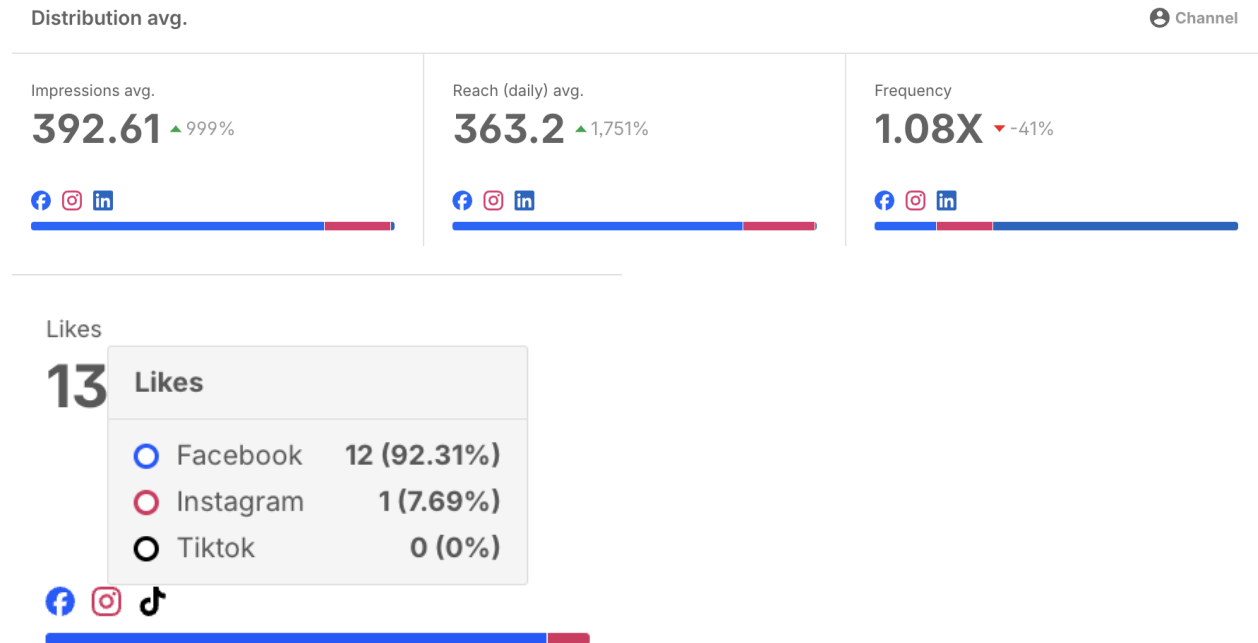


Key Metrics Widget

The **Key metrics** widget is a powerful, versatile channel widget that represents your metrics as raw numbers. You can select up to sixteen metrics per widget, and you can orient the metrics vertically (in columns) or horizontally (in rows). When viewing data for multiple networks at a time, simply hover over the metric to view a breakdown of its data by network:



The Key metrics widget supports the following customizations:

- Customize channels
- Customize date range
- Edit metrics

The Key Metrics widget supports the following metrics:

Metric	Facebook	Instagram	LinkedIn	X (Twitter)	TikTok	YouTube
Fans	✓	✓	✓	✓	✓	✓
Net new fans	✓	X	✓	✓	✓	✓
Organic net fans	X	X	✓	X	X	X
Paid net fans	X	X	✓	X	X	X
Fan increase	✓	✓	X	X	X	✓
Paid fans increase	✓	X	X	X	X	X
Unpaid fans increase	✓	X	X	X	X	X
Fan decrease	✓	X	X	X	X	✓
Following	X	X	X	✓	X	X
Listed	X	X	X	✓	X	X
Net listed	X	X	X	✓	X	X
Posts (tweets) and reposts (retweets)	X	X	X	✓	X	X
Net posts and reposts	X	X	X	✓	X	X
Reactions	✓	X	✓	X	✓	✓
Likes	✓	X	X	X	✓	✓
Comments	✓	X	✓	X	✓	✓

Metric	Facebook	Instagram	LinkedIn	X (Twitter)	TikTok	YouTube
Shares	✓	X	✓	X	✓	
Engagements	✓	X	✓	X	✓	✓
Interactions	✓	X	✓	X	X	X
Engagement rate	✓	X	✓	X	✓	X
Clicks	✓	X	✓	X	X	X
Photo clicks	✓	X	X	X	X	X
Video plays/Video views	✓	X	X	X	X	✓
Link clicks	✓	X	X	X	X	X
Other clicks	✓	X	X	X	X	X
Engaged users	✓	X	X	X	X	X
Profile CTA clicks	✓	X	X	X	X	X
Negative actions	✓	X	X	X	X	X
Negative fans	✓	X	X	X	X	X
Total DM conversations	✓	X	X	X	X	X
New DM conversations	✓	X	X	X	X	X
Blocked DM conversations	✓	X	X	X	X	X

Metric	Facebook	Instagram	LinkedIn	X (Twitter)	TikTok	YouTube
Impressions	✓	✓	✓	X	✓	X
Paid impressions	✓	X	X	X	X	X
Organic impressions	✓	X	X	X	X	X
Viral impressions	✓	X	X	X	X	X
Non-viral impressions	✓	X	X	X	X	X
Viral amplification	✓	X	X	X	X	X
Frequency	✓	✓	✓	X	X	X
Reach	✓	✓	✓	X	X	X
Paid reach	✓	X	X	X	X	X
Organic reach	✓	X	X	X	X	X
Viral reach	✓	X	X	X	X	X
Non-viral reach	✓	X	X	X	X	X
Channel profile views	✓	✓	X	X	✓	X
Video views (3 seconds)	✓	X	X	X	✓	X
Paid video views (3 seconds)	✓	X	X	X	X	X
Organic video views (3 seconds)	✓	X	X	X	X	X

Metric	Facebook	Instagram	LinkedIn	X (Twitter)	TikTok	YouTube
Video views (10 seconds)	✓	X	X	X	X	X
Video views (30 seconds)	✓	X	X	X	X	X
Video view time	✓	X	X	X	X	X
Video viewers	✓	X	X	X	X	X
Views	X	✓	X	X	X	X
Repeated video views	✓	X	X	X	X	X
Watch time	X	X	X	X	X	✓
Incoming messages (from Engage)	✓	✓	✓	✓	✓	✓
Direct messages (from Engage)	✓	✓	✓	✓	X	X
Fan posts (from Engage)	✓	X	X	X	X	X
Comments (from Engage)	✓	✓	✓	✓	✓	✓
Reviews (from Engage)	✓	X	X	X	X	X
Mentions (from Engage)	✓	✓	✓	✓	X	X