

Recommended Resources: Metrics that Matter



Centers for Disease Control and Prevention, Office of the Associate Director for Communication. (2011). The Health Communicator's Social Media Toolkit.

https://www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit_bm.pdf

Where to Find Social Media Metrics on Commonly Used Platforms

Platform	Location
Facebook	Insights tab
Twitter	Twitter analytics
Instagram	Business account needed to access data
Website analytics	If Google – analytics home page accessible at account sign-in

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