

March 9, 2018

Unearthing article statistics in the LinkedIn Mobile App

Uwe Muegge



This work is licensed under a [Creative Commons CC BY International License](https://creativecommons.org/licenses/by/4.0/).



Unearthing Article Statistics in the LinkedIn Mobile App

LinkedIn has made it much easier for authors who use the LinkedIn publishing platform to view readership statistics in the LinkedIn Mobile App.

I'm someone who publishes regularly on LinkedIn and who uses the LinkedIn Mobile App more than the desktop version of LinkedIn. One thing that always bothered me about the LinkedIn Mobile App was not being able to see readership statistics directly in my LinkedIn article. Honestly, the initial lack of readily available analytics functionality annoyed me almost as much as the inability of the app to support publishing long-form articles. Well, at least the analytics issue has been resolved!

Now LinkedIn makes it much easier for authors who use the LinkedIn publishing platform to view readership statistics in the LinkedIn Mobile App. Yes, analytics data on your long-form

posts have been available in the app for some time, but now it's easier than ever for authors to access this information. After all, understanding your readers better is key to creating and publishing content for maximum impact!

In fact, you don't even have to look for readership statistics for your articles in the mobile app. Every time you open one of your long-form articles, the app automatically displays an analytics bar at the bottom of the screen with the number of likes, comments, and clicks your article received. It can't get any easier than that. So, the only major difference between the initial statistics view in the mobile app and the desktop version of LinkedIn is that in the desktop version, you can also see the

number of times your article was shared in the initial statistics view.

GOING BEYOND THE BASIC STATISTICS

As in the desktop version, the LinkedIn Mobile App provides authors who are interested in more detailed information about their readership with just that: geolocation and demographics information for each article! Getting to the more detailed article analytics in the app is also simple.

1. For more information on who liked and commented on your article, tab the "Likes" and "Comments" icons in the left corner of the analytics bar. (See Figure 1 on page 19.) When you tab the "Comment" icon (top right), you can see who commented on your article and like and respond to the comments your contacts left. You can also tab the photo of these contacts and send them a thank-you message from within the app.
2. For more information on the demographics and geolocation of your readers, tab the "Clicks" icon in the right corner of the analytics bar. Now you have access to four pages that provide the following readership information for the selected article:
 - The top four organizations that viewed your article
 - The top four job titles readers of the article carried
 - The top four cities/regions where your article was viewed
 - The top four sources through which the article was found

To move from one statistics page to another, simply swipe left or right. (See Figure 2 on page 19.)

ANALYTICS DATA IS AVAILABLE FOR ARTICLES AND POSTS

If you're reading this article, chances are you're just starting out on the LinkedIn publishing platform. It's important to understand the major differences between articles and posts:

- **Articles:** No character limit, basic character and paragraph formatting.
- **Posts:** 1,300 character limit, no text formatting other than (automatic) highlighting of links and contacts.

LinkedIn now makes accessing analytics data for posts just as easy as for articles. You can find the number of likes, comments, and views your post received at the bottom of each of your posts. (See

Figure 3 on page 20.) If you want to dig deeper into your post analytics, you can use the same procedure for accessing more detailed information as for article statistics: simply tab the respective section in the analytics bar.

The LinkedIn Mobile App automatically displays an analytics bar at the bottom of the screen with the number of likes, comments, and clicks your article received.



Figure 1: Basic analytics information is now displayed at the bottom of the screen when you open one of your articles in the app.

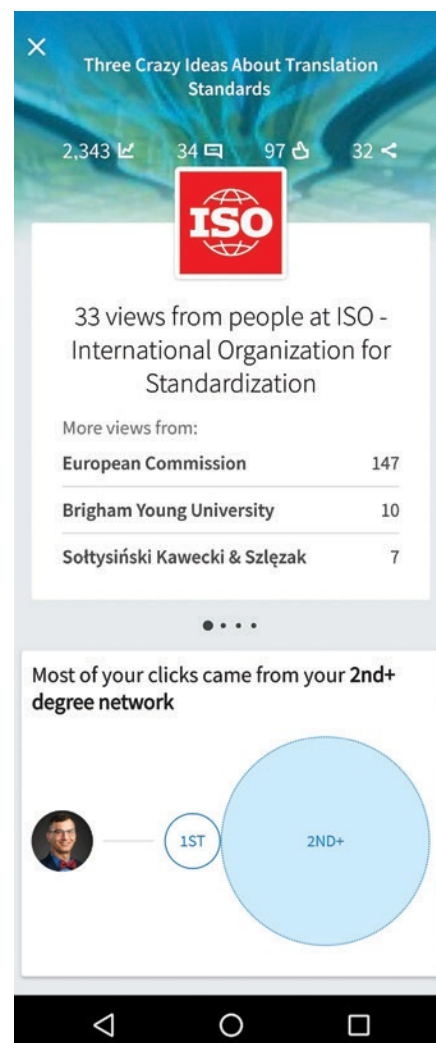


Figure 2: One of the four pages with more detailed demographics data for an article.

2018 Honors and Awards Now Open!

ATA and the American Foundation for Translation and Interpretation (AFTI) present annual and biennial awards to encourage, reward, and publicize outstanding work done by both seasoned professionals and students. Awards and scholarships for 2018 include:

- **The Alexander Gode Medal**, ATA's most prestigious award, is presented to an individual or institution for outstanding service to the translating and interpreting professions. This award may be given annually. Nominations are solicited from past recipients of the Gode Medal and the membership at large.
- **The Alicia Gordon Award for Word Artistry in Translation** is given for a translation (from French or Spanish into English, or from English into French or Spanish) in any subject that demonstrates the highest level of creativity in solving a particularly knotty translation problem. Open to ATA members in good standing.
- **The S. Edmund Berger Prize** is offered by AFTI to recognize excellence in scientific and technical translation by an ATA member. The award may be given annually.
- **The Harvie Jordan Scholarship** is awarded to an ATA Spanish Language Division member in good standing to promote, encourage, and support leadership and professional development within the division. The scholarship may be given annually.
- **The Student Translation Award** is presented to any graduate or undergraduate student, or group of students, for a literary or sci-tech translation or translation-related project. The award may be given annually.

For complete entry information and deadlines, visit www.atanet.org/membership/honorsandawards.php.

Advertisement

Bilingual English/Chinese Proofreader wanted F/T in College Point, NY. Must be fluent in Chinese (reading & writing) & possess at min. a Bachelor's deg in English, Teaching English to Speakers of Other Langs. or rlted & 3 mths exp as English/Chinese Proofreader or similar proofreading bilingual (Chinese & English) docs. Send resume: S. Rueda, Multilingual Group, Inc., 18-44 College Point Blvd, College Point, NY 11356

UNEARTHING ARTICLE STATISTICS IN THE LINKEDIN MOBILE APP continued

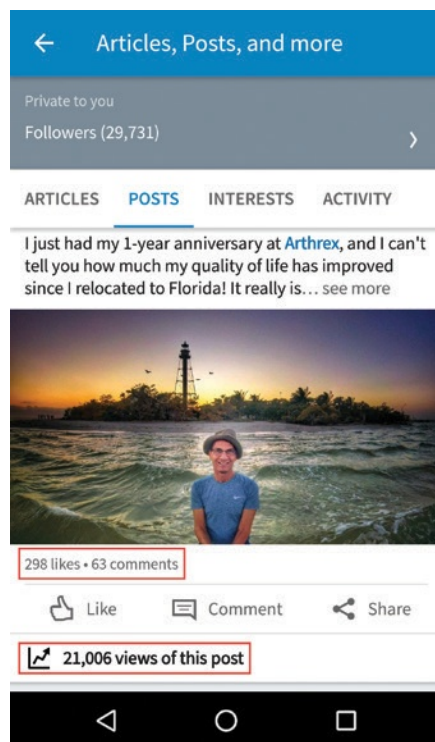


Figure 3: For posts, the same basic analytics information is available as for articles.

The only difference between the analytics data LinkedIn makes available for articles and posts is that for articles you get to see how your article was found (e.g., LinkedIn Pulse, Google search, etc).

Understanding your readers better is key to creating and publishing content for maximum impact.

AUTOMATIC ACCESS TO ANALYTICS FOR WRITERS ON THE GO

Readership analytics have been available in the LinkedIn Mobile App for some time, but now an analytics bar gives writers easy access to basic analytics data every time they open one of their articles in the app. While

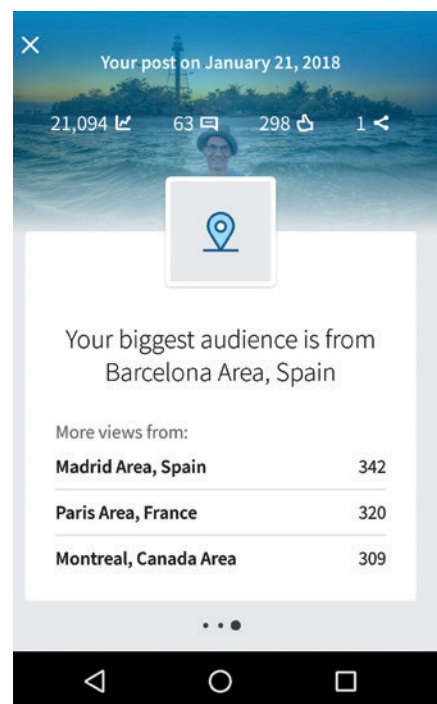


Figure 4: An example of demographics data for a LinkedIn post.

more detailed readership information is still somewhat buried, it's there for writers on the go who want to better understand their audience without having to use an external service. Good job, LinkedIn! Oh, and one more thing. Can you please enable writing articles in the mobile app? Please LinkedIn, please! 🙏



Uwe Muegge is the global language manager at Arthrex. He has more than 15 years of experience in translation and localization, having worked in leadership functions

on both the vendor and buyer sides of the industry. He has published numerous articles on translation tools and processes and taught computer-assisted translation and terminology management courses at the college level in both the U.S. and Europe. You can find him on LinkedIn ([linkedin.com/in/uwemuegge](https://www.linkedin.com/in/uwemuegge)) and Twitter (twitter.com/uwemuegge). Contact: info@muegge.cc.