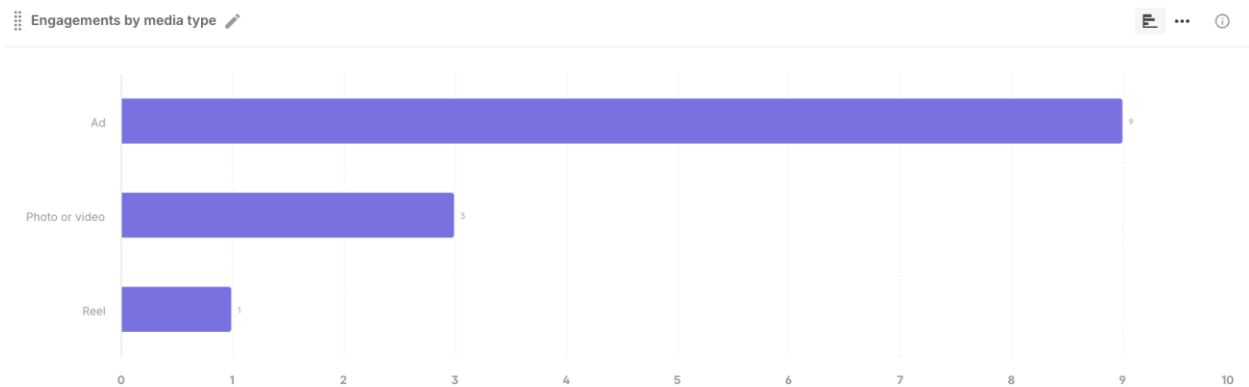
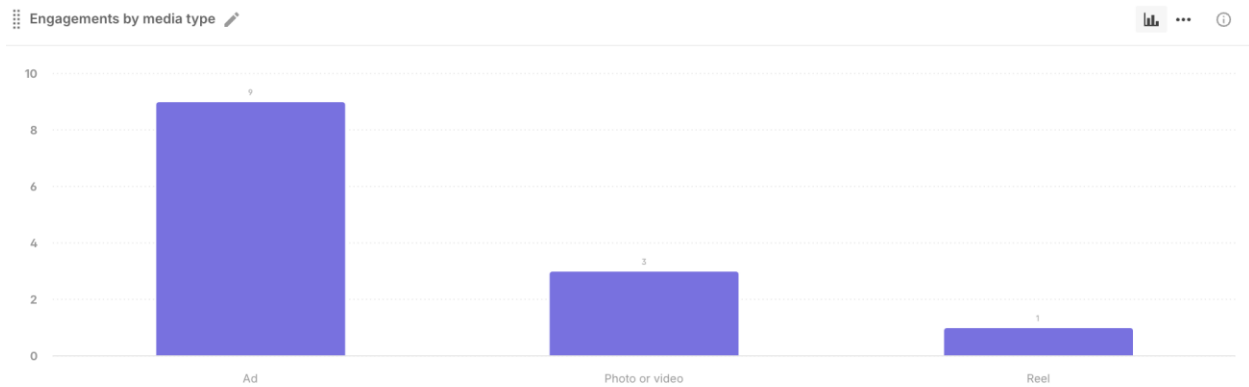


## Breakdown Widget

The **Breakdown** widget is a channel widget for metrics that can be broken down, such as **fans online by hour** or **reactions by type**. You can select one metric per widget, and you can visualize your data using any of the following three views:

- Vertical bar chart
- Horizontal bar chart
- Donut



The Breakdown widget supports the following customizations and metrics:

- Customize channels
- Customize date range (limited to the last 31 days)
- Edit metrics
- Edit widget view

Metric	Facebook	Instagram	LinkedIn	TikTok	YouTube
Fans increase by like source	✓	X	X	X	X
Fans decrease by unlike source	✓	X	X	X	X
Fan increase by paid/unpaid	✓	X	X	X	X
Fans online by hour*	✓	✓	X	✓	X
Fans by function	X	X	✓	X	X
Organic fans by function	X	X	✓	X	X
Paid fans by function	X	X	✓	X	X
Fans by seniority	X	X	✓	X	X
Organic fans by seniority	X	X	✓	X	X
Paid fans by seniority	X	X	✓	X	X
Fans by association	X	X	✓	X	X
Organic fans by association	X	X	✓	X	X
Paid fans by association	X	X	✓	X	X

Metric	Facebook	Instagram	LinkedIn	TikTok	YouTube
Reactions by type	✓	✗	✗	✗	✓
Engagement stories by type	✓	✗	✗	✗	✗
Clicks by type	✓	✗	✗	✗	✗
Positive actions by type	✓	✗	✗	✗	✗
Impressions by type	✓	✗	✗	✗	✗
Reach by type	✓	✗	✗	✗	✗
Frequency (distribution)	✓	✗	✗	✗	✗
Video views by type	✓	✗	✗	✗	✗
Video views by source	✗	✗	✗	✗	✓
Watch time by source	✗	✗	✗	✗	✓
Shares by source	✗	✗	✗	✗	✓
Negative actions by type	✓	✗	✗	✗	✗
Channel views by logged in/out	✓	✗	✗	✗	✗

Note:

\*Due to limitations of the networks' APIs, Facebook and Instagram returns **fans online by hour** data in PST while TikTok returns it in GMT.