborate on Reports and Export Data

[Watch the video](#)