

Using the Link in Bio Feature in Publish

The Link in Bio feature in Publish is a collaboration between Brandwatch and our partner StoryStream. If your Social Media Management organization has at least one Instagram channel connected, you will see the option to create a Link in Bio Storystream in Publish's navigation menu. You can create Link in Bio landing pages with unique URLs, customize them, and select which channels will send content to each page. At any time, you can update the settings of your page.

Note:

Please note that the Link in Bio feature is currently only available for connected Instagram accounts.

Tip:

For a quick tutorial of the Link in Bio feature, check out our [Brandwatch Bites video](#) in Academy.

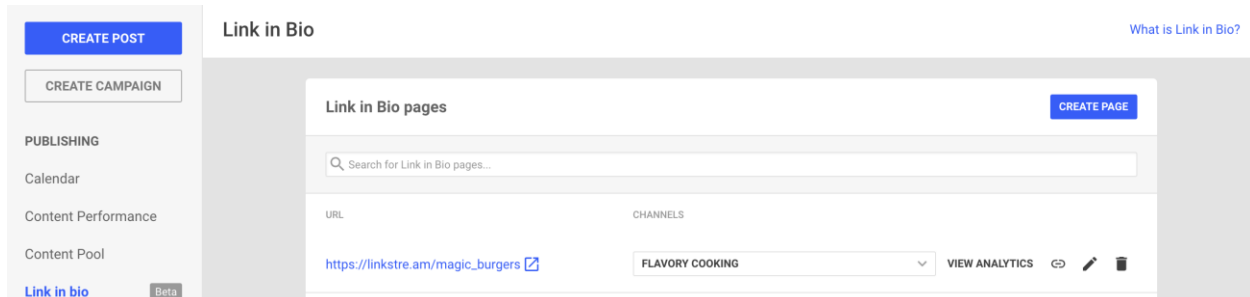
Creating a Link in Bio page

Note:

Only Social Media Management admins and team leaders will have access to create a Link in Bio landing page for channels they have access to.

If your Social Media Management organization has at least one Instagram channel connected, you will see the **Link in Bio** option in the left side menu in Publish. The Link in Bio menu will display any Link in Bio pages you have already created and also allow you to create new ones.

Click the **Create Page** button in the top-right corner of the Link in Bio menu to create a new Link in Bio landing page.









Enter in a name for your landing page URL (this will be the custom URL that your followers will use to access your landing page) and select any connected Instagram channels you would like to feature on the page.

Create Link in Bio page ×

Add page name
This is the URL that your followers will use to access your landing page

linkstre.am/

Select page channels
Various posts of the selected channels will appear on the landing page

<input type="checkbox"/>	Select all	
<input type="checkbox"/>	<div> Austin Cookies</div>	0 fans 
<input type="checkbox"/>	<div> Bobby Brandwatch</div>	0 fans 
<input type="checkbox"/>	<div> BW foodhall</div>	105 fans 

Note:

One Link in Bio landing page can have multiple channels assigned to it. However, a channel can only be assigned to one Link in Bio landing page at a time. If a channel has already been assigned to an existing Link in Bio page, you will see the channel greyed out and not be able to select it in the Create Page menu.


When you are finished, click **Create Page** at the bottom of the window and you will see your new Link in Bio page available in the Link in Bio menu. Clicking on the page URL will allow you to see a live version of how your landing page appears.


Link in Bio

Link in Bio pages

Search for Link in Bio pages...




URL

https://linkstre.am/magic_burgers 



Magic Burgers

The best veggie burgers in the universe!



Useful Links

Book a table in our restaurant

Delivery

Subscribe to our newsletter

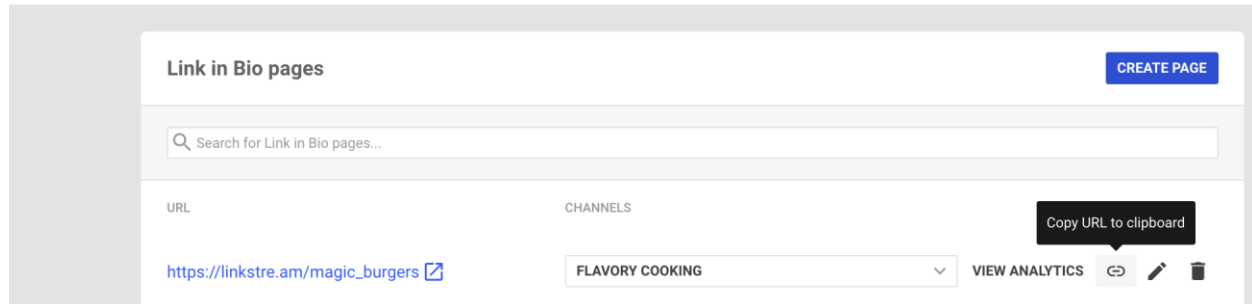
You also have the option to copy your page URL to your clipboard, or delete your page if needed.

Note:

If a page is linked to two channels and a team leader has access to only one of those channels, that team leader will have access to see and edit the landing page, but not delete it.

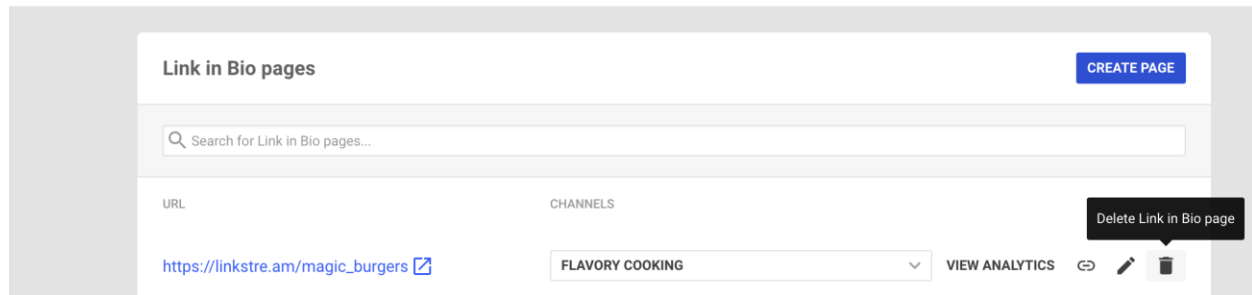
Link in Bio

[What is Link in Bio](#)



Link in Bio

[What is Link in Bio](#)



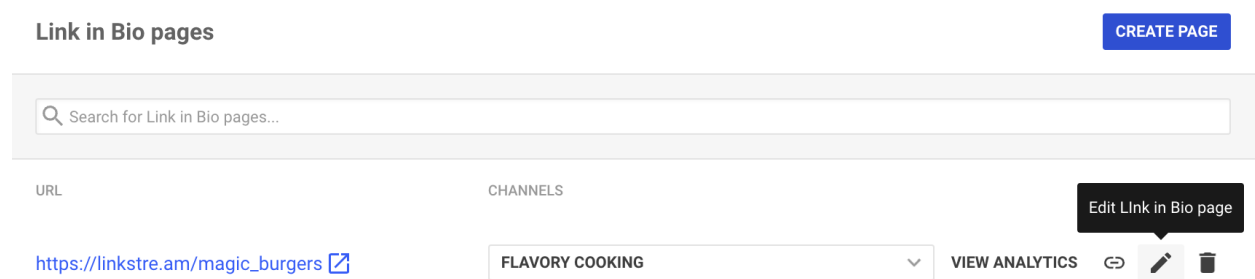
Customizing your Link in Bio page

When customizing your Link in Bio page, you can change the appearance of your page and edit modules that add more content to your page.

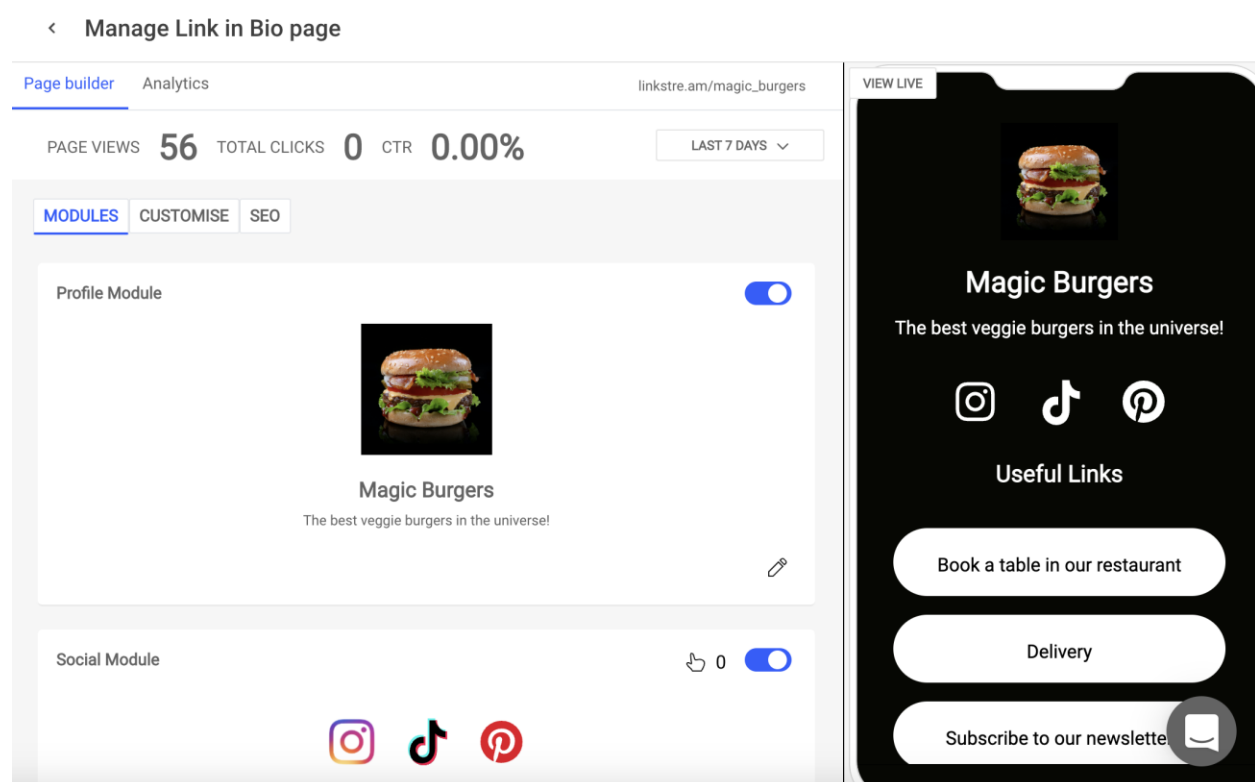
Note:

Only Social Media Management admins and team leaders will have access to edit/customize a Link in Bio landing page for channels they have access to.

From the Link in Bio menu, click on the **pencil icon** next to a Link in Bio page to open the edit options for your page.



The **Manage Link in Bio page** menu > **Page builder** tab will show you the editable modules, customizations, and SEO options for your Link in Bio landing page. You can also see a live preview of your landing page as you make changes.



Profile module

The Profile module allows you to add context to your Link in Bio page. Here, you can add a brand icon, page title, and description. Click the **pencil icon** at the bottom of the module to edit it.

Profile Module



REMOVE

Magic Burgers

The best veggie burgers in the universe!



Note:

Your Profile picture will be rendered as a **100 x 100 pixel circular image on desktop** and **140 x 140 pixel circular image on mobile**. Larger images will be cropped centrally and scaled. However, we recommend using an image with a minimum of 280 x 280 pixels to cater to retina displays. All files must be under 5 GB.

Social module

The Social module allows you to add additional social network links to your Link in Bio page. Click the **pencil icon** at the bottom of the module to edit it. You can add either your account handle or your full account URL.

Social Module

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brandwatch



[Enter Facebook URL]



[Enter TikTok URL]



[Enter YouTube URL]



[Enter Pinterest URL]



[Enter X URL]



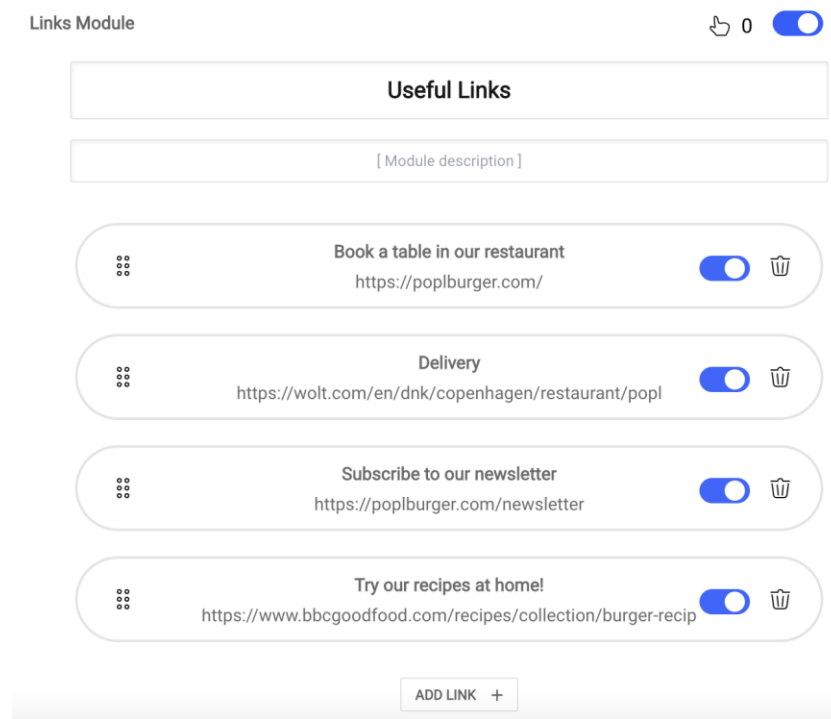
[Enter LinkedIn URL]



Links module

The Links module allows you to add additional links to your Link in Bio page, such as website links or any link not associated with an instagram post. Click the **pencil icon** at the

bottom of the module to edit it.



Other customization options

When managing your Link in Bio page, you can click the **Customize** tab to choose a font for your page, set a hex value font color and background color for your page, and add a custom favicon.

Under the **SEO** tab, you can also add a search engine optimization (SEO) meta title, description, and image. These options allow you to specify a title, description, and image for your page to optimize how it displays in search engine results.

Tip:

Check out these resources from Google to learn more about optimizing your [meta title](#), [meta description](#), and [meta image](#).

Customise your page

Use the options below to adjust the appearance of your page. See help centre for more information.

CHOOSE FONT

- ☒ The quick brown fox jumps over the lazy dog
- ☐ The quick brown fox jumps over the lazy dog

FONT COLOR

#ffffff

BACKGROUND COLOR

#060703

CUSTOM FAVICON

Upload an image file or icon file. Image files should be 512 x 512 pixel PNG.

BROWSE FILES >

MODULES CUSTOMISE SEO

SEO

Use the options below to specify the share options for your page. See help centre for more information.

META TITLE

[Page title]

META DESCRIPTION

[Page description]

UPLOAD META IMAGE

Upload an image file, we recommend 1200 x 627 pixels.

BROWSE FILES >

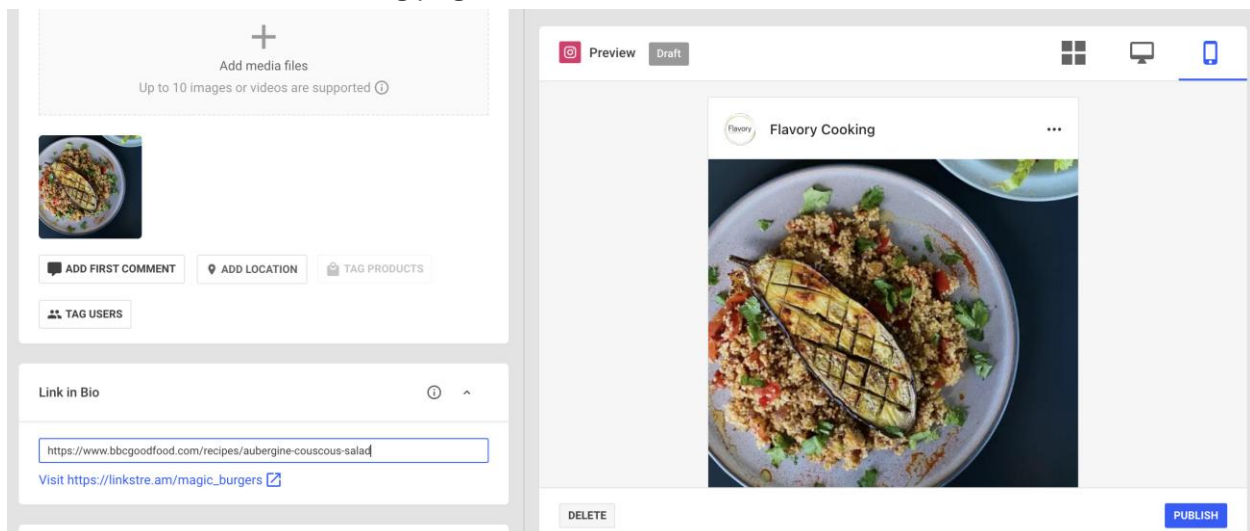
Adding a link to an Instagram post via Link in Bio

Note:

Any Social Media Management user in your organization who has access to create content will have the option to use the Link in Bio feature when creating an Instagram post.

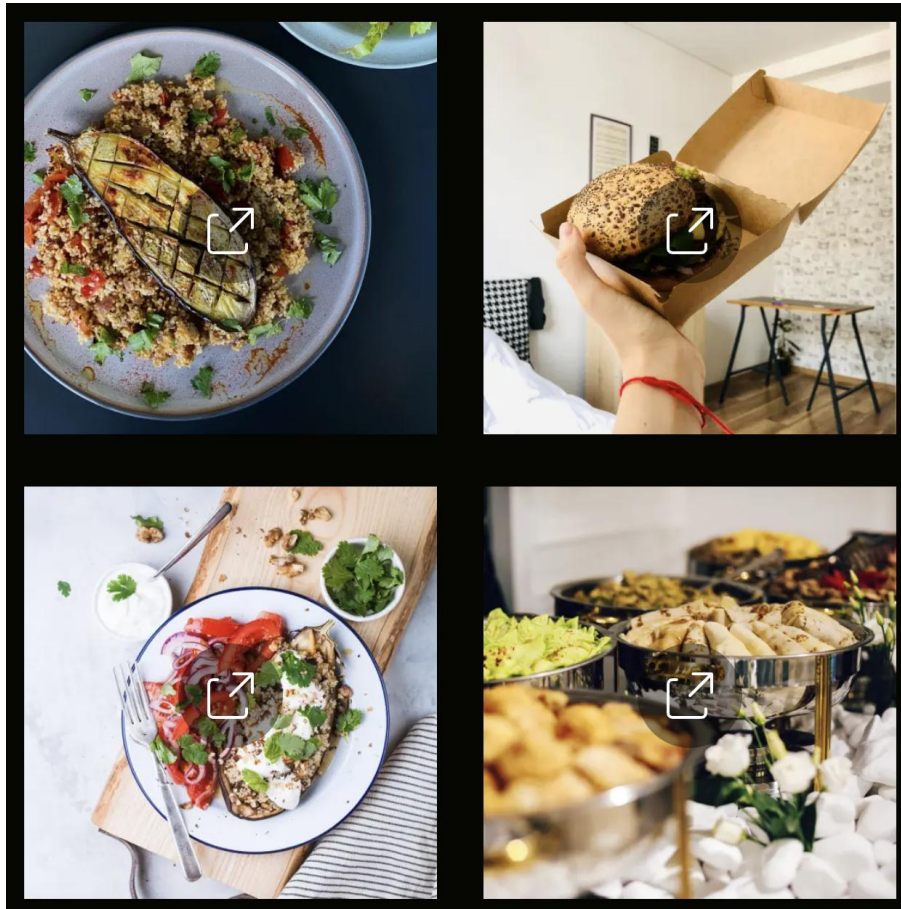
When creating an Instagram post in Publish, you'll have the option to add a link to your post using the Link in Bio feature. Based on the Instagram channel you selected, adding a link to your Instagram post will automatically add that Instagram post and link to the posts feed on your connected Link in Bio page. If you are drafting a post, the post and link will appear on your Link in Bio landing page once the post has been published. If you select multiple Instagram channels to post on with different Link in Bio pages assigned, then you will have the option to add a link for each Link in Bio page when creating the post.

While creating an Instagram post, use the **Link in Bio** panel in the Publish left-hand side menu to add a link to your post. You will also see a blue URL link to the account's connected Link in Bio landing page.



When you publish the post, you will see the link post you added available in the posts feed

on your Link in Bio landing page.



Note:

If needed, you can remove a linked post from your Link in Bio page by opening the post in the Publish editor and removing the Link in Bio link.

Viewing Link in Bio analytics

Note:

Any Social Media Management user who has access to at least one of the channels assigned to a specific Link in Bio page will have access to see that page's analytics.

From the Link in Bio menu, click **View Analytics** next to a Link in Bio page to see analytics for the page.

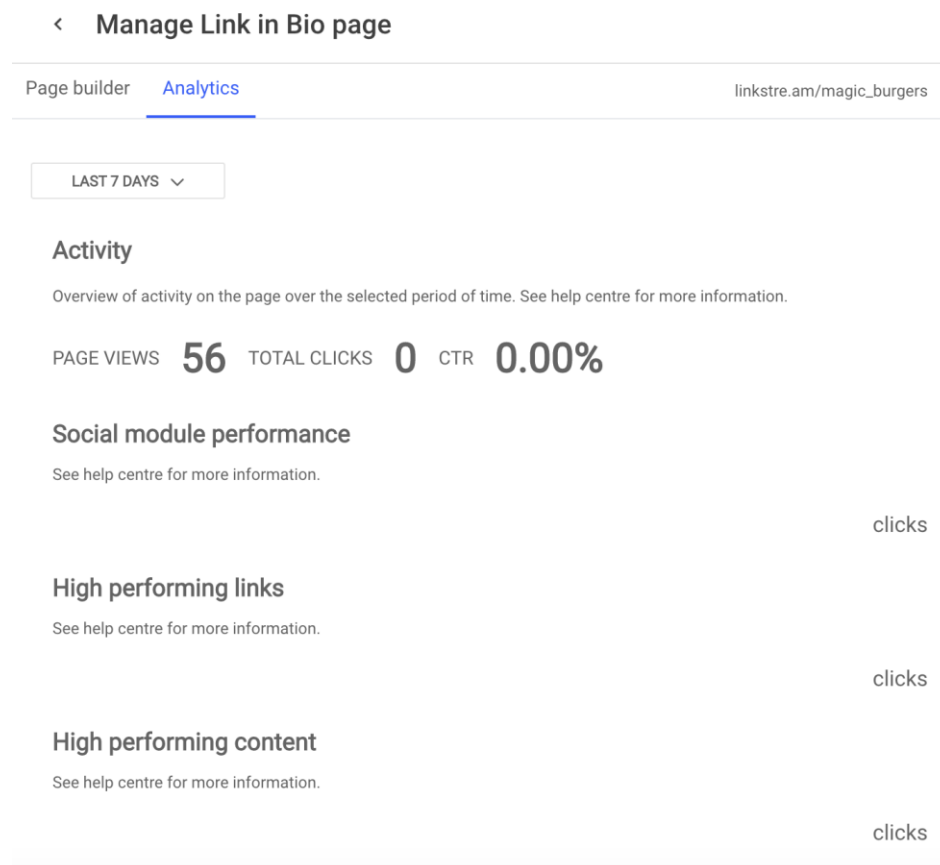
https://linkstre.am/magic_burgers

FLAVORY COOKING

VIEW ANALYTICS



Or, when in the Manage Link in Bio page menu, click the **Analytics** tab.



When viewing the page analytics, you will see four sections of analytics available. Click the **Last 7 days** dropdown at the top of the Analytics tab to change the date range to a previous month, or choose **Clear** to default to the last seven days.

Activity

The **Activity** tab offers the following analytics:

- **Page views:** The total number of page views that your Link in Bio page had in the date range specified.
- **Total clicks:** The total number of clicks on the Social module, Links module, and content that your Link in Bio page had in the date range specified.
- **CTR (click-through rate):** The total number of clicks on the Social module, Links module, and Content module as a percentage of the total number of page views that your Link in Bio page had in the date range specified.

Social module performance

The **Social module performance** tab offers a breakdown of the total clicks on each social network, ordered by most to least.

High performing links

The **High performing links** tab offers a breakdown of the total clicks on each link, ordered by most to least.

High performing content

The **High performing content** tab offers a breakdown of the total clicks on the top five pieces of content, ordered by most to least.