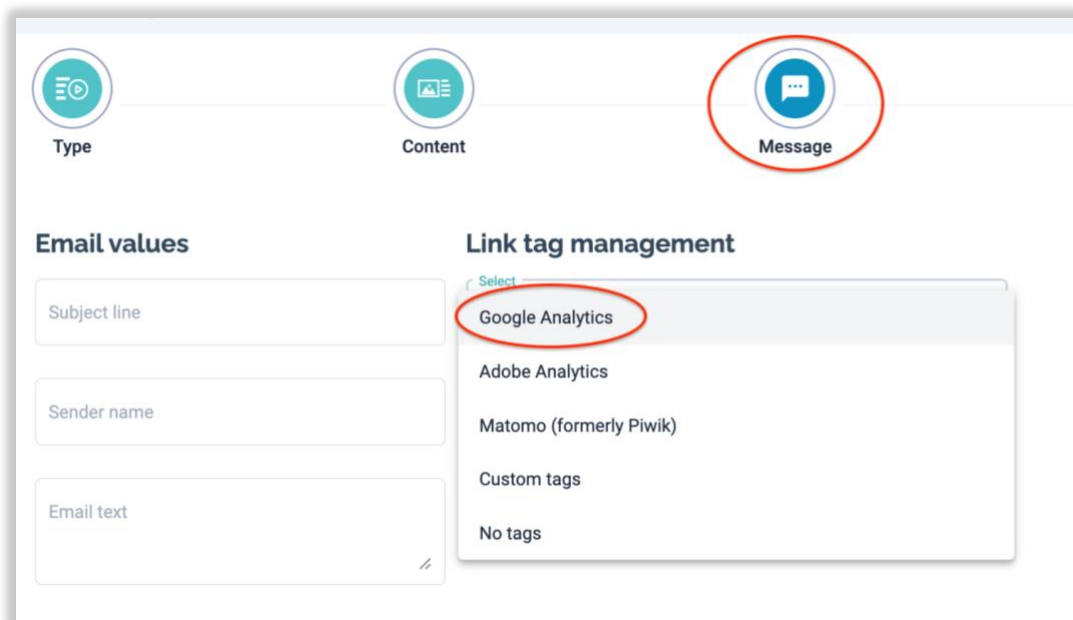# How to use Google analytics with Sociuu

Follow these steps to track your posts using Google Analytics tags:

1. **Enable Google Analytics Tags:**

When creating a post, go to the email message section and activate Google Analytics tags.

2. **Make Sure the Link is Trackable**

- The post must include the link to the page (e.g., blog or website) you want to track.

- Ensure the link is correct and points to your company-owned pages.

- If another link is detected, you'll be prompted to switch to that link. Verify the link by visiting it in your browser to confirm.
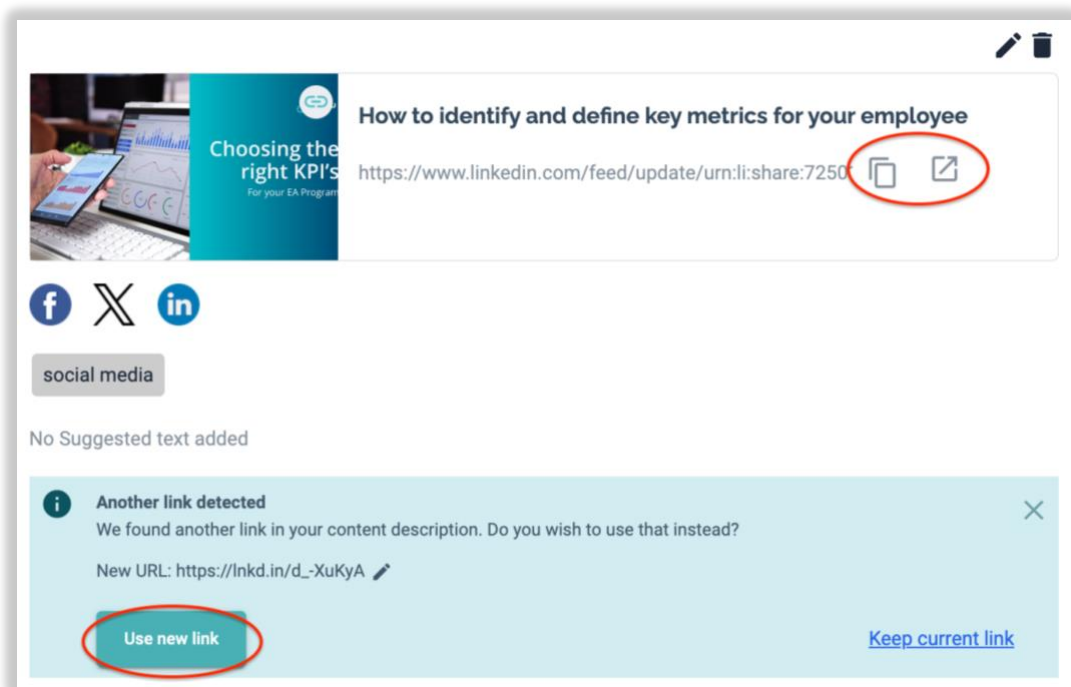
3. **Required UTM Parameters**

To enable link tracking, you must write a value to these three mandatory UTM parameters:

- utm_source
- utm_medium
- utm_campaign

If any of these values are missing, tracking will not work.
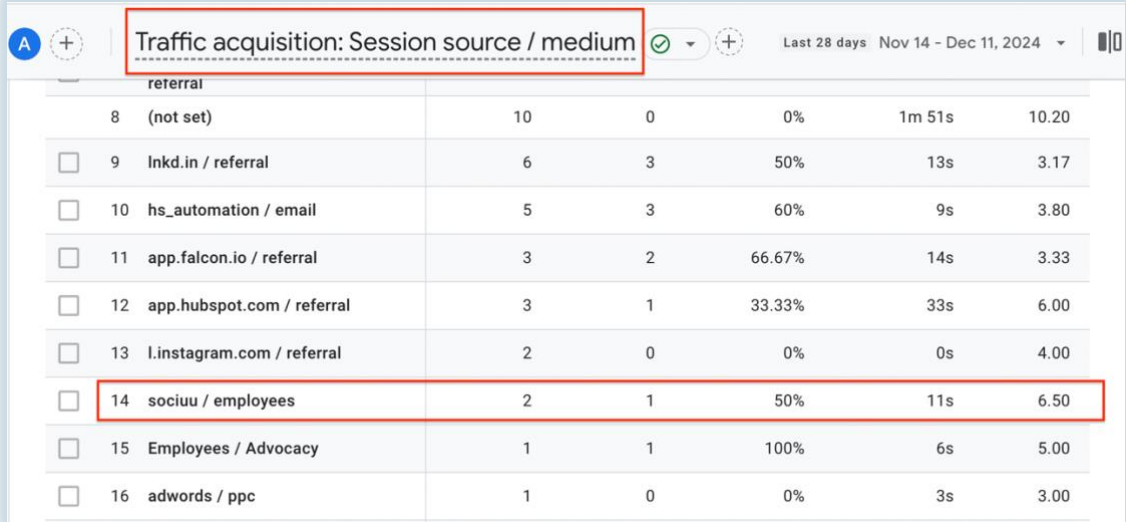

4. **Example values for UTM Parameters**

Feel free to use these values to identify your campaigns in Google Analytics:

utm_source	Sociuu
utm_medium	Advocacy
utm_campaign	Employees

5. **Check Results in Google Analytics**

Your results will appear in your Google Analytics account within 48 hours. Search for your tracking values by filtering on "Traffic Acquisition: Session source / Medium "and finding the values on the column below.

For more details, check Sociuu's UTM tags guide.

If you have questions, please contact us!

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