

Employee Advocacy Analytics Guide



Measure the impact of your employee advocacy efforts on LinkedIn with new analytics

The screenshot shows the LinkedIn Employee Advocacy Analytics dashboard for the Golden Phase organization. The interface includes a navigation bar with options like Home, My Network, Jobs, Messaging, Notifications, and Me. The main content area is titled "Employee advocacy analytics" and features a "Highlights" section with five key metrics: Recommendations (56, +50%), Posts from recommendations (646, +50%), Reactions to posts (1233, +50%), Comments on posts (206, -50%), and Reshares of posts (78, -50%). Below this is a "Metrics" section with a line chart for "Recommendations" from Nov 5 to Nov 11, 2020, showing a peak of 16 recommendations on Nov 9. To the right of the chart is a "Customize analytic dates" calendar widget. At the bottom is a section for "Employees posting from recommendations" with a horizontal bar chart showing top demographics by job function.

Callouts:

- View from 'Analytics' drop down:** Points to the "Analytics" dropdown menu in the top navigation bar.
- Export analytics into excel:** Points to the "Export" button in the top right corner.
- Summary of employee advocacy analytics for the past 30 days:** Points to the "Highlights" section.
- Customize analytic dates:** Points to the calendar widget on the right side.
- Understand who your power users are:** Points to the "Employees posting from recommendations" section.

on

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The screenshot displays the LinkedIn Employee Advocacy Analytics dashboard. The top navigation bar includes the LinkedIn logo, a search bar, and various utility icons like Home, My Network, Jobs, Messaging, Notifications, and Me. The main header shows the user's profile 'Golden Phase' in 'Admin view' with a 'View as member' button. Below this, there are tabs for 'All Pages', 'Career Pages', 'Content', 'Analytics', and 'Activity'. The 'Analytics' section is active, showing 'Employee advocacy analytics' with an 'Export' button. The first chart, 'LinkedIn members reached' (Nov 5, 2020 - Nov 11, 2020), is a horizontal bar chart showing top demographics. The second chart, 'Recommendation engagement' (Nov 5, 2020 - Nov 11, 2020), is a table listing recommendation titles, curators, dates, and engagement metrics.

Job function	Seniority	Location	Industry	Companies	
Data Analyst					540
Security Engineer					456
Software Engineer					366
IT Engineer					244
Finance					244
Media and Communication					216
Arts and Design					180
Business Development					175
Research					150
Consulting					125

Recommendation title	Curated by	Date created	Posts	Impressions	Reactions	Comments	Reshares
We're excited to announce that we will be including the first se...	An Wen	11/15/20	68	1200	578	46	46
Image	Connor Webber	11/14/20	62	678	460	5	5
This is my first year attending, and I'm pretty confident about ...	Nosizwe S.	11/12/20	55	500	240	206	4
Video	Aarti D.	11/11/20	54	453	234	17	17
This is my first year attending, and I'm pretty confident about ...	Zuberi Idowu	11/10/20	39	602	220	3	3
We're excited to announce that we will be including the first se...	An Wen	11/10/20	36	450	177	66	20
Image	Connor Webber	11/8/20	29	475	145	23	2
This is my first year attending, and I'm pretty confident about ...	Nosizwe S.	11/8/20	20	202	88	1	7
Video	Aarti D.	11/8/20	15	230	47	21	4
This is my first year attending, and I'm pretty confident about ...	Zuberi Idowu	11/8/20	10	89	38	6	3

Get insights on who you're reaching

View engagement by Recommendations

Tip: Export analytics to sort by top metrics