

Reading Your Analytics

[4. Editing, Posting & Optimizing Your Videos](#)

Now that you are making videos it's time to look into the analytics and use the data to make your videos perform better. The key thing to keep in mind is that content creation is forever a learning process and using the data to make decisions will help you get viral videos way faster.

In this video we discuss:

- How to see your TikTok Analytics
- How to see your Instagram Analytics
- How to use your analytics to optimize your videos

TikTok Analytics

Accessing The Analytics:

To find your analytics on TikTok begin by navigating to your profile, tapping the three lines at the top right, and selecting "Creator tools." Inside, you'll find the analytics.

Overview Section:

This summary page displays vital metrics across different date ranges you select (e.g., the last 7, 28, or 60 days), offering a snapshot of your account's performance.

Detailed Metrics:

By selecting any of the metrics you go into more detail. This shows a graph of its performance over time, allowing you to spot trends, spikes in engagement, or areas needing improvement.

Content Page:

This page shows specific videos and lets you know which ones are trending and providing detailed statistics like views, comments, likes, and viewer demographics, including their countries. This is on a video specific basis.

Followers Page:

This page gives you detailed stats on your audience as a whole. This is things like demographics, age, country and the "most active times" metric, which indicates the best times to post based on when your audience is most engaged on the platform.

Instagram Analytics

Getting Started:

Ensure you have a creator or business account to access the professional dashboard from your profile. By clicking the professional dashboard it opens up the analytics section of your account.

This section reveals key metrics such as accounts reached, engagement stats, follower growth, and content interactions. You can then get more detail for each one by clicking it.

Term Definitions:

You may run into some terms that you are not familiar with so here are definitions for some of the most common.

- Accounts Reached: The number of unique viewers of your content.
- Impressions: The total number of views, including multiple views by the same account.
- Accounts Engaged: The number of viewers who interacted with your content through actions like liking, commenting, saving, or sharing.

Optimizing Your Videos With Analytics

There are a few key metrics you can use to maximize performance and optimize your video.

Inspiration Tab:

Both platforms offer an "Inspiration" feature, showcasing trending content similar to yours. This is literally the platform telling you what to make videos about so getting inspiration from that and making videos around that topic is a great idea!

Identifying Successful Content:

Analyze your own high-performing videos to understand why they succeeded. Is it the topic, the format, your engagement in the comments? This is a great time to also see if you could possibly turn that topic into a series of videos.