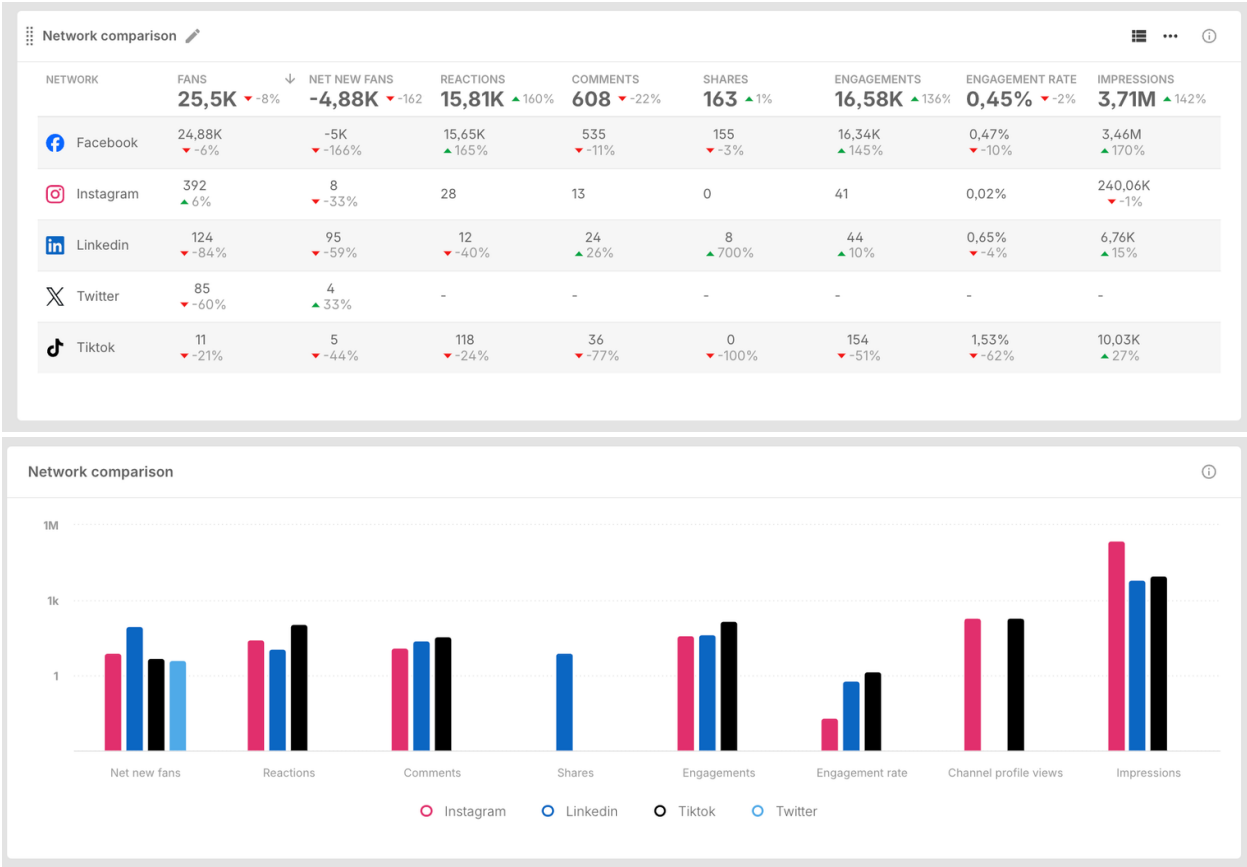
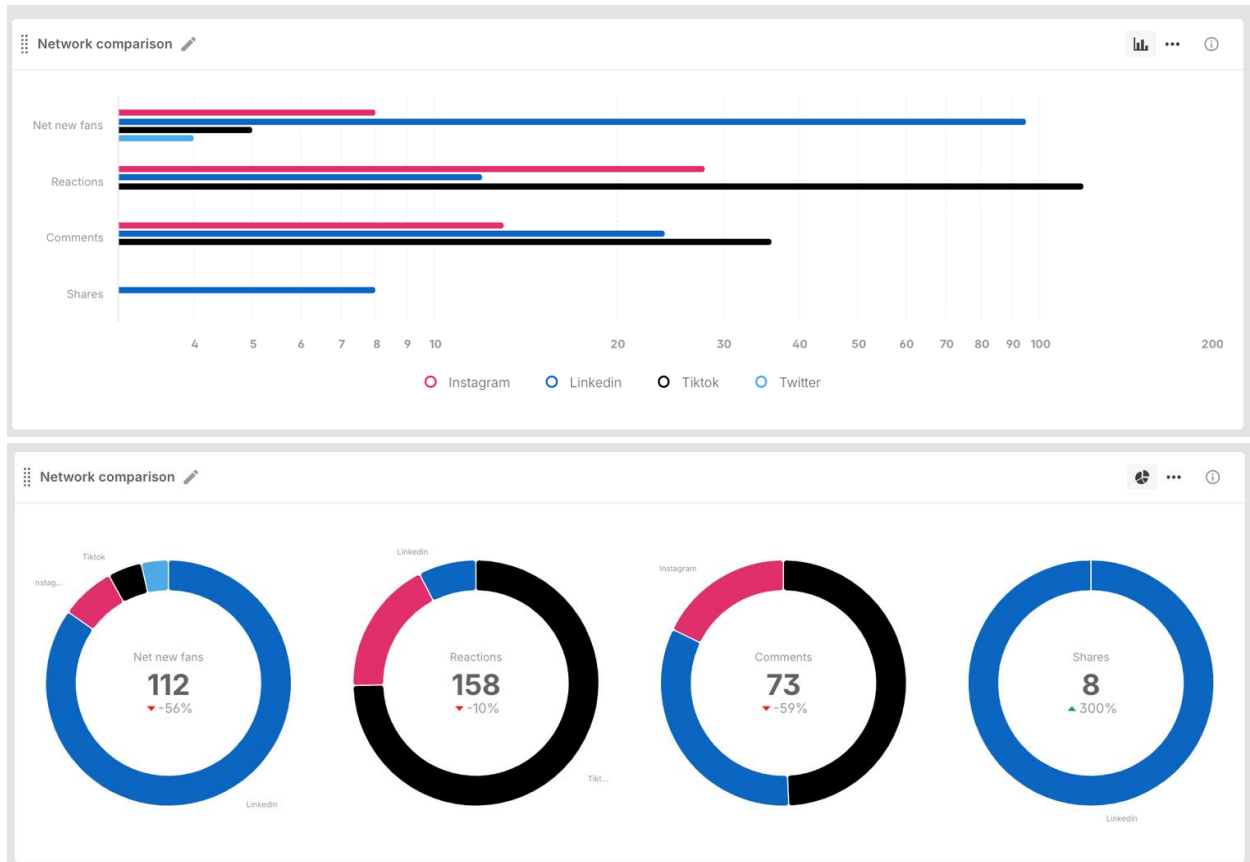


## Network Comparison Widget

The **Network comparison** widget is a channel widget that compares metrics across two or more networks (Facebook, Instagram, LinkedIn, etc.). You can select up to eight metrics per widget, and you can represent your data using any of the following four views:

- List view
- Vertical bar chart
- Horizontal bar chart
- Donut chart





The Network comparison widget supports the following customizations and metrics:

- Customize channels
- Customize date range
- Edit metrics
- Edit widget view
- Edit value type (absolute vs. percentage change)

Metric	Facebook	Instagram	LinkedIn	X (Twitter)	TikTok	YouTube
Fans	✓	✓	✓	✓	✓	✓
Net new fans	✓	✗	✓	✓	✓	✓
Organic net fans	✗	✗	✓	✗	✗	✗

Metric	Facebook	Instagram	LinkedIn	X (Twitter)	TikTok	YouTube
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	✓	✓
Shares	✓	X	✓	X	✓	
Engagements	✓	X	✓	X	✓	✓
Interactions	✓	X	✓	X	X	X

Metric	Facebook	Instagram	LinkedIn	X (Twitter)	TikTok	YouTube
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
Impressions	✓	✓	✓	X	✓	X
Paid impressions	✓	X	X	X	X	X
Organic impressions	✓	X	X	X	X	X

Metric	Facebook	Instagram	LinkedIn	X (Twitter)	TikTok	YouTube
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
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

Metric	Facebook	Instagram	LinkedIn	X (Twitter)	TikTok	YouTube
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