



LinkedIn
for creators

Creator analytics

Gain insights that can help you engage followers

Discover your impact with insights that help you measure your content performance over time, pinpoint trends, and deliver more of what your audience loves. With creator analytics, you get all that information in one place.

Learn about your creator analytics

This guide will show you how to get the most out of your analytics so you can inspire more conversations with your audience.



Understand your analytics to improve your content strategy



Explore demographic trends for your most engaged audiences



Identify performance trends over time



Understand your analytics to improve your content strategy

Dive deeper into content performance over time

Discover how your posts perform — as far back as 365 days — and tap into demographic trends for your most active audiences.

Get data your way

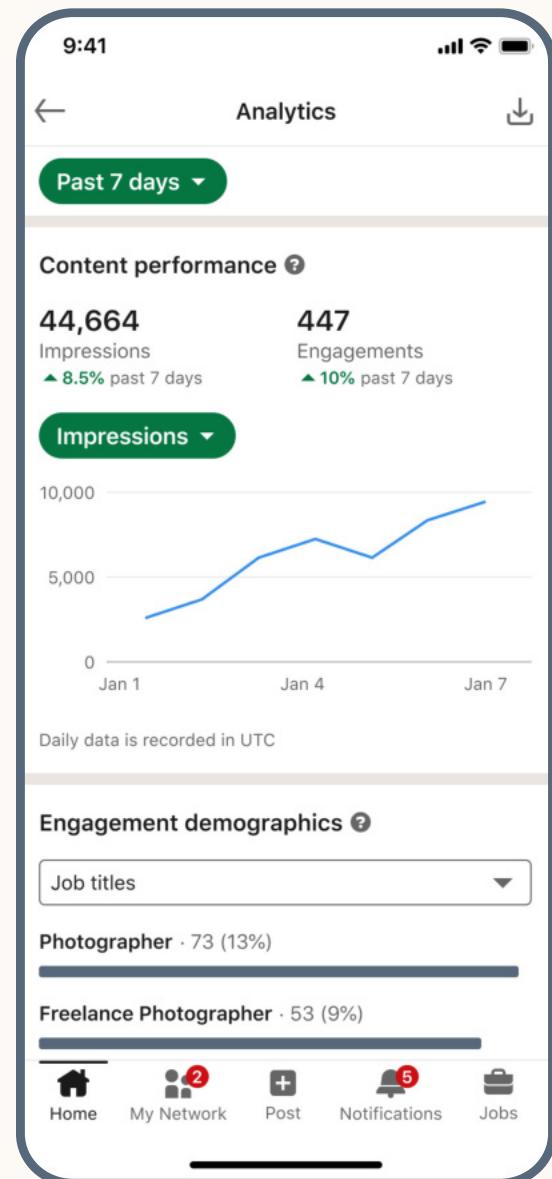
Export your data so you can record, analyze, and manage insights in spreadsheet form.

Track your reach at a glance

Get your total weekly impressions front and center on your profile to view your reach quickly without clicking on individual posts.



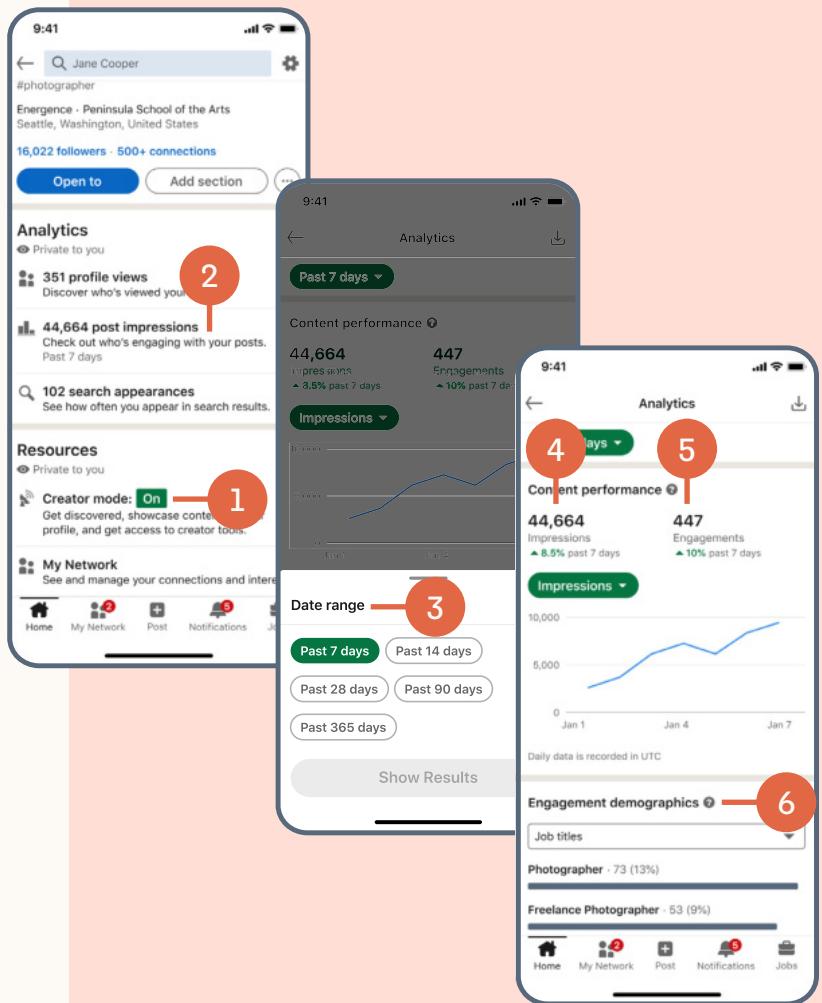
Pro tip: Not sure what a specific metric means? Tap the  next to your metrics to get their definitions so you can understand how your content is being measured.



Explore your analytics

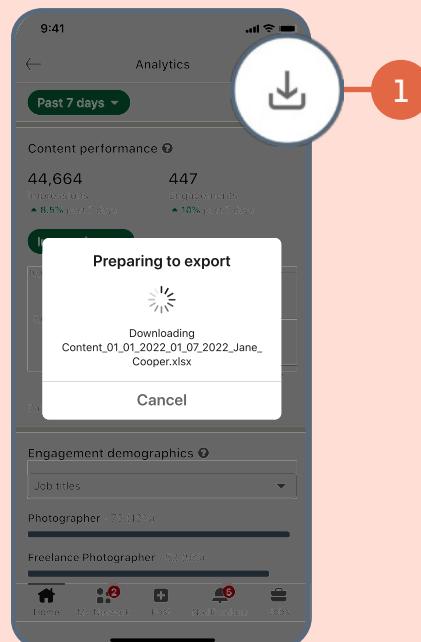
How to view your analytics

1. Turn on creator mode, if you haven't already
2. Click on the impressions metric in the Analytics section of your profile
3. Select the date range filter and choose whether to view your performance over the past seven days (default), 14 days, 28 days, 90 days, 180 days, or the past year
4. View **Impressions** for the total number of times your posts were displayed to others
5. View **Engagements** for the total number of reactions, comments, and shares from your posts
6. View **Engagement demographics** for a breakdown of your most engaged audience by:
 - Job titles
 - Industry
 - Location
 - Seniority
 - Company size



How to download your analytics

1. Click **Download** in the upper right corner of the Analytics section in your profile
2. Add a name for the file and click **Save** to download it as an XLS file



Make the most of your analytics



Gaining insights is only the start of a strong content strategy. Here are some best practices that put your analytics to work so you can spark impactful conversations.

Start a routine

Check your impressions and engagements regularly so you can always know where your content stands with your audience.

Experiment with content

Vary your content format and weigh in on different professional, work, and industry topics to discover what moves the needle.

Test your schedule

Adjust your posting times and frequency to find out when your audience is most engaged.

Content performance

44,664

Impressions

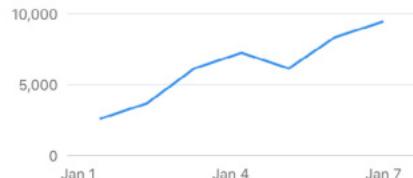
▲ 8.5% past 7 days

447

Engagements

▲ 10% past 7 days

Impressions ▾



Content performance

44,664

Impressions

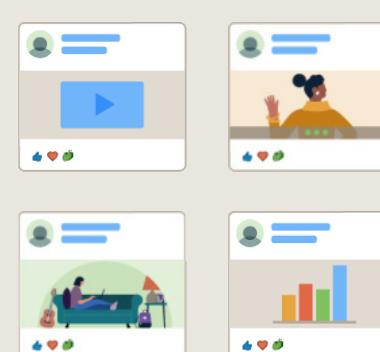
▲ 8.5% past 7 days

447

Engagements

▲ 10% past 7 days

Engagements ▾



Content performance

44,664

Impressions

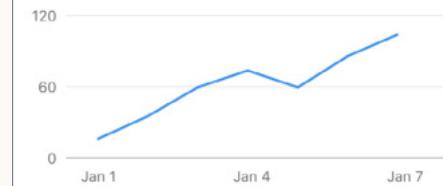
▲ 8.5% past 7 days

447

Engagements

▲ 10% past 7 days

Engagements ▾



Find new opportunities

Explore your engagement demographics to learn about your most engaged audiences and uncover untapped followings.

Lean into what's working

Identify peaks in your content performance from the last week, month, or year and implement these learnings in your next post.

Keep setting goals

Export your data to a spreadsheet and use your daily, weekly, or monthly averages to set new content goals.

Engagement demographics

Industries

Photography · 73 (13%)

Marketing & Advertising · 53 (9%)

Computer Software · 45 (8%)

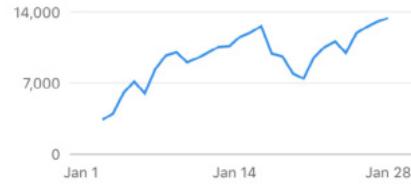
Information Technology & Services · 39 (7%)

267,000

Impressions

▲ 12% past 7 days

Impressions ▾



Preparing to export



Downloading
Content_01_01_2022_01_07_2022_Jane_Cooper.xlsx

Cancel



Keep driving conversations that matter

With creator analytics, you can understand how your content reaches and engages your community over time. The more you learn about your audience, the more you can improve your content strategy.

[Explore all creator tools](#) and continue inspiring conversations that matter.