

| Platform | Key Content Formats | Ad & Analytics Features | Most Common SMA Metrics |
|----------------------|--|--|--|
| Facebook (Meta) | Posts, images, videos, stories, reels, events. | Meta Business Suite, Ads Manager, Audience Insights. | Reach, Engagement Rate, CTR, CPM, CPC, ROAS, Shares, Reactions. |
| Instagram (Meta) | Photos, reels, carousels, stories, live videos. | Instagram Insights, Meta Ads Manager integration, Creator Studio. | Impressions, Engagement Rate, Saves, Story Views, ROAS, Hashtag Reach. |
| LinkedIn | Text posts, articles, documents, videos. | LinkedIn Campaign Manager, Page Analytics, Ads Dashboard. | Impressions, CTR, Engagement Rate, Follower Growth, Lead Conversions. |
| Pinterest | Static and video pins, boards, idea pins. | Pinterest Analytics, Ads Manager, Audience Insights. | Saves, Outbound Clicks, CTR, Impressions, Engagement Rate. |
| Reddit | Posts, threads, comments, AMAs. | Reddit Ads Dashboard, Community Analytics, third-party tools. | Comment Volume, Upvotes, Engagement Rate, Sentiment Score. |
| Snapchat | Snaps, stories, spotlight videos, filters. | Snap Ads Manager, Lens Studio Insights. | Views, Swipe Ups, CTR, Story Completion Rate, Engagement Rate. |
| Threads (Meta) | Text posts, images, short videos, links. | Basic engagement analytics (Meta integration planned 2025). | Replies, Engagement Rate, Follower Growth, Mentions. |
| TikTok | Short-form vertical videos, live streams, duets. | TikTok Ads Manager, Creator Marketplace, Engagement Analytics. | Views, Engagement Rate, CTR, Watch Time, Completion Rate, Follower Growth. |
| X (formerly Twitter) | Text posts, threads, polls, images, live spaces. | X Analytics, Tweet Activity Dashboard, third-party tools (Brandwatch, Talkwalker). | Mentions, Hashtag Reach, Engagement Rate, Sentiment Score, Clicks, Retweets. |
| YouTube | Long-form videos, shorts, live streams, playlists. | YouTube Studio Analytics, YouTube Ads, Google Ads integration. | Views, Average Watch Time, CTR, Subscribers, Engagement Rate, Comments. |