The 11 Best Social Media Analytics + Reporting Tools in 2026

When I first started posting on LinkedIn consistently, I couldn't understand why some posts were a huge hit, while others flopped. That is, until I started monitoring my social media analytics.

Suddenly, it all became much clearer: I had data that pointed to which hooks grabbed the most attention, what posting times got the most engagement, plus the ideal length for a post. Everything clicked.

The clues are out there for you too, right in your analytics. But if you're running multiple platforms, manually piecing together insights from each one's native dashboard is a real time sink — and native analytics have some frustrating blind spots too (LinkedIn, for instance, doesn't show timestamps on past posts, which makes it really tricky to figure out your best posting times).

That's where third-party social media analytics tools come in. I've tested 11 of them for this list and organized everything by use case, so you can skip straight to what fits your needs. Creator, marketer, small business, enterprise — there's something here for everyone.

Key takeaways

- **Analytics tools vs. management tools:** Dedicated analytics tools focus purely on measurement. Social media management tools (like Buffer) bundle analytics with scheduling, engagement, and more. For most creators and small teams, the all-in-one option is often the best

choice.

- **Native platform analytics have real gaps:** Most social media networks offer built-in insights, but they don't always show what you need — and if you're running multiple platforms, you'll spend a lot of time manually piecing data together. Third-party tools solve both problems.
- **Prices range from free to $239+/month:** Buffer, Social Status, and Tailwind offer free tiers. Rival IQ starts at $239/month. Most mid-market tools fall in the $49–$100/month range — creators and small teams rarely need the enterprise-tier options.

First, a quick definition: social media analytics are the numbers that show how your posts have been performing across different platforms. Social media analytics can help you answer questions beyond "How many likes did this post get?" For example:

- Which are my best content types?
- When is my audience the most engaged?
- What kind of content gets followers talking?
- What kind of content is best for reaching new followers?

Social media analytics help you measure your performance and benchmark it against your social media goals.

Do all social media platforms offer native analytics?

Yes, they do. All major social media networks provide native insights within their platform. But there are a few issues when you rely solely on them:

Social media networks don't always provide the insights you need. For instance, LinkedIn doesn't show timestamps on past posts, making it tricky to understand what days and times are best to reach your audience.

Relying on native insights alone won't give you the full picture. Let's say you're running a large-scale social media campaign and using multiple social media networks. You'll have to manually cobble insights from all of them if you rely only on each channel's native insights. In contrast, on many social media analytics tools, you can gather all posts under one tab and monitor collective insights on how your campaign performed across channels.

Social media analytics software collects and helps you make sense of your performance data – so you can spend less time tracking and more time improving your social media strategy.

Analytics vs. reporting: what's the difference?

These terms get used interchangeably, but they're actually two parts of the same process. **Analytics** is the act of collecting and measuring data – it answers the "what happened?" and "why did it happen?" questions. **Reporting** takes that analysis and presents it in a clear, shareable format for stakeholders, clients, or your own team.

In practice, the best social media reporting tools handle both. They pull your raw data (analytics) and organize it into dashboards, PDFs, or branded presentations (reporting). Some tools lean more heavily into one or the other – Buffer, for instance, does both, while DashThis on this list is built primarily for reporting. Knowing which you need matters: if you're a solo creator, you probably just want the analytics dashboard. If you're an agency managing client accounts, automated reporting you can white-label is a game-changer.

The 4 types of social media analytics

Understanding the different types of analytics helps you know what to look for in a tool:

1. **Descriptive analytics** – What happened? Raw metrics like impressions, clicks, and engagement counts. Every analytics tool starts here.
2. **Diagnostic analytics** – Why did it happen? Why did this post outperform that one? Tools that dig into content type, posting time, and audience behavior sit here.
3. **Predictive analytics** – What will happen? Based on past performance, which content types will your audience engage with next? More advanced tools offer this.
4. **Prescriptive analytics** – What should you do? Not just predicting what will happen, but recommending the exact action to take. Some advanced tools venture here.

Most social media analytics tools focus on descriptive and diagnostic analytics, which will be exactly what most creators and marketers need. Premium tools like Socialinsider and Talkwalker push into predictive territory, but come at a (you guessed it) premium cost.

Social media analytics tools vs. management tools

There are dedicated social media analytics tools that only show insights from social media posts. And then there is social media management software that encompasses social media analytics along with scheduling posts, engaging with your audience, storing ideas, etc. This list contains options for both. But which one should you choose?

Choose social media management software if you're a creator, a one-person team, or a small marketing team managing your entire social media strategy.

Choose a dedicated social media analytics tool if you've already covered other aspects of your social media strategy (either manually or with another tool) and/or if you need specific insights about your social media efforts that a management tool can't provide.

In most cases, social media managers and creators will likely prefer one-stop social media management tools. Having everything in one place just makes life easier.

That said, there are times when standalone social media analytics tools might make more sense:

- **When you need very specific insights** – like competitive analysis – standalone tools often work better. Many social management tools offer competitor analysis, but a standalone tool often digs deeper and can provide more useful insights.
- **When you're on a shoestring budget** and managing your content calendar and social media engagement manually. Maybe you can't afford comprehensive social management software for multiple social media channels. But you might be able to swing a social media analytics tool that's a bit more budget-friendly.

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Pro tip: Not sure which type fits your workflow? Start with a management tool that includes analytics (like Buffer). You can always add a dedicated analytics tool later if you need deeper competitive analysis or reporting features that management tools don't cover.

After testing these 11 tools, here's what I looked for – and what I'd suggest you weigh when picking one:

- **Platform coverage:** Does it support the social networks you actually use? Some tools cover 12+ platforms; others only handle 3–4. Check before you commit.
- **Ease of use:** Can you find the metrics you need without a tutorial? The best tools surface key insights immediately – not behind five clicks and a custom report builder.
- **Reporting capabilities:** If you need to share results with a team, client, or stakeholder, look for tools with

automated, customizable reports. Manual copy-pasting from dashboards is a time sink.

- **Competitor benchmarking:** Can you see how your metrics stack up against competitors, or are you flying blind? A nice-to-have, but something most free tools don't offer.
- **Pricing transparency:** Some tools don't publish pricing. I've noted this where applicable – it's worth factoring into your decision if you don't have the time for lengthy sales calls and negotiations.
- **Integrations:** Does it play nicely with your existing stack? Tools that connect to Google Analytics, your CRM, or your project management software save you time.

Jump to a tool:

Social media analytics tool	Best for	Price	Free tier?	Supported social media platforms
Buffer	Creators and small teams	Free; paid plans from $6/mo	✅ Yes	Bluesky, Facebook, Google Business, Instagram, LinkedIn, Mastodon, Pinterest, Threads, TikTok, X, YouTube
Rival IQ	Large agencies	From $239/mo	14-day trial	Facebook, Instagram, LinkedIn, TikTok, X, YouTube

Social media analytics tool	Best for	Price	Free tier?	Supported social media platforms
Keyhole	Market research	Not publicly available	Contact sales	Facebook, Instagram, LinkedIn, TikTok, X, YouTube
Social Status	Small businesses running ads and influencer partnerships	From $99/mo	✅ Yes	Facebook, Instagram, LinkedIn, TikTok, X, YouTube
Siftsy	Analyzing your comments	Not publicly available	Contact sales	Instagram, LinkedIn, TikTok, X, YouTube
Vista Social	Tracking reviews and social metrics	From $79/mo	14-day trial	Bluesky, Facebook, Google Business, Instagram, LinkedIn, Pinterest, Reddit, Threads, TikTok, X, Yelp, YouTube, and more
Typefully	X (formerly Twitter) focused	Free; paid from $16/mo	✅ Yes	Bluesky, LinkedIn, Mastodon, Threads, X

Social media analytics tool	Best for	Price	Free tier?	Supported social media platforms
Tailwind	Pinterest users	From $29.99/mo	✅ Yes	Facebook, Instagram, Pinterest
DashThis	All-in-one marketing dashboard	From $49/mo	15-day trial	Facebook, Instagram, LinkedIn, Pinterest, TikTok, YouTube
Socialinsider	AI-driven content pillar insights	From $99/mo	14-day trial	Facebook, Instagram, LinkedIn, TikTok, X, YouTube
Talkwalker	In-depth audience insights	Not publicly available	Contact sales	Facebook, Instagram, X

1. Buffer

Best social media analytics tool for creators and small teams

I practically live in Buffer, and the analytics dashboard is one of my favorite tabs — it immediately shows you the metrics that actually matter.

Your best type of post, best day to post, best content format — it’s all right there without digging through menus.

Instead of just throwing numbers at you, Buffer helps you make sense of the data, which is crucial for strapped-for-time creators and social media managers. And of course, if you need it, you can also see all the raw data and graphs showing you:

- Follower growth
- Total impressions
- Total engagement
- Hashtag performance
- Audience demographics
- Engagement rate and reach on specific posts

You can create beautiful branded reports in just a few clicks — no more manual copy-pasting.

Pricing: Free plan for up to three social media platforms (10 posts per channel). Advanced analytics tools are available on paid plans, which start at $6 per month.

Supported social media platforms: Bluesky, Facebook, Google Business, Instagram, LinkedIn, Mastodon, Pinterest, Threads, TikTok, X, YouTube,

Note: The advanced analytics features are available in paid plans. The free plan includes basic analytics to help you get started.

2. Rival IQ

Best social media analytics tool for large agencies

Rival IQ stands out for its in-depth competitive benchmarking, making it the go-to choice for large social media agencies. It offers deep social media analytics and other related tools – like competitor analysis and social listening – built right into its analytics platform. Instead of paying for three separate tools, you can go with one.

Source

Their pricing is designed for social media agencies:

- You can add at least 10 companies (your clients) to your account
- If you want to add more, you can add five companies for $50 per month
- You can swap the companies whose performance you're tracking

Compared to other social media analytics tools, I was impressed with its competitive benchmarking. Rival IQ shows when your competitor's posts are likely boosted, compares brand positioning (such as social media bios and other profile attributes), and benchmarks your performance within your social media niche and your chosen competitors.

As an agency, competitive analysis plays an important part in informing the social media strategy and social media reporting of your clients. Rival IQ makes that a breeze.

Pricing: Plans start at $239 per month. Free 14-day trial available.

Supported platforms: Facebook, Instagram, LinkedIn, TikTok, X, YouTube

3. Keyhole

Best social media analytics tool for market research

Keyhole excels at historical insights paired with market research — particularly if you need to understand how conversations on a topic have evolved over time. Like Rival IQ, it also has competitive analysis features (and even influencer marketing features), but its real strength is in long-range data.

Source

In historical insights, you can unlock data as old as a decade (the nerd in me loves this feature). What was your audience saying about an important topic five years ago? How has their opinion shifted today? What were the most engaging posts on this topic in this timeframe?

In market research, thanks to Keyhole's machine learning system, you can identify emerging trends on any topic. You can see a real-time evolution of how your audience's sentiments are evolving on a subject.

These social media analytics can give you powerful insights into developing your products and services: you can see what has stood the test of time and how the conversation on a topic has changed.

One catch is that the historical insights are only available for X (formerly Twitter). Sure, it has been the go-to place for conversation in the past, but I would’ve loved it if other social media platforms were included in the historical insights, too. And these reports cost extra — starting at $50 and increasing depending on the volume of X posts you’re analyzing.

Pricing: Not publicly available.

Supported platforms: Facebook, Instagram, LinkedIn, TikTok, X, YouTube

4. Social Status

Best social media analytics tool for small businesses running ads and influencer partnerships

Social Status is one of the top social media analytics tools for small businesses running ads and managing influencer partnerships as part of their social media strategy.

Source

If you’re a small business that just wants to measure its performance across organic and paid social strategies, Social Status is a pretty solid fit. It provides the key performance indicators (likes, impressions, comments, shares, etc.) and also:

- Ad analytics (only for Meta, LinkedIn, and X)
- Competitor analytics (only in the paid plan)
- Influencer analytics (only in the higher tier plans)
- Customized social media performance reports on higher-tier plans

Social media managers who practice advertising, collect user-generated content, and dabble in organic social media marketing have a lot on their plate (to say the least). Social

Status makes it easy to collate all your insights in a single dashboard.

Pricing: Free plan available. Paid plans start at $9 per month for small businesses, and $99 for other users.

Supported platforms: Facebook, Instagram, LinkedIn, TikTok, X, YouTube

5. Siftsy

Best social media analytics tool for analyzing your comments

Comments often reveal the “why” behind the numbers. Ever wish an analytics tool could surface those insights for you? Siftsy does exactly that.

Source

Designed to pull sentiment from comments across multiple channels, Siftsy works like this: upload a CSV of post URLs, tag your campaign, and let the AI do the heavy lifting.

Analyzing your comments can be beneficial in various scenarios:

- When you want to do a qualitative analysis of an influencer partnership
- When you want to get feedback about a product or an experimental social media post
- When you want automated reports about the overall sentiment of a social media campaign

The numeric data in post analytics are great, but combining

them with the qualitative comments' sentiment makes them even more powerful. Siftsy's AI even summarizes the key takeaways and highlights valuable insights from specific conversations for you.

Pricing: Not publicly available.

Supported platforms: Instagram, LinkedIn, TikTok, X, YouTube



Need help with comments? Buffer's Community pulls comments from all your platforms into a single dashboard — you can reply there, too! Best part? It's available on the free plan. Try it today

6. Vista Social

Best social media analytics tool for tracking reviews and social metrics

Vista Social takes what Siftsy does a step further. It's not only a social media analytics tool; it can also help you schedule posts, manage your comments and social inbox, and practice social listening.

Source

Where Vista Social really shines is review management. It pulls feedback from multiple sites into one dashboard so you can:

- See every new review from Facebook, Google Business, Yelp, and more side-by-side
- Reply to reviews and social comments without switching tabs
- Create filtered, branded reports that combine social metrics and review sentiment

Pricing: Plans start at $79 per month. Free 14-day trial available with each plan.

Supported platforms: Apple Play Store, Bluesky, Facebook,

Google Business, Google Play Store, Instagram, LinkedIn, OpenTable, Pinterest, Reddit, Snapchat, Threads, TikTok, TripAdvisor, Trustpilot, Tumblr, X, Yelp, YouTube, and more

7. Typefully

Best social media analytics tool if you're only focused on X (formerly Twitter)

Typefully is one of the best social media analytics tools for X (formerly Twitter). While it supports multiple social media channels, it aces X like no other. I especially love writing X threads on it – the user experience is great. The "viral thread hooks" examples it contains are also top-notch for inspiration.

Source
Typefully also provides social media metrics that are unique to X. For example, your dashboard would refer to comments as “replies” because that’s the unique terminology for X.

A unique metric I love in Typefully is “profile conversion rate,” which tells you how many people in your target audience who visited your X profile hit the follow button. This is such a helpful data point because it helps gain insights on:

- How effective is your profile image, bio, and pinned tweet in converting a visitor to a follower
- How your target audience discovers your social media profile through other sources (like web traffic, podcast mentions, etc.)

Apart from this, Typefully provides all the essential social media metrics such as number of posts, follower growth, impressions, profile visits, etc.

Pricing: Free plan available for 15 posts per month. Paid plans start at $16 per month and have compulsory yearly billing.

Supported platforms: Bluesky, LinkedIn, Mastodon, Threads, X

8. Tailwind

Best social media analytics tool for businesses relying on Pinterest traffic

Tailwind is one of the best social media tools for small businesses focused on using Pinterest marketing to drive traffic. Since Pinterest functions differently (it’s a social media channel and a search engine), Tailwind has designed its tool to complement both.

Source

What stands out is the Google Analytics integration, which can help determine which pins drive the most traffic to your website. Using this data, you can double down on the most successful pins and recreate them.

For a Pinterest-specific social media analytics platform, you need many more key performance indicators because of how pins, boards, and trends function on the platform. Tailwind delivers. You can access Pinterest analytics from the high level to the individual pin:

- Track engagement metrics for your boards and pins, including trends for repins
- A “Pin Inspector” helps you monitor the insights for individual pins and understand which pins you should

reschedule
- Interest heatmaps help gain actionable insights into whether your social posts are resonating with your target audience
- Board insights help you understand which boards of yours are performing the best – and you can filter them for boards garnering the most outbound links, too

When it comes to Pinterest, few social media tools do a better job than Tailwind – and that includes its social media analytics capabilities.

Pricing: Free plan available for five posts per month. Paid plans begin at $29.99 per month.

Supported platforms: Facebook, Instagram, Pinterest

9. DashThis

Best social media analytics tool for an all-in-one marketing dashboard

DashThis isn’t a social media tool, exactly – it’s a marketing dashboard that happens to be really good at pulling social data into the bigger picture.

Source

If you’re the person on your team who has to show how social media fits into the overall marketing strategy (and prove it’s worth the investment), DashThis makes that a lot easier. You can combine social metrics with Google Analytics, ad performance, and other marketing data into one report – which is handy when your stakeholders don’t want to look at six different dashboards.

DashThis has over 30 integrations to help you connect Google Analytics, Ahrefs, HubSpot, and many more platforms. You can also keep an eye on paid marketing efforts – like TikTok Ads, Meta Business Suite, Pinterest ads, and even Google ads – to provide a combined report of your organic and paid strategy.

I wouldn’t recommend using DashThis if you need in-depth

social media performance insights – it provides the basic audience insights report, likes, comments, shares, impressions, etc. It’s the ability to integrate with other marketing tools in your tech stack (over 30 of them) that makes it stand out.

I also love that each plan has unlimited users, making DashThis perfect for a large marketing team. There’s also no cap on how many data sources you can add, so don’t worry if your marketing strategy has a ton of moving parts. You can combine them all in this one analytics tool.

Pricing: Plans begin at $54 per month. There’s a 15-day free trial with every plan.

Supported platforms: Facebook, Instagram, LinkedIn, Pinterest, TikTok, YouTube

10. Socialinsider

Best social media analytics tool for AI-driven content pillar insights

Socialinsider is an advanced social media analytics tool that offers AI-driven insights about your content pillars. In the higher tier plans, you can also run an AI-driven competitor analysis that lets you check if a certain pillar works well for a competitor. You can then consider tailoring and using it in your own strategy.

Source

I also love the post tagging feature – here, you can tag and group social media posts and monitor how they're performing collectively. It's just the feature you'd need when you want to monitor how your different social media campaigns or content pillars have performed.

The only catch is the price of Socialinsider is prohibitive for most creators and small teams, since the best features of Socialinsider are restricted to the higher-tier plans.

Pricing: Plans start at $99 per month. All plans have a 14-day free trial.

Supported platforms: Facebook, Instagram, LinkedIn, TikTok, X, YouTube

11. Talkwalker

Best social media analytics tool for in-depth audience insights

Talkwalker is an advanced analytics tool for social media monitoring. Audience insights are the standout feature for the platform (now owned by Hootsuite). You can pull insights from customer calls, support tickets, and online communities to find what your audience truly cares about – a great way to find content ideas.

Source

I also love the audience segmentation features. You can slice and dice your data based on audience demographics. This can help garner actionable insights about the various segments of

your social media audience – which is especially useful if you're a global brand.

You can also chat with Talkwalker's AI assistant, Yeti, to ask questions about various audience demographics and access relevant insights at your fingertips.

If you wish Talkwalker could also help you manage your social media marketing efforts, you're in luck: Hootsuite acquired Talkwalker in 2024. With Hootsuite, you can schedule your posts, manage your inbox, and measure your social media performance, all in one place.

The snag is that most of Talkwalker's features are only available in the higher-tier Hootsuite plans – which isn't easy on the pocket even with its lowest-tier subscription ($199 per month).

Pricing: Not publicly available.

Supported platforms: Facebook, Instagram, YouTube, Pinterest, X, and more

Instead of spending hours crunching numbers, you can focus your time on analyzing what the data tells you: Which are my best types of posts? How can I replicate my previous success? What should I shift in my strategy to improve my return on investment?

And if the tool offers ready-made report templates, even better – you can spin up a polished, share-worthy deck in minutes and get back to the creative work.

Having tested all of these tools, I find Buffer to be one of the easiest to get up and running – especially if you're looking for something that covers both scheduling and analytics without the learning curve. The free plan lets you test whether the interface matches how you think before committing to anything. No credit card needed.

What is a social media analytics tool?

A social media analytics tool collects data from your social media accounts and presents it in ways that help you understand what’s working. This includes metrics like reach, impressions, engagement rate, click-through rate, and audience demographics. Some tools also add competitor comparison, social listening, and predictive insights. The goal is to turn raw numbers into actionable intelligence — knowing not just that a post got 500 likes, but why it did and what to do next.

Why are social media analytics important?

Social media analytics help you prove ROI, identify which content drives traffic and conversions, and optimize your posting strategy based on real data instead of guesswork. Over time, this data helps you create more effective content, grow your audience faster, and make smarter marketing decisions. Teams that track social media metrics and adjust strategy based on data consistently outperform those that post and hope.

What metrics should you track on social media?

The most helpful metrics depend on your goals:

- **For awareness:** Reach, impressions, and follower growth
- **For engagement:** Engagement rate, saves, shares, and comments
- **For traffic:** Click-through rate and link clicks
- **For conversions:** Conversion rate, cost per lead, and attribution

Most teams should track at minimum: reach, impressions, engagement rate, click-through rate, audience growth, and conversion rate. Use these as your baseline, then drill deeper into the metrics tied to your specific business outcome.

What are the 4 types of social media analytics?

The four types are descriptive (what happened — raw metrics like impressions and clicks), diagnostic (why it happened — content type and timing analysis), predictive (what will happen — trend forecasting based on past data), and prescriptive (what you should do — AI-powered action recommendations). Most analytics tools focus on descriptive and diagnostic. Only premium tools venture into predictive and prescriptive territory.

How do you choose a social media analytics tool?

Start with these questions: How many accounts do you manage? Do you need competitor benchmarking or just your own data? Do you need automated reporting for clients or stakeholders? What's your budget? Then test the free tier or trial of 2–3 tools that fit your criteria. Look at ease of use, data accuracy, reporting capabilities, and integrations with your existing stack. Don't get sold on features you don't need — choose the simplest tool that solves your core problem.

What is the difference between social media analytics and insights?

"Insights" is the term social platforms use for their native analytics (Instagram Insights, TikTok Analytics, etc.). "Analytics" usually refers to third-party tools that aggregate data from multiple platforms and add features like competitor comparison, cross-platform reporting, and trend analysis. Native insights are free but limited to your own data on a single platform. Third-party analytics tools cost money but give you more flexibility and cross-platform visibility.

Do you need a social media analytics tool if platforms already provide data?

Native analytics are useful for basic performance tracking, but they have real limits. They only show your own data, don’t compare you to competitors, are hard to customize, and don’t integrate with the rest of your marketing stack. If you’re managing multiple accounts, need competitor benchmarking, or build reports for stakeholders, a third-party tool is worth the investment. If you’re a solo creator tracking basic performance on one platform, native analytics might be enough to start.

How often should you check your social media analytics?

Most creators and social media managers benefit from checking analytics at least once a week. A quick weekly review helps you spot patterns – which posts performed best, when your audience was most active, and what topics resonated. A deeper monthly review is useful for evaluating long-term trends and refining your overall social media strategy. If you’re running a campaign, daily check-ins make sense until it wraps up.

What’s the difference between analytics tools and social media management tools?

Dedicated analytics tools focus purely on measuring performance and generating reports. Social media management tools combine analytics with other features like scheduling posts, managing comments, and storing content ideas. For many creators and small teams, a management tool with built-in analytics is the best option – having everything in one place just makes life easier. But if you need very deep analytics (like competitive benchmarking or sentiment analysis), a standalone analytics tool is worth adding to your stack.

https://buffer.com/resources/best-social-media-analytics-tools/