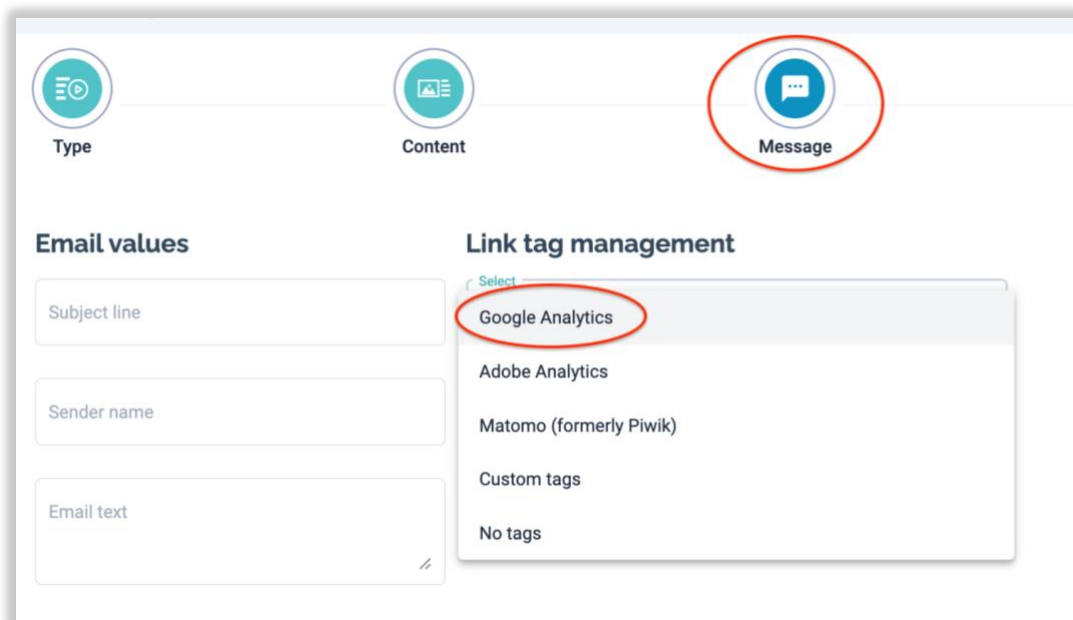


# How to use Google analytics with Sociuu

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

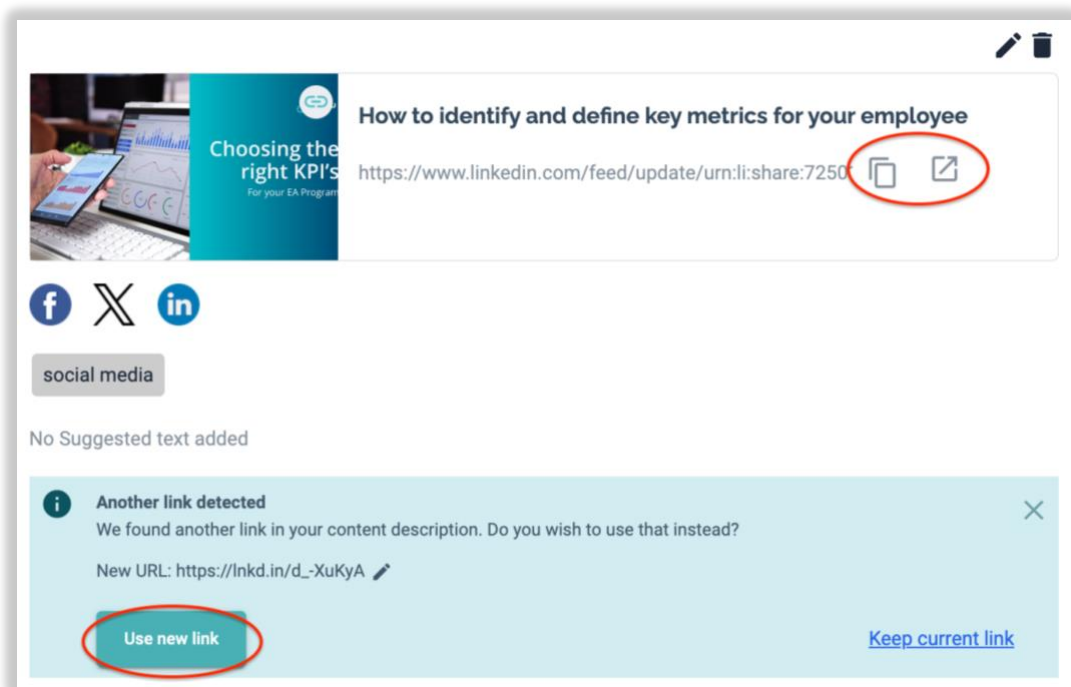
## 1. Enable Google Analytics Tags:

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.

The screenshot shows a 'Link tag management' interface for Google Analytics. It features a dropdown menu set to 'Google Analytics'. Below this, there are three rows of parameter configuration. Each row consists of a 'Key/Identifier' field and a 'Value' field. The first row has 'utm\_source' as the key and 'Sociuu' as the value. The second row has 'utm\_medium' as the key and 'Advocacy' as the value. The third row has 'utm\_campaign' as the key and 'Employees' as the value. Each 'Value' field includes a '+' icon and a note: 'Value can either be static text or dynamic'. Below each 'Key/Identifier' field is a note: 'The identifier of the query parameter pair (e.g. sociuu\_post\_id)'.

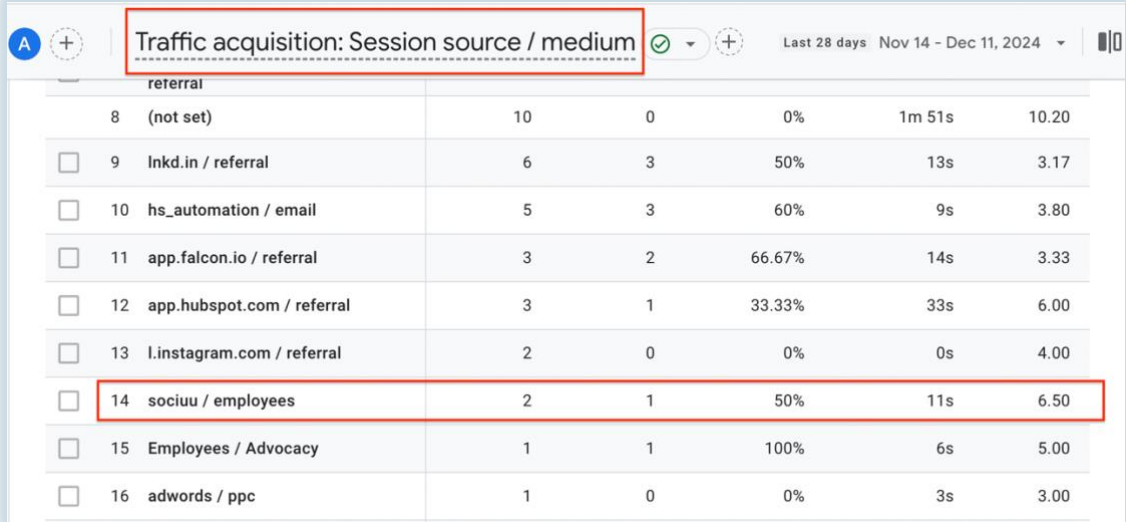
### 4. Example values for UTM Parameters

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

<b>utm_source</b>	Sociuu
<b>utm_medium</b>	Advocacy
<b>utm_campaign</b>	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.



reterral						
8	(not set)	10	0	0%	1m 51s	10.20
<input type="checkbox"/>	9	Inkd.in / referral	6	3	50%	13s 3.17
<input type="checkbox"/>	10	hs_automation / email	5	3	60%	9s 3.80
<input type="checkbox"/>	11	app.falcon.io / referral	3	2	66.67%	14s 3.33
<input type="checkbox"/>	12	app.hubspot.com / referral	3	1	33.33%	33s 6.00
<input type="checkbox"/>	13	l.instagram.com / referral	2	0	0%	0s 4.00
<input type="checkbox"/>	14	sociuu / employees	2	1	50%	11s 6.50
<input type="checkbox"/>	15	Employees / Advocacy	1	1	100%	6s 5.00
<input type="checkbox"/>	16	adwords / ppc	1	0	0%	3s 3.00

For more details, check [Sociuu's UTM tags guide](#).

If you have questions, please contact us!



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