Viewing Post Insights in Measure

The Post Insights feature in Measure's Content and Label Performance widgets will help you obtain a complete analysis of an individual post and benchmark it against your other posts to identify what content strategies have an impact on your post performance. After viewing post insights, you can also take immediate actions, such as adding labels to your posts, viewing the post's comments in Engage, and boosting your posts in Publish.

Tip:

For a quick look at post insights, check out our one-pager and demo video:

Accessing post insights

Post insights are accessible within the content and label performance widgets in your Measure dashboards.

In a Content Performance widget, click on the **Post insights (graph) icon** on a post in card view or to the right of the post in list view.

In a Label Performance widget, first click on a label to view its associated posts, then click the **Post insights (graph) icon** on the desired post.

Label Performance

5 LABELS (259 POSTS)	POSTS WITH LABEL	REACH	ENGAGEMENT	IMPRESSIONS	ENGAGEMENT RATE
🏷️ Special-sale	103	121.1K	6.2K	145.9K	4.3%

🏷️ Special-sale

DATE	POSTS	REACH 245.3M ▼-3%	ENGAGEMENT 1.3M ▼-1%	IMPRESSIONS 475.1K	ENGAGEMENT RATE 3.2% ▼-0.1%		
24 May 11:00	The flora plant sets the mood for this... 📘 Flora Online Store Center Promoted ❯	121.1K	6.2K	145.9K	4.3%	📊	📋
25 May 11:00	Exploring, searching, and enjoying... 📘 Lonely planet traveller's guide to... 🏷️ holiday + 2 more	476.12K	345.89K	120.09K	1.3%	📊	📋
26 May 11:00	Exploring, searching, and enjoying... 📷 Lonely planet traveller's guide to... Promoted 🏷️ holiday + 2 more	421.9K	1.54M	234.12K	3.5%	📊	📋
27 May 11:00	Aa Take in the sweet scent and the glo... 📷 Flora Online Store Midtown...	381.98K	345.89K	120.09K	1.3%	📊	📋

The Post Insights window will open to display a preview of your post along with several options for detailed insights.

Post preview

In the Post Insights window, you will see an expanded preview of the post on the left-hand side, similar to the Content Performance widget's preview in card view.
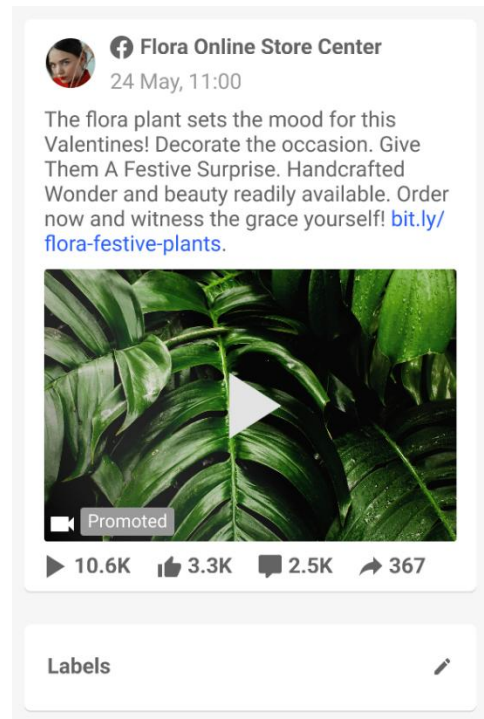
The full text of the post will be displayed. For video posts, you can play the attached video by hovering over it (for Facebook, Instagram, X (Twitter), and LinkedIn videos) or by clicking on it (for TikTok videos). You will also see a quick snapshot of engagement statistics for the post underneath it, dependent on the post type (e.g. Likes, Comments, Shares, Saves, Views, etc.).

Labeling posts

Underneath the post preview, you will see any labels currently associated with the post and have the option to apply additional labels available to your team in Social Media Management. Click the **Edit (pencil) icon** in the Labels section to add or edit labels.
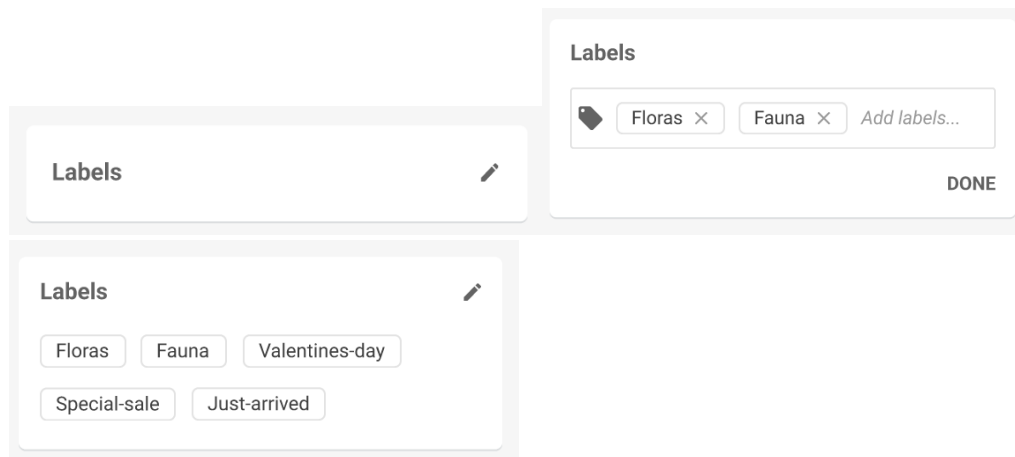
Note:

If your Social Media Management user role has access to create labels, you will also be able to create new labels in Measure.

Iris post analysis

At the top of the Post insights window, you will see an **Analyze Post** button to analyze your post using Iris post analysis.
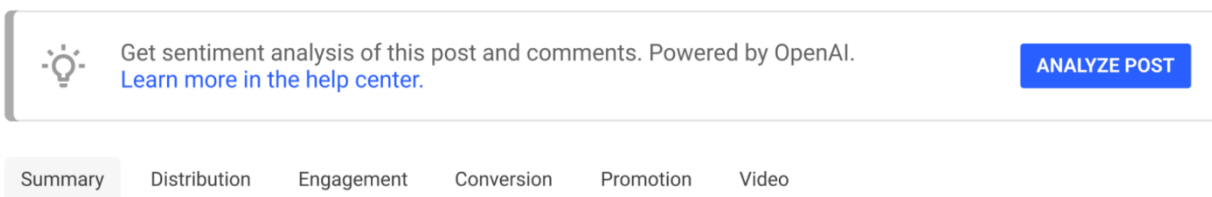
Iris is Brandwatch's AI powered by third-party, generative AI technology. The post analysis feature in Measure will analyze your post's content and comments to return valuable insights such as sentiment, tone of voice, style, and much more.

To learn more about the full capabilities of this feature and additional Iris AI tools available in Brandwatch, please visit our dedicated article on Iris Post Analysis.

Viewing post insights

Under the **Check the performance of your post** window, you will be able to view your post insights from several different perspectives to get the best insights for your social media strategy.

By default, each perspective offers a **Highlight analysis** tooltip to compare the specific post with all other posts included in the widget and return the most important metric

depending on the goal for the social post.
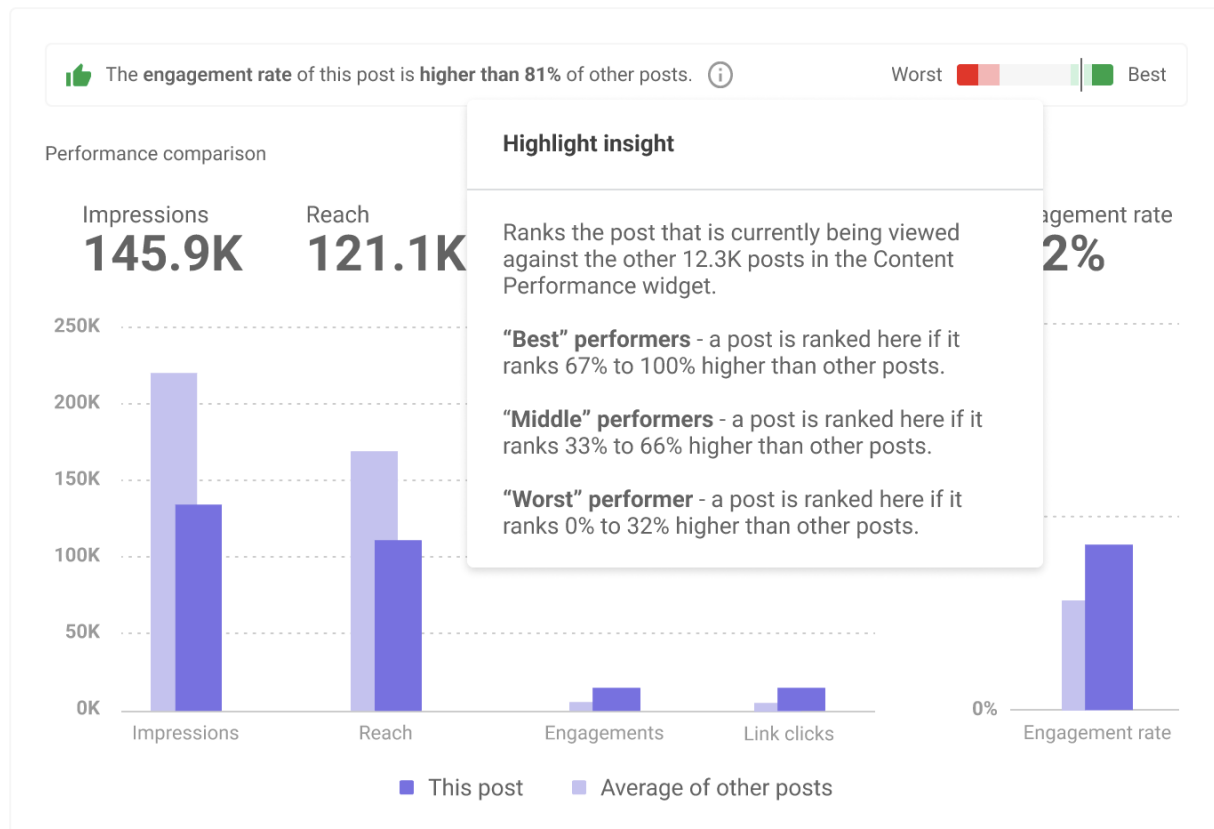
Tip:

See the article section below to check all of the [available metrics for each insights section](#) by network and post type.

Summary

The Summary section provides a quick overview of some of the most popular metrics to measure on a post, depending on the social media goal for the post:

- Impressions, Reach, Plays (Awareness)
- Engagements, Engagement Rate (Engagements)
- Link clicks/Clicks (Conversions)

👍 The **engagement rate** of this post is **higher than 81%** of other posts. ⓘ   Worst � ▮ Best

Performance comparison

Impressions	Reach	Engagements	Link Clicks	Engagement rate
145.9K	**121.1K**	**6.2K**	**1.9K**	**4.2%**

■ This post   ■ Average of other posts
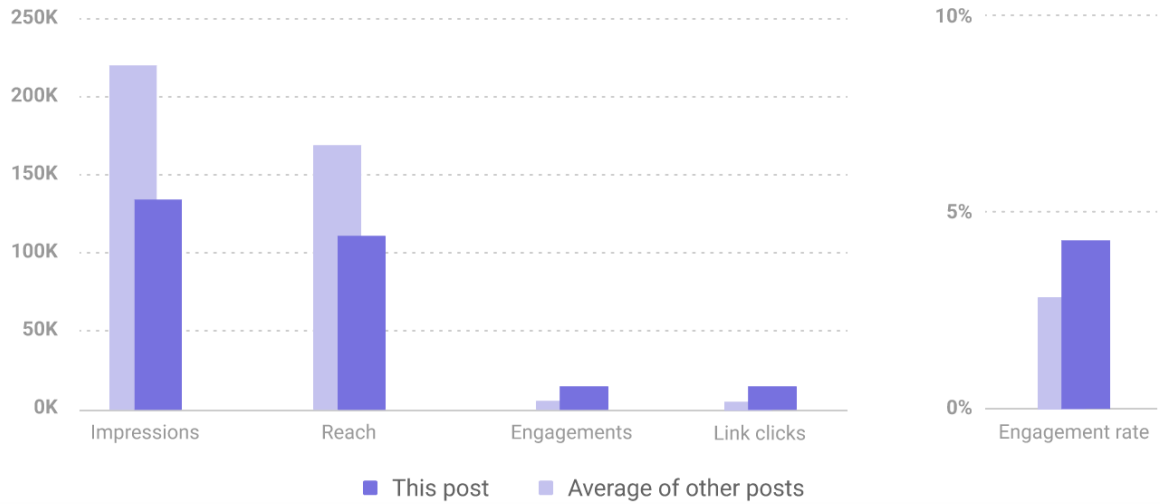
When you hover over the metrics in the chart, each of these metrics has a comparison with the average value of the posts added in the widget where the post was clicked.
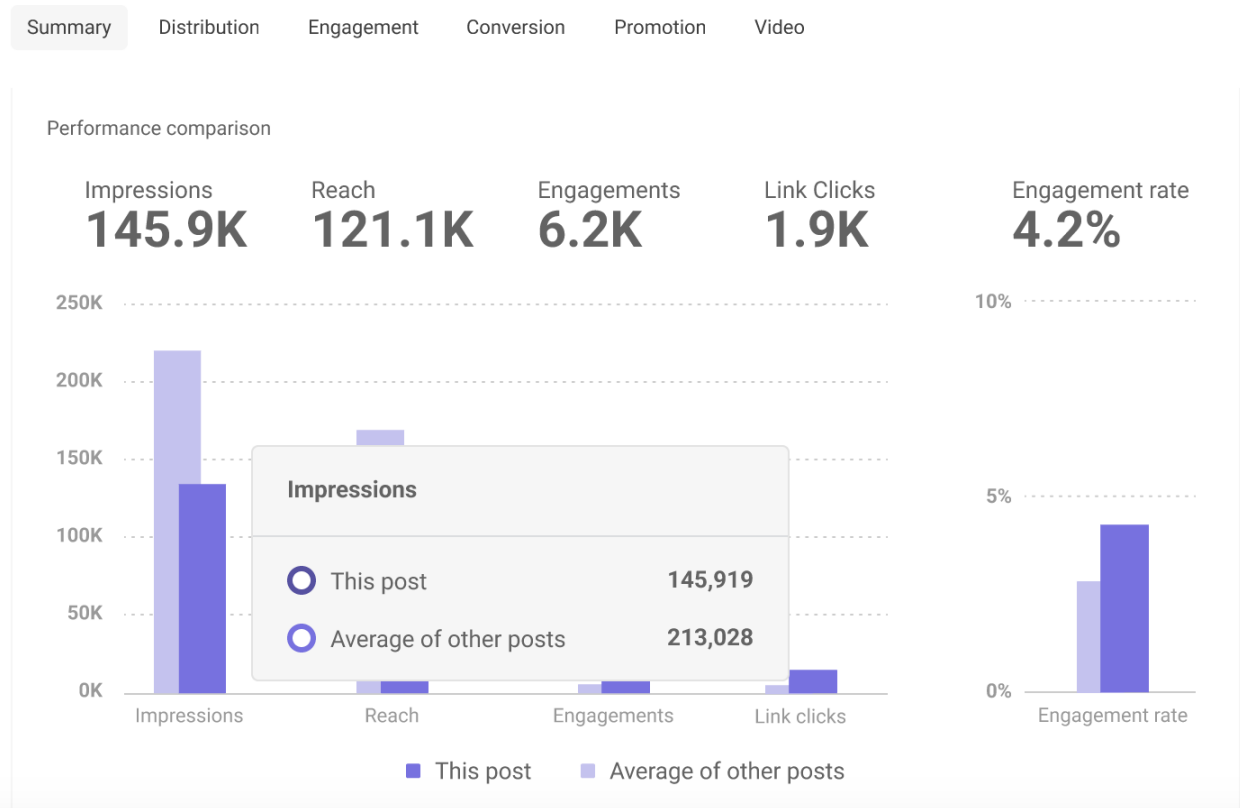
Note:

The Highlight/Ranking section percentage and Average number of the posts have different meanings:

- Highlight/Ranking section percentage: The post has an engagement rate higher than the percentage of the rest.

- Average: The average value of the metric across all posts in the widget (i.e. same aggregated value as if you select the Average aggregation of a metric).

Distribution

The Distribution section, you can have a drill-down analysis of the post distribution. It contains the following metrics:

- Impressions/Plays

    - Facebook: Impressions by paid/organic/viral and fans/non fans.

    - TikTok: For You, Following, Hashtag, Sound, Profile, Discovery video views.

- Reach
    - Facebook: Reach by paid/organic/viral and fans/non-fans.
- Frequency

Distribution ⓘ

Understand how many people this post has reached.

The **reach** of this post is **lower than 81%** of other posts. ⓘ   Worst ▮▮ Best

Most **impressions** are **organic** and are coming from **non-fans**.

Impressions
145.9K

Fans — 35.6K
Non-fans — 110.3K

Organic — 96K
Paid — 45.9K
Viral — 4K

Most of the **reach** is **paid** and is coming from **fans**.

Reach
121.1K

Fans — 75.6K
Non-fans — 45.5K

Organic — 40K
Paid — 79K
Viral — 2.1K

Frequency
1.2x

This post reached each feed **1.2 times**.
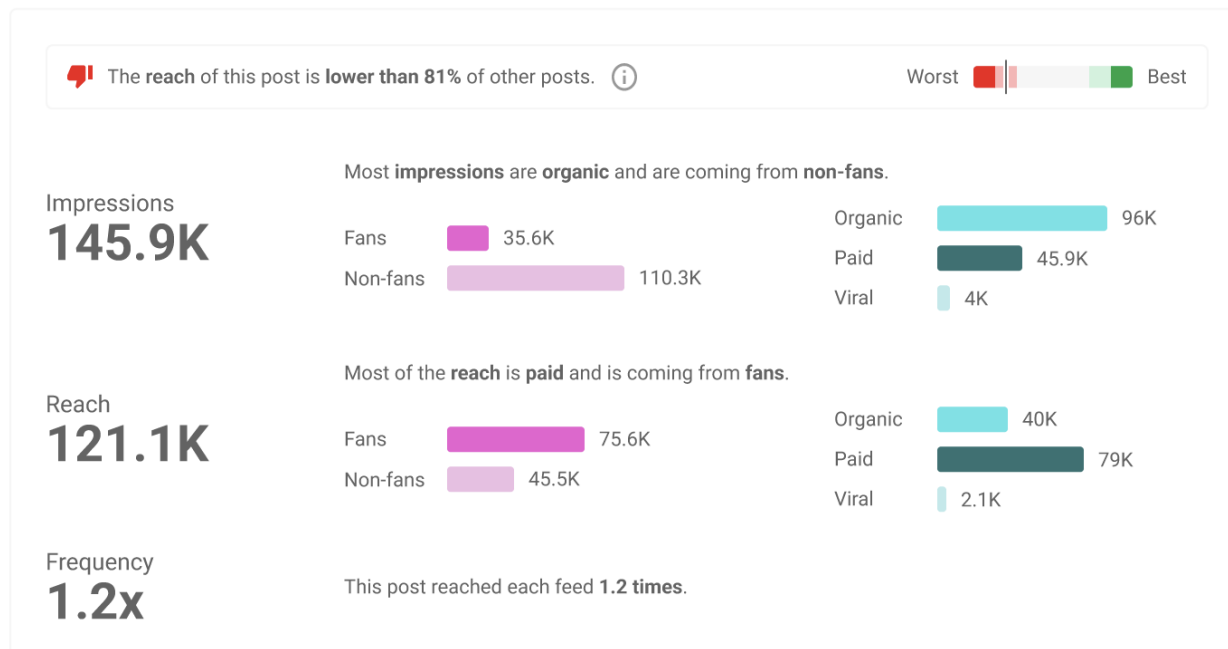
Engagement

The Engagement section provides an overview of the most important engagement metrics for the post. The following metrics are available:

- Engagement rate
- Engagement rate (Reach)
- Engaged users
- Engaged users rate
- Breakdown of engagements (Reactions, Comments, Shares and/or Saves)

Engagement ⓘ

Understand how many people interacted with this post.

👍 The **engagement** on this post is **higher than 81%** of other posts. ⓘ   Worst 🟥▬▬▬ | 🟩 Best

Engagement rate
4.2%

Engagement rate (reach)
5.12%

Engaged users
36.2K

Engaged users rate
29.89%

Engagements
6.2K

How are people engaging with this post?

Reactions	3.3K
Comments	2.5K
Shares	367
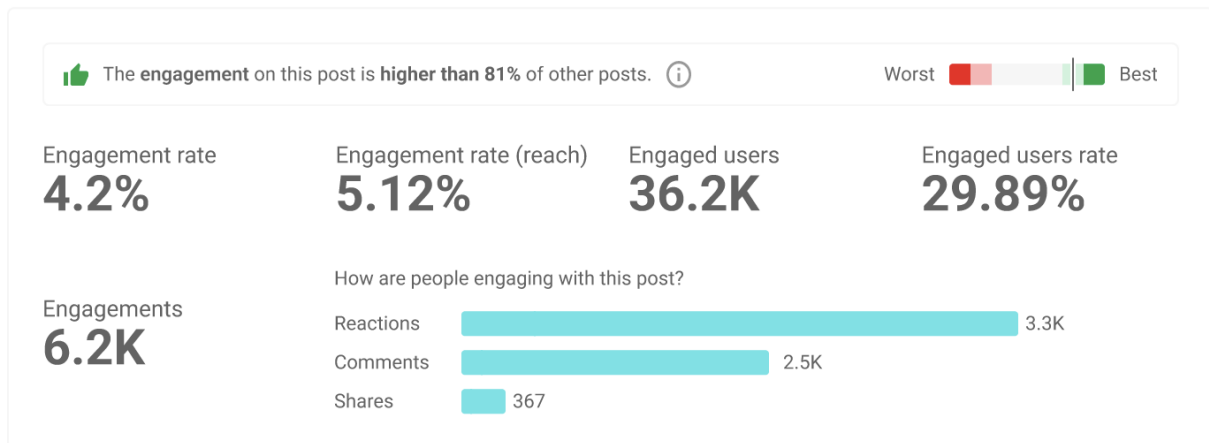
Conversion

The Conversion section offers a selection of the most important conversion metrics for the post. The following metrics are available:

- Clicks

- Click-through rate (CTR)

- Link clicks

- Link click-through rate (Link CTR)

- Profile clicks (X (Twitter))

Conversion ⓘ

Understand how well your post converts based on the people it reached.

👍 The **link clicks** on this post is **higher than 81%** of other posts. ⓘ   Worst 🟥▬▬▬ | 🟩 Best

Link clicks
3,091

Link CTR
32.65%

Cost per click
£0.23 ⚠

Purchases
1,237

Cost per purchase
£0.27 ⚠
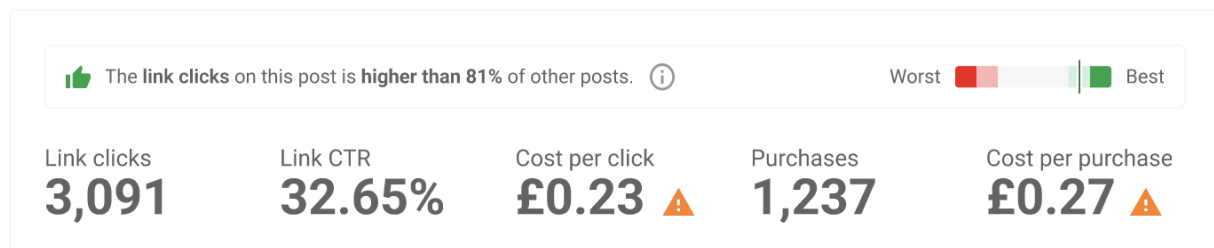
If the post is from Facebook and promoted, it will also include:

- Paid click-through rate (Paid CTR)

- Cost per link click

- Purchase

- Cost per purchase

Promotion

If you have a [Facebook ad account](#) connected to Social Media Management, the Promotion section will offer in-depth analysis of your paid post performance, including a comparison of the total amount spend on the ad with your total conversion value and Paid impressions, Paid engagements, and Paid clicks metrics. You can use the dropdown in the top-left to filter your Meta ads by platform (e.g. Facebook, Instagram, Messenger, or Audience Network).
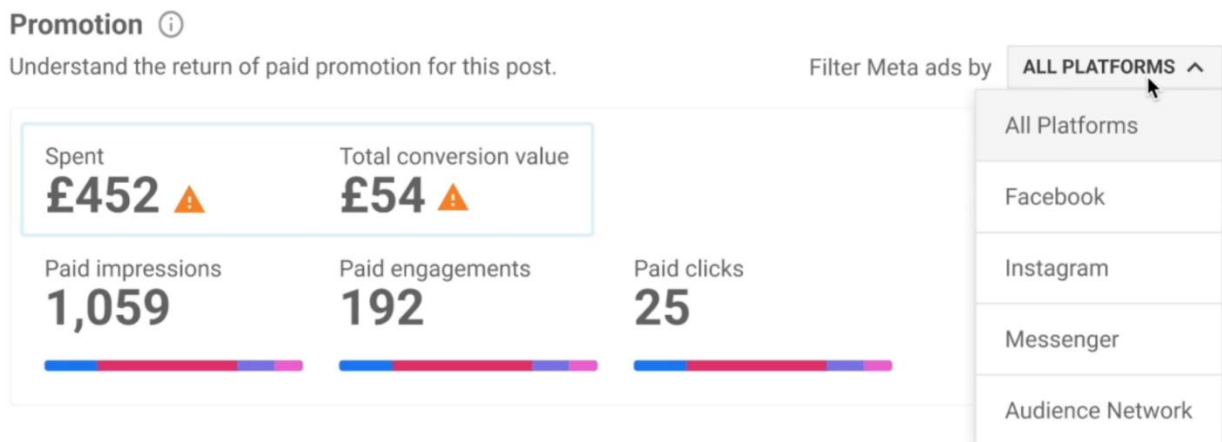
Video

The Video section offers insights on the performance of your Facebook, X (Twitter), and TikTok video posts, including metrics on your video viewers, average watch time (for Facebook and X (Twitter)), video view rate, and video completion rate. You will also see a benchmark statistic for how the video post compared to other posts in the widget. For TikTok videos, you will also see metrics for watch time, video length, and video frequency.

For Facebook videos, you will see a video retention graph that tracks the view retention and

any drops in your video views.

Video ⓘ

Understand the engagement with the video on this post.

👍 The **video views** of this post is **higher than 81%** of other posts. ⓘ   Worst 🟥 | 🟩 Best

Video viewers	Avg. watch time	Video view rate	Video completion rate
10,672	**4.2s**	**31.67%**	**67.83%**

The **largest drop** in views is seen between **between 3 seconds and 10 seconds**.

Chart showing values: 3s = 200 (70%), 10s = 140 (53.57%), 30s = 75 (34.67%), Completed = 26. Legend: Organic, Paid, View retention.
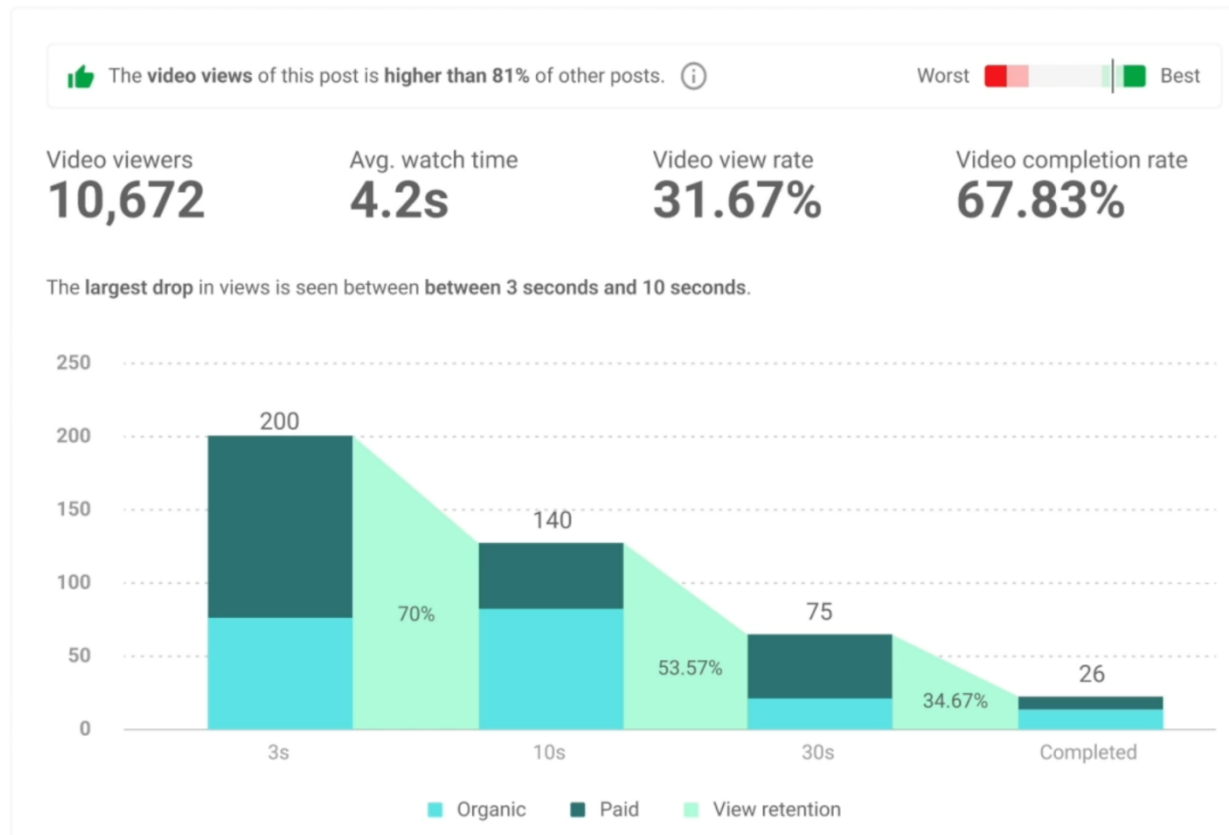
Actions after analysis

After viewing your post analysis from Iris, you have the option to take several actions on the post at the bottom of the Post Insights window:

Note:

With the exception of the **Boost post** action, all other actions are possible for all supported networks.

- View in Engage: Will take you to Engage to see all the comments from the post.

- View in Network: Allows you to view the post on the native network.

- Copy to Publish: Will copy the post message and media to Publish so you can share and publish it on additional networks.

- Boost post (for Facebook and Instagram posts): Will allow you to boost a Facebook or Instagram post as if you were in Publish.

Available Metrics by Network and Post Type

Facebook metrics

Summary section:

Metric	Text post	Image post	Video post	Link post
Impressions	✓	✓	✓	✓
Reach	✓	✓	✓	✓
Engagements	✓	✓	✓	✓
Engagement rate	✓	✓	✓	✓
Clicks	✓	✓	✓	✗
Link clicks	✗	✗	✗	✓

Distribution section:

Metric	Text post	Image post	Video post	Link post
Impressions	✓	✓	✓	✓
Reach	✓	✓	✓	✓
Fan impressions	✓	✓	✓	✓
Non-fan impressions	✓	✓	✓	✓

Metric	Text post	Image post	Video post	Link post
Fans reach	✓	✓	✓	✓
Non-fans reach	✓	✓	✓	✓
Paid impressions	✓	✓	✓	✓
Organic impressions	✓	✓	✓	✓
Viral impressions	✓	✓	✓	✓
Paid reach	✓	✓	✓	✓
Organic reach	✓	✓	✓	✓
Viral reach	✓	✓	✓	✓

Engagement section:

Metric	Text post	Image post	Video post	Link post
Engagements	✓	✓	✓	✓
Engagement rate	✓	✓	✓	✓
Engagement rate (Reach)	✓	✓	✓	✓
Engaged users	✓	✓	✓	✓
Engaged users rate	✓	✓	✓	✓
Reactions	✓	✓	✓	✓

Metric	Text post	Image post	Video post	Link post
Comments	✓	✓	✓	✓
Shares	✓	✓	✓	✓

Conversion section:

Metric	Text post	Image post	Video post	Link post
Clicks	✓	✓	✓	✗
Click-through rate (CTR)	✓	✓	✓	✗
Link clicks	✗	✗	✗	✓
Link click-through rate (Link CTR)	✗	✗	✗	✓
Paid CTR (if paid)	✓	✓	✓	✗
Purchases (if paid)	✓	✓	✓	✓
Cost per purchase (if paid)	✓	✓	✓	✓
Cost per link click	✗	✗	✗	✓

Instagram metrics

Summary section:

Metric	Image post	Video post	Carousel post	Reel	Story
Impressions	✓	✓	✓	✗	✓
Plays	✗	✗	✗	✓	✗
Reach	✓	✓	✓	✓	✗

Metric	Image post	Video post	Carousel post	Reel	Story
Engagements	✓	✓	✓	✗	✗
Engagement rate (Reach)	✓	✓	✓	✗	✓

Distribution section:

Metric	Image post	Video post	Carousel post	Reel	Story
Impressions	✓	✓	✓	✗	✓
Plays	✗	✗	✗	✓	✗
Video views	✗	✓	✗	✗	✗
Reach	✓	✓	✓	✓	✓
Frequency	✓	✓	✓	✗	✓

Engagement section:

Metric	Image post	Video post	Carousel post	Reel	Story
Engagements	✓	✓	✓	✓	✗
Engagement rate	✓	✓	✓	✗	✗
Engagement rate (Reach)	✓	✓	✓	✓	✗
Reactions	✓	✓	✓	✓	✗
Comments	✓	✓	✓	✓	✗

Metric	Image post	Video post	Carousel post	Reel	Story
Shares	✓	✓	✓	✓	✗
Saves	✗	✗	✗	✓	✗
Taps forward	✗	✗	✗	✗	✓
Taps back	✗	✗	✗	✗	✓
Exits	✗	✗	✗	✗	✓
Exit rate	✗	✗	✗	✗	✓

Conversion section:

Conversion metrics are currently not available for Instagram posts.

LinkedIn metrics

Summary section:

Metric	Text/Image post	Video post	Link post	Poll	Document
Impressions	✓	✓	✓	✓	✓
Reach	✓	✓	✓	✓	✓
Engagements	✓	✓	✓	✓	✓
Engagement rate	✓	✓	✓	✓	✓
Clicks	✓	✓	✓	✓	✓

Distribution section:

Metric	Text/Image post	Video post	Link post	Poll	Document
Impressions	✓	✓	✓	✓	✓
Reach	✓	✓	✓	✓	✓
Frequency	✓	✓	✓	✓	✓

Engagement section:

Metric	Text/Image post	Video post	Link post	Poll	Document
Engagements	✓	✓	✓	✓	✓
Engagement rate	✓	✓	✓	✓	✓
Engagement rate (Reach)	✓	✓	✓	✓	✓
Reactions	✓	✓	✓	✓	✓
Comments	✓	✓	✓	✓	✓
Shares	✓	✓	✓	✓	✓

Conversion section:

Metric	Text/Image post	Video post	Link post	Poll	Document
Clicks	✓	✓	✓	✓	✓
Click-through rate (CTR)	✓	✓	✓	✓	✓

X (Twitter) metrics

Summary section:

Metric	Text post	Image post	Video post
Impressions	✓	✓	✓
Reach	✓	✓	✓
Engagements	✓	✓	✓
Engagement rate	✓	✓	✓
Link clicks	✓	✓	✓

Distribution section:

Metric	Text post	Image post	Video post
Impressions	✓	✓	✓
Reach	✓	✓	✓
Frequency	✓	✓	✓

Engagement section:

Metric	Text post	Image post	Video post
Engagements	✓	✓	✓
Engagement rate	✓	✓	✓
Engagement rate (Reach)	✓	✓	✓

Metric	Text post	Image post	Video post
Engaged users	✓	✓	✓
Engaged users rate	✓	✓	✓
Reactions	✓	✓	✓
Comments	✓	✓	✓
Shares	✓	✓	✓

Conversion section:

Metric	Text post	Image post	Video post
Link clicks	✓	✓	✓
Link click-through rate (Link CTR)	✓	✓	✓
Profile clicks	✓	✓	✓

TikTok metrics

Summary section:

Metric	Video post
Impressions	✓
Reach	✓
Engagements	✓
Engagement rate	✓

Distribution section:

Metric	Video post
Impressions	✓
Reach	✓
Frequency	✓
For you video views	✓
Following video views	✓
Hashtag video views	✓
Sound video views	✓
Profile video views	✓
Discovery video views	✓

Engagement section:

Metric	Video post
Engagements	✓
Engagement rate	✓
Engagement rate (Reach)	✓
Reactions	✓
Comments	✓
Shares	✓

Conversion section

Conversion metrics are currently not available for TikTok posts.