

TikTok Overview Dashboard Template

The **TikTok overview [dashboard template](#)** features a wide range of metrics measuring distribution, engagement, fans data, and more. Use this template to build a broad summary of your TikTok channel and content performance.

Widget Name	Widget Type	Metrics
Fans online (UTC)	Breakdown	Fans online by hour
Channel comparison	Channel comparison	Fans, net new fans, engagements, video views, channel profile views
Content performance	Content performance	Engagements, video views, average watch time, video frequency, full video watch rate avg., video length avg.
Most engaging	Content performance	Reach avg., reactions, comments, shares, engagements, engagement rate (reach)
Views from source	Content performance	For You video views, following video views, profile video views, sound video views, hashtag video views, discovery video views
Fans by gender	Demographics	Fans by gender
Fans by countries	Geographics	Fans by country
Engagements	Key metrics	Reactions, comments, shares, engagement rate
Fans	Key metrics	Fans, net new fans
Video views	Key metrics	Video views
Label performance	Label performance	Impressions, engagements, engagement rate, average watch time avg., full video watch rate avg.

Widget Name	Widget Type	Metrics
Daily engagements by type	Time series	Reactions, comments, shares
Daily fans	Time series	Fans
Daily video views	Time series	Video views

