

AUDIENCE MEASUREMENT

The tool

Grytics is an analytics tool designed for community managers to track engagement, growth, and impact on social media platforms like Facebook and LinkedIn. It helps to identify active members, evaluate campaign success, and optimise strategies for building stronger communities. Grytics is valuable to drive engagement and growth on social media.



<https://grytics.com/>

Description

Material required

A device with an internet connection and a connection to your social media accounts.

Investment required

Grytics offers different pricing plans, including a free version with limited features. The paid plans start at 99 € per year.

Possible uses

Grytics can be used to monitor the performance of social media groups, identify the most active members, track engagement, and evaluate campaign success.

Possible restriction

Currently, Grytics only supports integration with Facebook and LinkedIn, so users of other social media platforms may need to look for alternative tools.

Technical difficulty (skills needed): ★

Environmental Impact

The tool mentioned has a low environmental impact 

As the tool is web-based, users can reduce their carbon footprint by using energy-efficient devices, turning them off when not in use, and using Grytics only when necessary.

Is it inclusive?

Grytics has not explicitly mentioned support for SLD on its website or documentation. However, the tool is designed to be user-friendly and intuitive, with a simple interface that may be accessible to people with different learning needs.



Co-funded by
the European Union

Funded by the European Union (Project code: 2021-1-FR01-KA220-VET-000033162). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



This work is licensed under the Creative Commons Attribution- NonCommercial-ShareAlike 4.0 International License (<http://creativecommons.org/licenses/by-nc-sa/4.0/>).

