

How to Track Social Media Traffic With Google Analytics (Step by Step)

Last updated on May 22, 2020 by Aazim Akhtar

Would you like to track the traffic that social media sends to your site? With Google Analytics, you can get valuable insights about your visitors that find you via social media.

Another way to monitor social media is through MonsterInsights. It's a WordPress plugin for Google Analytics that displays important reports in your dashboard and one of the [best social media analytics tools](#).

In this guide, we'll show you how to track social media traffic with Google Analytics.

Benefits of Analyzing Social Media Traffic

Google Analytics gives you a detailed report on your social media traffic. A few benefits of conducting a social media traffic analysis are:

MonsterInsights is the best WordPress Analytics plugin. [Get it for free!](#)

- You can identify which social media sites send the most visitors to your site and which ones need more attention.
- You can figure out how engaged your social media visitors are by analyzing the time spend on your site. This data helps you to figure out if you're targeting the right audience or if you're offering the right content they're being promised on social media.
- You can compare the ratio of new visitors vs. return visitors. For example, if the visitors are not returning more often, you might want to change your social media strategy to boost more engagement.

How to View Social Media Traffic in Google Analytics

Follow the below steps to view the social media report of your site in Google Analytics.

[Log in to Google Analytics](#) and select the right website for which you'd like to view the social media report.

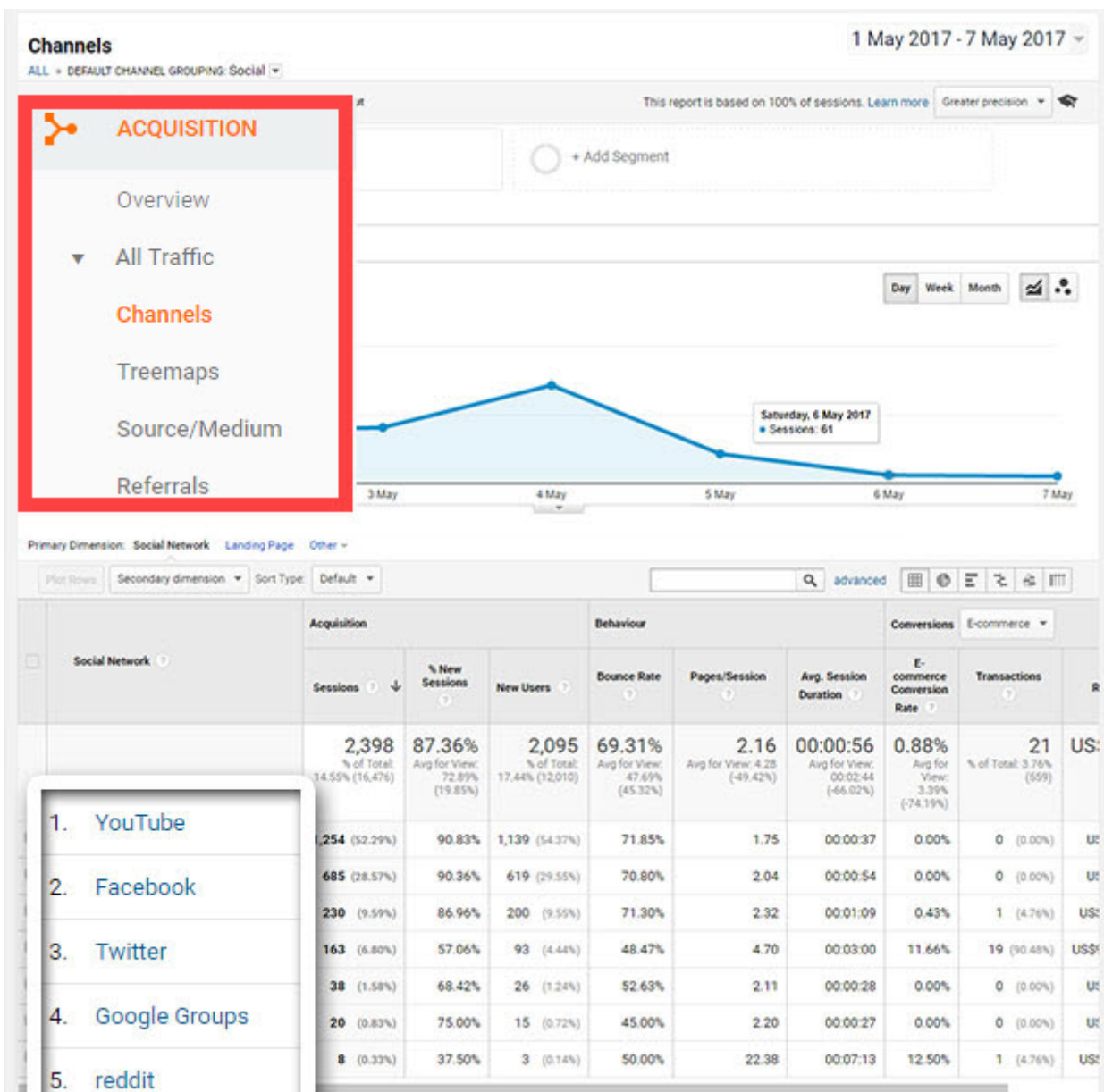


In the left taskbar, navigate to Acquisition » All Traffic » Channels. You can view a detailed Channels report. Now click on the Social column.

The screenshot shows the Google Analytics 'Channels' report for the period of 1 May 2017 to 7 May 2017. The left navigation menu is highlighted with a red box, showing 'ACQUISITION' as the selected category, with sub-items: Overview, All Traffic, Channels, Treemaps, Source/Medium, and Referrals. The main content area features a line chart showing traffic trends over the week. Below the chart is a table with columns for Acquisition, Behaviour, and Conversions. The 'Social' column is circled in white.

Default Channel Grouping	Acquisition			Behaviour			Conversions		E-commerce
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	
	16,476 100.00% (16.47%)	72.94% Avg for View: 72.89% (0.06%)	12,017 100.00% (12,010)	47.69% Avg for View: 47.69% (0.00%)	4.28 Avg for View: 4.28 (0.00%)	00:02:44 Avg for View: 00:02:44 (0.00%)	3.39% Avg for View: 3.39% (0.00%)	559 100.00% (559)	US
1. Organic Search	7,513 (45.60%)	79.42%	5,967 (49.65%)	50.18%	3.86	00:02:24	1.06%	80 (14.31%)	US\$
2. Paid Search	3,121 (18.94%)	70.39%	2,197 (18.28%)	47.58%	4.52	00:03:03	4.65%	145 (25.94%)	US\$
3. Direct	2,640 (16.02%)	48.98%	1,293 (10.76%)	23.52%	6.93	00:04:39	11.40%	301 (53.85%)	US\$
4. Social	2,398 (14.55%)	87.36%	2,095 (17.43%)	69.31%	2.16	00:00:56	0.88%	21 (3.76%)	US\$
5. Paid Social	395 (2.40%)	56.71%	224 (1.86%)	31.39%	6.24	00:03:52	2.53%	10 (1.79%)	US\$
6. Display	298 (1.81%)	73.49%	219 (1.82%)	52.68%	2.95	00:03:19	0.00%	0 (0.00%)	
7. Display	109 (0.66%)	20.18%	22 (0.18%)	34.86%	5.05	00:03:43	1.83%	2 (0.36%)	US\$
8. (Other)	2 (0.01%)	0.00%	0 (0.00%)	50.00%	2.00	00:00:04	0.00%	0 (0.00%)	

This will show you the social media traffic report of your site.



How to Interpret Your Social Media Traffic Data

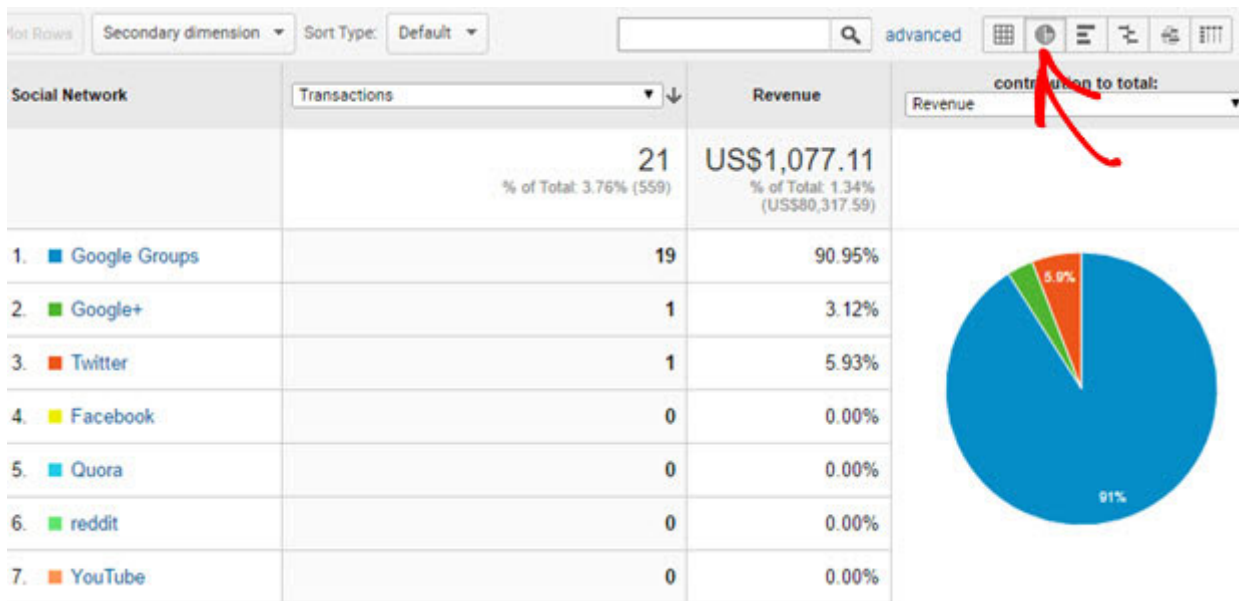
By default, Google Analytics report displays the raw data of your social media traffic in a tabular view. To interpret the data with ease, you might want to change the view of the report. Besides the tabular view, Google Analytics supports the following views as well.

- **Percentage:** It displays a pie chart that shows the contribution to the total for the selected metric.
- **Performance:** With a horizontal bar chart, it displays the relative performance of the selected metric.
- **Comparison:** With a bar chart, it shows the performance of the selected metric to the site average.
- **Term cloud:** It displays a visual representation of keywords of your site. This view is the best option for interpreting the keyword data of your site.
- **Pivot:** It allows you to detect data trends that you can't determine otherwise. You can rearrange the information in the table by pivoting the data on a second dimension.

For example, let's say that you run an eCommerce site and want to track which social media site contributes to the most direct sales and revenue. You can get the data in many different ways.

For easier analysis, let's choose the percentage view in your social media channels report.

In the social media channel report page, click on the Percentage view. Then, choose Transactions as your primary metric. In the contribution to total field, choose Revenue.



Now you can see a customized report sorted by the number of transactions. You can also see a pie chart that shows the contribution of each social networking site to the total social commerce revenue.

Similarly, you can also use other views to get a customized report that helps you easily interpret social media traffic data.

How to Use MonsterInsights to Track Social Media

Now, if you're a new Google Analytics user, then navigating around the reports might be complicated. This is where you can use MonsterInsights.











It's the [best WordPress plugin for Google Analytics](#) and a top social media monitoring tool. You can view reports right in your WordPress dashboard and don't have to interfere with any coding when setting up Google Analytics.

Use Referral Reports

For social media monitoring, MonsterInsights gives a top referral report. It shows which channels drive traffic to your site. To view the report, add MonsterInsights plugin. Then go to Insights and click Reports.

The first report you'll see will be of Overview. Now scroll down and you'll see Top 10 Referrals report.

Top 10 Referrals (i)

1.	 wpbeginner.com	38532
2.	 wpforms.com	22567
3.	 isitwp.com	18566
4.	 seedprod.com	15561
5.	 rafflepress.com	12328
6.	 exactmetrics.com	9256
7.	 optinmonster.com	8251
8.	 syedbalkhi.com	6141
9.	 weeblytowp.com	4122
10.	 yoast.com	2108

Using the report, you can track your social media traffic. You can figure out which platform brings in the most visitors, so you can focus on promoting your content and products on these channels.

Create Custom URLs for Social Media Monitoring

Another way you can track social media traffic is by creating custom URLs with UTM codes for your campaigns. Using MonsterInsights URL Builder, you can add parameters in the URL, so you'll exactly know where your traffic is coming from.

To create a unique link, go to Insights and then click Tools. Here you'll see the URL Builder. Next, enter the parameters for your URL.

Let's say you have an upcoming spring sale and want to track traffic from Facebook. You can add the following parameters to build a custom URL.

Custom Campaign Parameters

The URL builder helps you add parameters to your URLs you use in custom web or email ad campaigns. ⓘ

Website URL *

The full website URL

Campaign Source *

Enter a referrer (e.g. *facebook, newsletter, google*)

Campaign Medium

Enter a marketing medium (e.g. *cpc, banner, email*)

Campaign Name

Enter a name to easily identify (e.g. *spring_sale*)

Campaign Term

Enter the paid keyword

Campaign Content

Enter something to differentiate ads

Once you've entered the details, you'll see your custom URL. Now copy the link and use it for promotions on Facebook. Any visitors that come via this link will be automatically tracked in MonsterInsights reports.

URL To Use

Updates automatically

```
https://www.example.com?  
utm_source=facebook&utm_medium=banner&utm_campaign=spring_sale&utm_term=beachwear  
&utm_content=facebook_campaign
```

Track Facebook Instant Articles

If you are running Facebook Instant Articles, then you might not be accurately tracking the traffic they bring to your site. That's because it doesn't play nice with Google Analytics.

But if you're using MonsterInsights, then you can instantly [track traffic from Facebook Instant Articles](#) with a click of a button.

Just add the [Facebook Instant Article addon](#) and activate it. MonsterInsights will automatically detect and track traffic, and you don't have to go through any setup.

Then using the report, you can find out which posts and pages are popular on Facebook, which type of content your audience likes and which they ignore, and what topics you should cover.