

LinkedIn Overview Dashboard Template

The **LinkedIn overview [dashboard template](#)** features a wide range of metrics measuring distribution, engagement, fans data, and more. It places a particular emphasis on LinkedIn's unique fans metrics, such as **fans by seniority**. Use this template to build a broad summary of your LinkedIn channel and content performance.

Widget Name	Widget Type	Metrics
Fans by association	Breakdown	Fans by association
Fans by function	Breakdown	Fans by function
Fans by seniority	Breakdown	Fans by seniority
Distribution and engagements by channel	Channel comparison	Impressions, reach (daily), frequency, engagements, engagement rate
Content performance	Content performance	Impressions, reach avg., frequency, engagements, engagement rate, CTR
Video performance	Content performance	Video views, video viewers, video frequency, watch time (min), video view rate
Fans by country	Geographics	Fans by country
Channel engagements	Key metrics	Engagements, engagement rate
Distribution	Key metrics	Impressions, reach (daily) avg.
Fans	Key metrics	Fans, net new fans
Organic vs paid fans	Key metrics	Organic net fans, paid net fans
Label performance	Label performance	Impressions, reach avg., engagements, engagement rate, clicks

Widget Name	Widget Type	Metrics
Daily engagements by type	Time series	Reactions, comments, shares, clicks
Daily fans	Time series	Fans
Daily reach and impressions	Time series	Impressions, reach (daily)

