

Distribution Overview Dashboard Template

The **Distribution overview** [dashboard template](#) focuses on channel and content metrics that measure your reach and impressions data. It includes data from Facebook, Instagram, and LinkedIn. However, please note some networks may not offer as many distribution metrics as others.

Widget Name	Widget Type	Metrics
Reach by distribution (Facebook)	Breakdown	Reach by distribution
Reach by follower type (Instagram)	Breakdown	Reach by follow type
Reach by media type (Instagram)	Breakdown	Reach by media type
Impressions by channel	Channel comparison	Impressions, reach (daily) avg., frequency, organic impressions, viral impressions
Content distribution	Content performance	Impressions, paid impressions, reach avg., frequency
Distribution avg.	Key metrics	Impressions avg., reach (daily) avg., frequency
Impressions (Facebook)	Key metrics	Paid impressions, organic impressions, viral impressions, non-viral impressions
Viral amplification	Key metrics	Viral amplification
Daily impressions and reach	Time series	Reach (daily), impressions
Daily profile views	Time series	Channel profile views
Impressions breakdown (Facebook)	Time series	Paid impressions, viral impressions, non-viral impressions

Widget Name	Widget Type	Metrics
Paid vs organic reach	Time series	Paid reach (daily), organic reach (daily)

