

13.10: Tools of the trade

The most important tools you'll need here are the analytics tool for each platform you work on:

- **Facebook Page Insights:** www.facebook.com/business/learn/facebookpage-insights-basics
- **Facebook Ads Manager:** <https://www.facebook.com/business/help/415745401805534>
- **Facebook Power Editor:** <https://www.facebook.com/business/help/162528860609436>
- **Instagram Insights:** www.facebook.com/business/help/1533933820244654. You can also find some free Instagram analytics tools here: socialbeesmedia.com/best-free-instagram-analytics-tools-2016
- **Twitter Analytics:** analytics.twitter.com
- **LinkedIn's Campaign Manager:** www.linkedin.com/uas/login
- **Pinterest Analytics:** analytics.pinterest.com
- It can be difficult to measure on **Snapchat**, but a few tools exist, such as Snaplytics: snaplytics.io.

Google Analytics can also be used, as discussed in section 13.7, [Measuring Success](#). You can find a list of 5 Tools to Measure Social Media ROI here: www.socialmediaexaminer.com/5-tools-to-measure-social-media-roi.

As mentioned, you may also want to consider a social media dashboard. Some popular options include:

- **Hootsuite:** hootsuite.com
- **Sprout Social:** lps.sproutsocial.com/social-media-dashboard
- **Fan Page Robot (a free tool):** fanpagerobot.com
- **Datorama:** direct.datorama.com/lp4.

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