

How to Use the Analytics Tab for Parishes & Schools

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You can now use the **Analytics section** in Catholic Social Media to view detailed insights for your parish or school. This feature helps you track post performance, audience engagement, and trends across your connected social media accounts.

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Accessing Analytics

1. Click the Analytics tab at the top of your dashboard.
2. The first page provides an overview of your total posts, impressions, reactions, and comments.
3. View trend lines comparing your current month to the previous one.
4. For accurate month-to-month comparisons, review a completed month cycle.
5. You'll also see your **Best Performing Posts** and **Best Times to Post** based on engagement data.

Viewing Post Details

- Click the details tab to access post-by-post analytics.
- Sort by any column, like impressions, reactions, or comments, to find your top-performing content.
- View the caption, engagement metrics, and comments for each post.
- Utilize this data **monthly** or **quarterly** to identify what content your parish audience engages with most.

Filtering by Platform

- If your parish is connected to multiple platforms, use the toggle feature to view results by Facebook, Instagram, or Twitter.
- Use the dropdown menu to switch between connected social media accounts.
- This allows you to understand how each individual platform is performing.

Best Practices

- Review analytics **monthly** to track growth and identify your most engaging posts.
- Use top-performing content as **inspiration** for future posts.
- Compare **performance by platform** to guide where to **focus your efforts**.

- Use **engagement trends** to plan when and what to **post for the best results**.
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