Social Account Monitor Creation

Of all the monitors in Crimson Hexagon, building a Social Account Monitor is the simplest. A Social Account Monitor helps users track key metrics on a specific Twitter Handle, Facebook Page or Instagram Account*. You can monitor your own Twitter, Facebook or Instagram social accounts as well as the Twitter and Facebook social accounts of your competitors, or an influencer you are interested in learning more about. Social Account Monitors can measure the growth in followers of specific social media accounts, and are useful in measuring the success of campaigns by gathering feedback after tracking total account activity in real time. For a Twitter Handle, it can measure retweets, replies and reach of the account's posts; for a Facebook page, it can analyze comments, page posts and fan growth. Simple step-by-step instructions to creating a Social Account Monitor for a social media account are as follows:

1. Go to your Team monitor page.
2. Click on "New Monitor".
3. Under "Monitor Type" select "Social Account Monitor".
4. Pick the social media account you want to analyze: choose between a Twitter Handle, Facebook Page or Instagram Account.
5. Name your Monitor.
6. Click on "Add New" next to the Twitter Handle/Facebook Page/Instagram Account tab. Above "Create Account", indicate the social media account that you would like to analyze.
7. You will be asked to log in with your Twitter, Facebook or Instagram account credentials before running the monitor. This is to authenticate that you are giving Crimson Hexagon permission to access this data on your behalf. Note that using your personal account to log in will not pose any problems with your personal data being used in Crimson Hexagon.
8. Set the date range for your analysis: insert the start and end dates for your desired period of analysis.
9. If you want your monitor to run indefinitely without an end date, select "Indefinite" under end date. If you set your end date to "Indefinite", the Monitor will update itself on a daily basis before it is disabled.
10. Click on "Run Monitor".

*Due to Instagram access changes, Instagram Social Account Monitors are only available to the Instagram account owners.