Tree Hunting

Problem: We need to track the progress of a link as it is shared via social media, and see the path of sharing.

Possible Solution 1:

Use unique tracking codes. When someone sees the initial post, they click on it, see the information, and can then share it themselves via a social media login. This way we can generate a new code for each user. This is for when we want to give both the original poster and the final person who shared the link the reward.

Possible Solution 2:

Utilise hashtags. Rather than use tracking codes, have the code as a special hashtag in the post. Using this, track the post as it is shared and spread.

Possible Solution 3:

See where the final click was from (maybe have the applicant share it?) Then track it backwards via seeing how it was shared. Possible problem is that the post would have to be public in order to track it like this, might work on sites like Twitter.