

Network Referrals

Discover where your social traffic originates

Identify the networks and communities where people engage with your content. Learn about each community, and identify your best performing content on each network.

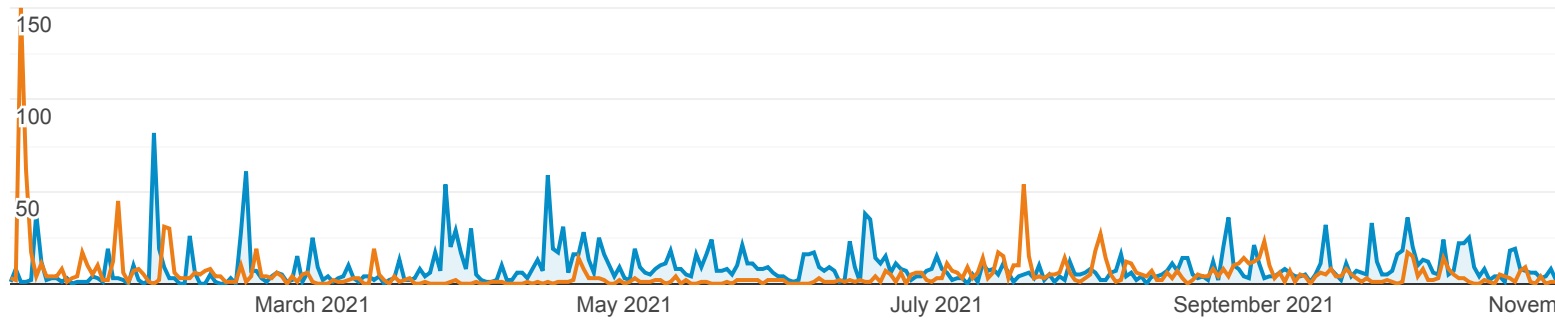


Don't show education messages.

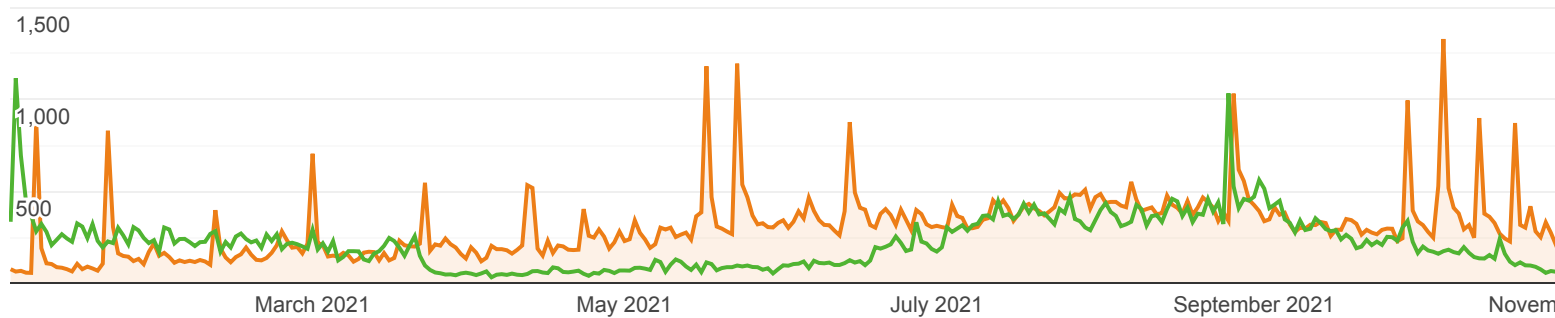
All Users
+0.00% Sessions

Social Referral

Jan 1, 2021 - Dec 31, 2021: ● Sessions via Social Referral
 Jan 2, 2020 - Dec 31, 2020: ● Sessions via Social Referral



Jan 1, 2021 - Dec 31, 2021: ● All Sessions
 Jan 2, 2020 - Dec 31, 2020: ● All Sessions



Social Network	Sessions ↓	Pageviews	Avg. Session
1. Facebook			
Jan 1, 2021 - Dec 31, 2021	2,826 (92.60%)	6,170 (91.30%)	
Jan 2, 2020 - Dec 31, 2020	1,508 (90.46%)	3,203 (86.73%)	
% Change	87.40%	92.63%	
2. Twitter			

Jan 1, 2021 - Dec 31, 2021	79 (2.59%)	193 (2.86%)
Jan 2, 2020 - Dec 31, 2020	67 (4.02%)	214 (5.79%)
% Change	17.91%	-9.81%
3. Instagram		
Jan 1, 2021 - Dec 31, 2021	67 (2.20%)	165 (2.44%)
Jan 2, 2020 - Dec 31, 2020	11 (0.66%)	47 (1.27%)
% Change	509.09%	251.06%
4. TripAdvisor		
Jan 1, 2021 - Dec 31, 2021	55 (1.80%)	198 (2.93%)
Jan 2, 2020 - Dec 31, 2020	56 (3.36%)	169 (4.58%)
% Change	-1.79%	17.16%
5. Pinterest		
Jan 1, 2021 - Dec 31, 2021	21 (0.69%)	27 (0.40%)
Jan 2, 2020 - Dec 31, 2020	25 (1.50%)	60 (1.62%)
% Change	-16.00%	-55.00%
6. LinkedIn		
Jan 1, 2021 - Dec 31, 2021	2 (0.07%)	2 (0.03%)
Jan 2, 2020 - Dec 31, 2020	0 (0.00%)	0 (0.00%)
% Change	∞%	∞%
7. Blogger		
Jan 1, 2021 - Dec 31, 2021	1 (0.03%)	1 (0.01%)
Jan 2, 2020 - Dec 31, 2020	0 (0.00%)	0 (0.00%)
% Change	∞%	∞%
8. Glassdoor		
Jan 1, 2021 - Dec 31, 2021	1 (0.03%)	2 (0.03%)
Jan 2, 2020 - Dec 31, 2020	0 (0.00%)	0 (0.00%)
% Change	∞%	∞%

