Social Media Supported Content

PLATFORM DEEP DIVE

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METRICS

1. WHICH SOCIAL MEDIA PLATFORMS ARE SUPPORTED?

We offer support for **Instagram**, **Twitter**, **Facebook**, **YouTube**, and **TikTok**.

2. HOW DO YOU HAVE SUCH EXTENSIVE ACCESS TO SOCIAL MEDIA PLATFORMS?

We collect data from social platforms using business APIs from the social platforms. Using a technology-driven approach, we analyze a broad range of posts and media, enabling us to identify the greatest amount of media value.

3. WHAT IF THE ACCOUNT IS NOT OWNED BY ME?

We track and allocate exposures to public content for owned and non-owned (earned media) accounts, including player accounts, and away teams.

However, we highly recommend you to authenticate your owned Facebook, Twitter, and Instagram accounts. Authentication allows us access to post types and metrics that we are unable to track for non-authenticated accounts, including Instagram Stories, paid and promoted metrics, and age- and geo- restricted content across all three platforms.

4. HOW LONG DOES IT TAKE FOR AN ANALYZED POST TO APPEAR IN MVC?

Our tech-enabled analysis includes human review to ensure the most accurate data and highest possible value is available to you in MVC. As a result of this hybrid process, analyzed social data will populate in MVC within a range of 24 hours to 15 days from the date the content was posted. Our analysis prioritizes owned accounts first, then earned content based on its likelihood to generate high value, so posts from your owned accounts will display in MVC sooner than long-tail earned value.

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1. TWITTER

Inclusions
Relo Metrics analyzes publicly available tweets, retweets, and reply tweets with image or video media, including tweets with geo-restriction, excluding the exceptions below.

Limitations
Promoted tweets*, tweets that are not public*, dedicated advertisements, posts with sensitive content, live streams, quote tweets, multiple images posted to a single tweet (first media is analyzed only).

2. INSTAGRAM

Inclusions
Relo Metrics analyzes publicly available posts and Stories (Stories require authentication) from Business and Creator accounts, excluding the exceptions below.

Limitations
Promoted posts*, posts not available in the USA*, posts that are not public*, Reels, videos not saved to the account feed, Guides, posts from consumer (personal) accounts, dedicated advertisements, IG Live, polls, posts or Stories with copyrighted audio, Stories sharing content from other accounts, age restricted posts*.

3. FACEBOOK

Inclusions
Relo Metrics analyzes publicly available posts made to Business Pages, excluding the exceptions below.

Limitations
Promoted posts*, posts that are not public*, posts hidden from timeline, personal accounts, dedicated advertisements, links to external videos, Stories, age restricted posts*, geo-restricted posts*, live streams, multiple images posted to a single post (first media is analyzed only).

4. TIKTOK

Inclusions
Relo Metrics analyzes publicly available videos, excluding the exceptions below.

Limitations
Promoted posts, posts that are not public, dedicated advertisements, age restricted posts, geo-restricted posts.

5. YOUTUBE

Inclusions
Relo Metrics analyzes publicly available videos, excluding the exceptions below.

Limitations
Content that is not public, content removed due to copyright violation, dedicated advertisements, content requiring payment (premium content), age restricted content, geo-restricted content, live streams.

*Limitation does not apply to authenticated accounts