IOSCO C8 WIW Working Group
WIW Social Media Metrics Guidebook

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IOSCO

Index

Presentation

Welcome to the WIW Social Media Metrics Guidebook

This document has been prepared by the **C8 WIW Working Group** to serve as a comprehensive, practical step-by-step tool for helping **IOSCO** members in the task of collecting data from social media.

This guidebook also helps to provide a standardized way to collect and organize information that the Jurisdictions need to fill out the quiz and the report with the results of the campaign, providing the WIW WG Coordination and the IOSCO General Secretariat with more reliable data about the reach of the campaign on social media platforms.

At the beginning of this guidebook, you will find a metrics glossary that helps to define the technical terms used for social media indicators.

We also prepared specific chapters dedicated to these social media platforms:

' Facebook
' Instagram
' LinkedIn
' X (Formerly Twitter)
' TikTok
' Kwai
' YouTube

Every chapter brings the available content formats for a social media platform and how they differ from each other. You will also learn how to collect data from every platform and analyze the metrics and results by generating metrics reports.

You will find useful tips on how to use video editing features available on some platforms, to improve your content and to maximize your results!

In an increasingly connected world, social media plays a significant role in spreading the content related to the WIW campaign. Therefore, a guidebook that helps standardize data collection is of utmost importance, both for obtaining more concrete information and for expediting the compilation of global results.

Enjoy the reading!

Metrics glossary

We've gathered the meanings of the key metrics mentioned in this manual for you to refer to whenever needed:

Engagement: user interaction with content, including likes, comments, shares, and clicks. Tracking this metric helps determine the level of involvement and identify which types of content are most effective for different audiences and languages.

Feed: the main page on social networks where all your friends' posts and topics of interest appear.

Followers: the total number of followers on your page since its creation. The number is updated once a day.

Impressions: the total number of times followers see a specific post.

LinkedIn visitors: metrics for unique visitor traffic and page views over time.

Organic posts: posts displayed in followers' feeds with no payment to promote them.

Paid media: a term used to describe paid content created for digital platforms. This type of media can include articles, videos, podcasts, and more, and it is a popular option for brands looking to reach a specific audience with relevant and high-quality content.

Page or profile visits: the number of times your Facebook page or Instagram profile was visited.

Reach: the number of people impacted by posts on Facebook or Instagram, considering posts, stories, ads, tags, check-ins, and page or profile visits.

Reels plays: the number of times your reel starts to play. This metric is counted with one or more minutes of playback and excludes repeats.

Retention: a metric that calculates the average minutes viewers watched posted videos.

**Viewed minutes:** the total number of minutes your video was played.

Metrics Social Media

Now that you already know what each metric means, see on which networks they are used.

METRICS	Facebook	Instagram	LinkedIn	X	TikTok	Kwai	YouTube
Engagement	✓	✓	✓	✓	✓	✓	✓
Post Feed	✓	✓	✓	✓	✓	✓	✓
Post Carousel	✓	✓	✓				
Impressions	✓	✓	✓	✓	✓	✓	✓
Followers	✓	✓	✓	✓	✓	✓	✓
Organic Posts	✓	✓	✓	✓	✓	✓	✓
Paid media	✓	✓	✓	✓	✓	✓	✓
Page or profile visits		✓					
Reach	✓	✓	✓	✓	✓	✓	✓
Reels plays		✓					
Retention		✓					✓
Viewed minutes		✓			✓	✓	✓

Important:

✓ We recommend collecting data for the 7 days of the campaign and 7 days after the event ends.

✓ Use the same metrics for both organic and paid posts.

✓ Select only posts about the campaign.
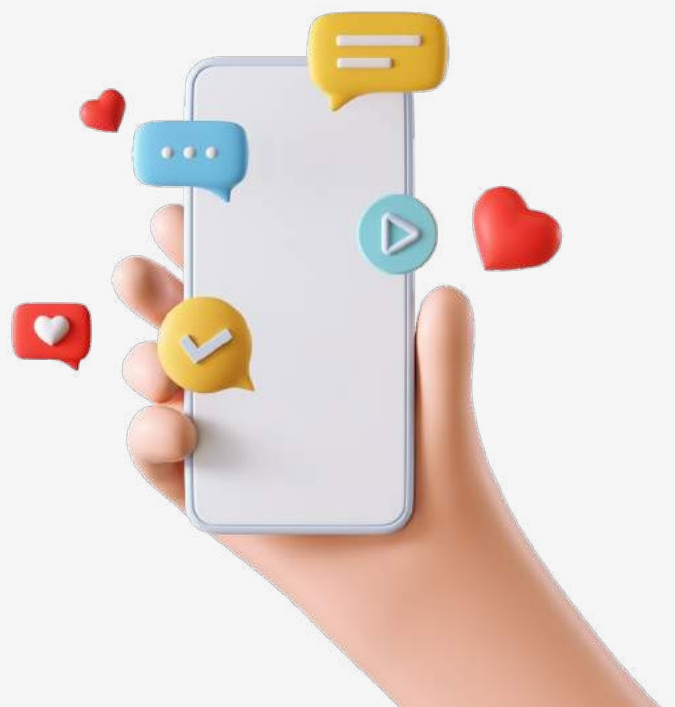
Facebook

Facebook is a social media platform that allows users to create and share content, connect with friends, family, and others.

 The network allows users to create profiles, post content such as copy, photos, and videos, and participate in discussion groups. Facebook's target audience is broad, encompassing people of all ages, from young teenagers to older adults.

Available content formats on Facebook and how they differ

POST

It's the simplest and most direct way to communicate with the audience. Ideal for conveying information, asking questions, starting discussions, and sharing brief updates. Posts are great for generating engagement through comments and shares.

LINK

Directs users to a website, blog, news article, or any other web page. Facebook automatically generates a thumbnail with the title and description of the shared link, which helps attract user attention and encourages clicks.

IMAGE

You can share photos, illustrations, infographics, and relevant static memes with your audience. Moreover, you can tag other pages and users, expanding the reach of the post. Attractive images can help increase engagement by capturing users' attention as they scroll through their feed.

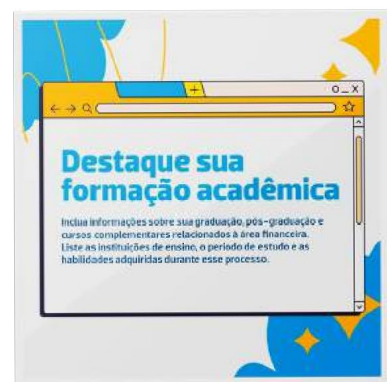# Available content formats on Facebook and how they differ

VIDEO

With significant engagement potential, videos are used to tell stories, demonstrate products, provide tutorials, share interviews, and more. Facebook offers features like automatic captions and live streaming, expanding interaction possibilities.
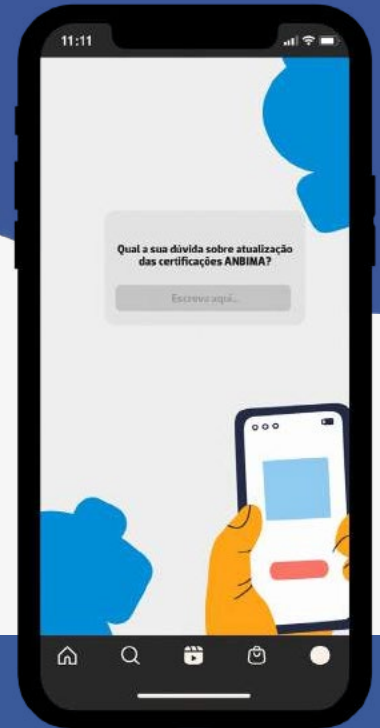
CAROUSEL

This format allows you to share multiple images or videos in a single post. Each element of the carousel can have its own caption and link.

Available content formats on Facebook and how they differ

STORIES

Available for only 24 hours after posting, this format is displayed at the top of the feed. You can share images, videos, external links, and conduct polls.

REELS

This format enables the creation of short and creative videos with edits, effects, and soundtracks. This functionality is especially popular among younger audiences and can help increase reach and visibility.

LIVE

It's a powerful tool for connecting live with users and can be used for important announcements, event coverage, interviews, sharing experiences, and demonstrating products.

Facebook

To analyze the metrics and results of your Facebook posts, make sure you have the login credentials for your page.
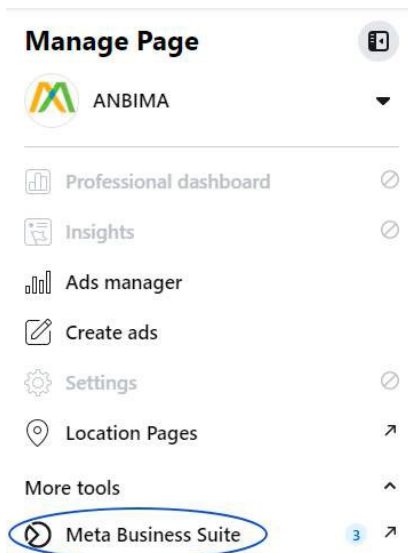
Important:
The Meta Business Suite may not look the same for everyone (such as steps 3 and 6).

Ready to proceed?

STEP 1

On the Facebook homepage, access the **Meta Business Suite** on the left side of the screen. Then, click on **Insights**.

Manage Page

ANBIMA

- Professional dashboard
- Insights
- Ads manager
- Create ads
- Settings
- Location Pages

More tools

- Meta Business Suite   3

Meta Business Suite

ANBIMA

- Home
- Notifications
- Planner
- Content
- Insights
- Inbox
- Monetization
- Ads
- Ads Reporting
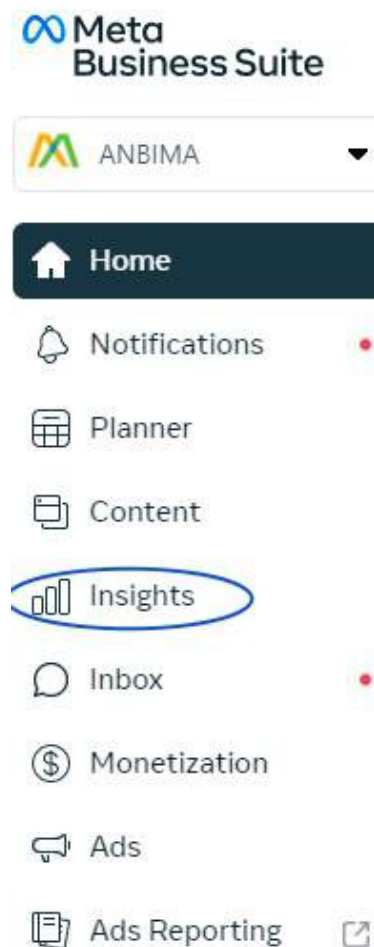
Facebook

STEP 2

Now, click on **Results** in the left menu. Select the time period to be evaluated at the top right corner of the screen. This is important to determine the date range you want to analyze, especially during WIW. Remember: we recommend collecting data for the 7 days of the campaign and 7 days after the event ends.
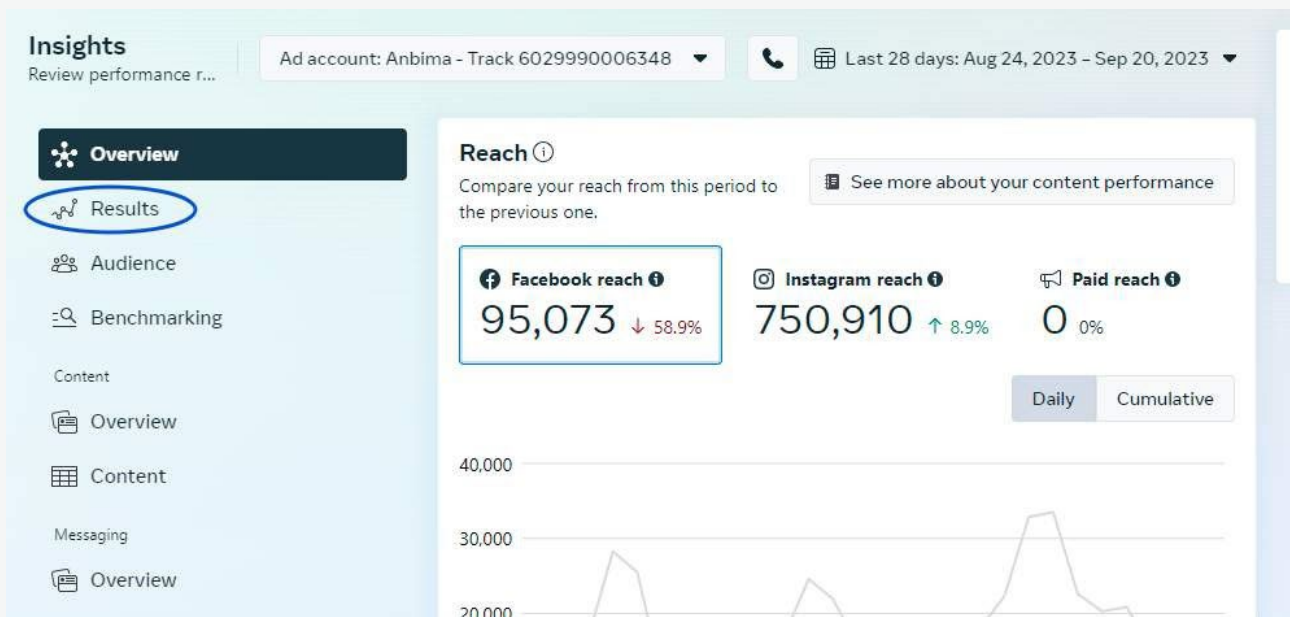
Facebook

After defining the **period**, we will collect information on reach and new page likes. These will be automatically updated on the dashboard.
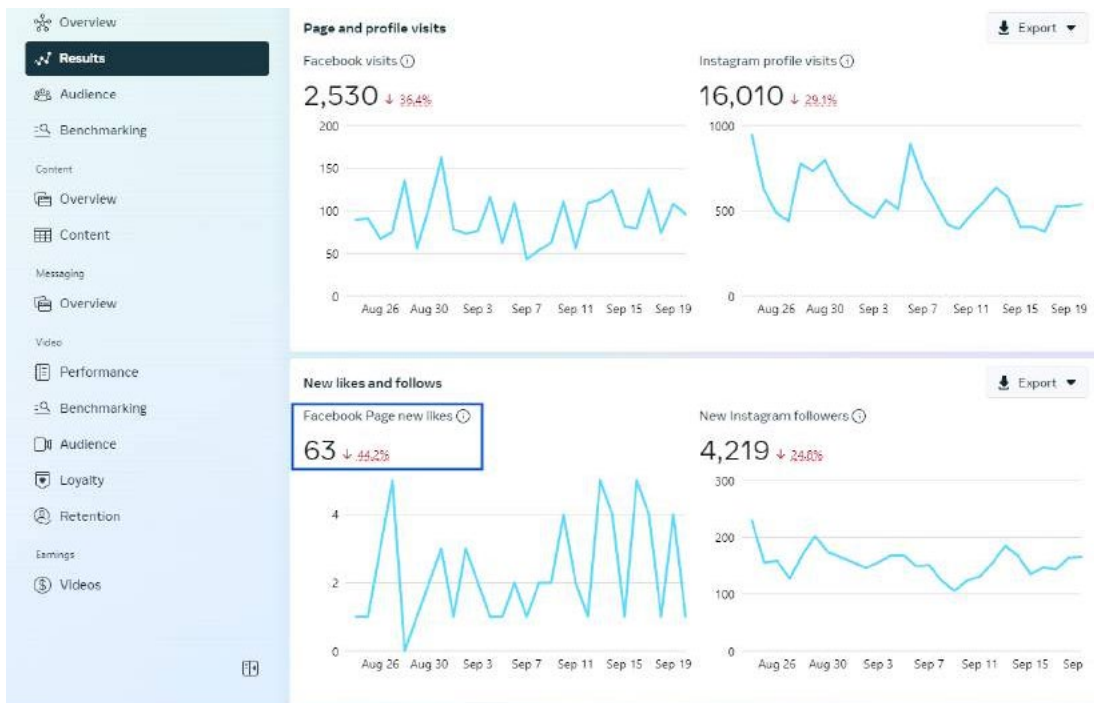
Important: take note of these numbers!
Let's move on to the next metrics available in Meta business insights.

Facebook

STEP 3

Now, click on the **Content** section in the dashboard's left menu to calculate engagement.

The arrows indicate the options for filtering and creating the report. Remember to check if the report period is correctly selected in the top right menu.

Now, click on **Columns** and select the following options: type, likes and reactions, link clicks, comments, shares, and responses.
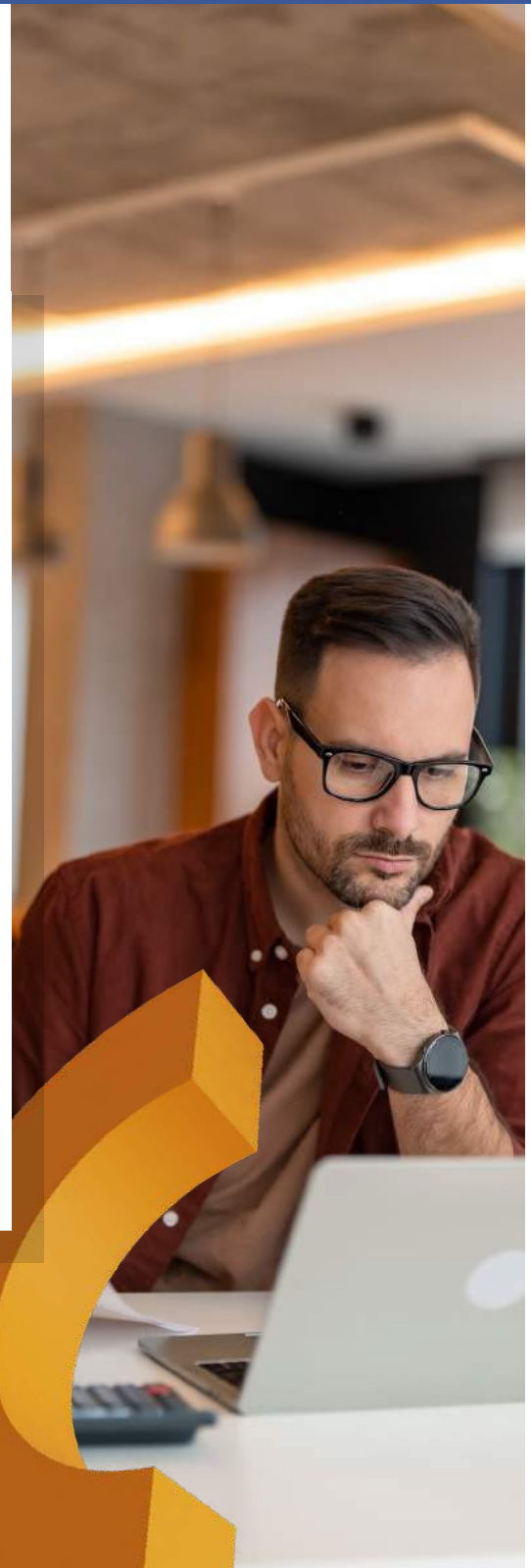
Click **Apply**.

Facebook

The dashboard will display only the posts with these selected filters.

You'll have a view of the engagement for each post, which will look something like this:

Facebook

STEP 4

To calculate engagement, you need to add up the number of likes on posts, comments, shares, and, if applicable, interactions on stories, such as link clicks, responses, and reactions.

Check how to perform this calculation in the table below:

Engagement calculation: (reactions + shares + comments) / reach.

Example:

Number of reactions: 100
Number of comments: 50
Number of shares: 20
Reach: 1000
Engagement = (100 + 50 + 20) / 1000 = 0.17 (or 17%)

Let's adopt the industry's average metric so you can understand if your result was satisfactory, okay? An **engagement rate of 1% to 3%** is considered reasonable* for Facebook pages.

STEP 5

Time to consolidate the initial data!

- ✅ Page reach for the period.
- ✅ New followers for the period.
- ✅ Select only posts about the campaign
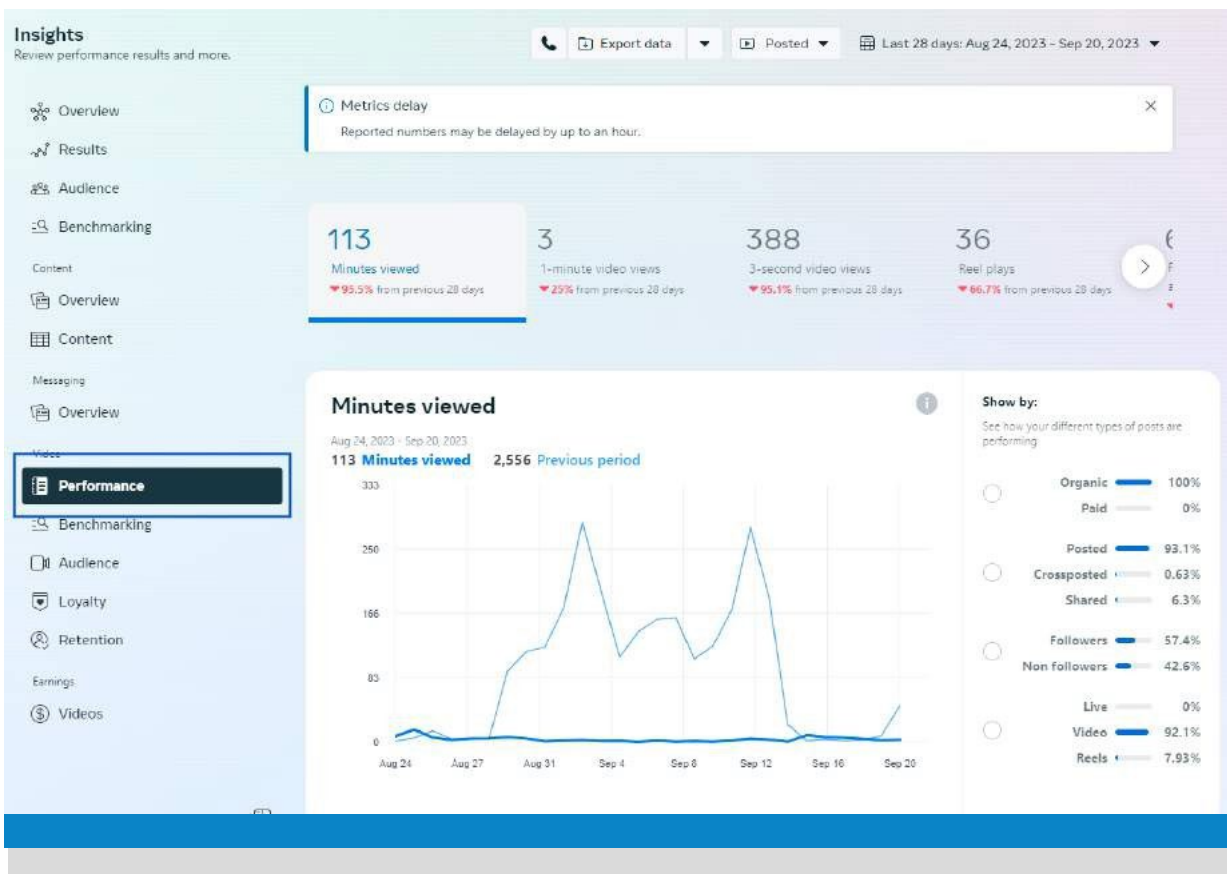- ✅ Total engagement during the period.

*According to the latest Iconosquare report with over 2,800 business pages, the average engagement rate per post is 3.22%, and the average engagement on reach is 0.09%.
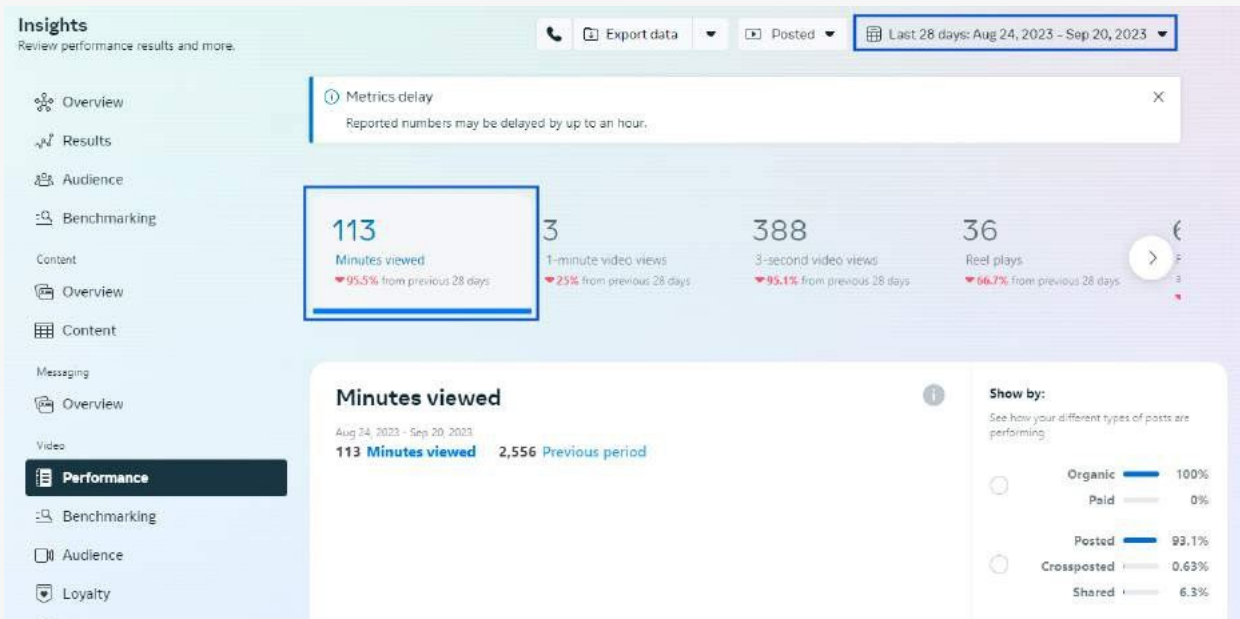
Facebook

STEP 6

To measure the results of live broadcasts and **videos**, choose the video option in the left menu of Meta Business Suite. Click on **Performance.**
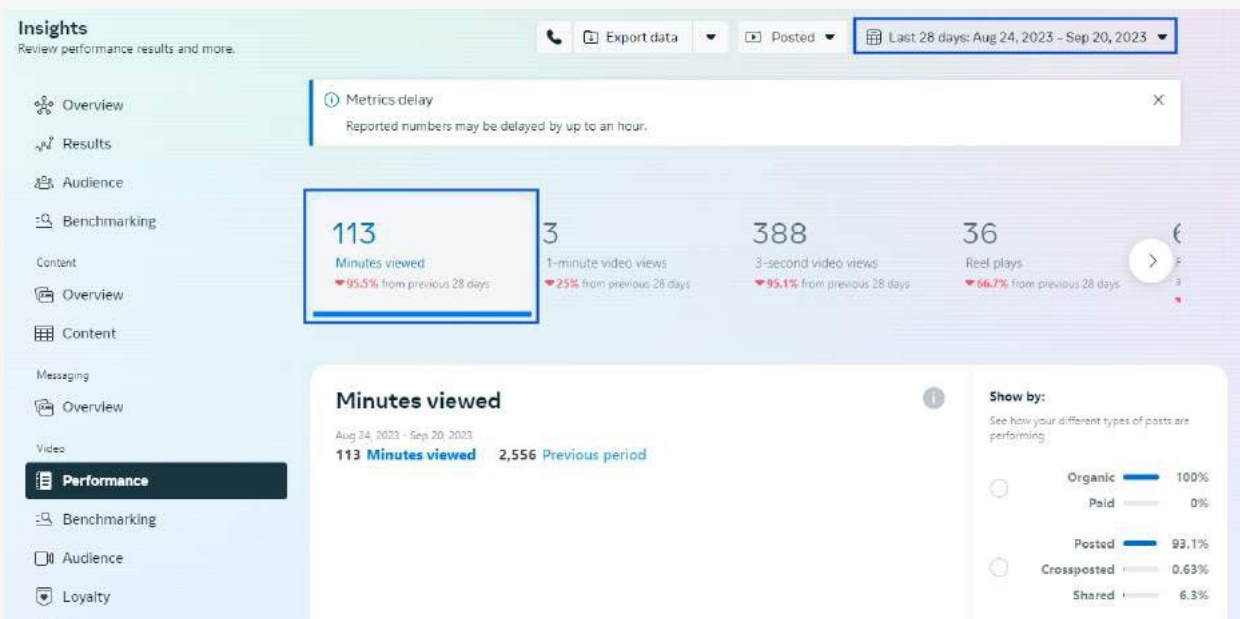
Facebook

Select the period to be analyzed and collect the following information: **viewed minutes, reel plays, reactions, comments, and shares of the post.**

These metrics should be included in your report as the overall performance of the videos and live broadcasts created during the campaign.

Facebook

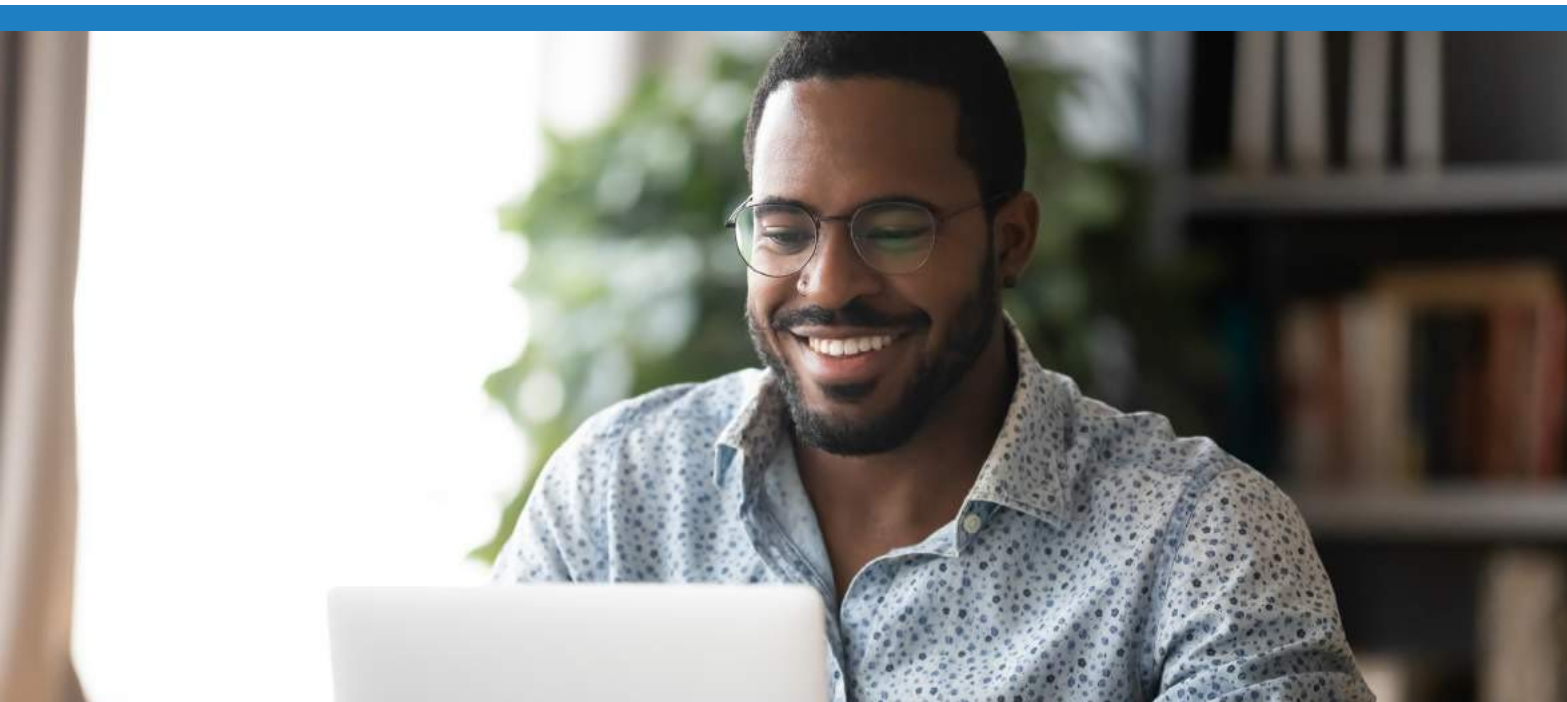## STEP 7

Time to consolidate the final Facebook data:

- ✅ Number of videos, reels, and live.
- ✅ Reel plays.
- ✅ Total video reactions.
- ✅ Viewed minutes.
- ✅ We recommend collecting data for the 7 days of the campaign and 7 days after the event ends.
- ✅ Use the same metrics for both organic and paid posts.
- ✅ Congratulations, you've completed the Facebook metrics collection part!

Instagram

Instagram is a social network in which users can share photos and videos and interact with other profiles through likes, comments, and messages.

The platform operates by creating a profile, where users can post their content and follow other people's profiles to see their posts.

Available content formats on Instagram and how they differ

The post formats available on Instagram are not much different from Facebook's because they are both owned by Meta Company. Check out the options below:

STATIC FEED (IMAGE)

Image posts are the essence of Instagram, which has always focused on sharing attractive photos to attract users, capture the audience's attention, and encourage engagement. Using this format, you can be aesthetically pleasing. It is also an effective way to convey messages, tell stories, and highlight products or services.

VIDEO

Instagram allows posting videos in the feed, ranging from three seconds to 15 minutes. This format is excellent for creating dynamic content such as tutorials, product demonstrations, stories, or announcements. Videos have the power to forge stronger connections with the audience and stimulate sharing.

Available content formats on Instagram and how they differ

CAROUSEL

With carousel posts, you can share multiple images or videos in a single post. The carousel is an efficient way to engage the audience, encouraging them to swipe to see more content.
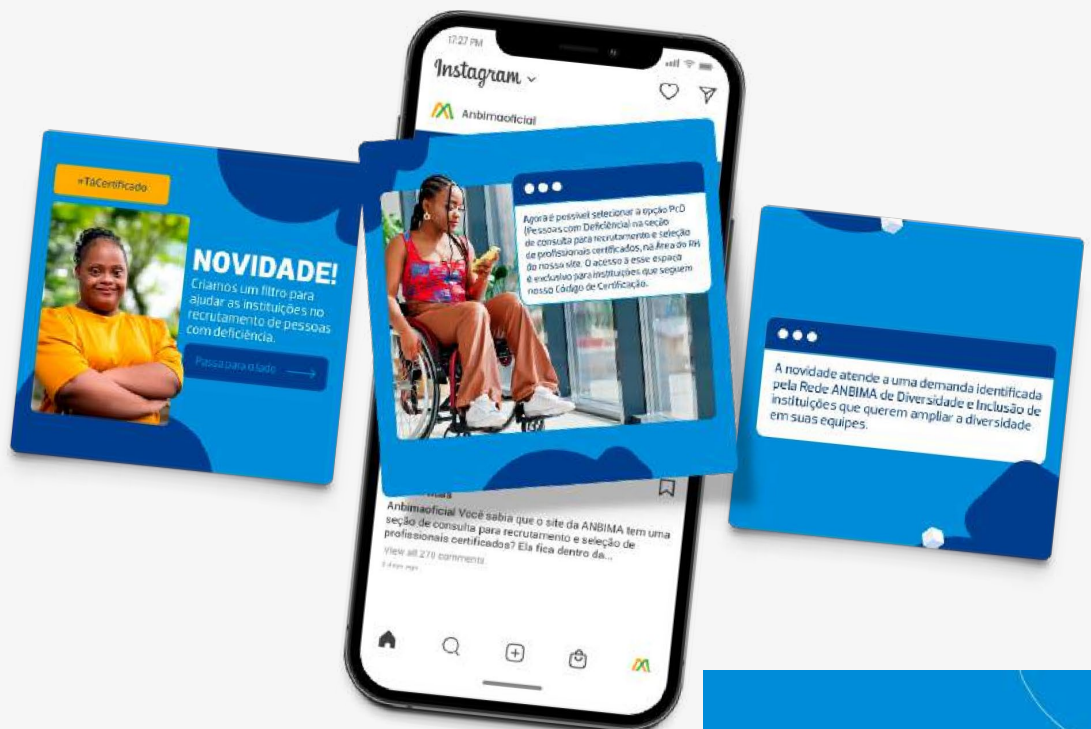
STORIES

With its success based on ephemerality, stories are posts that disappear 24 hours after being published. The format offers interactive features like polls, questions, and stickers, allowing the audience to actively participate in the content. Stories are ideal for sharing daily moments, behind-the-scenes, quick announcements, or creating temporary campaigns that create a sense of urgency.

Available content formats on Instagram and how they differ

REELS

The format is inspired by TikTok, focusing on short videos to attract the audience. Instagram reels range from 90 seconds to 15 minutes in duration. It offers editing features like music, effects, and transitions, enabling creators to produce dynamic and viral content. Reels have great potential to increase reach and engagement, especially with a younger audience.

LIVE

Live video on Instagram, also known as live, is a powerful tool for interaction and engagement, allowing real-time content broadcasting and chat comments. This feature provides an immediate experience, bringing content creators, brands, and followers closer together.

Creating a combined Facebook and Instagram report in Meta business insights

Good news for you: in Meta Business Suite, you can view the same metrics for Instagram. Since they belong to the same company, the platforms offer the option to link accounts and view insights in the same place.

This will make your work much easier because everything taught in the Facebook chapter applies to this platform as well.

Important:
The Meta Business Suite may not have the same appearance for everyone.

Here's an example of how the reach metric appears, with Facebook on the left and Instagram on the right, in Meta Business Insights:
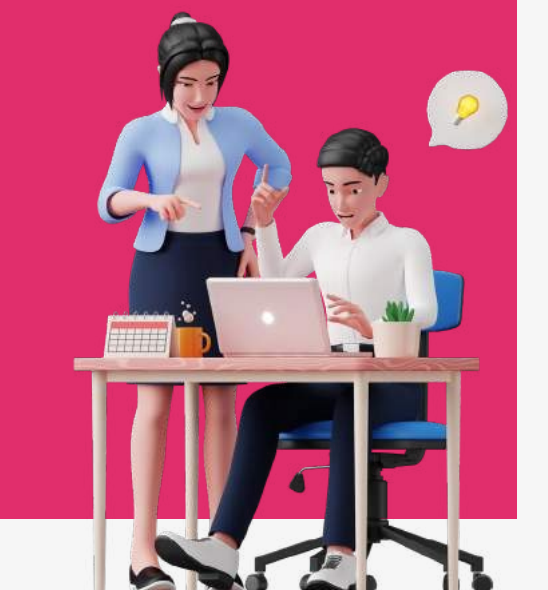
Creating a combined Facebook and Instagram report in Meta business insights
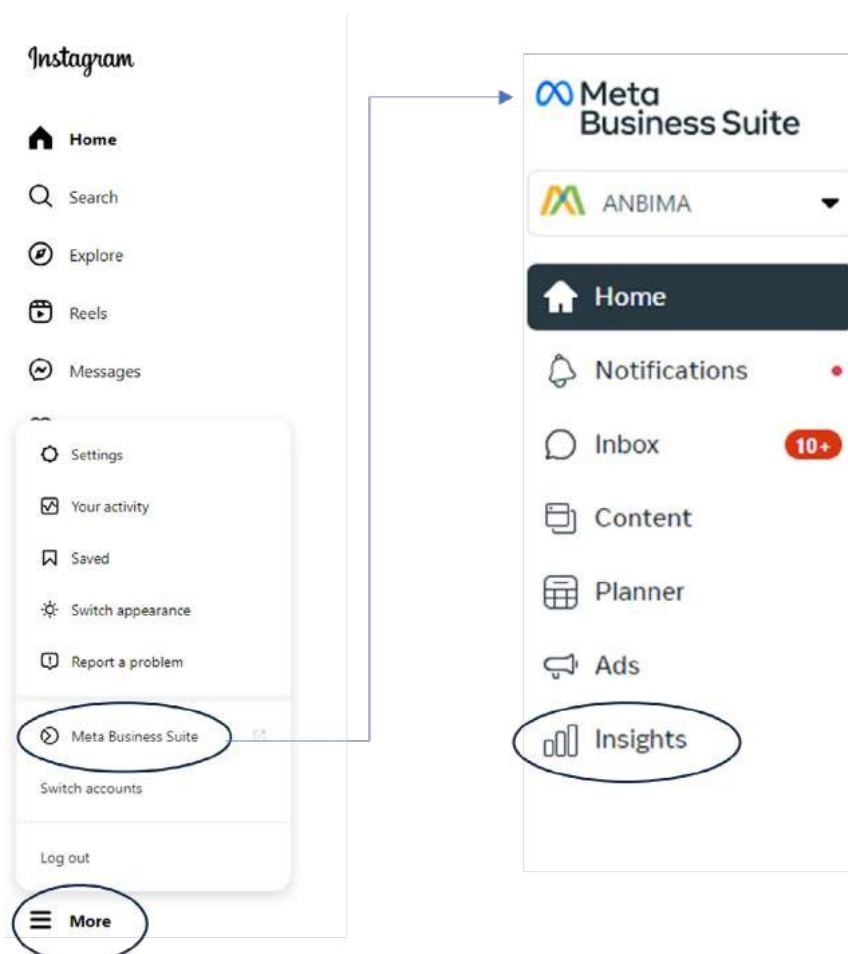
Creating the Instagram Report on Meta

To analyze the metrics and results of your Instagram posts, you can access the **Meta Business Suite** or view the data directly in the Instagram app on your mobile device. For this, have your page login and password handy. Let's get started.

Accessing data via Meta Business Suite on desktop

STEP 1

On the Instagram homepage, access the **Meta Business Suite** located on the left side of the screen under **More > Meta Business Suite**. Then, click on **Insights**.
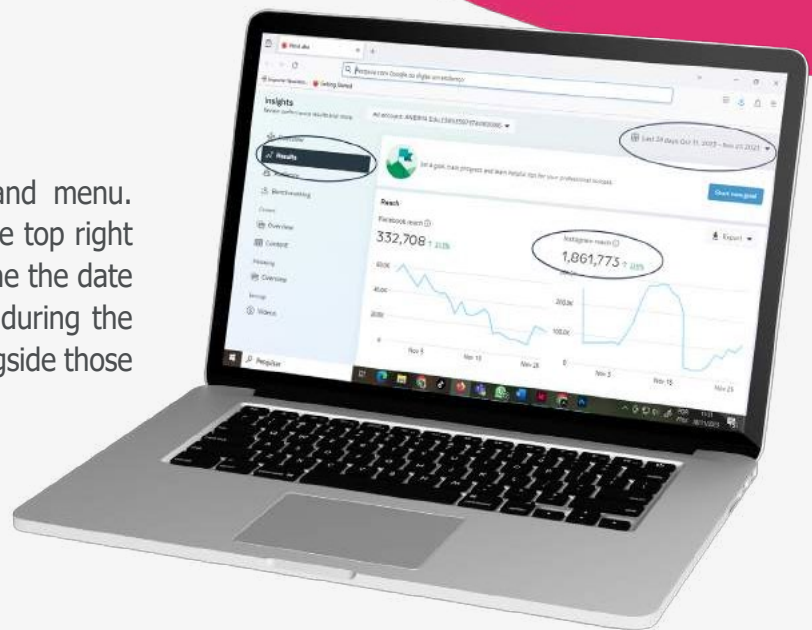
Creating a combined Facebook and Instagram report in Meta business insights

STEP 2

Next, click on **Results** in the left-hand menu. Select the period to be evaluated at the top right of the screen. This is important to define the date range you want to analyze, especially during the **WIW**. Instagram data will appear alongside those related to Facebook.
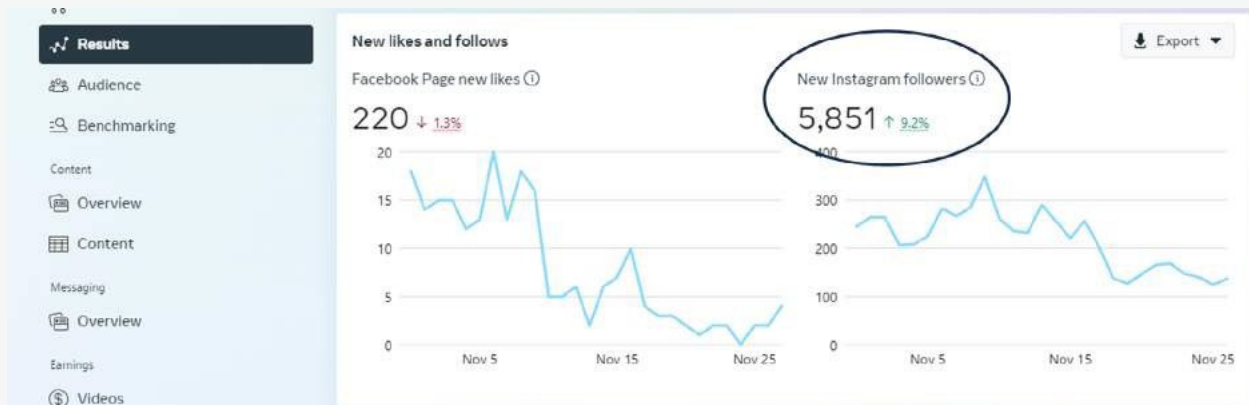
Remember: we recommend collecting data for the 7 days of the campaign and 7 days after the event ends.

After defining the period, let's gather information on page visits and new followers. They will be updated on the dashboard automatically.
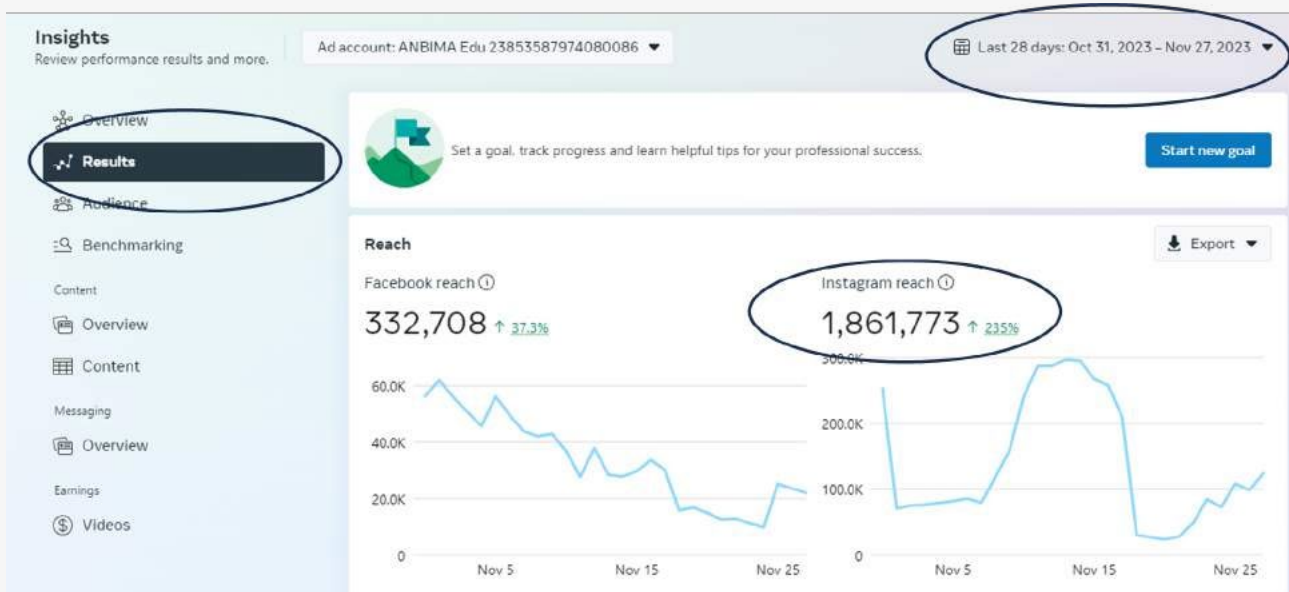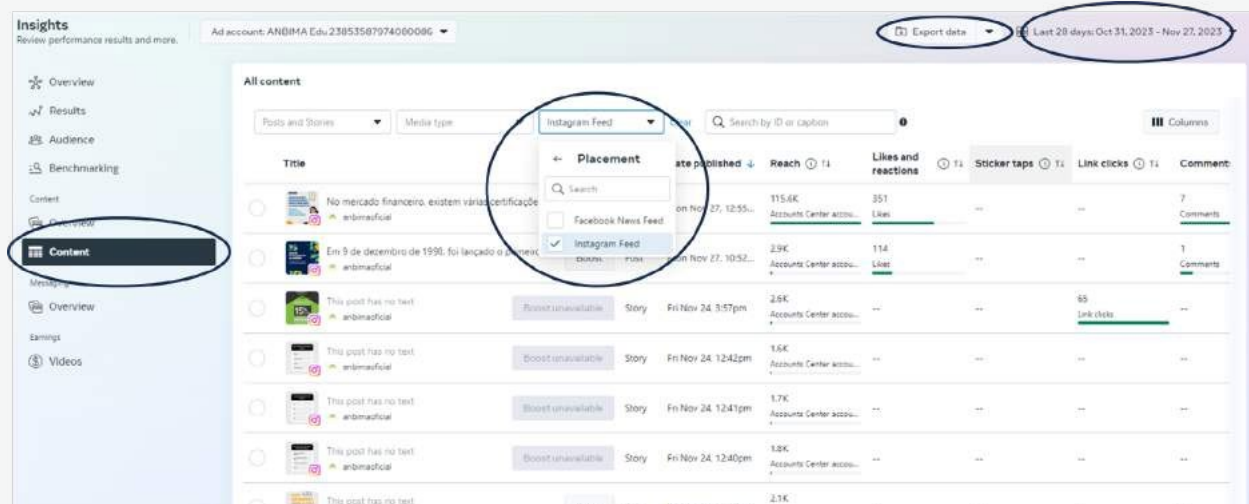
Creating a combined Facebook and Instagram report in Meta business insights

STEP 3

Now, click on the **Content** section in the left-hand menu of the dashboard to view post engagement. Here, you can also filter the social network and the period from which the data should be extracted.
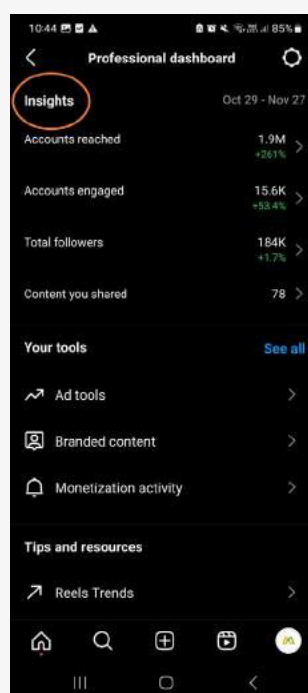
Creating a combined Facebook and Instagram report in Meta business insights

Accessing data via the Instagram app on mobile

With your phone in hand, open the Instagram app. When you open the profile, go to **Professional Dashboard.**

Now, just collect the data as we did in the **Meta Business Suite.**

Creating a combined Facebook and Instagram report in Meta business insights

While collecting Facebook data, take the opportunity to also view Instagram data.

See how to look for the metrics here. Below, we list which metrics will be essential:

- ✅ Page reach for the period.
- ✅ New followers for the period.
- ✅ Select only posts about the campaign.
- ✅ Total engagement during the period.
- ✅ Videos, reels, and live broadcasts conducted in the period.
- ✅ Reel plays in the period.
- ✅ Total video reactions in the period.
- ✅ Viewed minutes in the period.
- ✅ We recommend collecting data for the 7 days of the campaign and 7 days after the event ends. Use the same metrics for both organic and paid posts.
- ✅ The process to calculate the total engagement metric during the period is the same as on Facebook:

Example:

Number of reactions: 100
Number of comments: 50
Number of shares: 20
Reach: 1000
**Engagement =** (100 + 50 + 20) / 1000 = 0.17 (or 17%)

Engagement Calculation: (reactions + shares + comments) / Reach

LinkedIn

LinkedIn is a social network that allows users to create and manage their professional resumes online. It works as a networking platform in which you can connect and collaborate with other professionals, share information, and seek job opportunities.

LinkedIn's target audience comprises professionals from various fields looking for career development.
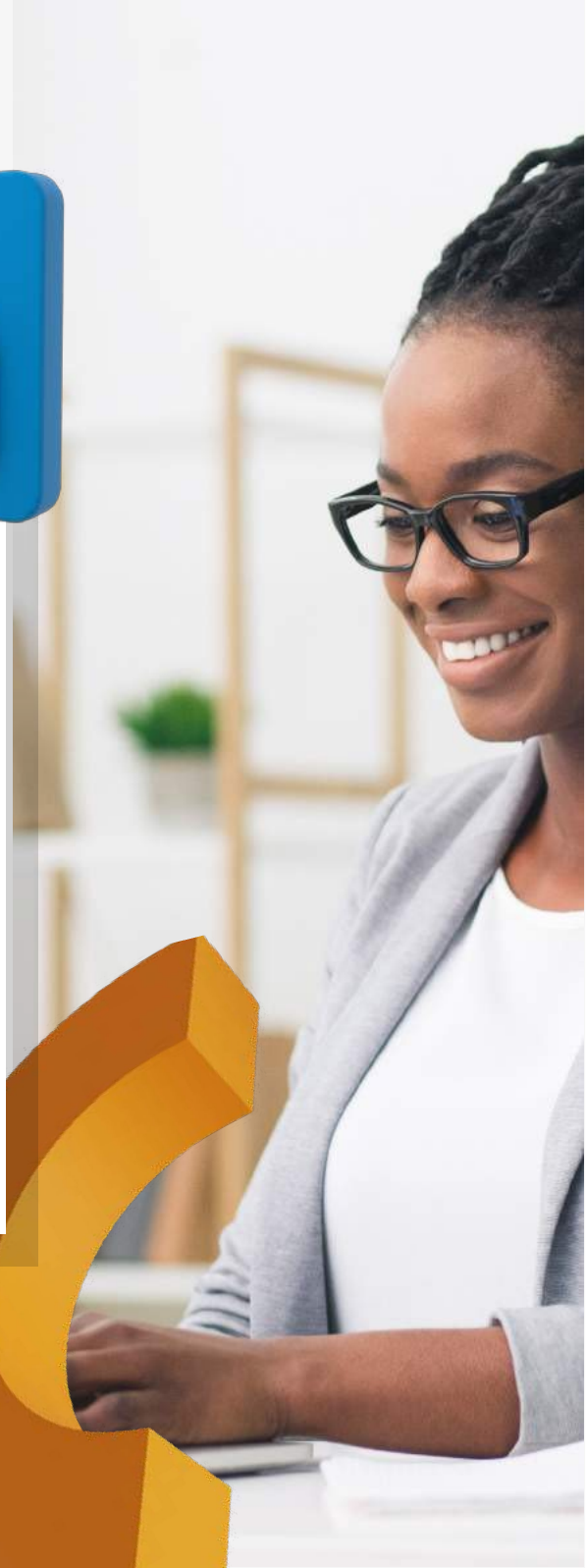
Available content formats on LinkedIn and how they differ

COPY POST

Just like on other platforms, LinkedIn is a simple and direct way to share your ideas, opinions, tips, or professional insights.
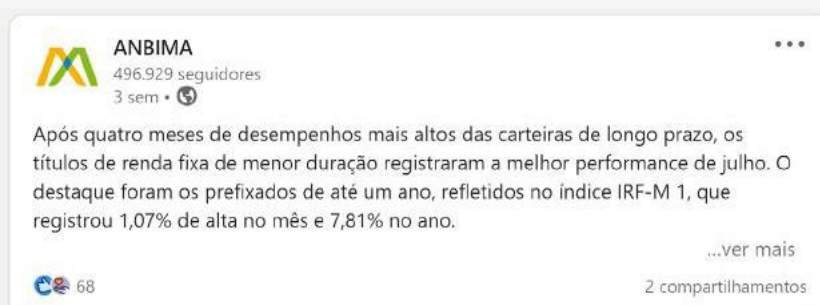

IMAGE POST

Distinguished by the use of an image, which can be a photo or an informative banner, this format grabs the attention of followers by making the content visually appealing.

Available content formats on LinkedIn and how they differ

LINK POST

Allows the sharing of external content such as articles, blogs, or websites. This type of post is useful for promoting actions, external website notes, and more.

VIDEO POST

Video posts are a great way to express yourself in a more dynamic and engaging manner.

ARTICLE ON LINKEDIN

Allows you to share longer texts, such as blog posts or authored articles. Unlike a regular text post, it can be ranked on Google.

# Available content formats on LinkedIn and how they differ

CAROUSEL POST

Allows you to tell a story, present a project, and showcase a series of products or services, among other possibilities, in a single scrollable post.

EVENT POSTS

Event posts appear in the feed and can promote live events or invite people to add the date to their personal calendars. They are an excellent way to promote and publicize professional events such as conferences, webinars, workshops, or any other occasion relevant to your target audience. These posts are particularly useful for expanding the event's reach and encouraging more interested people to participate.

LIVE

They allow you to connect authentically and immediately with your audience, providing the opportunity to share knowledge, promote events, conduct interviews, or answer questions in real-time.
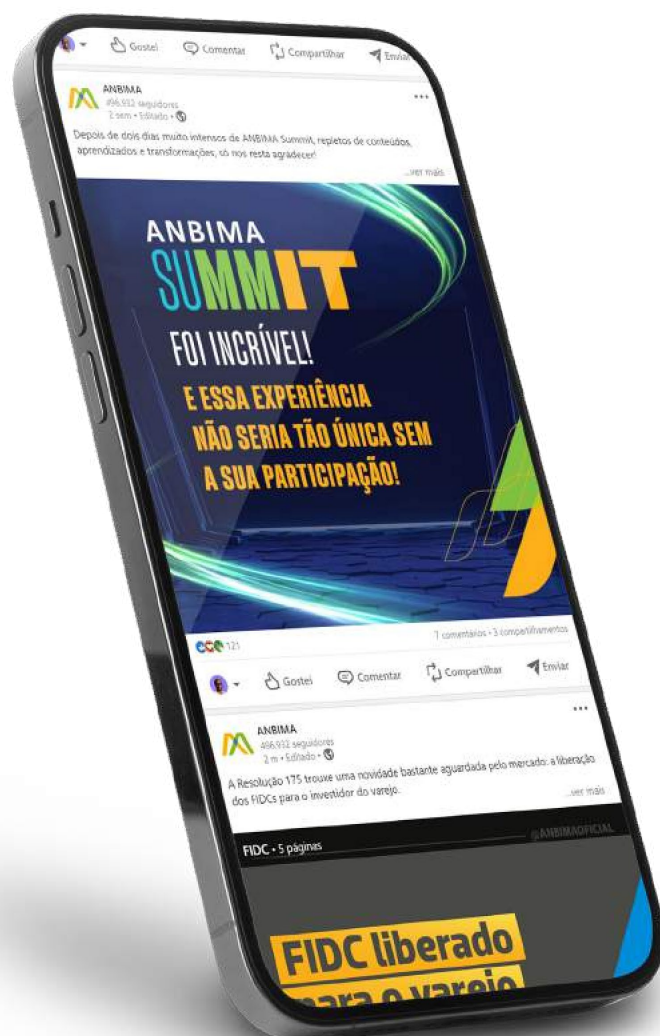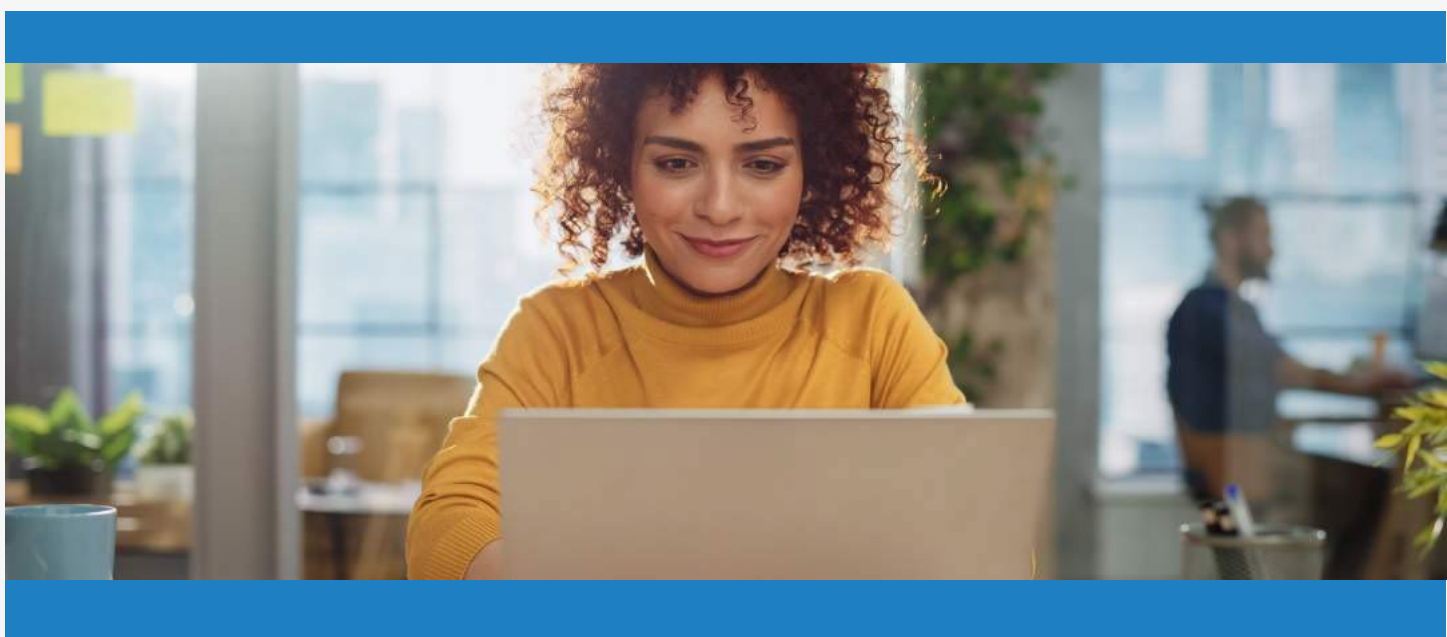
LinkedIn metrics report

STEP 1

Access your account and click on the **Analytics** dropdown menu on the right side of the screen. You can preview the performance of the last 30 days, but you can't change the period.
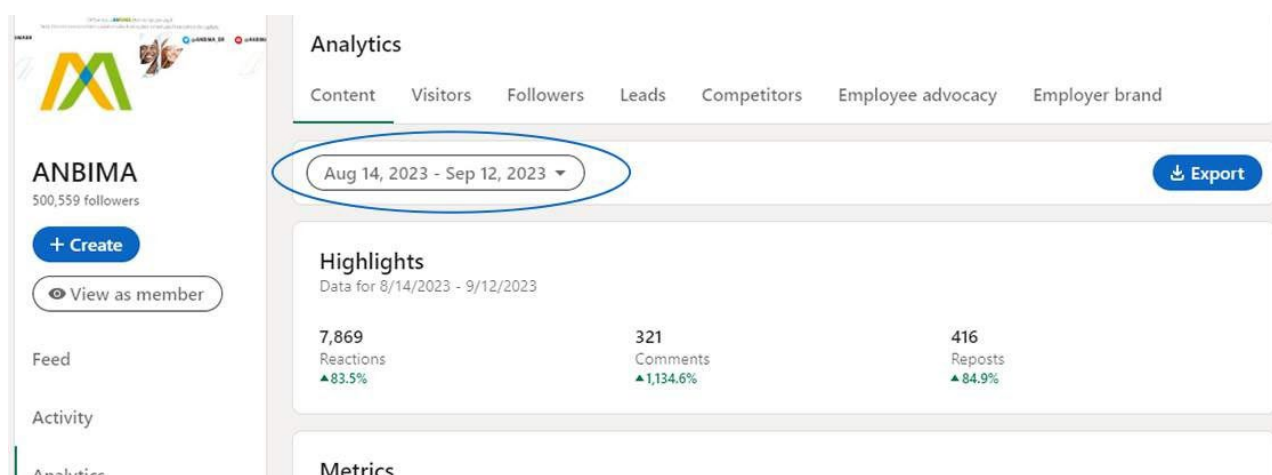
LinkedIn
metrics report

STEP 2

Filter the date range you want to analyze and collect the metrics.
Remember: we recommend collecting data for the 7 days of the campaign and 7 days after the event ends.

STEP 3

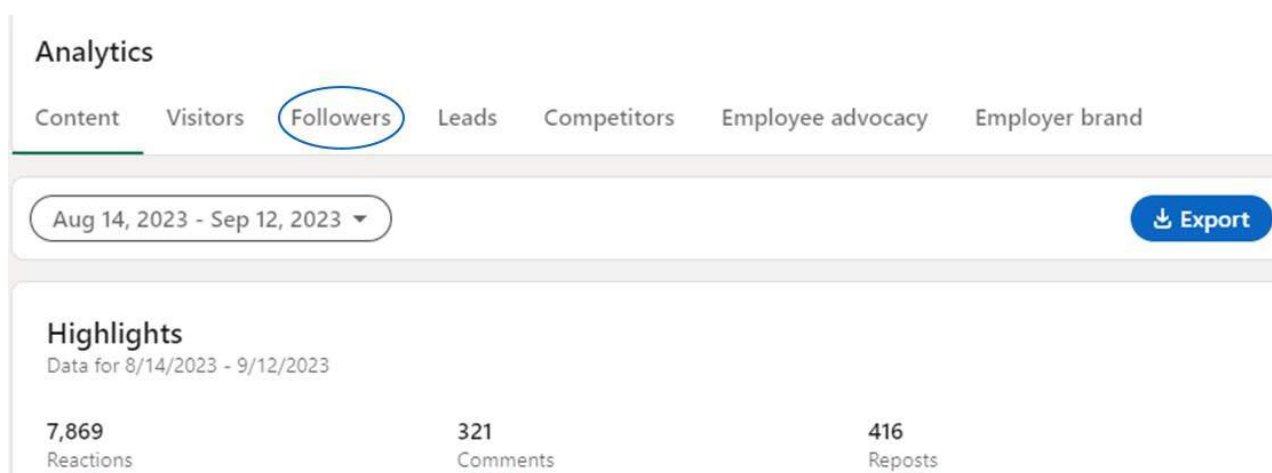Click on **Followers** and check the number of **New Followers** during the chosen period.

This metric shows the quantity and the percentage change in followers gained (or lost) during the selected period, serving as an important parameter for profile growth analysis.

LinkedIn metrics report

STEP 4

While still in the **Analytics** section, click on **Content** to view engagement metrics. In highlights, you will see these general data for the selected time frame.
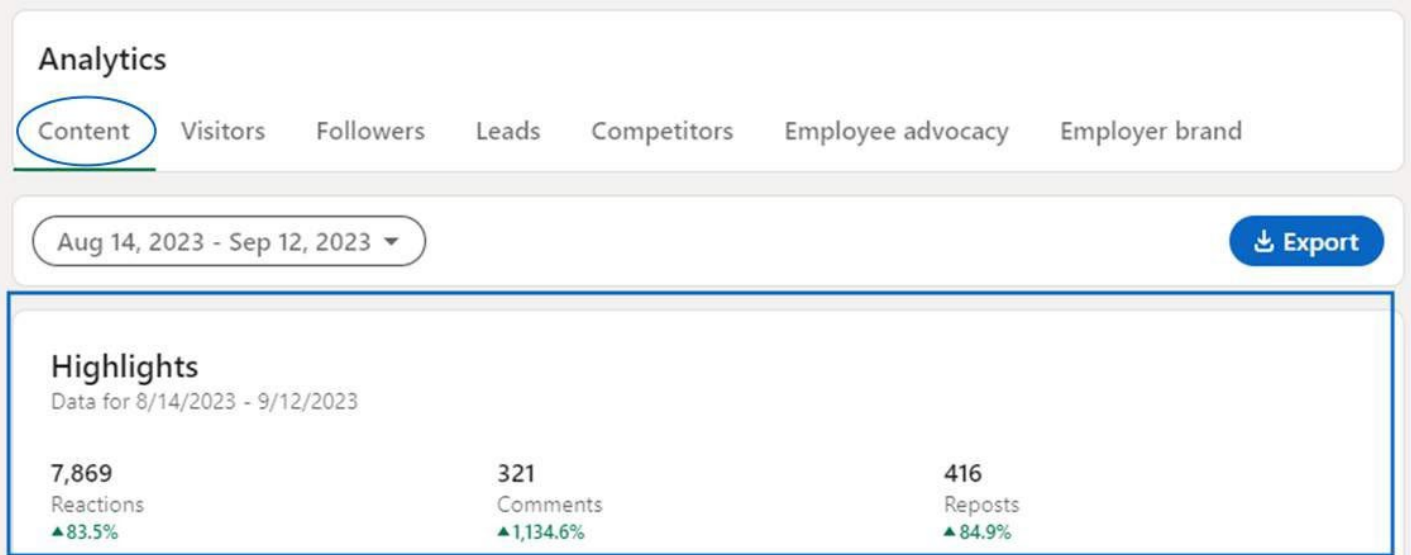
Also, remember to count how many posts about the campaign were made in the period to calculate the final engagement to assess.

LinkedIn metrics report

STEP 5

Time to add it up!

Follow this step-by-step process to calculate the engagement rate:

Engagement Rate (%) = (total number of reactions, comments, and shares ÷ total number of views) × 100

This rate indicates the percentage of people who interacted with your content in relation to the total number of views the post received.

Once you've done this, you'll have the following basic metrics to analyze your LinkedIn campaign:

- ✅ Total new followers in the period.
- ✅ Number of posts about the campaign made.
- ✅ Total or average engagement of posts in the period.
- ✅ Page views in the period (optional).

LinkedIn metrics report

To view video metrics, follow the guidelines below:

STEP 6

In the **Content** tab, access the video **analysis** window to evaluate the performance of your posts (last seven days or weekly). Performance is evaluated in three distinct areas:
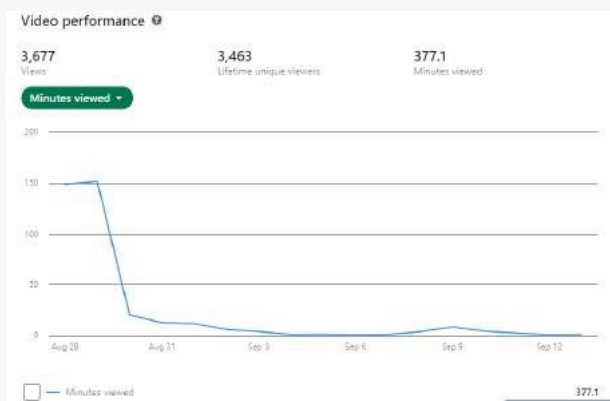
Total views: refer to the number of times the video was watched for more than three seconds.
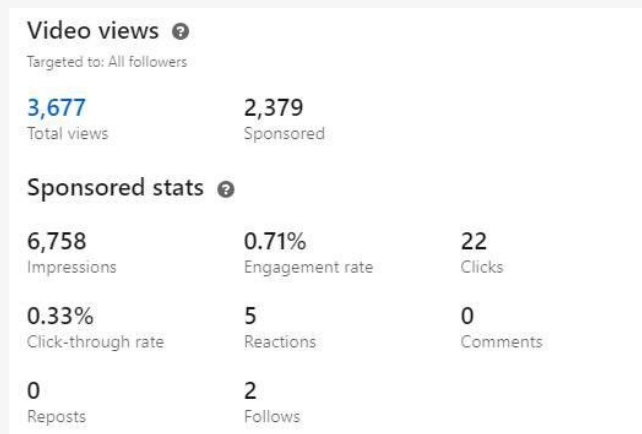
To complement your analysis, consider, the latest video metrics:

- ✅ Number of videos and live sessions conducted.
- ✅ Total views.
- ✅ We recommend collecting data for the 7 days of the campaign and 7 days after the event ends.
- ✅ Use the same metrics for both organic and paid posts.

X (formerly Twitter)

X is a social media platform that allows users to share information, links, and images through short messages. X's target audience is broad, encompassing people of various ages, professions, and countries, with a higher concentration of users in the United States, Europe, and Asia.

The platform is known for its real-time functionality, allowing users to share information and interact with each other in real-time.

Available content formats
on X and how they differ

POSTS

Short and concise messages with up to 280 characters are a basic way to share information, ideas, news, links, images, and videos.

COPY

Messages with up to 280 characters can mention other users, brands, and use hashtags, solely to convey a message.

IMAGES

Users can directly share images in their posts, making them visually appealing and informative.

VIDEOS

It is possible to share short videos (up to two minutes and 20 seconds). Videos can be recorded directly in the app or uploaded from mobile devices like tablets and smartphones.

GIFs

GIFs are animated images that can be embedded in posts to add mood or express emotions dynamically.

POLLS

Users can create polls with up to four response options to gather followers' opinions on a particular topic.

Available content formats on X and how they differ

MOMENTS

This format allows grouping a series of distinct tweets from different users related to a specific topic, creating a coherent and easily followed narrative.

THREADS

Threads are a sequence of connected tweets that allow users to share longer thoughts or divide information into parts.

SPACES

It's an audio platform in which users can virtually gather to discuss topics in real-time. It is available only on mobile devices (iOS and Android).

X metrics report

X has a specific website for extracting its metrics, called **X Analytics**.

STEP 1

To view X Analytics, you need to log in to your account on the following page:
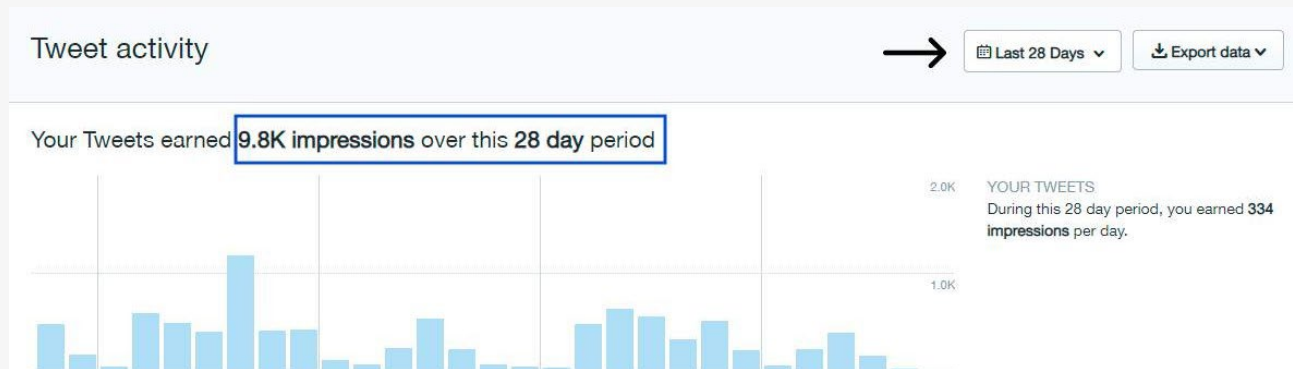Link: **https://business.twitter.com/pt/analytics.html**

STEP 2

Select the Tweets tab.

X metrics report

First, choose the period to be analyzed from the top-right menu. The first metric that will appear is the **Impressions Graph**. Take note of that information.
Remember: we recommend collecting data for the 7 days of the campaign and 7 days after the event ends.

STEP 3

The larger graph provides a detailed view of the engagement of individual posts, which can also be filtered by **Tweets, Top Tweets, Tweets and Replies, and Promoted**.
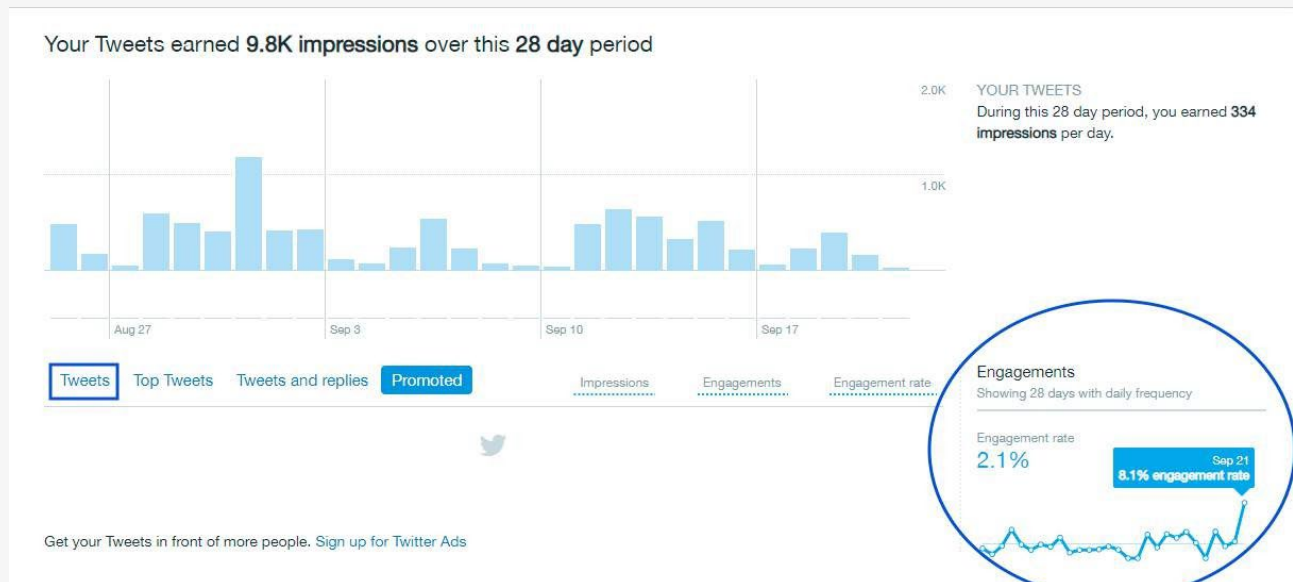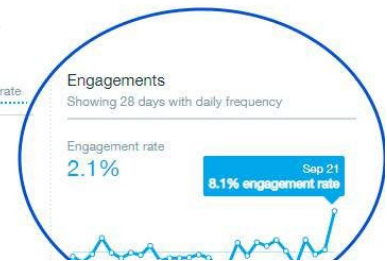
X metrics report

To view all organic tweets, select **Tweets** and focus on the metrics that will appear on the right side of the screen, as shown below.

X metrics report

STEP 4

Now, you can update your results with the following metrics:

- ✅ Impressions in the period.
- ✅ Select only posts about the campaign.
- ✅ Engagement rate in the period.
- ✅ Clicks on the link in the period.

STEP 5

To find these metrics, click on **More**, then **Videos**.

Your Tweets earned **9.8K impressions** over this **28 day** period

2.0K   YOUR TWEETS
During this 28 day period, you earned **334 impressions** per day.

1.0K

Aug 27   Sep 3   Sep 10   Sep 17

Tweets   Top Tweets   Tweets and replies   Promoted   Impressions   Engagements   Engagement rate

Engagements
Showing 28 days with daily frequency

Engagement rate
2.1%

Sep 21
8.1% engagement rate

Get your Tweets in front of more people. Sign up for Twitter Ads

X metrics report

STEP 6

Select the period to be analyzed and count the views and the retention rate displayed on the menu on the right.
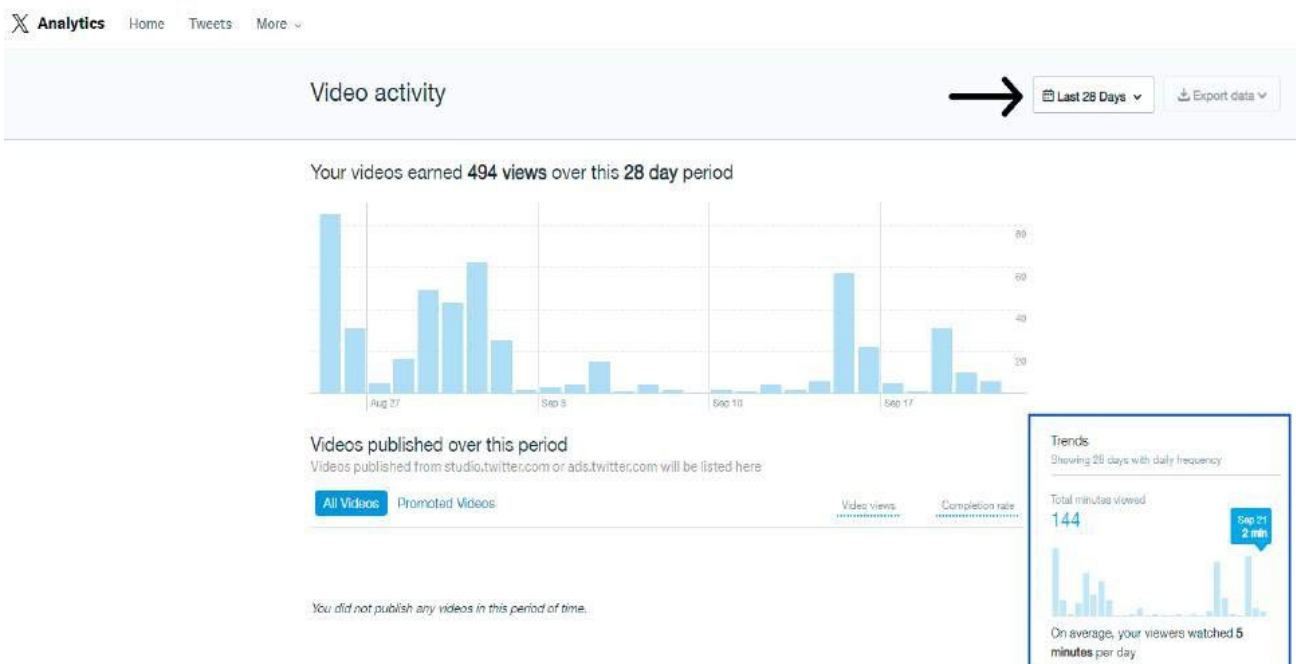
Now, you can complement your **results** with the following data:

- ✅ Number of videos made in the period.
- ✅ Total views in the period.
- ✅ Retention rate in the period.
- ✅ We recommend collecting data for the 7 days of the campaign and 7 days after the event ends.
- ✅ Use the same metrics for both organic and paid posts.

*Note: This guidebook was produced in August 2023, considering the changes from Twitter to X. The metrics analysis model remained the same as the old Twitter Analytics until the creation of this Guidebook.

TikTok

TikTok is a social media platform that allows users to create and share short videos. The platform operates as a mobile app that enables the recording of videos up to 60 seconds in length, with effects, editing, and music.

The platform features an algorithm that analyzes user behavior, such as the videos they watch and interact with, to personalize each user's feed with relevant and engaging content.

TikTok's target audience consists of young adults and teenagers who are drawn to the platform for its unique functionality and the opportunity to express themselves creatively.

How to use TikTok's video editing features

Follow the steps below to publish videos on TikTok and use basic editing features:

- ✅ Open the TikTok app on your mobile/desktop device and log in to your account.
- ✅ On the home screen, tap the + button at the bottom of the screen to create a new video.

On the recording screen, you'll see the following:

- ✅ **Record:** Tap to start recording.
- ✅ **Music:** Add audio to your video. You can search for popular songs or choose an original TikTok track.
- ✅ **Speed**: Make your video slower or faster with this feature.
- ✅ **Timer:** Adjust the recording time for your video.
- ✅ **Effects:** Add filters, special effects, and transitions to your video.
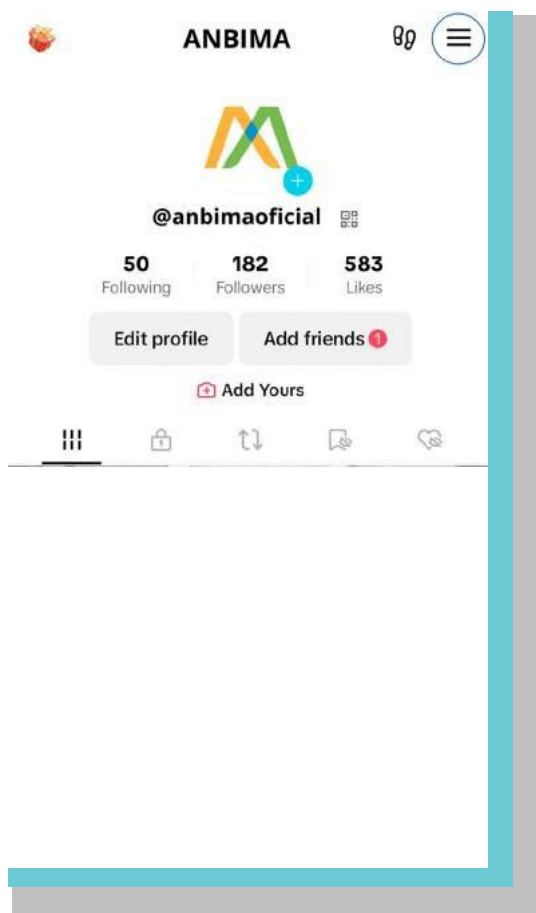
How to access TikTok analytics

STEP 1

Make sure your account is set to **Pro** to access Analytics. Click on your profile picture and select **View Analytics**. Now, you'll have access to your account's metrics.

In TikTok Analytics, the insights are organized into three main categories: **Overview, Content, and Followers**.

How to access TikTok analytics

In the **Overview** section, you can access metrics like follower growth, video views, profile views, likes, comments, and shares. You can analyze data for predefined periods set by the platform (7, 28, or 60 days) or customize a date range of up to 60 days.
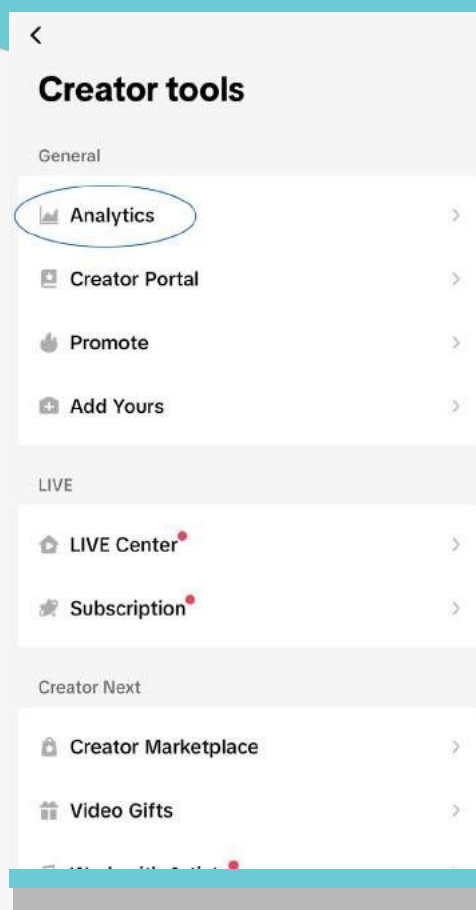

Considering the metrics presented above, your report may include the following information:

Follower growth in the period.
- ✅ Number of videos posted in the period.
- ✅ Video views in the period.
- ✅ Profile views, likes, comments, and shares in the period.
- ✅ Average viewing time (retention) in the period.
- ✅ We recommend collecting data for the 7 days of the campaign and 7 days after the event ends.
- ✅ Use the same metrics for both organic and paid posts.
- ✅

TikTok provides engagement data in the Overview tab.

KWAI
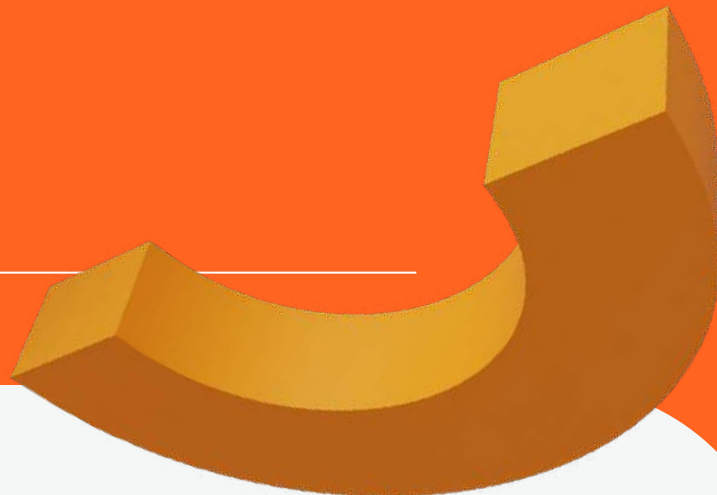
Kwai is a social media platform that lets users create and share videos, photos, and music. The platform uses algorithms to suggest content to users, making it popular among the youth.

Kwai's target audience is people aged 15 to 24 who want to interact and share experiences with friends and family.

How to Use Kwai's Video Editing Features

- ✅ **Special effects:** Kwai offers a wide range of special effects, like color filters, animations, transitions, and stickers that you can apply to your videos.
- ✅ **Music and sounds:** Users can add music and sounds to their videos from a vast library of licensed options.
- ✅ **Cutting and editing tools:** These tools allow you to edit your videos, including cuts, speed adjustments, and clip reversals.
- ✅ **Copy and captions:** Customize the font, color, and position of copy and captions in your videos.
- ✅ **Voice dubbing:** Record voiceovers or sound effects to accompany your videos.
- ✅ **Beauty and makeup effects:** Apply virtual makeup, skin smoothing, and other cosmetic effects.
- ✅ **Interactive stickers:** These are animated emojis and augmented reality stickers that react to touch.
- ✅ **Sharing features:** You can share your videos directly on Kwai or on other popular social networks like Instagram, Facebook, and WhatsApp.
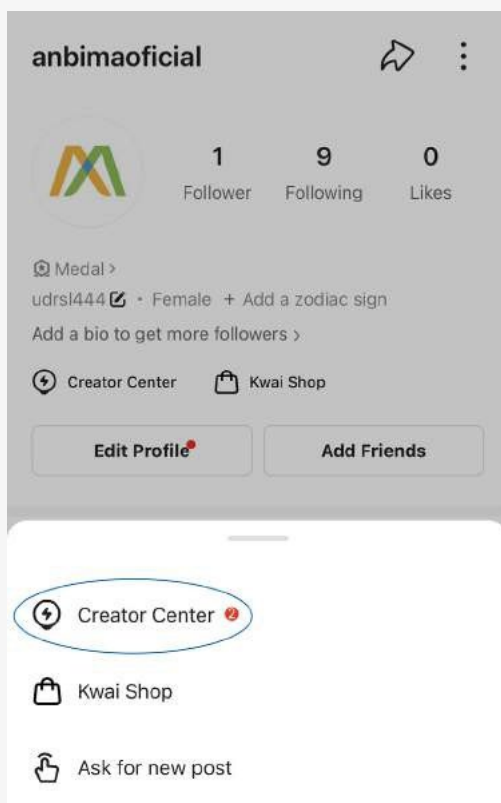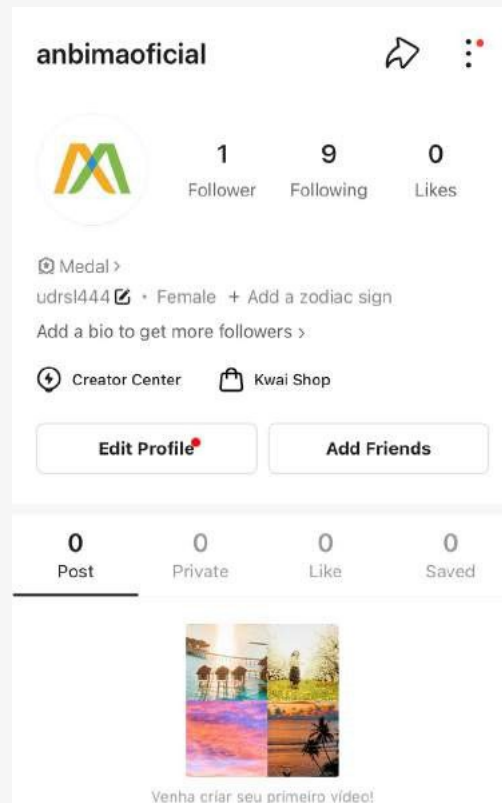
Please remember that Kwai's editing features may vary

based on platform updates and the region where the app is used. As the features evolve, users have more opportunities to create content to share with the platform's community.

How to conduct analysis on Kwai

To check the metrics, simply click on your profile and access the **Creator Center** icon.

By clicking on this panel, you'll be directed to the **creator menu**, which contains tasks and some general information. In the **job analysis** section, you'll find metrics that are updated daily.

Among the available metrics, you will find the number of views, likes, comments, and shares.

How to conduct analysis on Kwai

For a basic report, we suggest reviewing the following information and consolidating it:

- ✅ Total videos posted in the period.
- ✅ Views during the period.
- ✅ Total likes, comments, and shares during the period.
- ✅ We recommend collecting data for the 7 days of the campaign and 7 days after the event ends.
- ✅ Use the same metrics for both organic and paid posts.

Similar to TikTok, the tool provides these results without the need to calculate engagement.

YouTube

YouTube is an online video sharing platform that allows users to watch, create and share videos over the internet.

YouTube attracts a diverse audience in terms of age, gender, and geographic location. People of all ages, from teens to seniors, use the platform to watch a variety of content.
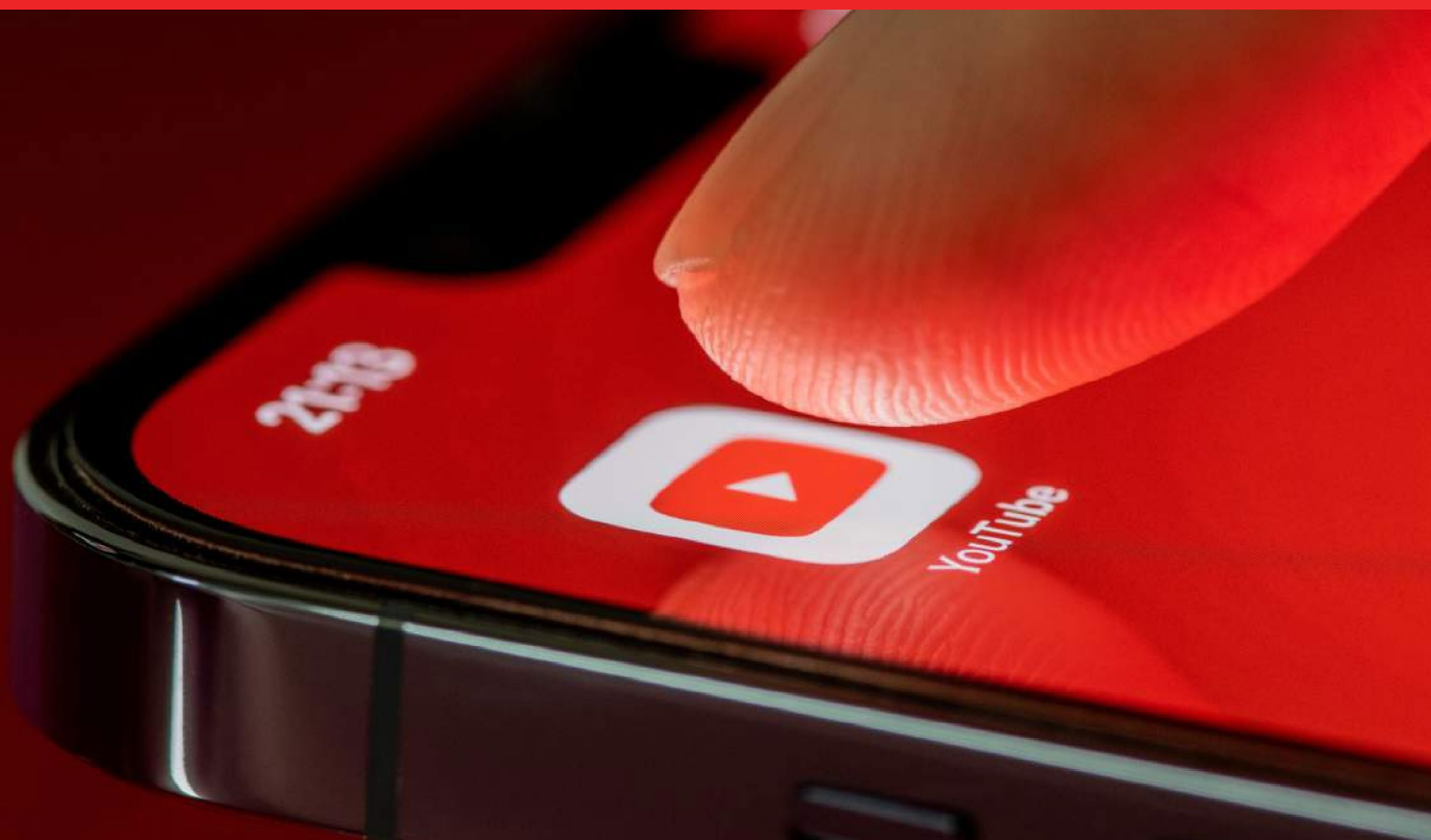
Video formats available on YouTube

YouTube offers multiple video formats, including vertical, horizontal, and square aspect ratios. In its standard format, it is necessary to upload videos in 1080p, 720p and 480p sizes.

There is also 4K size, which refers to an image resolution that is four times higher than Full HD (1080p) resolution, often considered the standard for high-quality videos on YouTube.
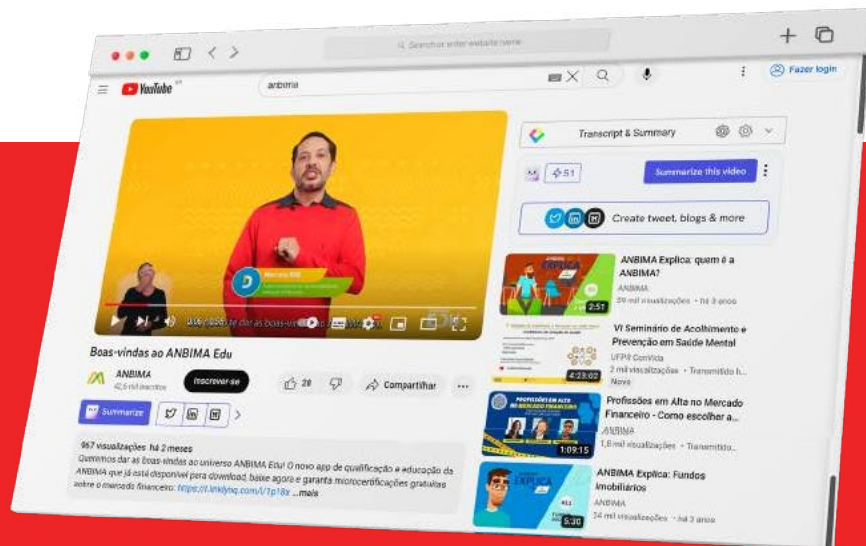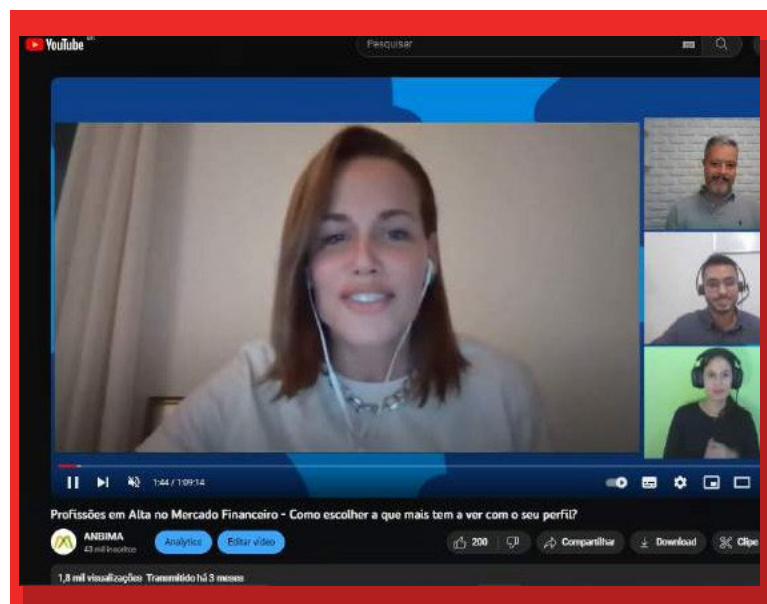

In addition, there are a few other video formats that can be created on YouTube. They are:

LIVE

YouTube supports live streaming, allowing creators to stream in real time.

Streaming can be done in 4K, 1080p, 720p, and 480p.

Video formats available on YouTube

YOUTUBE 360

This format offers engaging 360-degree video content that can be recorded in 4K, 1080p, and 720p.

YOUTUBE SHORTS

A short video feature that allows creators to upload content up to 60 seconds long, and 1080p upload is recommended, but it also supports 720p.

YOUTUBE VR

This format offers viewers virtual reality experiences, ideal for engaging content, with 4K, 1080p and 720p quality.
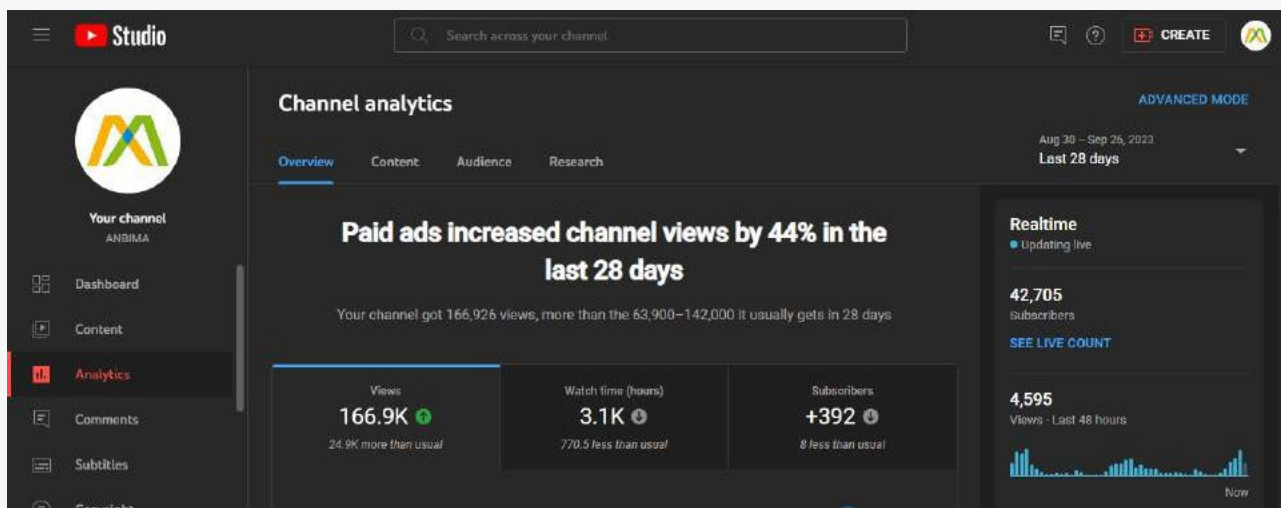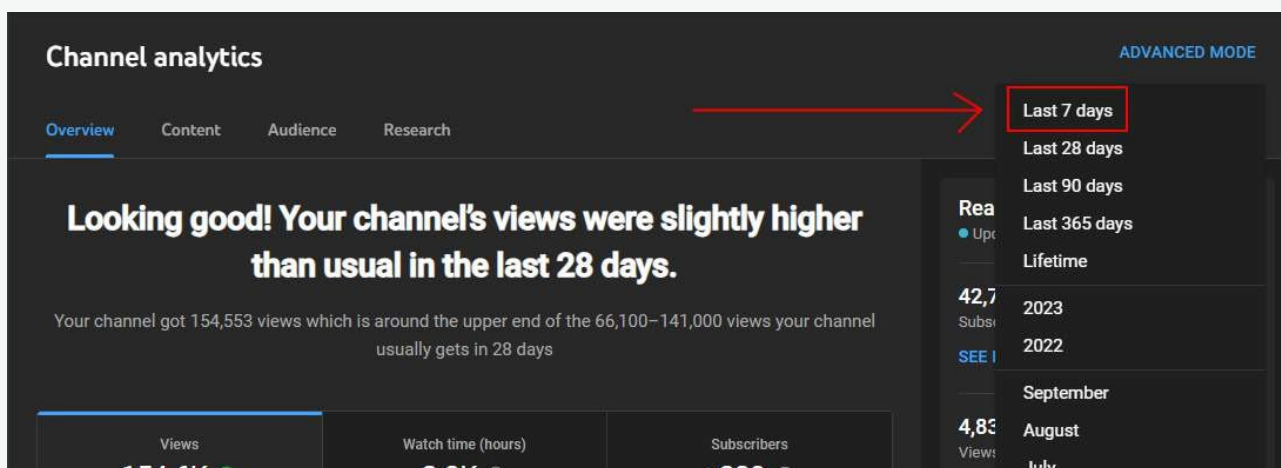
Accessing
YouTube Analytics

To check the metrics, you need to access the YouTube Analytics page at
https://studio.youtube.com/channel/

Once you access the page, you will automatically be directed to the channel statistics, where you can view the Analytics of the page.
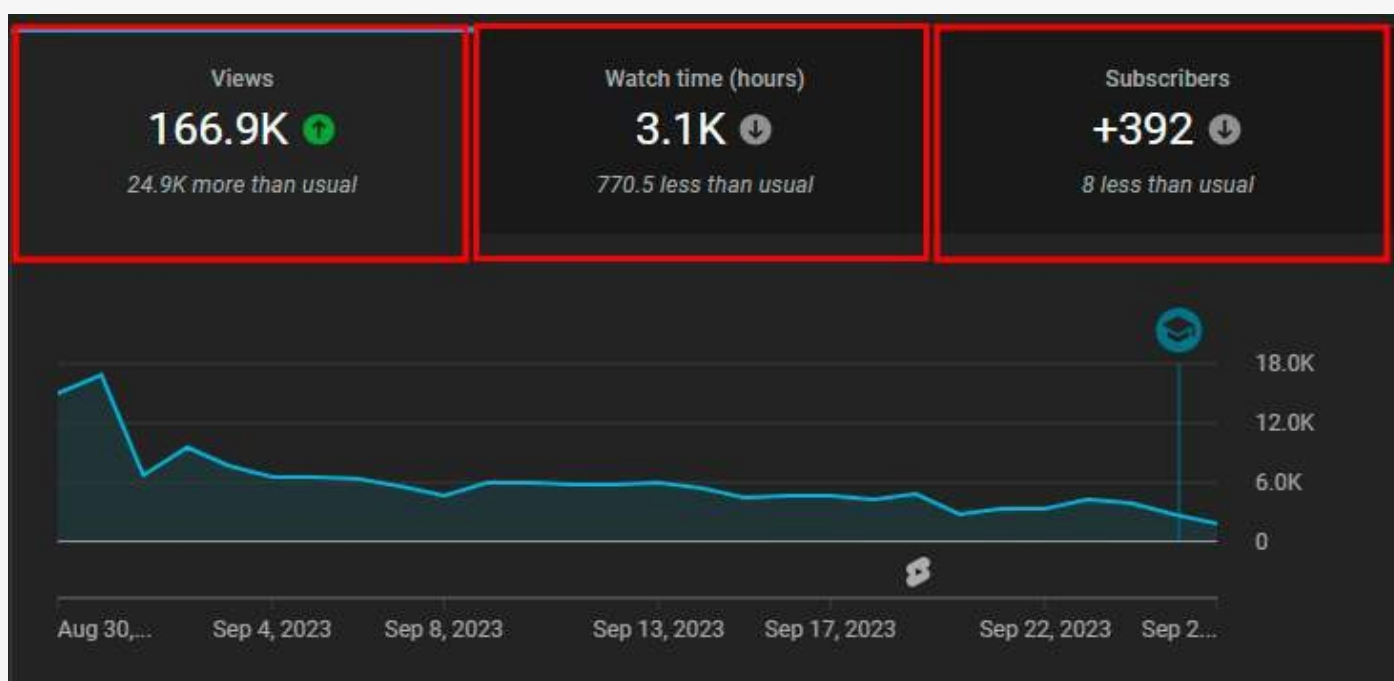

In **Overview**, you can view the amount of period views, view time, and subscribers. Change the time period you want to view the metrics in the top right corner of the screen and choose **last 7 days**.

Accessing
YouTube Analytics

Write down the total number of views, viewing time and subscribers, still under **Overview**.
These numbers will appear at the bottom of the dashboard.

Considering the metrics presented above, your report may contain the following information:

- ✅ Number of videos published in the period.
- ✅ Video views in the period.
- ✅ Display time (hours) in the period.
- ✅ Total subscribers in the period.
- ✅ We recommend collecting data for the 7 days of the campaign and 7 days after the event ends.
- ✅ Use the same metrics for both organic and paid posts.