

## Blaze Help Center

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Social Media | How can I analyze my content strategy on Blaze?

# Social Media | How can I analyze my content strategy on Blaze?

Understand which content is resonating with your followers on Twitter/X.

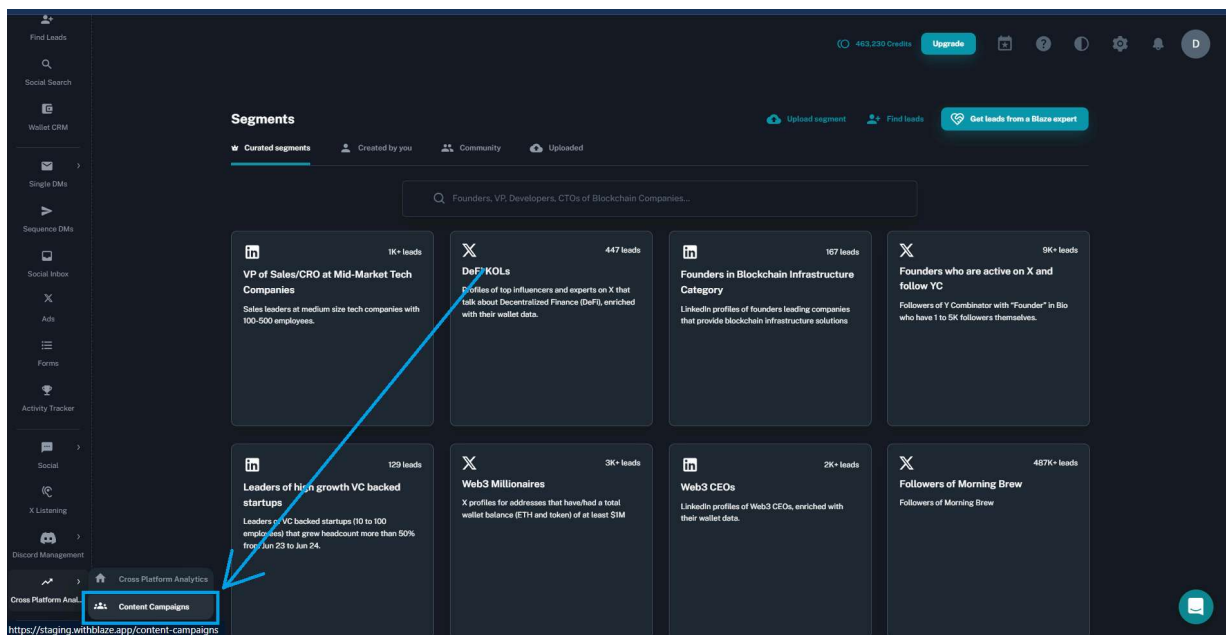


Written by Team Blaze

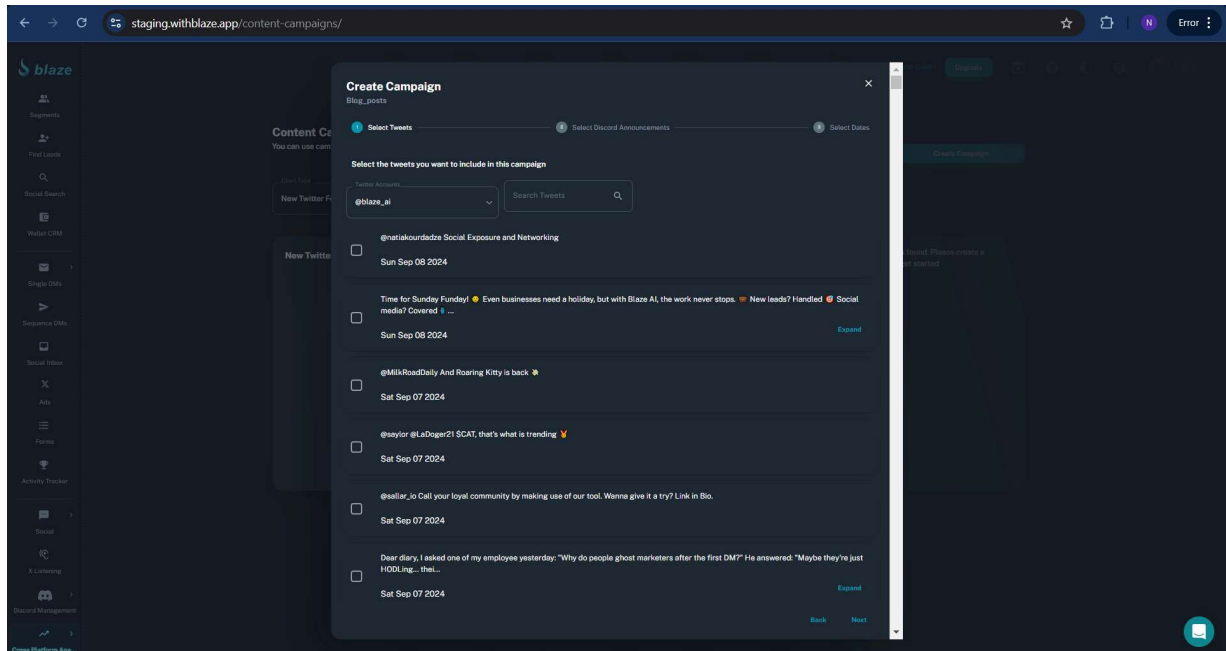
Updated over 8 months ago

You can group your tweets into campaigns to see how different types of content perform collectively.

## 1. Select **Content Campaign** option from **Cross Platform Analytics Tab**

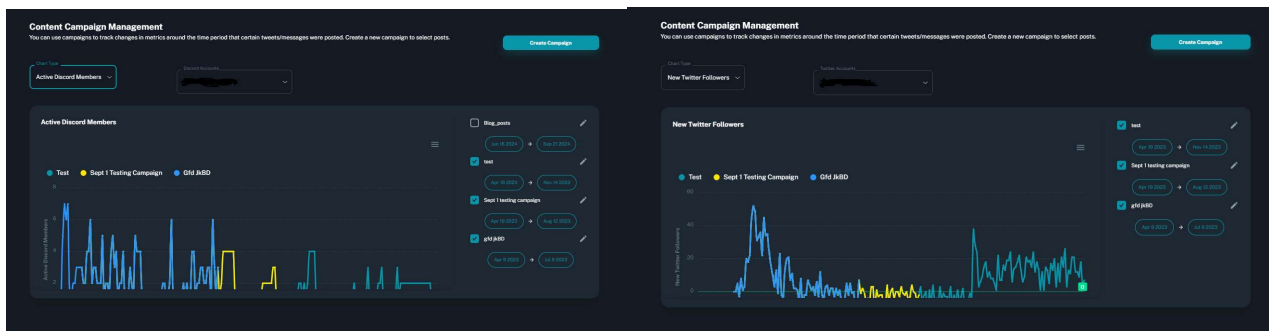


## 2. In case you don't have any existing content campaigns, **Create a new campaign** by selecting tweets/discord announcements.



Select date range for your campaign and create.

3. Once you have created your campaign, you can track changes in metrics around the time period that certain tweets/messages were posted.



This allows you to refine your content strategy based on data-driven insights.

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Did this answer your question?



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