iconosquare

Iconosquare Product Guide

Trusted by marketers at top companies

IKEA L'ORÉAL H&M NATIONAL GEOGRAPHIC KCD Lufthansa Hilton Premier League

Updated: September 2021

2011

Established in
Limoges, France

2016/2017

We became an **Instagram Partner** and a **Facebook Marketing Partner**

Instagram Partner

Marketing Partners

2017

We opened our **Berlin** office and we have now **40+ employees** across both offices.

Current users

L'ORÉAL H&M NATIONAL GEOGRAPHIC

FCB GYMSHARK

2020/2021

We added **Twitter** and **Linkedin** to our social network portfolio

As seen on...

SocialMediaToday SocialMedia Examiner

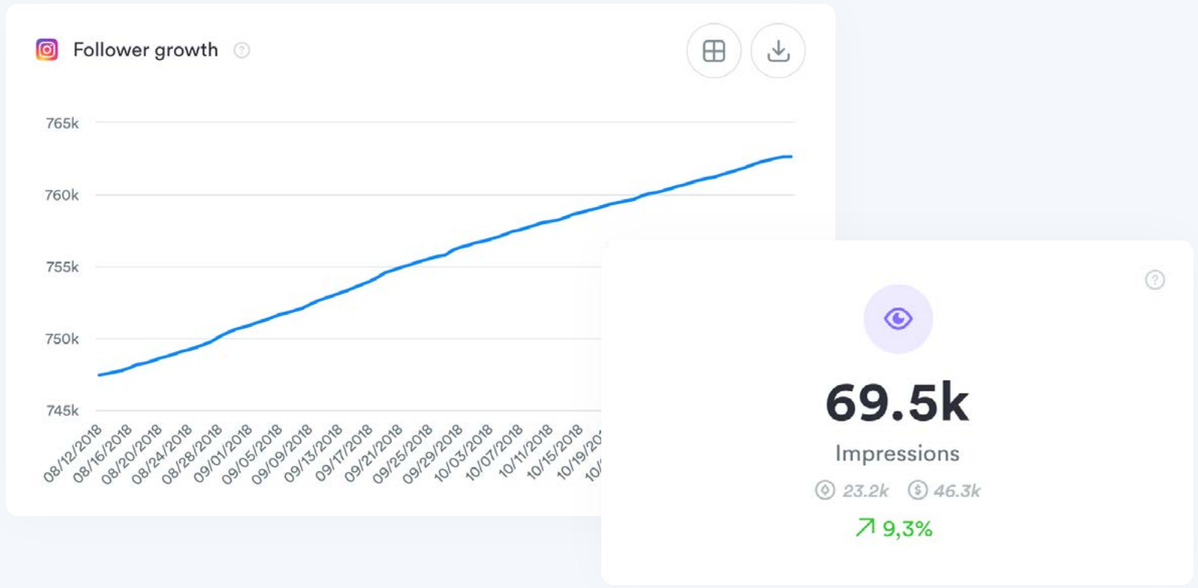
Forbes Entrepreneur

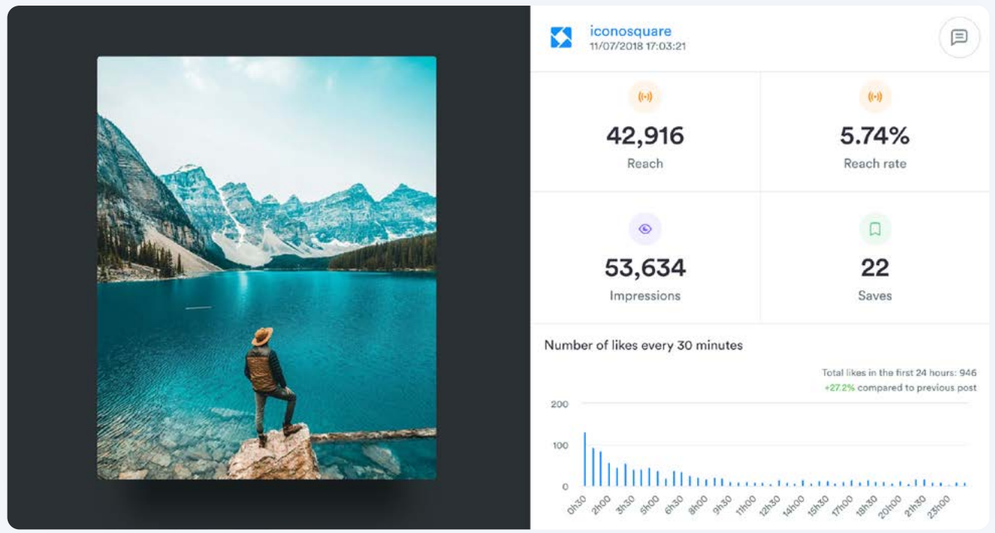
TNW theguardian

THE HUFFINGTON POST

Analytics

Measure and benchmark your social media performance





Analytics

Get a deeper understanding of your Instagram, Facebook, Twitter and LinkedIn performance and easily analyze your account's performance so you can provide highly relevant, valuable content to build your community and brand through the following metrics:

Follower growth

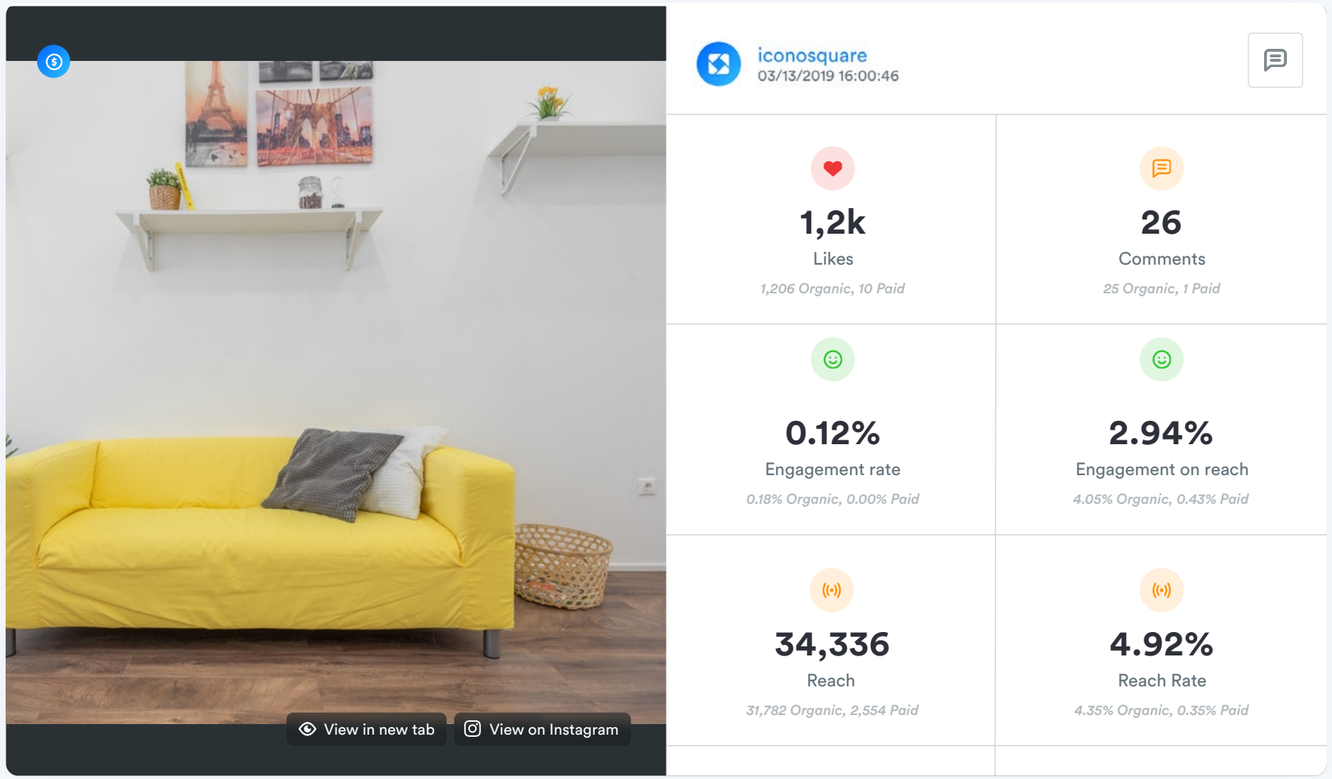
Reach and impressions

Engagement data

Profile Activity

Not available for Twitter and LinkedIn

Easily organise and categorise your Instagram and Facebook media into Albums using Labels - great for analysing performance of a group of content within a campaign!



Promoted post analytics*

Understand the impact of your paid marketing efforts. Once unlocked, see the paid vs. organic split on a post by post basis across multiple metrics like:

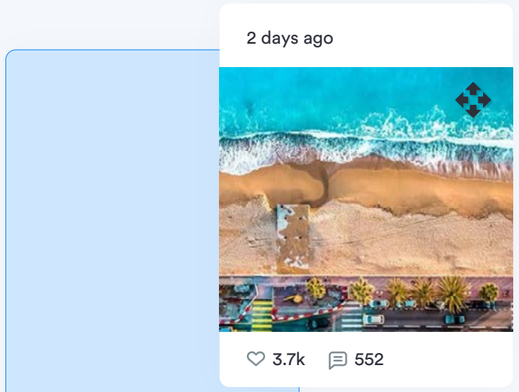
- **Engagement**

- **Reach**

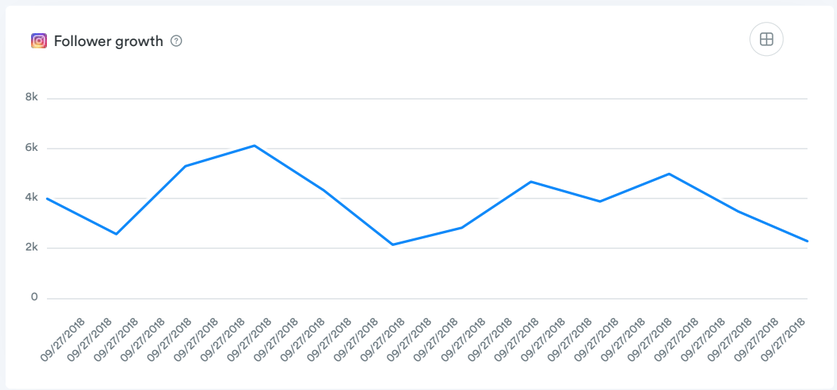
- **Impressions**

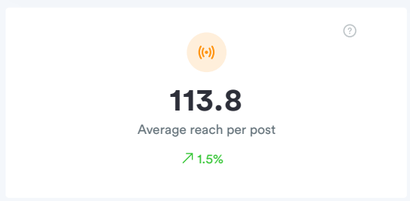
Report exports will also show your performance split by paid and organic so you can share this with your team, manager or clients!

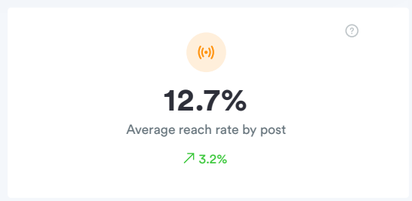
** Only available on the Advanced and Enterprise plans.*

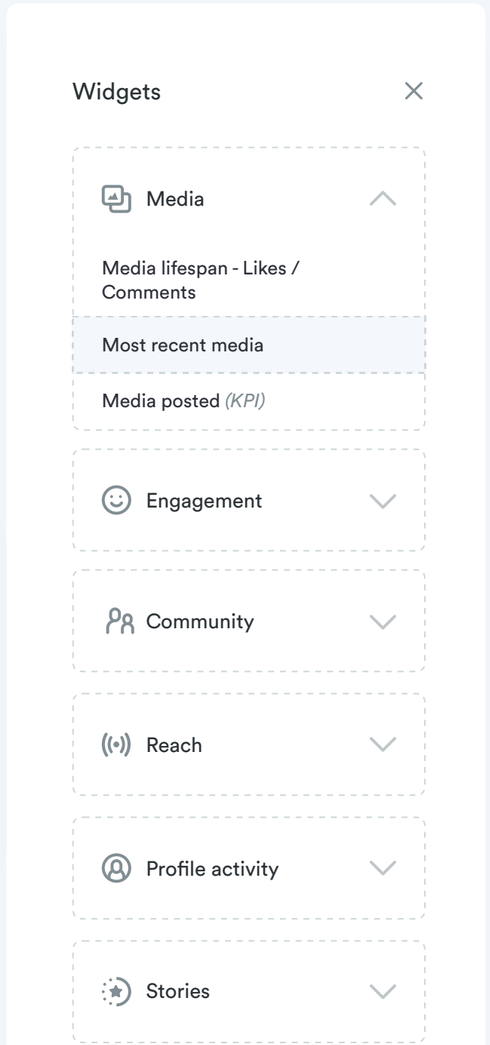


Easily drag and drop to bring widgets into the dashboard









Custom Dashboard

The Custom Dashboard* allows you to customize your view so you can understand the performance for each of your social profiles based on the KPIs most important to them.

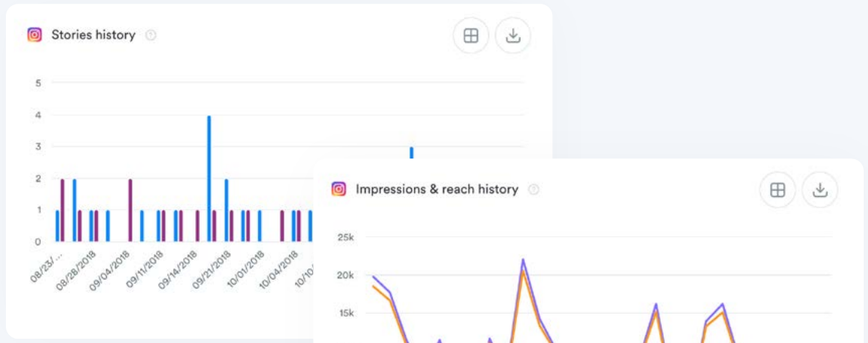
- Create a unique dashboard for **every social profile** you manage and share this with your Team Members.

- **The Dashboard is quick to build** using drag and drop.

- **Duplicate your dashboard** to other social profiles.

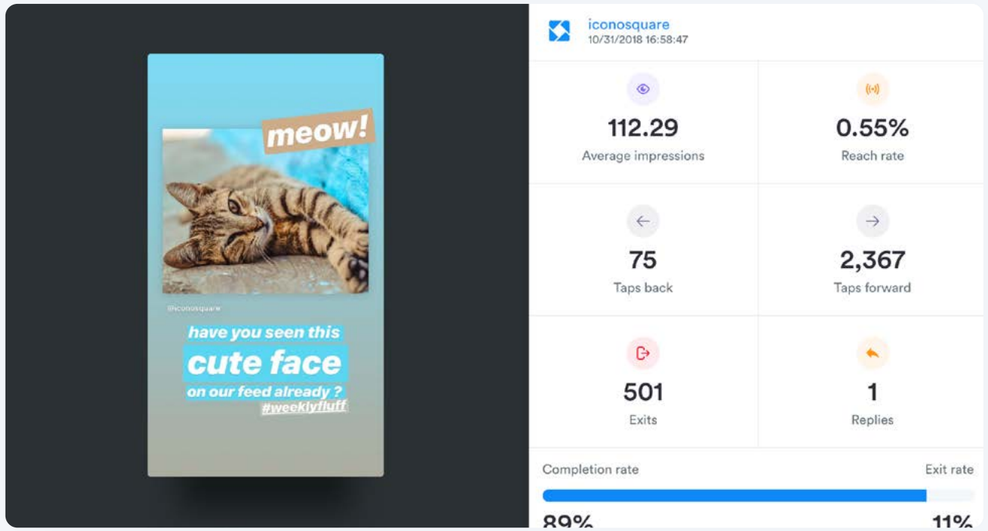
- **Export a PDF or XLS report** of your dashboard. Schedule these to be sent regularly from within the Exports & Reports section.

** Only available on the Advanced and Enterprise plans.*



The Stories dashboard gives you a complete overview of your Stories performance as well as a breakdown by Story type.

Understand metrics like completion rate, reach, impressions, taps back and forward on each Story you post.



Stories Analytics

Get an in-depth analysis of your stories so you can track and improve performance for greater engagement.

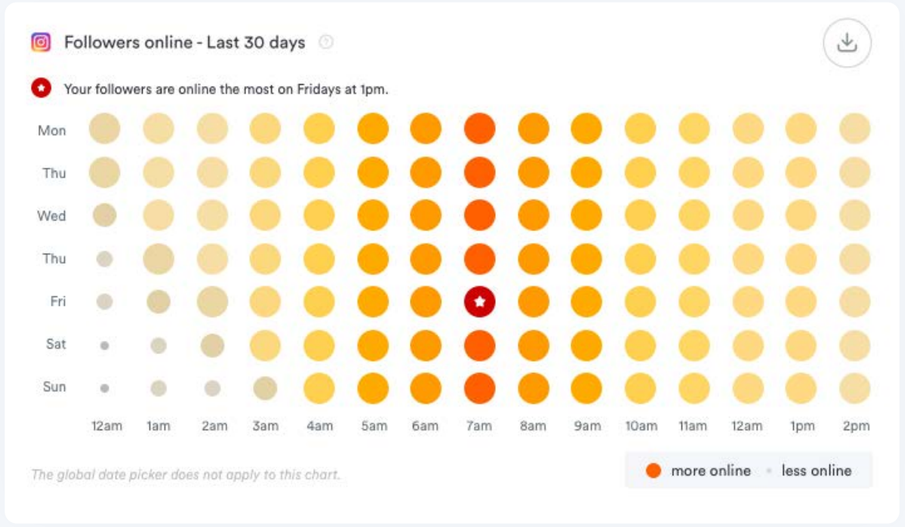
- **The full history of your Stories** from the time you verified your Instagram Business profile on Iconosquare.

- **Impressions, reach and completion rate**.

- **Tap backs and tap forwards**.

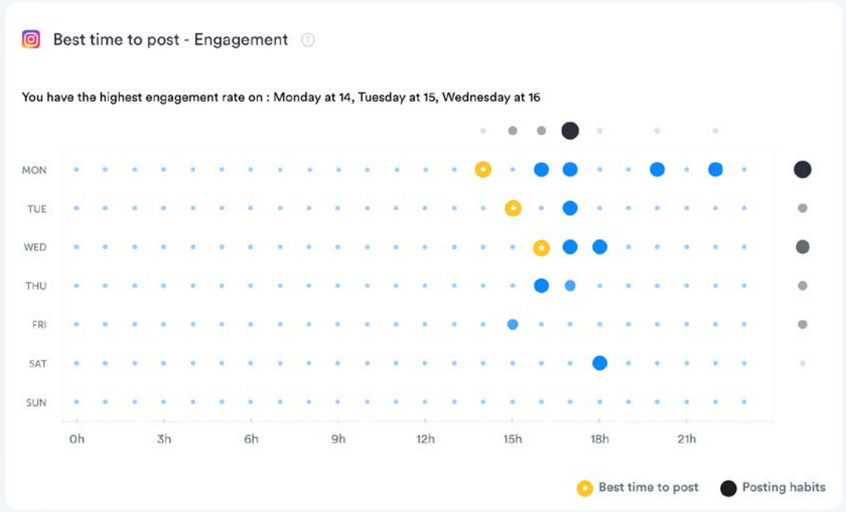
- **Understand** the best time to post Stories.

- **See** Total Replies and Average Replies data.



See when your audience is online.
(Only available for Instagram and Facebook)

Know when to post to get the most engagement from your audience.

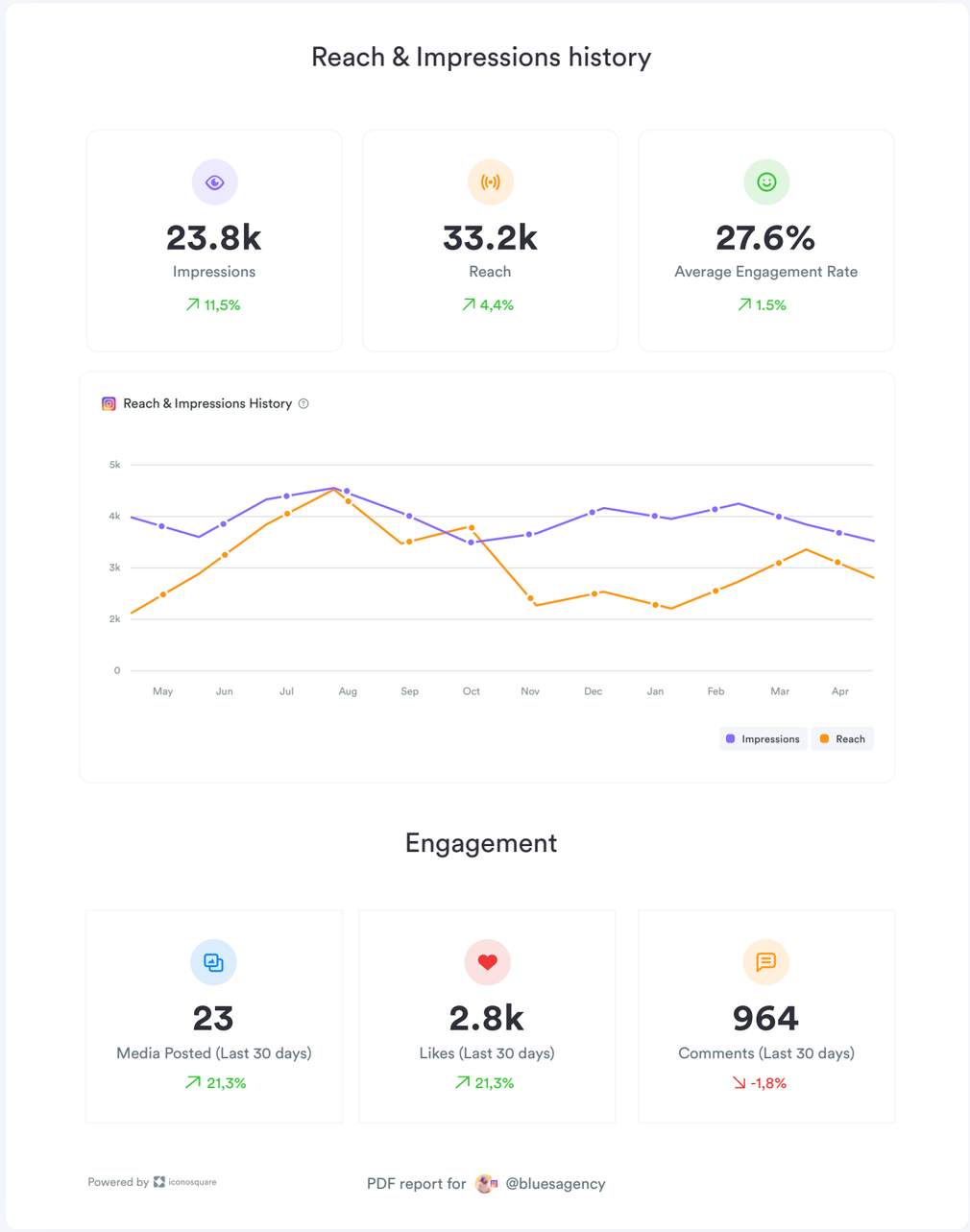


Content Optimization

Increase your engagement and build your community by understanding:

- Past posts that generated the **most likes, most comments and most engagment** so you can optimize your future content.

- **The Best Time to Post and when your Followers are Online** when scheduling your posts to get the most engagement and maximum performance.



Reports

Provide clear reports on your social media performance.

- **Create and download easy to read PDF* and XLS reports** on your performance.

- **Schedule regular reports for your social profiles, Competitors & Hashtags** you are tracking and your **Custom Dashboards***.

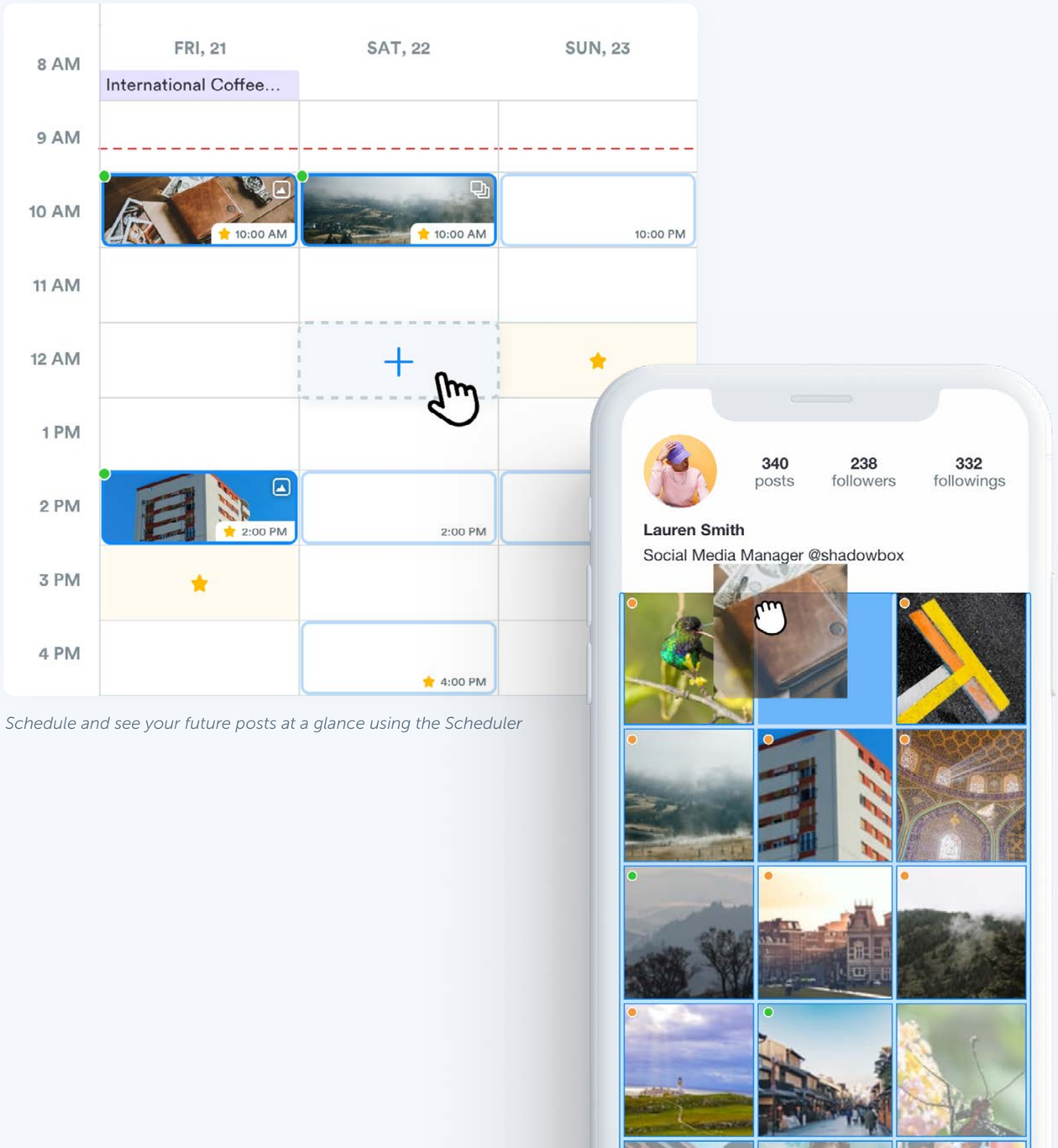
- **Advanced and Agency plan users** can create reports for a customized date range.

- Have your **reports delivered directly to your inbox and the inboxes of anyone you add** - team members, managers or even clients.

** Only available on the Advanced and Enterprise plans.*

Scheduling

Publish & manage
your social media content



Schedule and see your future posts at a glance using the Scheduler

Scheduler

Save time and schedule your posts for Instagram, Facebook and Twitter in advance.

- **Automatically post single images and video posts, Facebook statuses and manually post Instagram Carousels and Stories.**

- **Post to multiple profiles** at once

- **Schedule your first comment to be published underneath your post** - perfect for including hashtags!

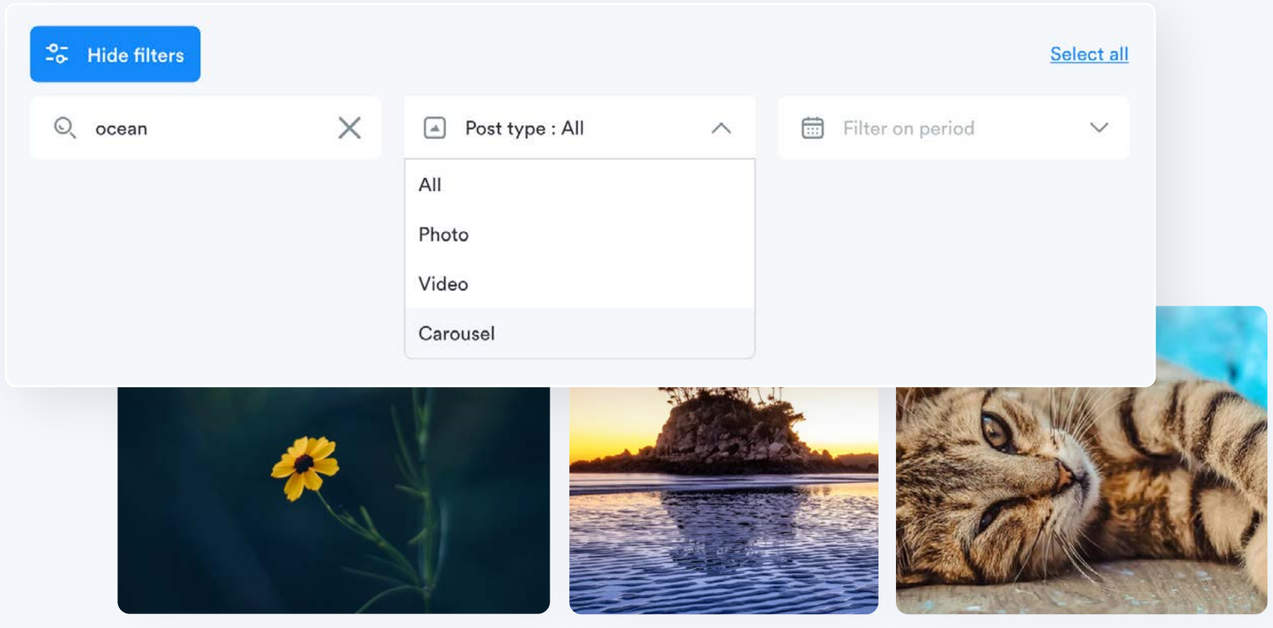
- **Add Location and Account Tags** to your single image posts

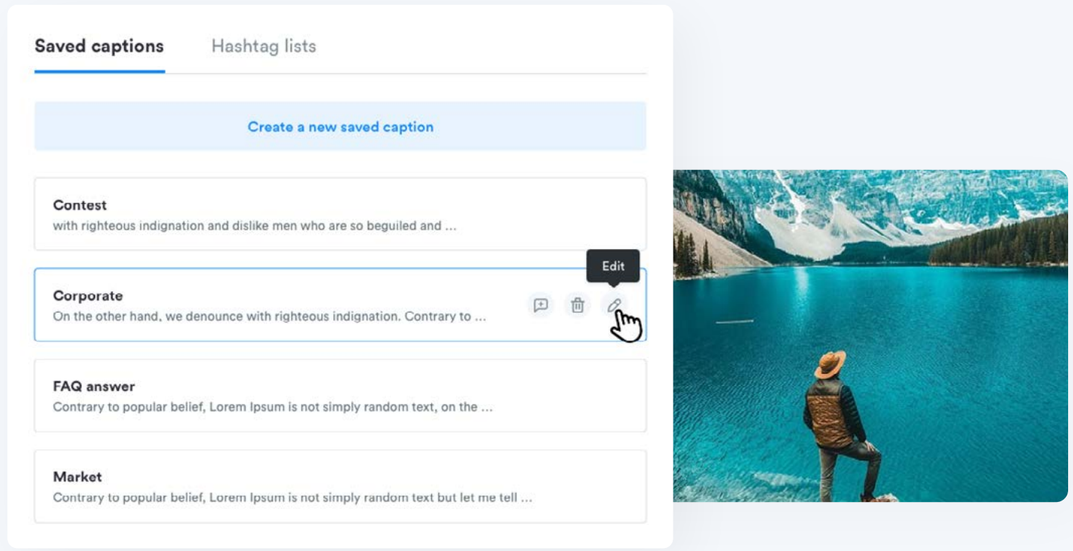
- **Use Filters** in the Scheduler to understand:

  - **Best times to post** for maximum engagement
  - When your **followers are online**
  - **Social media events** coming up

- **Add your own events** to the calendar

- **Preview** your Instagram feed before posting





Content

Media Library

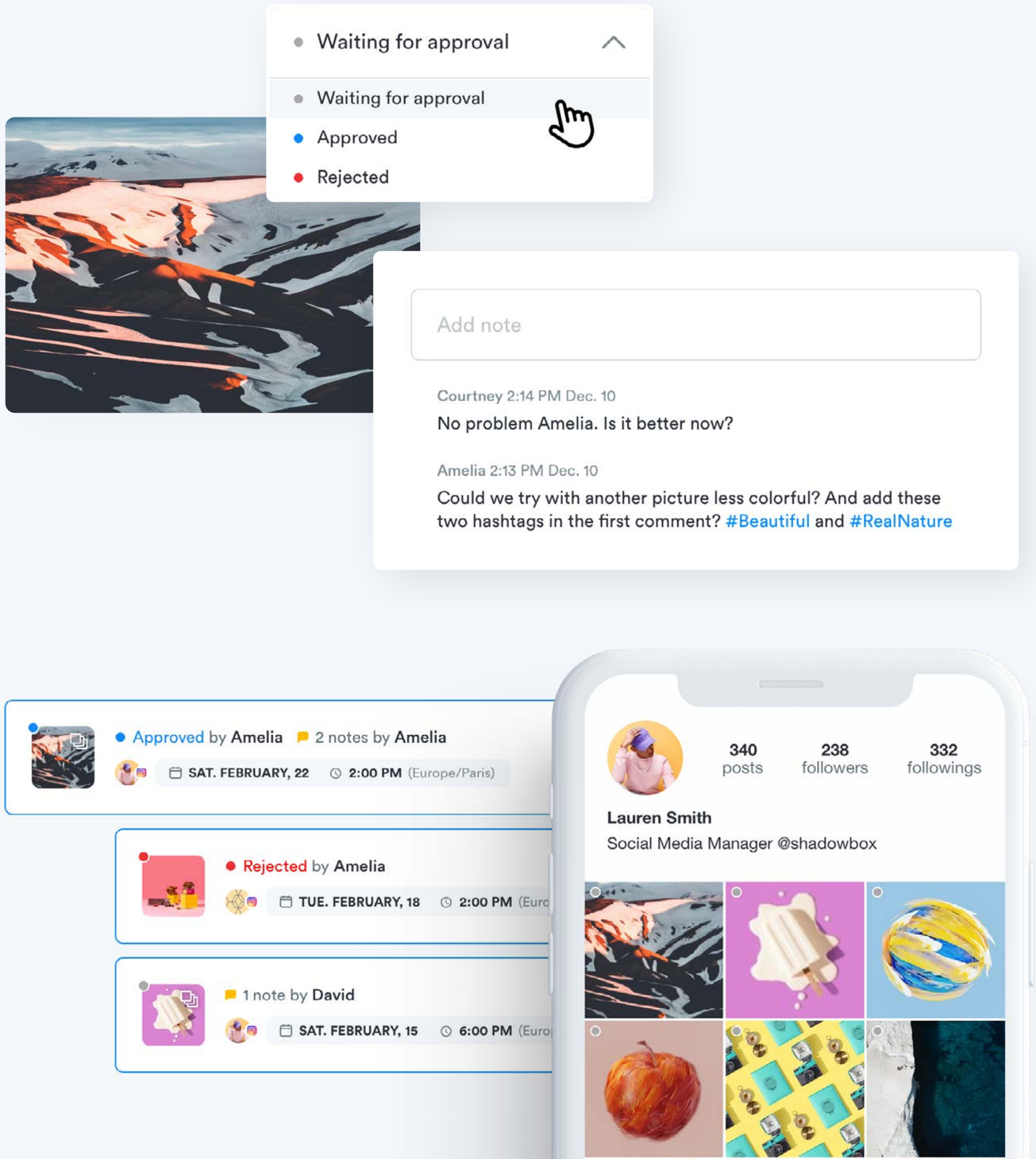
Upload and store multiple images and videos in advance.

Use filters to see which media you've already used, search by date, type of media and source.

Save Captions and hashtag lists in advance

Prepare and store captions in advance to insert into your posts when scheduling.

Build Hashtag lists around specific topics or brands and insert them into your posts.



Post approval*

Set posts as “**Waiting for approval**” from within the Scheduler, and **add notes for your external collaborators** to review.

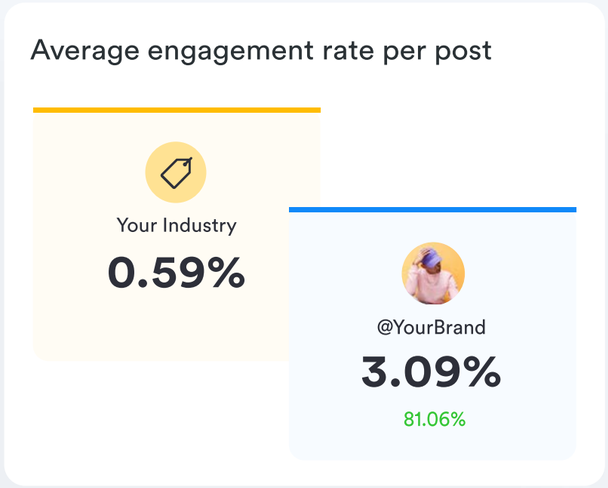
Send the sharing link to clients and colleagues outside of your Iconosquare account, giving them access to the **Collaboration area** where they can approve, reject, and leave feedback on posts.

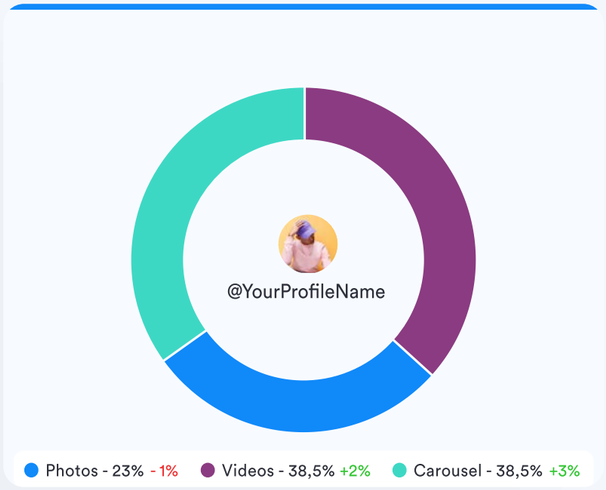
Check the **Notification tab** to see updates on the posts you have sent for approval.

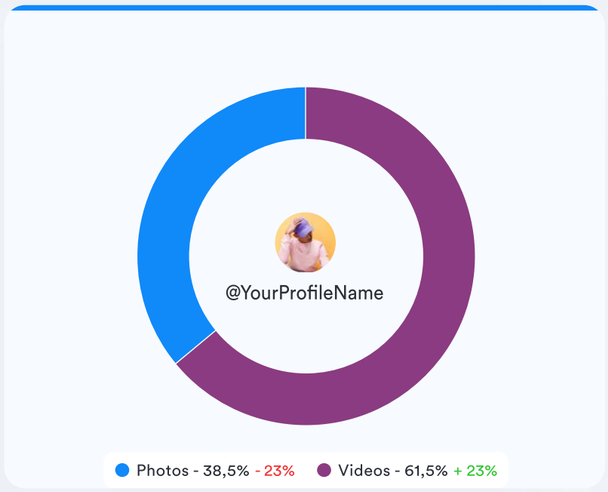
** Only available on the Advanced and Enterprise plans.*

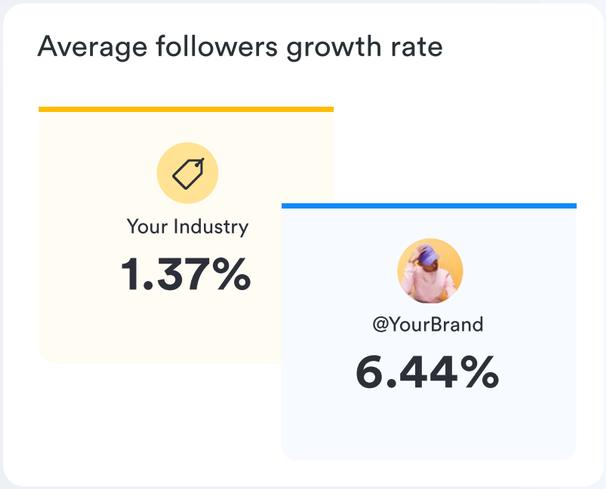
Listening

Follow and engage in the conversation about your social media profiles









Industry benchmarks

Easily compare your performance to that of your Industry across a range of metrics. Available for both Instagram and Facebook pages, you can see how you're performing on things like:

- **Follower/Fan growth rate**

- **Engagement**

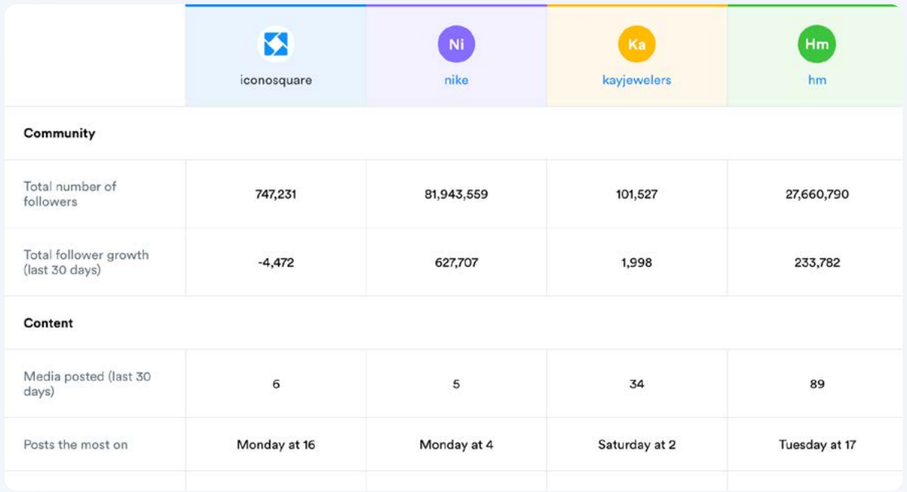
- **Posting habits**

- **Reach rates**

- **Instagram Stories**

+ more!

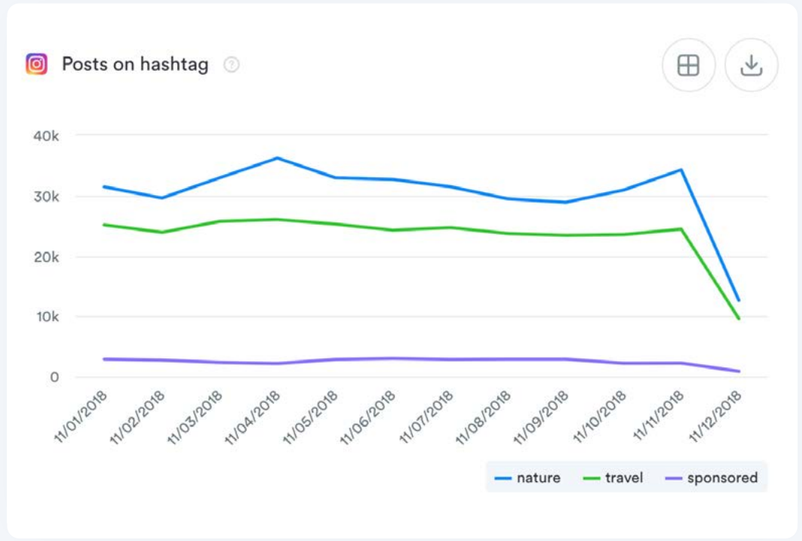
Benchmarks are based on data from Iconosquare users within the industry you selected for your Facebook or Instagram Business profiles.



	iconosquare	nike	kayjewelers	hm
Community				
Total number of followers	747,231	81,943,559	101,527	27,660,790
Total follower growth (last 30 days)	-4,472	627,707	1,998	233,782
Content				
Media posted (last 30 days)	6	5	34	89
Posts the most on	Monday at 16	Monday at 4	Saturday at 2	Tuesday at 17

See your competitors performance and benchmark against your own

Track hashtag performance to see which is performing the best so you can use in your posts for increased reach



Monitor

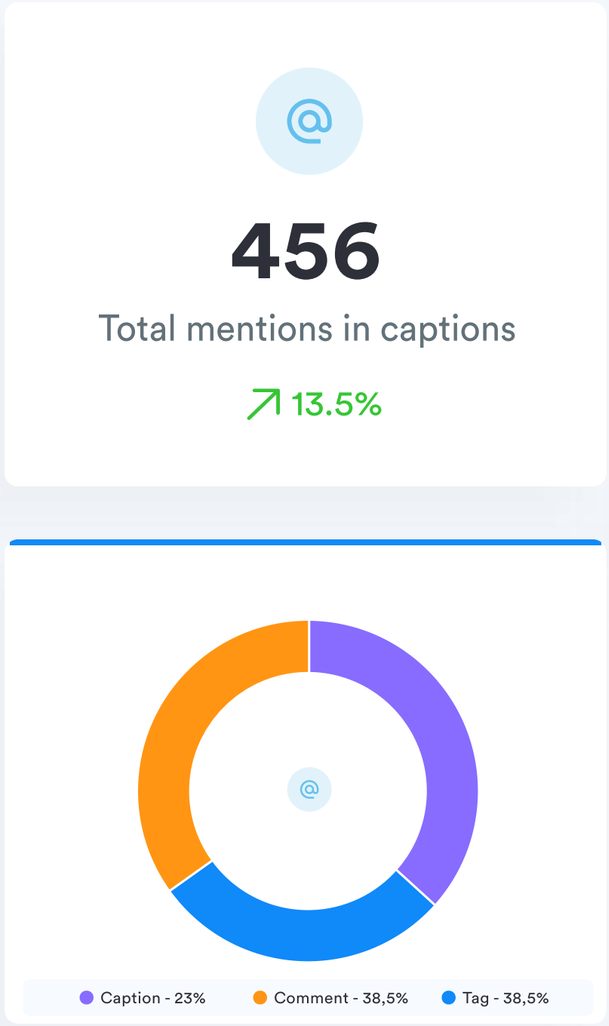
Competitors

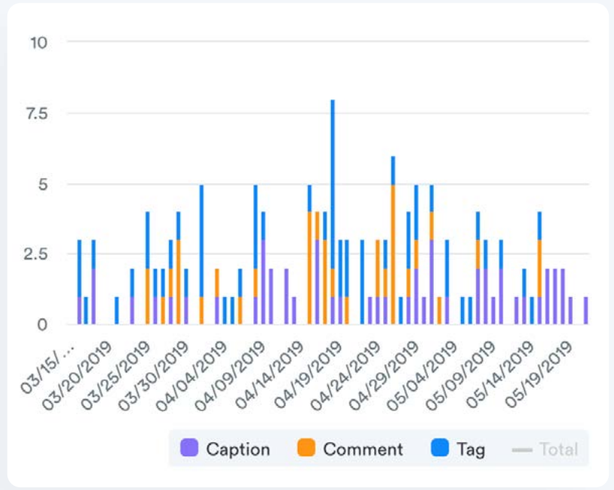
Track your competitors activity and performance and benchmark it against your own.

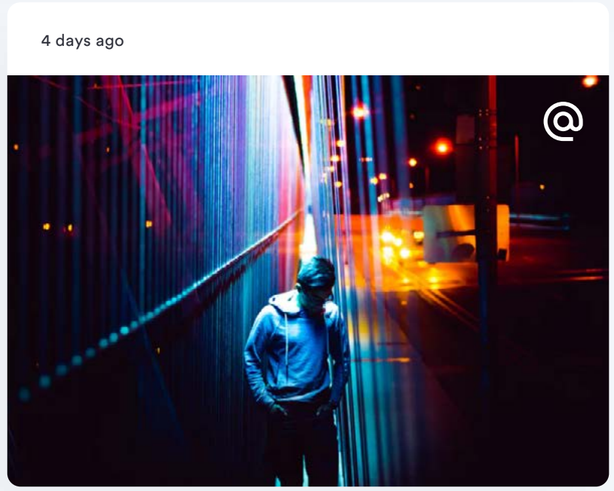
Hashtags

Understand the performance of hashtags: what's being posted under a specific hashtag, how often and the engagement rate generated by each hashtag.

Schedule regular reports on the performance of any Competitors or Hashtags you are tracking from within the Exports & Reports section.







Mentions Feed & analytics*

Easily monitor what is being said about your brand on Instagram

- See all posts where your social profile is mentioned in the comments / captions or tagged in the photo.

- Reply directly to mentions from within Iconosquare when you are mentioned in the caption or in the comments.

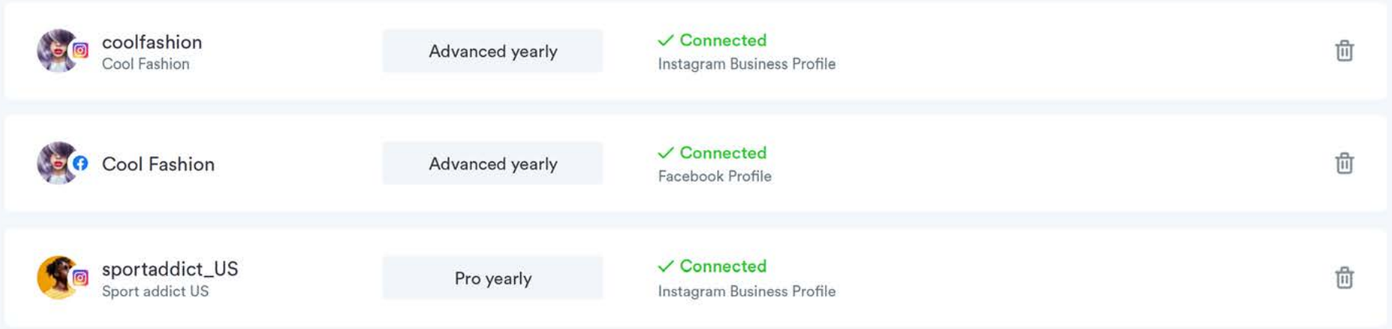
- Track your mentions history.

- **Understand the split of your mentions** by photo, comment and caption tag across media type.

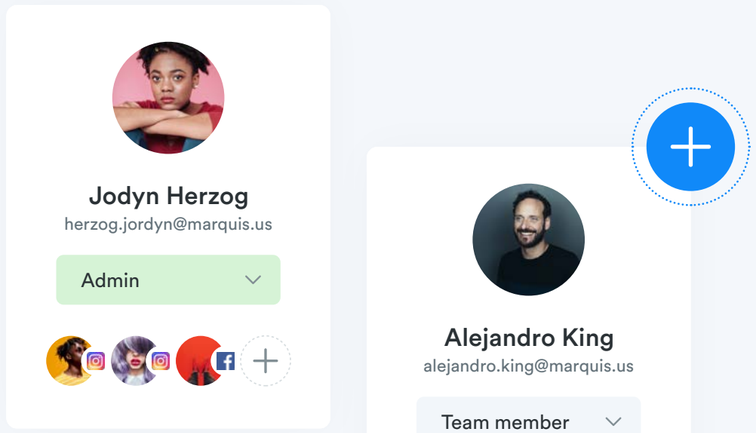
** Only available on the Advanced and Enterprise plans.*

Manage

Boost your productivity



Assign roles to different team members so you can easily manage multiple profiles in one account



Manage

Multiple Profiles

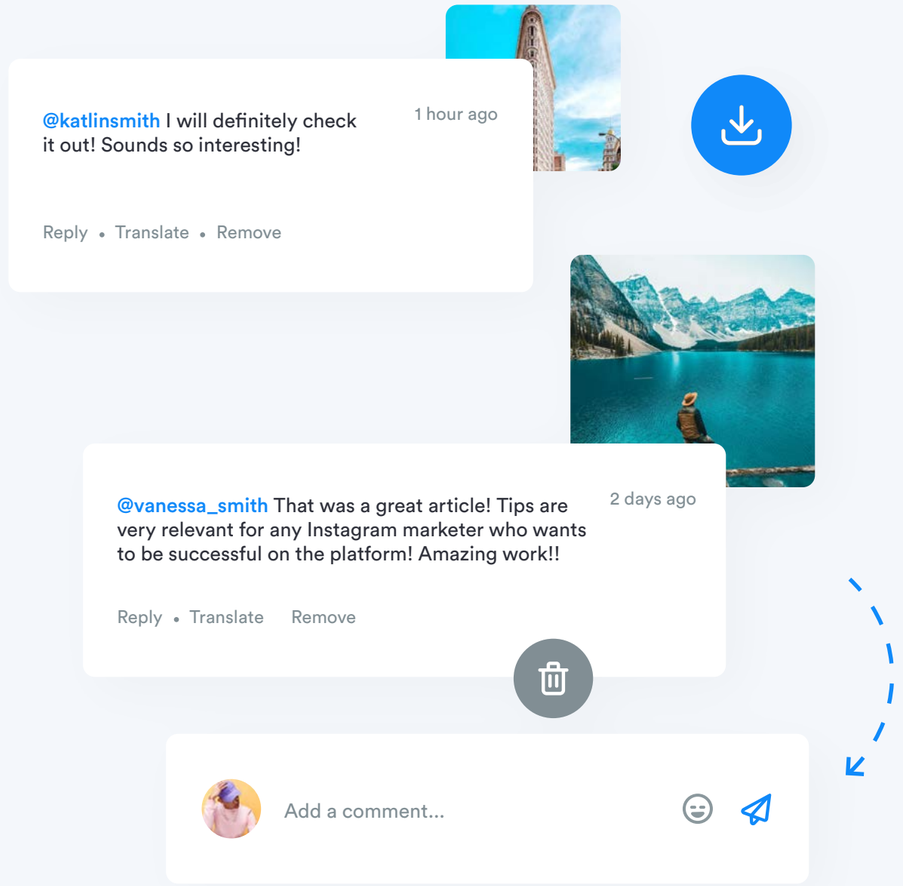
Add as many profiles as you want to your account and easily switch between them with a simple click.

Analytics, Scheduling* and Reporting are available for all the profiles added to your account.

Users & Roles

Add as many team members as you need and assign them roles, depending on what you'd like them to do within the platform.

** Scheduling not available for LinkedIn yet*



Engage with your audience in real time by responding to comments quickly.

Conversations

Quickly and easily engage with your community by monitoring comments on your media.

- Translate, read and reply to comments.

- Mark all as read and export comments.

- Reply directly to mentions from within the “Mentions” tab when you are mentioned in the caption or in the comments*.

Random Comment Picker Tool:

Randomly select contest winners.
Filter by Unique Comments, number of winners, hashtags and mentions used.

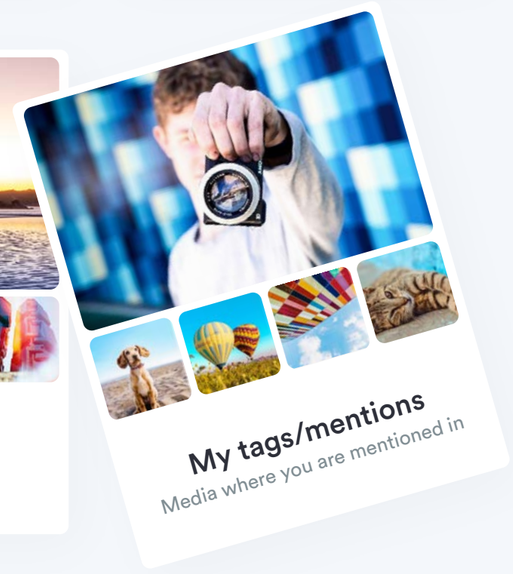
** Only available on the Advanced and Enterprise plans.*

Set up multiple feeds to see media you want to monitor all in one place

My Media
Media you've posted

My Competitors
Your competitors' media

Hashtags
5 hashtags



My tags/mentions
Media where you are mentioned in

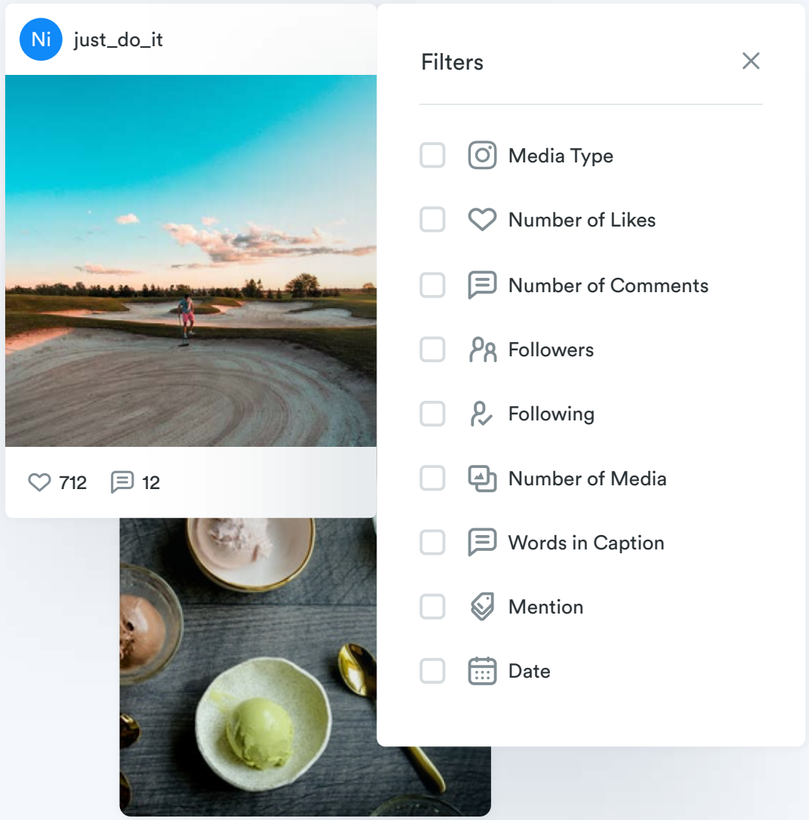
Feeds

- **Follow competitors** by adding them to the My Competitors feed to easily monitor what they're posting.

- **Use the My Tags Feed*** to easily see photos where you've been tagged or mentioned in the caption or comments.

- **Track media posted** by specific Facebook pages or using specific hashtags for Instagram media. Add up to 50 Facebook pages per feed!

** Only available on the Advanced and Enterprise plans.*



Filter media using hashtags and additional criteria in Advanced Media Search

Advanced Search

Easily search for hashtags to understand use rates and how they are performing.

Refine your search with additional criteria such as:

- **Number of likes and comments**

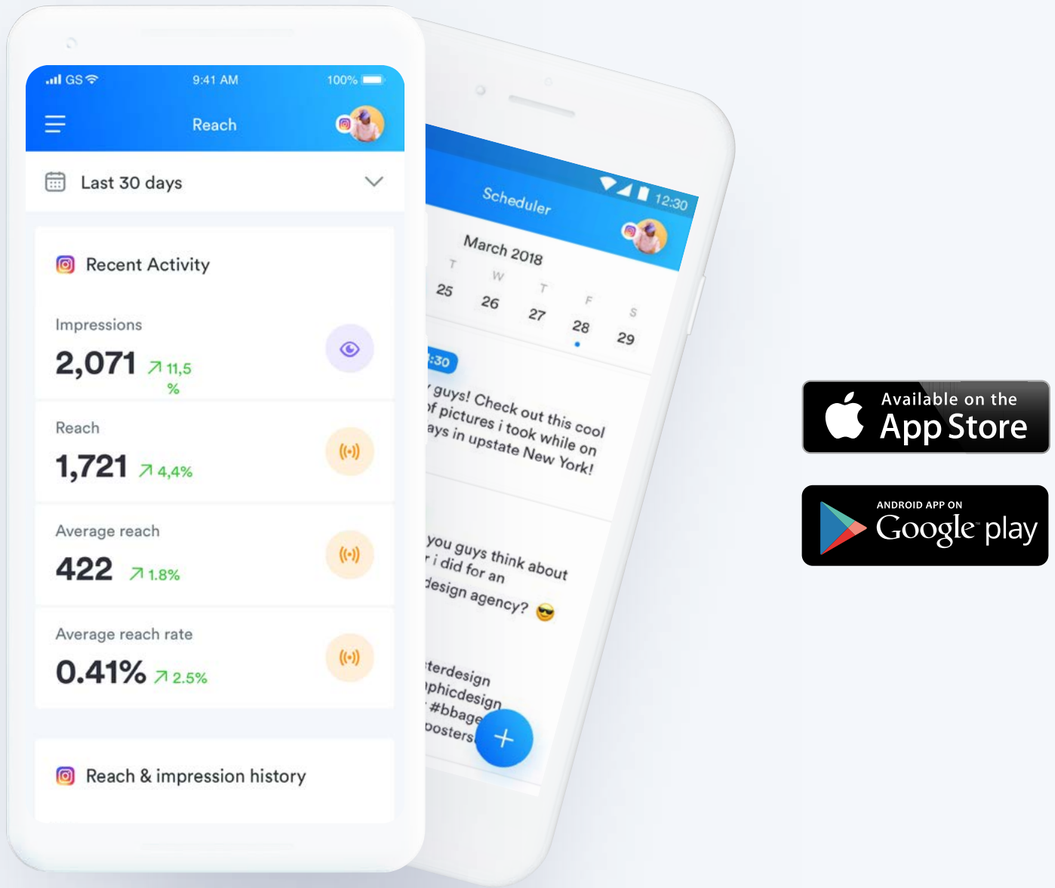
- **Media type**

- **Date posted**

- **Specific words or phrases used in the caption**

Tips

Download the iOS or Android app and how to contact our friendly Customer Success team



Available on the App Store

ANDROID APP ON Google play

Apps

Apps IOS & Android

Iconosquare is available for both iOS and Android - so you can access the full power of Iconosquare anywhere you go.

Customers on a **PRO** or **ADVANCED** plan can get faster answers to their questions with chat support with a real person at Iconosquare during our business hours.

ENTERPRISE customers have a dedicated customer success manager, available on the phone, email or online chatif you have any questions. They will be able to guide you through the platform and show you the best practices.

Contact

Support

Regardless of your plan, you will have access to friendly, helpful customer support who will be able to help with anything Iconosquare related in a timely fashion.

Pricing

Start your **FREE TRIAL** today and leverage Iconosquare's industry-leading analytics and tools to grow your business on Instagram, Facebook, Twitter and LinkedIn

Find out more about our pricing **here**.

Contact sales today to find more

Tools and resources

Enhance your social media with free tools & resources

Our content to learn good practices about social media management and Iconosquare

esm2 the blog, for experienced social media marketers

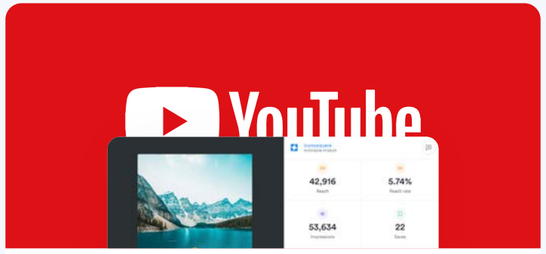
Not only the usual updates about Instagram, Facebook, Twitter, Linkedin or even TikTok, but also many useful pieces of info for social media professionals, agencies, and freelancers.

Go to blog

esm2 the podcast, by Iconosquare

Learn from the best! Listen to 30 minutes interviews of experienced social media marketers sharing their knowledge and good practices. We also publish weekly audio tutorials so that you keep up with the latest trends.

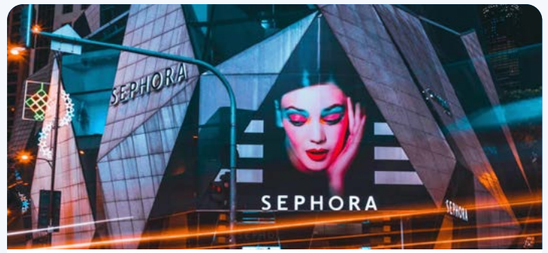
Listen to podcast



Tutorials and screencasts on YouTube

Get an hand on Iconosquare whether you just start with the solution or want to explore the advanced and latest features.

Go to Youtube

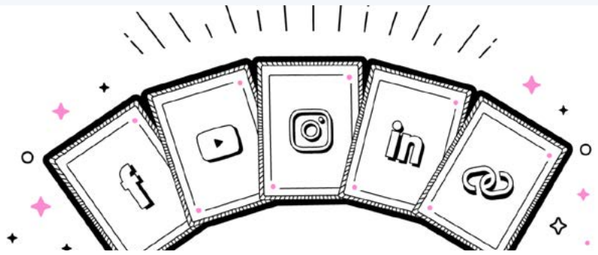


How to thrive with Iconosquare

Thousands of leading brands and agencies trust Iconosquare to manage their social profiles. Find out why in our client directory.

Go to directory

Free tools that will make your daily life a lot easier



Omnilink

Take your bio to the next level! Create a unique, customizable landing page with multiple redirections using a unique URL. Perfect for your social media profile bios.

Go to Omnilink

IG Audit

Evaluate your Instagram account for free, and identify areas where you can improve.

Go to IG Audit

FB Audit

Audit your Facebook page/s to understand how you can optimize your performance - totally free!

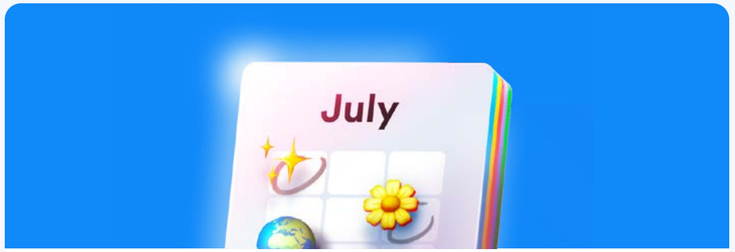
Go to FB Audit

More free tools that will make your daily life a lot easier

Random Comment Picker

The best Random Comment Picker! Looking for a free tool to easily pick a winner for your social media contests? We've got you back!

Discover the tool



Social Media Calendar

Your go-to reference point for hashtag holidays and cultural events.

Get the SMC

Twinsta

Share your Tweets on Instagram.
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