

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.