Your social media reporting guide

Metricool · Built with Datapipe

Start with the overview. Follow the network, content type or post behind a change.

Explore the report

01 Overview
Posts, impressions, interactions and new followers at a glance.

02 Networks & content
Each network and content type side by side.

03 Posts
Every post with its impressions, interactions and clicks.

04 Audience
New followers on each network, day by day.

Use your own data

1 Add Metricool in Datapipe.
Paste your Metricool API token, user ID and brand ID.

2 Choose this template in Reports.
Datapipe reads your posts and followers and fills the pages.

3 Open your Data Studio copy.
Datapipe keeps the numbers up to date.

Read the numbers correctly

Interactions are likes, comments, shares and saves. Engagement rate is interactions divided by impressions.

Rates use totals, not averages of post rates. Posts count on the day they were published, with their results at the last refresh.

For Reels and TikTok videos, impressions are views, and a metric a network doesn’t report counts 0. Use the date control to compare complete periods.

Sample data · An outdoor gear shop’s social accounts, 16 August–13 November 2026

Social media performance

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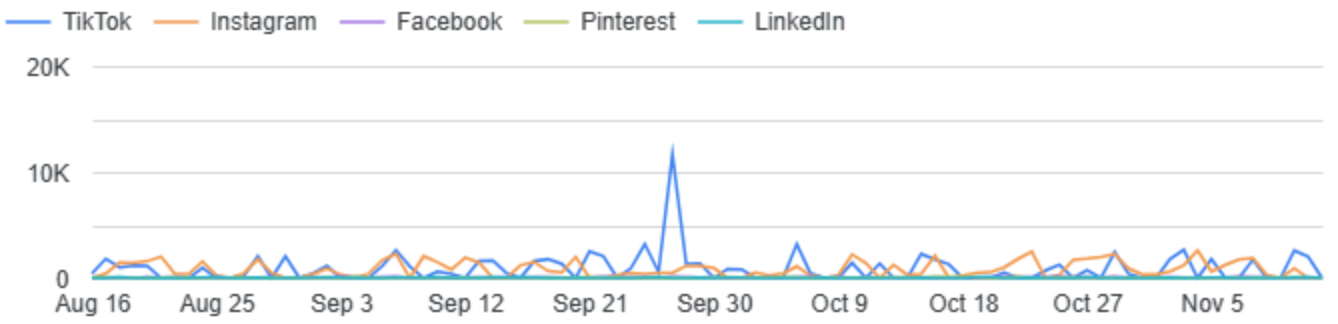
Network

Aug 16, 2026 - Nov 13, 2026

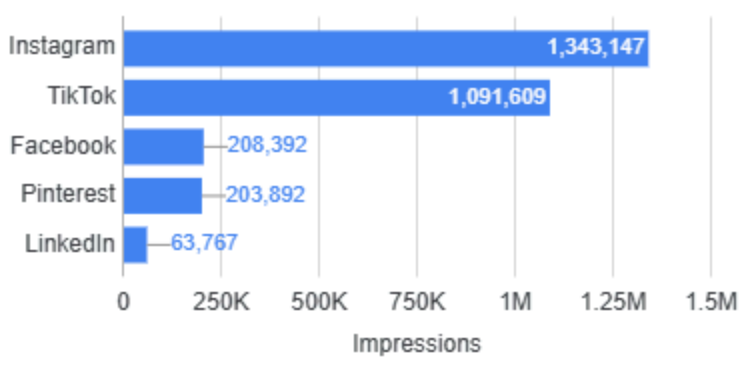
Posts	Impressions	Interactions	Engagement rate
319	2,910,807	168,274	5.78%
↑ 20.8% from previous 90 days	↑ 20.6% from previous 90 days	↑ 24.0% from previous 90 days	↑ 0.16% from previous 90 days

Reach	Clicks	Video views	New followers
2,089,581	7,796	2,052,621	8,063
↑ 24.1% from previous 90 days	↓ -1.3% from previous 90 days	↑ 32.1% from previous 90 days	↑ 38.7% from previous 90 days

Daily interactions by network



Impressions by network



	Network	Impressions ▾	Posts	Engagement rate	Interactions	Reach
1.	Instagram	1,343,147	99	5.55%	74,483	951,677
2.	TikTok	1,091,609	51	7.53%	82,197	930,065
3.	Facebook	208,392	69	2.67%	5,567	163,282
4.	Pinterest	203,892	70	2.01%	4,090	0
5.	LinkedIn	63,767	30	3.04%	1,937	44,557

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Posts count on the day they were published, with their results at the last refresh. Interactions are likes, comments, shares and saves; engagement rate is interactions divided by impressions. For Reels and TikTok videos, impressions are views. A metric a network doesn't report counts 0. Comparisons use equal periods.

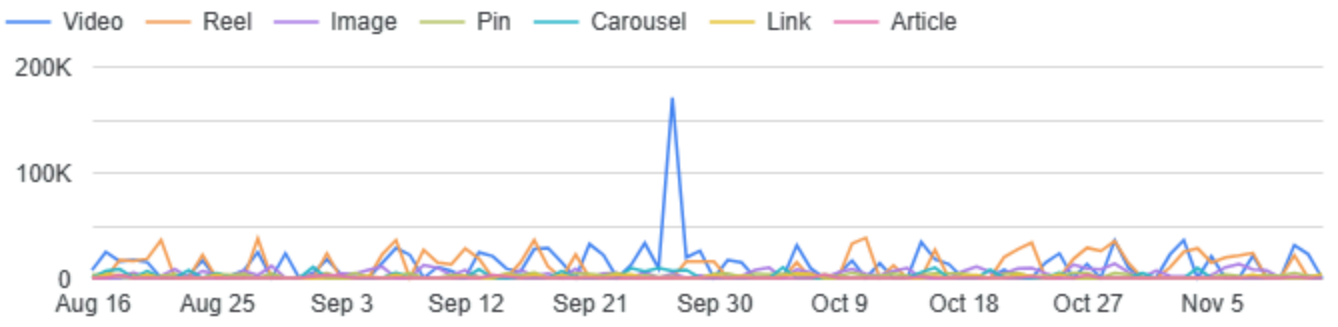
Networks and content

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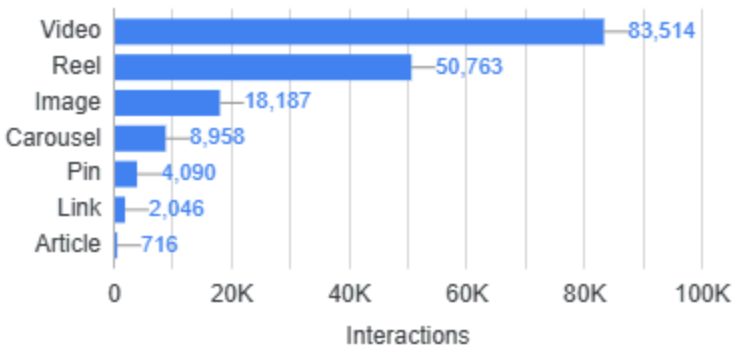
Network | Content type | Aug 16, 2026 - Nov 13, 2026

Posts 319 20.8% from previous 90 days	Impressions 2,910,807 20.6% from previous 90 days	Interactions 168,274 24.0% from previous 90 days	Engagement rate 5.78% 0.16% from previous 90 days
Reach 2,089,581 24.1% from previous 90 days	Clicks 7,796 -1.3% from previous 90 days	Interactions per post 527.5 2.6% from previous 90 days	Click-through rate 0.27% -0.06% from previous 90 days

Daily impressions by content type



Interactions by content type



	Network	Content type	Posts	Impressions	Engagement rate	Interactions ▾	Clicks
1.	TikTok	Video	51	1,091,609	7.53%	82,197	0
2.	Instagram	Reel	42	943,009	5.38%	50,763	0
3.	Instagram	Image	36	245,345	6.02%	14,762	710
4.	Instagram	Carousel	21	154,793	5.79%	8,958	464
5.	Pinterest	Pin	70	203,892	2.01%	4,090	1,550
6.	Facebook	Image	31	100,251	2.63%	2,641	1,983
7.	Facebook	Link	26	74,193	2.76%	2,046	1,407
8.	Facebook	Video	12	33,948	2.59%	880	684
9.	LinkedIn	Image	12	26,208	2.99%	784	415
10.	LinkedIn	Article	11	23,137	3.09%	716	339

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Content type is the format Metricool reports for each post, such as Reel, Carousel, Pin or Article. Rates use totals: engagement rate is interactions divided by impressions, click-through rate is clicks divided by impressions. Pick a network or content type to compare them.

Posts

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Network | Content type | Aug 16, 2026 - Nov 13, 2026

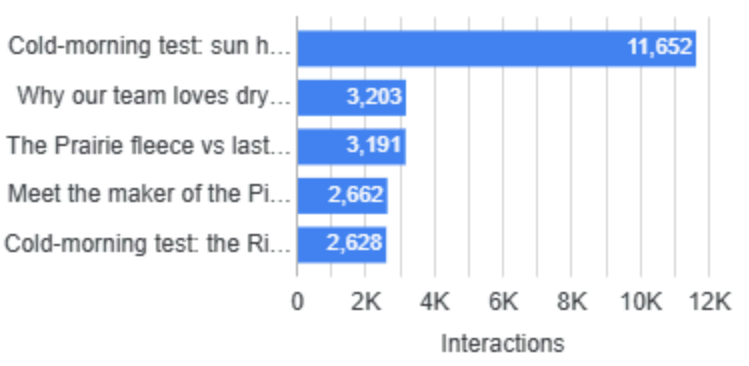
Posts	Interactions per post	Engagement rate	Video views
319	527.5	5.78%	2,052,621
↑ 20.8% from previous 90 days	↑ 2.6% from previous 90 days	↑ 0.16% from previous 90 days	↑ 32.1% from previous 90 days

Likes	Comments	Shares	Saves
137,230	4,292	11,686	15,066
↑ 26.1% from previous 90 days	↑ 9.8% from previous 90 days	↑ 16.0% from previous 90 days	↑ 17.2% from previous 90 days

Posts published by day



Top 5 posts by interactions



	Post	Network	Content type	Impressions	Reach	Interactions ▾	Engagement rate	Clicks
1.	Cold-morning test: sun hoodies	TikTok	Video	170,114	150,929	11,652	6.85%	0
2.	Why our team loves dry bags	TikTok	Video	32,932	29,273	3,203	9.73%	0
3.	The Prairie fleece vs last year's model	TikTok	Video	31,009	25,155	3,191	10.29%	0
4.	Meet the maker of the Pine softshell	TikTok	Video	35,713	31,383	2,662	7.45%	0
5.	Cold-morning test: the Ridgeline 28L daypack	TikTok	Video	26,275	23,368	2,628	10%	0
6.	Gift idea: the Timber trucker cap	TikTok	Video	31,076	25,877	2,605	8.38%	0
7.	How we test compression sacks	TikTok	Video	31,965	25,498	2,504	7.83%	0
8.	Staff pick: a first-aid kit	TikTok	Video	35,190	28,355	2,448	6.96%	0
9.	Why our team loves gaiters	TikTok	Video	33,791	26,725	2,268	6.71%	0
10.	Behind the scenes: shipping the Ember camp stove	TikTok	Video	21,798	19,264	2,058	9.44%	0

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Each row is one post with its results at the last refresh, shown on the day it was published. Interactions are likes, comments, shares and saves; for Reels and TikTok videos, impressions are views. A metric a network doesn't report shows 0, such as clicks on TikTok. Pick a network or content type to narrow the list.

Audience growth

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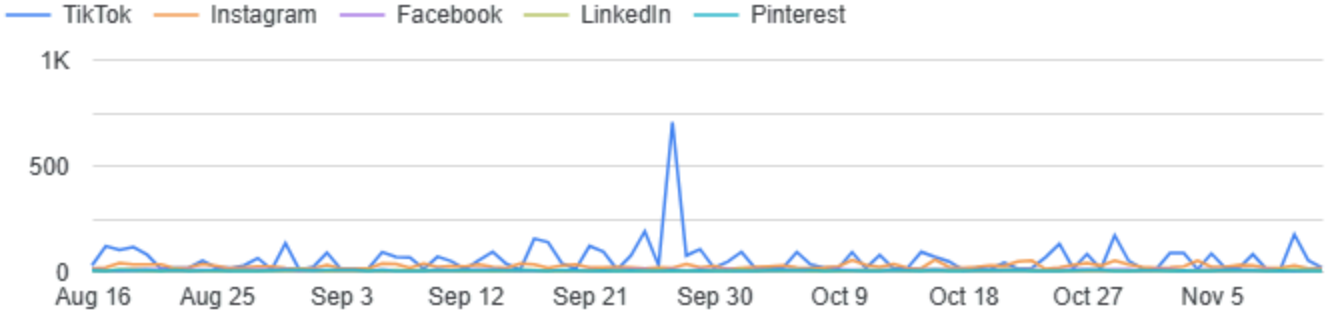
Network

Aug 16, 2026 - Nov 13, 2026

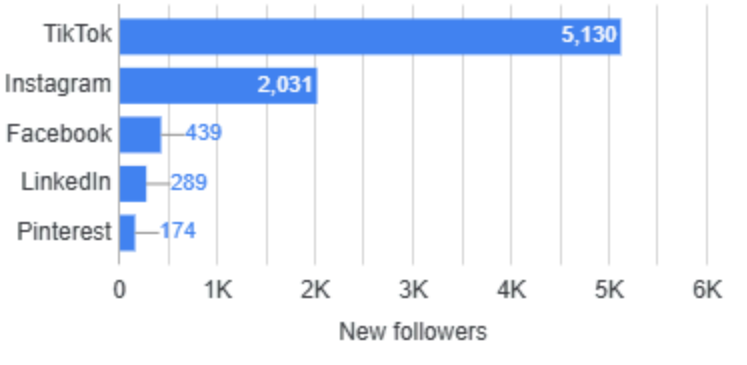
New followers
8,063
38.7% from previous 90 days

New followers per day
89.59
38.7% from previous 90 days

Daily new followers by network



New followers by network



	Network	New followers	New followers per day	Share of new followers
1.	TikTok	5,130	57	63.62%
2.	Instagram	2,031	22.57	25.19%
3.	Facebook	439	4.88	5.44%
4.	LinkedIn	289	3.21	3.58%
5.	Pinterest	174	1.93	2.16%

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New followers are each network's net change in followers per day, added up over the dates you pick. Instagram, TikTok and LinkedIn report the change; for Facebook and Pinterest it is the change in the follower total from the day before. A day with more unfollows than follows counts below zero. Comparisons use equal periods.