CHIRPY

USER GUIDE · 2026

Chirpy Insights
User Guide

See how your posts perform on every platform, learn what works, and turn it into your next post.

Platform pages | Top posts | Best times | AI Insights | Weekly Brief | Reports

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CHAPTER 01

Introduction

Understanding your social media performance and learning what works.

Chirpy Insights helps you understand how your social media content is performing, how your audience is responding, and what you can learn from that activity to improve future posts.

The importance of social media insights

Social media marketing is about more than publishing content. The objective is to attract the right audience, build awareness, encourage engagement, develop relationships, and ultimately generate business opportunities.

But publishing regularly does not automatically mean your social media marketing is effective.

To improve results, you need to understand how people respond to your content, what captures their attention, and which activities contribute to your marketing objectives.

Social media insights turn audience activity and content performance into information you can use to make better marketing decisions.

They help you answer important questions:

- Are my posts reaching the right audience?
- Which content generates the most interest and engagement?
- Which social media channels are performing best?
- What types of posts encourage people to take action?
- How can I improve my future content?

By understanding these patterns, you can spend less time guessing and more time creating content that delivers meaningful results.

The social media measurement problem

Every social media platform provides its own analytics, typically showing information such as views, reach, likes, comments, shares, and follower growth.

Although useful, these measurements present several challenges:

- **Fragmented information.** When you publish across multiple platforms, your performance information is scattered across separate dashboards, making it difficult to understand your overall results.
- **Metrics without context.** A post might generate thousands of views but very little engagement. Another might reach fewer people yet generate valuable conversations. Looking at individual numbers does not always reveal which post delivered greater value.
- **Difficulty identifying patterns.** Understanding why some content performs better than others requires comparing posts, platforms, formats, and audience responses over time.
- **Limited guidance on what to do next.** Traditional analytics can tell you what happened, but interpreting the results and deciding how to improve often requires additional effort and expertise.

The challenge is not simply accessing more data. It is understanding what that data means for your business.

Understanding social media analytics

Social media analytics is the process of collecting and examining information about your content, audience, and engagement to evaluate marketing performance.

Several measurements are particularly useful:

Metric	What it tells you
Reach	How many unique people saw your content
Impressions / Views	How often your content was displayed or viewed, depending on the platform
Engagement	How people interacted with your content through likes, comments, shares, saves, and other actions
Engagement Rate	How much interaction your content generates relative to a defined measure, such as reach or impressions
Audience Growth	How your follower or subscriber base changes over time
Video Watch Time	How long viewers spend watching your video content

Metric	What it tells you
Clicks	How often people take an action to visit a link or destination

These measurements provide different perspectives on performance.

For example, reach helps you understand visibility, while engagement indicates whether people are responding to your content.

However, **no single metric tells the complete story**. The real value comes from examining how different measurements relate to your marketing objectives.

Turning analytics into actionable insights

Analytics and insights are closely related, but they serve different purposes.

Analytics tells you what happened. Insights help you understand what it means and what you might do differently.

Consider a real estate agent who publishes several posts during the week.

Illustrative real estate example:

Post	Views	Engagements
Property listing	2,400	18
First-time buyer tips	1,200	96

The property listing attracted twice as many views, but the buyer tips generated substantially more engagement.

The insight is that educational content may be more effective at encouraging this audience to interact.

The agent could use this information to test additional educational posts, while continuing to use property listings to support visibility.

> **This is the difference between simply measuring activity and learning what works.**

CHAPTER 02

Introducing Chirpy Insights

Chirpy Insights brings social media performance information into the Chirpy platform, helping you understand how your content performs across connected channels and identify opportunities to improve.

Rather than relying solely on separate platform analytics, Chirpy provides a centralized view of performance information, including reach, engagement, channel performance, and recommendations.

Who Chirpy Insights is for

- **Small business owners, including real estate agents and realtors.** See which posts people respond to, so you spend your posting time on what works.
- **Agencies.** Get clear, evidence-based direction for each client account you manage.
- **In-house marketing teams.** Explain why you chose a content approach and show what it achieved.
- **Independent creators.** Learn what your audience responds to so you can grow with less guesswork.

What you can do with Chirpy Insights

- **Review your platforms in one place.** Instagram, Facebook, LinkedIn company pages, LinkedIn Personal, X, TikTok, YouTube and Pinterest each have their own Insights page. You can find them under the same menu and use the same date control on each, with presets that suit each platform.
- **Work with numbers from the source.** Every figure comes directly from the social platform through its official data connection, known as an API. If a platform does not share a metric, Chirpy tells you it is unavailable rather than estimating it.
- **Find your top posts and best posting times.** See which posts performed best and which days and hours your audience tends to respond, based on your account's own history. Use these patterns to plan your next posts and test what works.

AI Insights

AI Insights gives you a written analysis of one account over 90 days, six months, 12 months, or a custom date range. It brings together a performance score, what is working, risks to watch, and actions to take now.

The analysis also covers your best posting times, how different content formats perform, and a month's content plan. You can export it to PDF or Word to review or share with your team or clients.

The Weekly Brief

Every Monday morning, the Weekly Brief appears on your dashboard. It gives you a score across your accounts, the week's wins and risks, the best time to post, and three recommended actions.

Each action includes a button that opens the relevant tool, making it easier to turn what you learn into your next step.

Reports

The Reports Engine is available on the Advanced, Max, and Teams plans. It creates branded PDF and Excel reports and compares results with the previous period, helping you show how performance has changed.

Chirpy Insights and the Chirpy Engagement Loop

Chirpy Insights forms part of the continuous improvement process within the Chirpy Engagement Loop.

Chirpy Insights supports the Measure, and Learn and improve, steps of your social media activity.

Create → Publish → Engage → Measure → Learn and improve → Repeat

The objective is not simply to produce more content. It is to use what you learn from your audience to create better content, encourage stronger engagement, and improve your marketing results over time.

CHAPTER 03

Using Chirpy Insights

Here we will go through the platform Insights pages, AI Insights, the Weekly Brief on the dashboard, and the Reports Engine where included in your plan.

All examples below are based on a fictional brand - **Morning Ritual Coffee**.

Opening Insights and choosing an account

1. In the left menu, open the **Advanced** section.
2. Click **Insights** to show the platforms.
3. Click a platform: **Facebook**, **Instagram**, **LinkedIn**, **LinkedIn Personal**, **X**, **TikTok**, **YouTube** or **Pinterest**.

Figure 1 shows the menu.

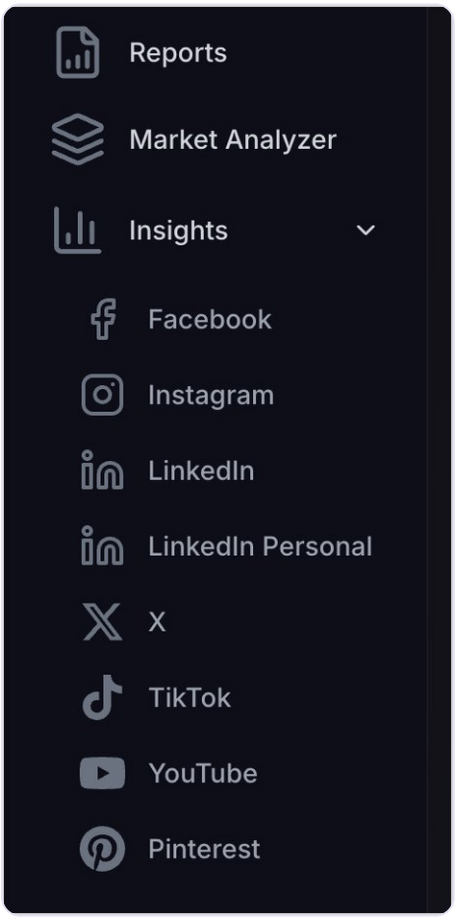


Figure 1: Insights in the left menu, under Advanced.

If you manage more than one account

When you have two or more accounts on the same platform, an account picker appears under the page title (Figure 2). Pick the account you want; the page reloads with its figures. The address bar keeps the account, so you can bookmark a client's page. On Teams, the picker includes accounts your teammates connected to the workspace.

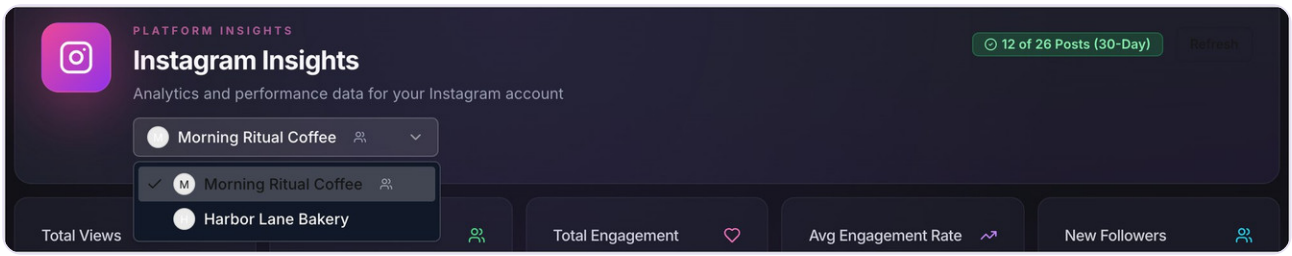


Figure 2: The account picker on the Instagram page, with a second client account.

Picking a date range

Every platform page has a date control at the top. Pick a preset or a custom range.

Figure 3 shows the Facebook presets.

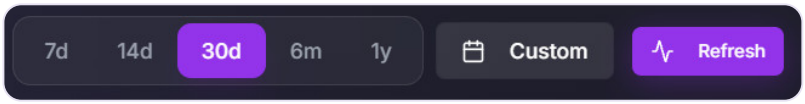


Figure 3: Date presets on the Facebook page.

Choose a custom range

1. Click **Custom**.
2. Click the start date, then the end date.
3. The calendar closes and the page reloads for those dates. The Custom button now shows the range.

Custom ranges can go back 12 months (90 days on Pinterest) and can't include future dates. To go back to a preset, pick one from the date control. The presets differ a little by platform: Facebook and Instagram offer 7d, 14d, 30d, 6m and 1y; YouTube adds 90d; LinkedIn, LinkedIn Personal, X and TikTok offer 7d, 30d, 90d, 6m and 1y; Pinterest offers 7d, 30d and 90d.

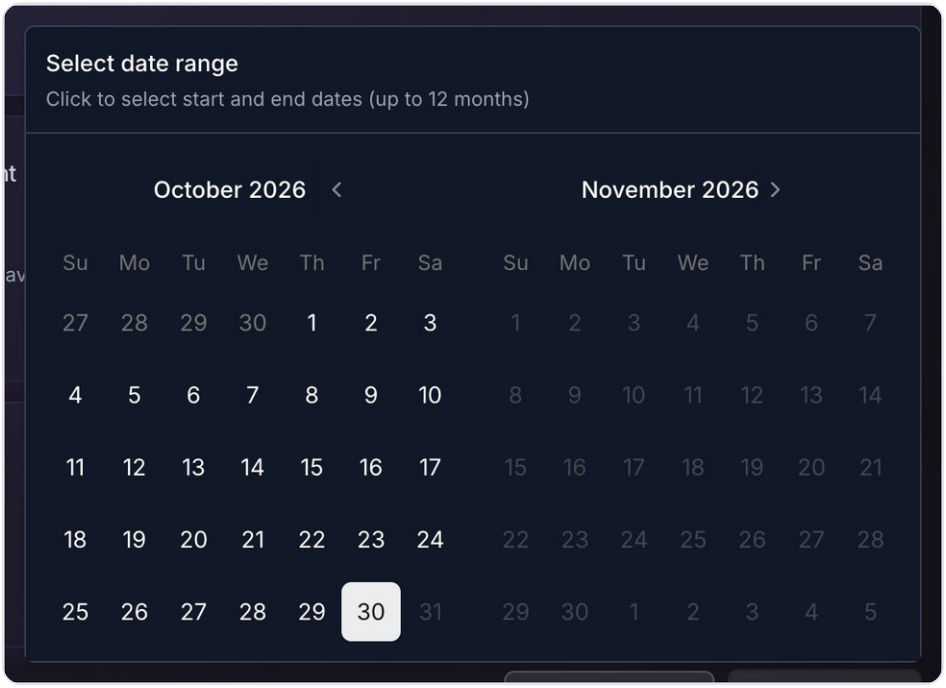


Figure 4: Choosing a custom range. Dates more than 12 months ago and future dates are greyed out.

> **Tip:** Pick a range long enough to show a pattern. If you post three times a week, seven days is three posts. Thirty days is usually the shortest range that tells you something.

Refresh

Click **Refresh** to fetch the latest figures from the platform. On X and TikTok, the header shows when the figures were last updated, and on X a **Cached** label can show when you're looking at saved figures; Refresh fetches new ones.

What the numbers mean

Before going into the Insights available for each platform, you need to be aware that the same word can mean different things on different platforms. These are the definitions Chirpy uses.

Metric	What it means
Views / Impressions	How many times your content was shown. One person seeing a post twice counts twice. Meta now calls this Views; LinkedIn, X and Pinterest call it Impressions.
Reach / Members reached	How many different people saw a post. On Instagram's Total Reach card, each post's reach is added together, so one person can be counted once per post.
Engagement / Interactions	Actions people took on a post: likes or reactions, comments, shares or reposts, and on Instagram, saves. On Pinterest, total engagement counts saves, Pin clicks, outbound clicks and other actions on your Pins, such as swiping through a carousel.
Engagement rate	Engagement divided by how many people saw the content, as a percentage. The exact formula depends on the platform; see the table below.
Saves	Instagram and Pinterest. People who saved a post to come back to it; on Pinterest, saves of your Pins to a board. A strong sign a post was useful.
Pin clicks	Pinterest only. Clicks on your Pin that open it in close-up.
Outbound clicks	Pinterest only. Clicks that take people off Pinterest, for example to your website.

Metric	What it means
New followers	Net change in followers over the range. Facebook also shows how many people unfollowed.
Page visits / Profile views	Visits to your page or profile, where the platform provides it.
Watch time	YouTube only. Total minutes people spent watching your videos in the range.
Average view duration	YouTube only. How long an average view lasted.
Net subscribers	YouTube only. Subscribers gained minus subscribers lost.

Engagement rate

One of the most important metrics you want to track is your Engagement Rate as it tells you how actively engaged your target audience is with your content and marketing efforts.

However, each platform also calculates Engagement Rate differently, which is important to know. The table below provides more insight into this.

How engagement rate is calculated

Page	Formula
Instagram	For each post, interactions divided by reach. The card shows the average across posts in the range.
Facebook	Total engagements divided by the figure on the views card next to it: impressions where Meta returns them, otherwise video views, profile visits or reach. If none of those is available, reach, then followers. The card names the divisor it used.
LinkedIn company page	Likes, comments and shares divided by impressions.
LinkedIn Personal	Reactions, comments and reshares divided by impressions.

Page	Formula
X	Likes, reposts and replies divided by impressions.
TikTok	Average likes per video divided by followers, using your lifetime totals.
YouTube	Likes, comments and shares divided by views, for the range.
Pinterest	Not shown on the page. Pinterest's own engagement rate is total engagement divided by impressions, so you can work it out from the two figures for the same range.

Instagram

The top of the page shows five cards for the range you picked.

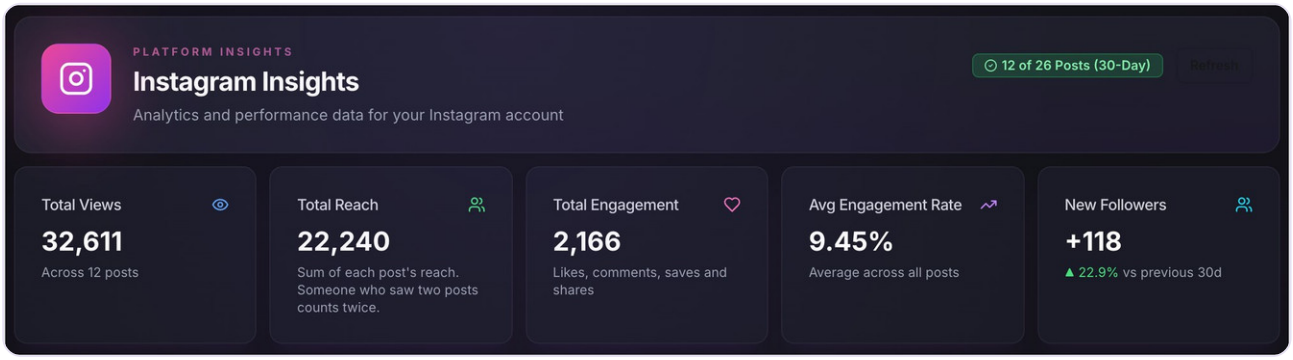


Figure 5: Instagram Insights: Total Views, Total Reach, Total Engagement, Avg Engagement Rate and New Followers.

- **Total Views**: views across the posts in the range.
- **Total Reach**: each post's reach added together. As the card says, someone who saw two posts counts twice.
- **Total Engagement**: likes, comments, saves and shares across the posts in the range.
- **Avg Engagement Rate**: the average of each post's rate.
- **New Followers**: net new followers in the range, with the change against the previous range of the same length.

Below the cards, **Advanced Metrics Summary** adds Total Interactions, Total Saves, the reach total for the range and the average reach per post.

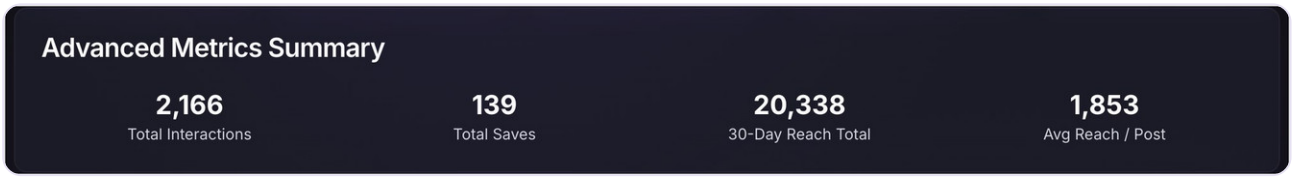


Figure 6: Advanced Metrics Summary.

Tabs

- **AI Insights**: the written analysis.
- **Overview**: totals for likes, comments and saves.
- **Analytics & Trends** (opens first): the Performance Trends chart, plus daily reach, views and profile views when Instagram provides them.
- **Feed**: your posts, newest first, with each post's numbers.

Performance Trends plots daily views, saves and engagement by the date each post went out (Figure 7). A spike points you to the post worth repeating.

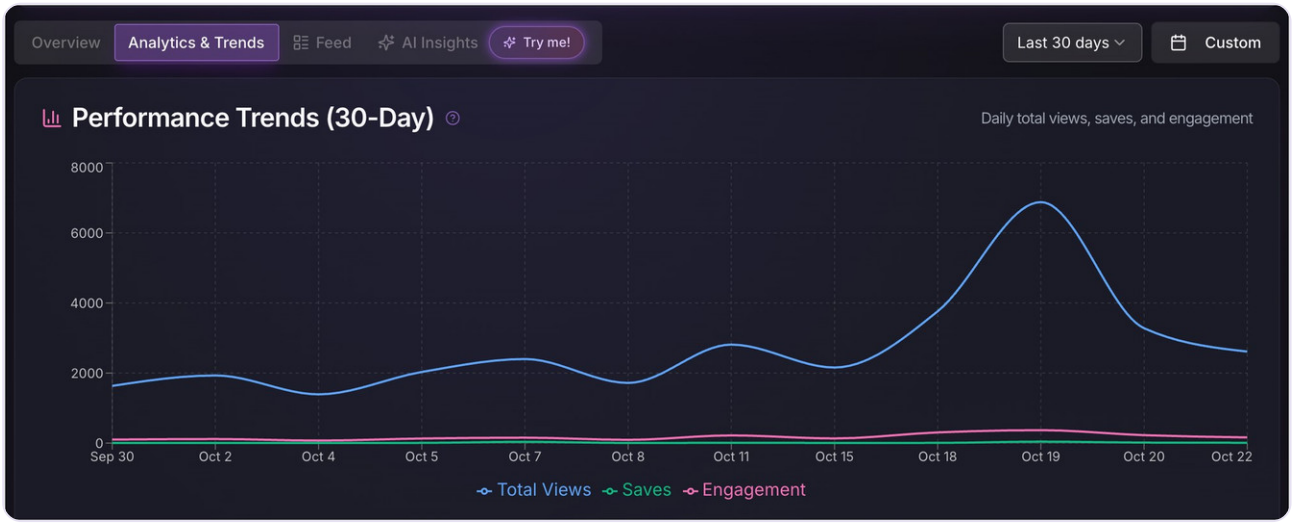


Figure 7: Performance Trends for the last 30 days. The spike is the behind-the-counter video.

On the **Feed** tab, each post shows its likes, comments, saves and views (Figure 8). Click the comment count to read comments and add one. For your daily pass across every platform, use Community.

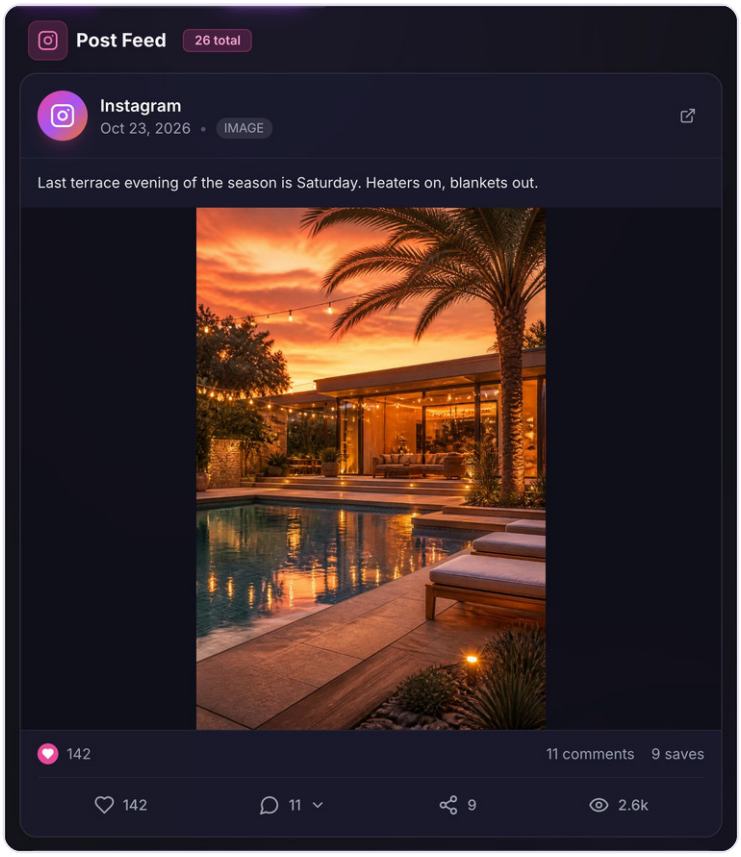


Figure 8: A post on the Feed tab.

Facebook

Six cards sit under the header (Figure 9). Facebook pages differ in what Meta returns, so some cards change their label to match the figure available for your page.

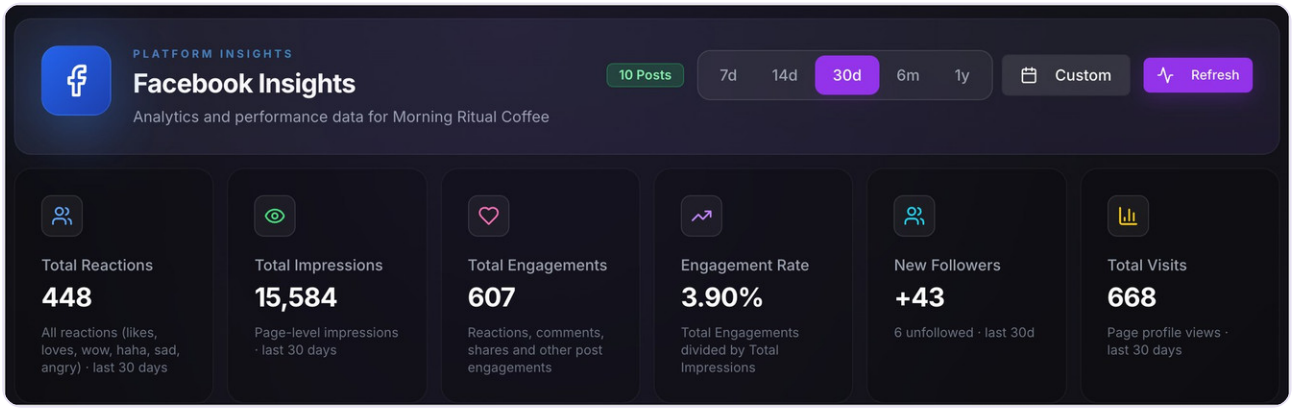


Figure 9: Facebook Insights.

- **Total Reactions**: all reactions (like, love, wow, haha, sad, angry) in the range. If Meta doesn't return page-level reactions, the card adds up reactions on your recent posts and says so.
- **Total Impressions**: shown when Meta returns page impressions. Otherwise the card shows the best available figure and labels it: Post Impressions, Video Views, Profile Visits or Total Reach.
- **Total Engagements**: reactions, comments, shares and the other post engagements Meta counts.

- **Engagement Rate**: total engagements divided by the figure on the views card. The line under the rate names the figure it used.
- **New Followers**: net new followers, with how many unfollowed. If Meta has no daily figures for your page, the card shows your current total instead.
- **Total Visits**: page profile views in the range.

Tabs

- **AI Insights**: the written analysis.
- **Performance** (opens first): page views and views by day, split into organic and paid.
- **Demographics**: total page likes, new followers by day, top countries and top cities.
- **Top Posts**: your best posts by reactions, comments and shares.
- **Recent**: your latest posts, newest first. From Top Posts and Recent you can edit or delete a post and reply to, hide or delete comments.

The Performance tab opens first (Figure 10). The tall bars are views; the short bars are visits to your page.

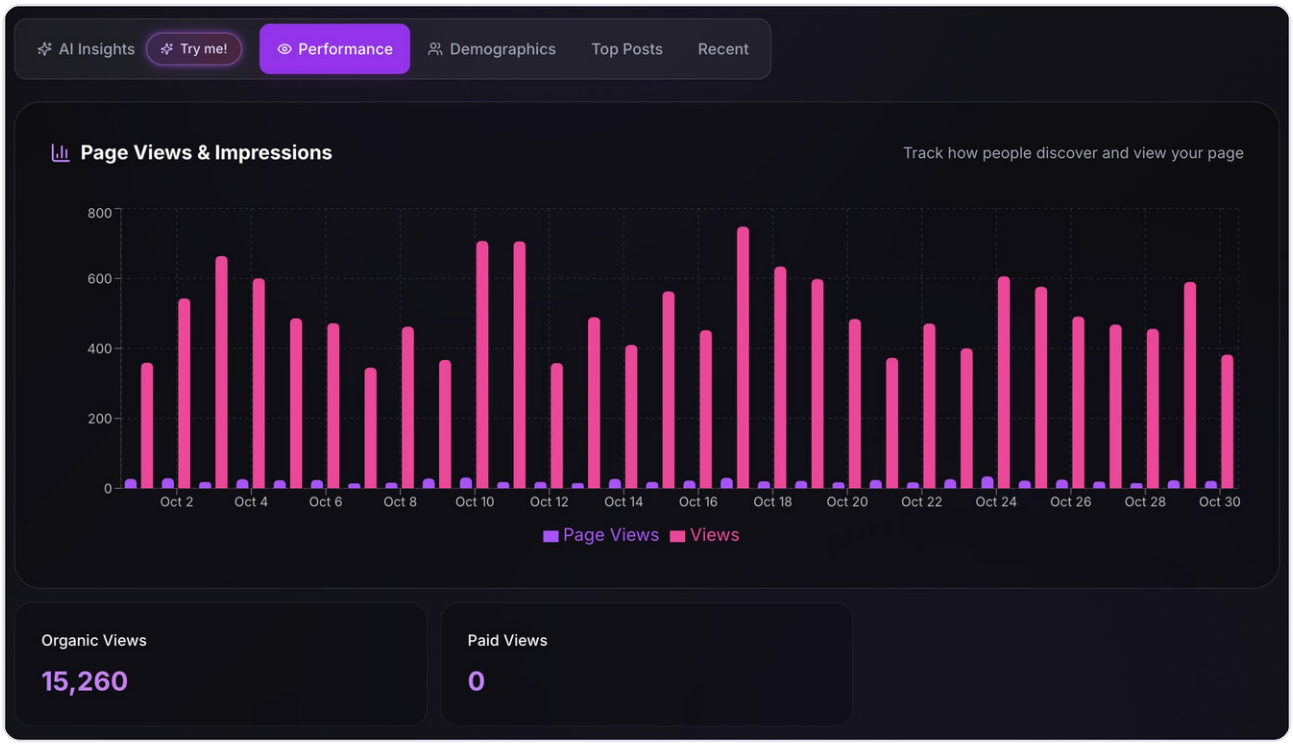


Figure 10: The Performance tab: page views and views by day, with organic and paid totals.

The Demographics tab shows your Net New Followers (Figure 11).



Figure 11: Demographics: total page likes and new followers by day.

Figure 12 shows you where your followers are. Use top cities to check that your page reaches the neighborhoods you serve.



Figure 12: Top countries and top cities.

LinkedIn company pages

The LinkedIn page covers a company page you manage (Figure 13).

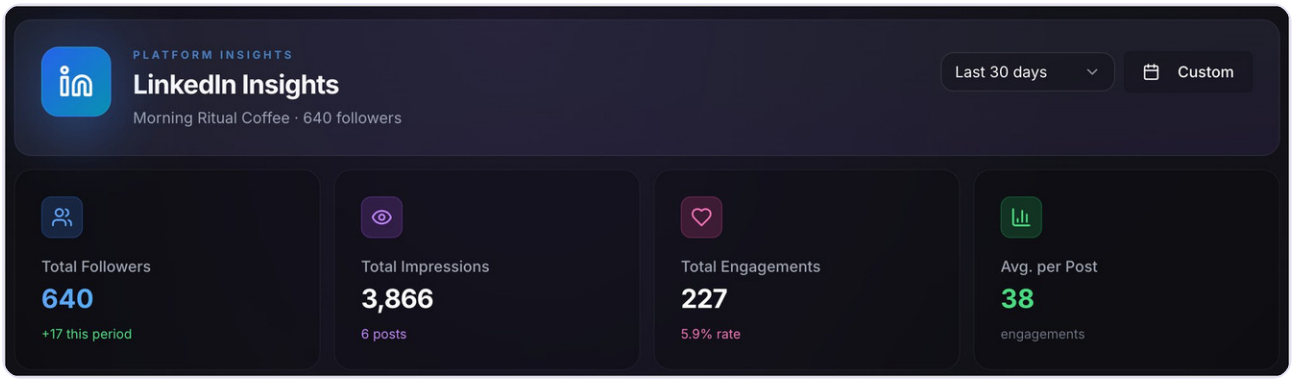


Figure 13: LinkedIn Insights for a company page.

- **Total Followers**, with followers gained in the range when LinkedIn provides it.
- **Total Impressions** across your recent posts, and how many posts that covers.
- **Total Engagements**: likes, comments and shares, with the engagement rate.
- **Avg. per Post**: average engagements per post.

Tabs

- **AI Insights**: the written analysis.
- **Overview** (opens first): follower growth, an engagement breakdown and engagement details.
- **Audience**: a breakdown of your followers (see below).
- **Posts**: your 10 latest posts, newest first. From the post cards you can comment, reply and delete your own comments, and react with any of LinkedIn's reactions: Like, Celebrate, Support, Love, Insightful or Funny.
- **Top Posts**: your best posts by likes, comments and shares.
- **Analytics**: a summary of posts published, total likes, comments and shares, and total impressions.

The **Audience** tab breaks your followers down by seniority, job function, industry and country (Figure 14). It's the most useful LinkedIn view for agencies: it shows whether a client's page reaches the people the client sells to.



Figure 14: Follower demographics by seniority and job function.

LinkedIn Personal

LinkedIn treats your own profile separately from a company page, so it has its own page (Figure 15). Connect it from **Connect Accounts** as LinkedIn Personal.

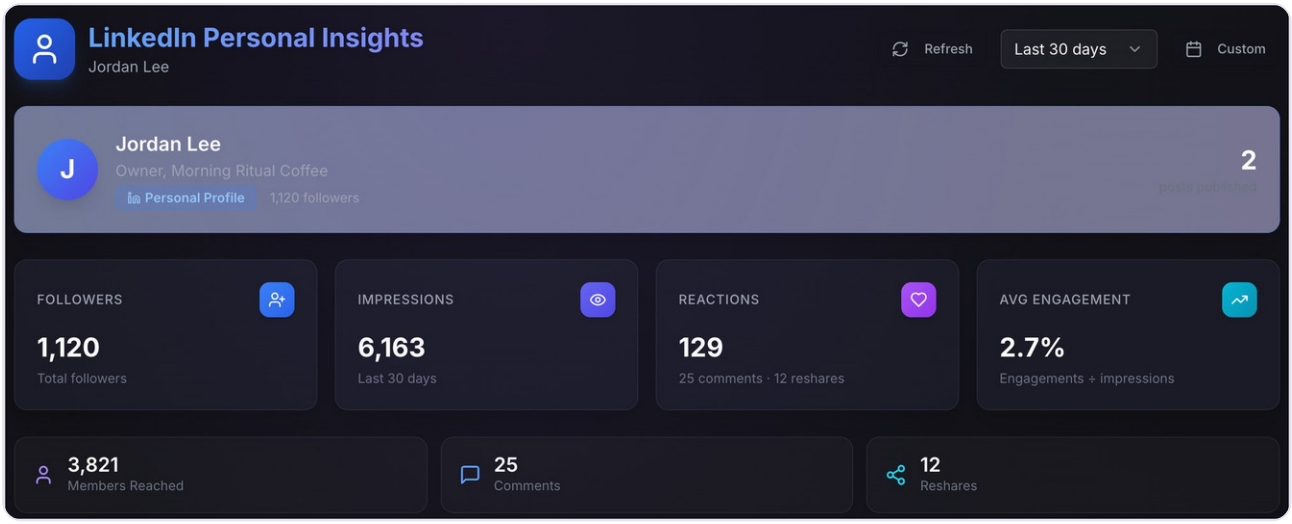


Figure 15: LinkedIn Personal Insights for the owner's profile.

- **Followers** (your total), and **Impressions**, **Reactions** and **Avg Engagement** for the range, from LinkedIn.
- **Members Reached**, **Comments** and **Reshares**.
- **Impressions Over Time**: daily impressions.
- **Post Activity**: posts published and scheduled through Chirpy.

The page has two tabs, **Overview** and **Posts**. It has no AI Insights tab.

> **Good to know:** The totals cover your whole profile. The post list only shows posts you published through Chirpy, and LinkedIn doesn't give per-post figures for personal profiles, so the list has no numbers next to each post.

X

On **X Insights**, four cards at the top total your posts, replies, likes and reposts in the range. Below them, **Account Overview** shows followers, following, total posts and engagement rate (Figure 16).

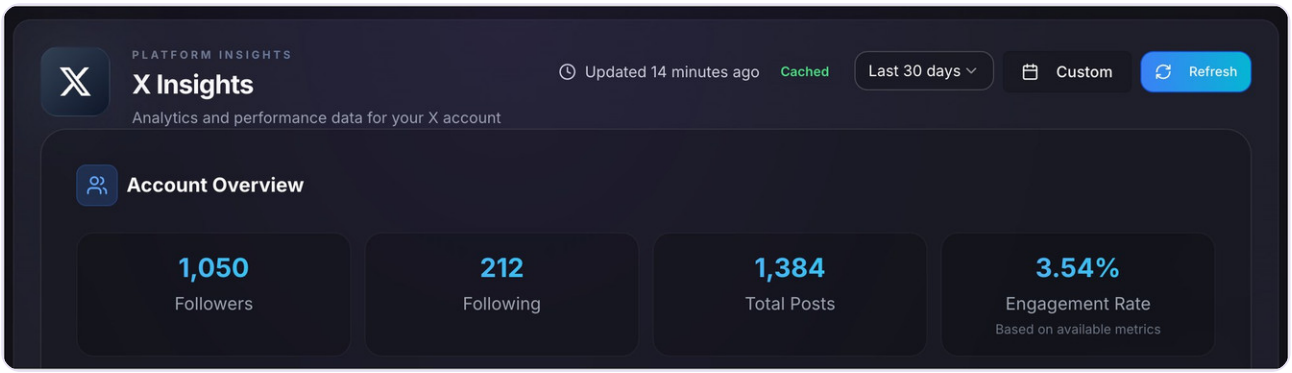


Figure 16: X Insights, with the last-updated time and the Cached label.

Tabs

AI Insights, **Overview**, **Top Posts**, **Trends** (engagement by day, impressions and averages per post), **Best Times** and **Recent Posts**.

If X limits requests, the page may show figures from the last update with a note. Wait a few minutes and press **Refresh**.

TikTok

The top of the TikTok page shows **Followers**, **Following**, **Videos** and **Total Likes** (Figure 17). Each card says **Current total**: these are your account totals today, straight from TikTok, not totals for the date range. TikTok doesn't share follower history, so there is no follower growth chart.

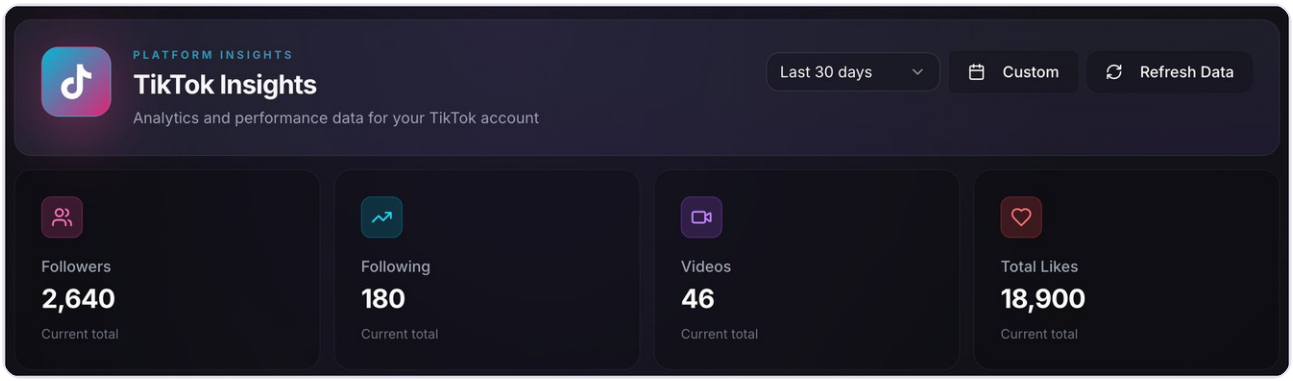


Figure 17: TikTok Insights: current totals from TikTok.

Engagement Overview (Figure 18) shows your engagement rate, your average likes per video and when the figures were fetched. The engagement rate is your average likes per video divided by your followers, using lifetime totals. Figures are fetched from TikTok when you open the page or select **Refresh**.

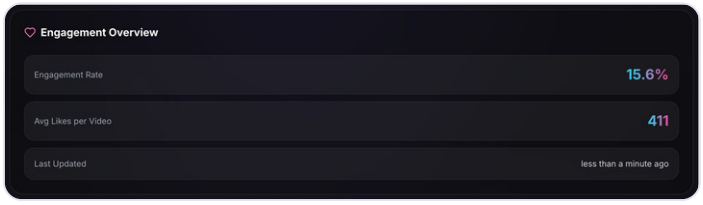


Figure 18: Engagement Overview on the TikTok page.

The date range applies to your videos. The **Videos** tab lists the videos you posted in the range, each with views, likes, comments and shares (Figure 19). Click a video to play it.

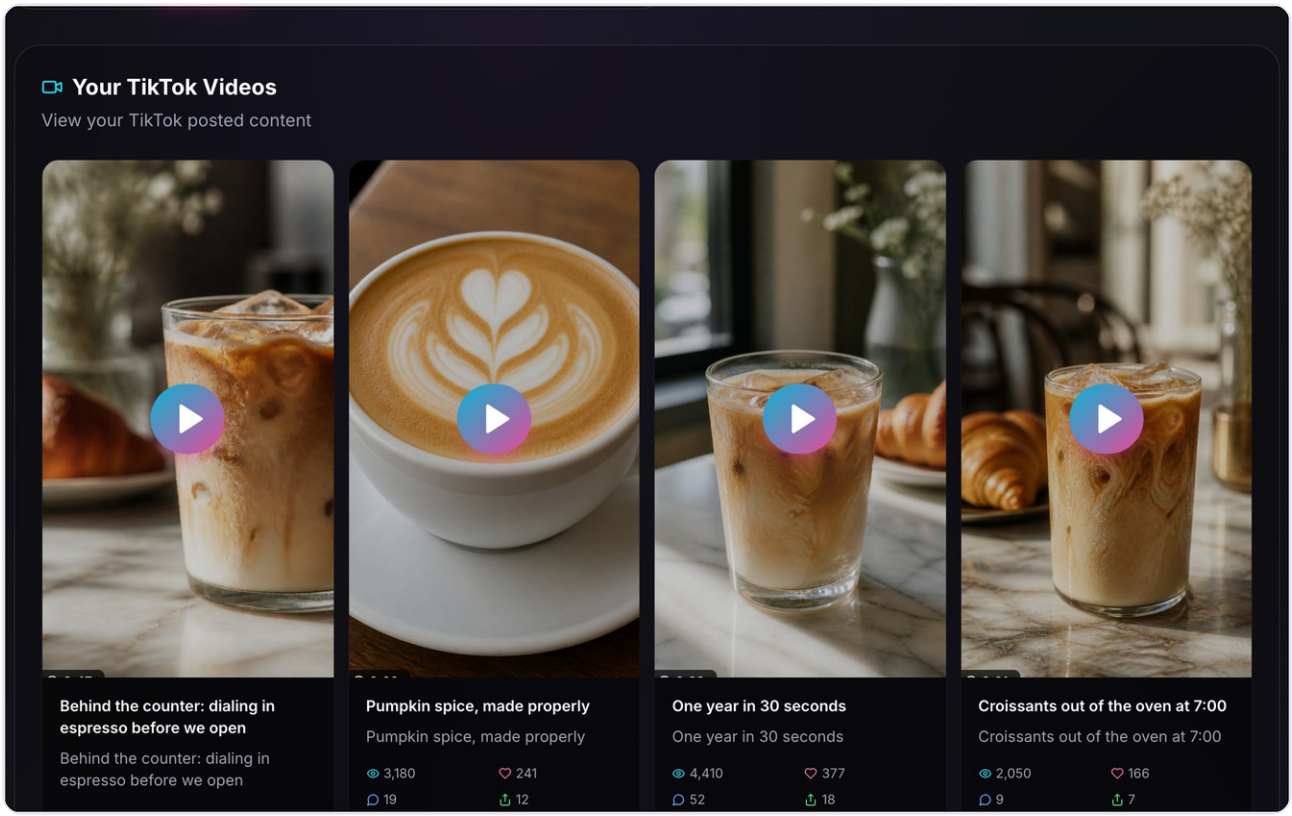


Figure 19: Your TikTok videos with views, likes, comments and shares.

The **Analytics** tab charts **Views and Likes by Video** (Figure 20): one pair of bars for each video posted in the range, placed at its post date. TikTok reports each video's total views and likes to date, not a daily breakdown, so a video posted last week has had less time to collect views than one posted last month.

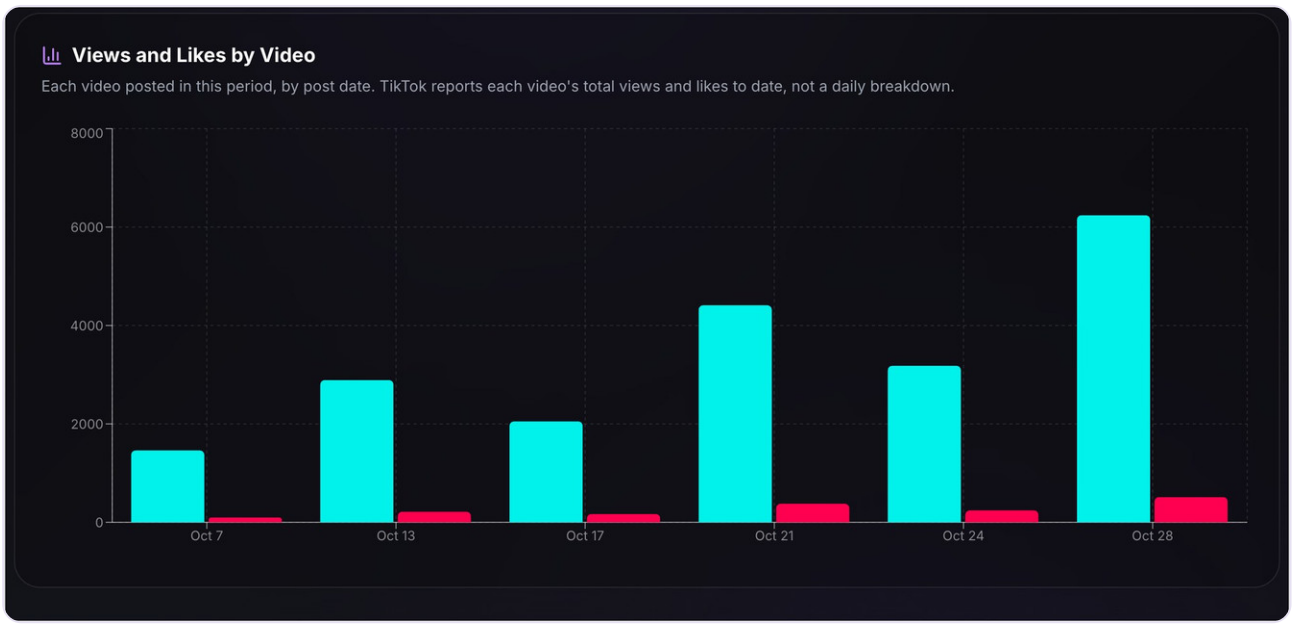


Figure 20: Views and Likes by Video.

> **Tip:** On TikTok, compare views per video over time rather than follower count. TikTok shows videos to people beyond your followers, so a strong video can reach far more people than follow you.

YouTube

The top cards show **Subscribers**, **Total Views** and **Videos** for the whole channel, and **New Subs** for the range (Figure 21). The Overview tab adds Views, Likes, Comments and Shares for the range, then **Watch Time**, **Avg View Duration**, **Engagement Rate** and **Net Subscribers**.

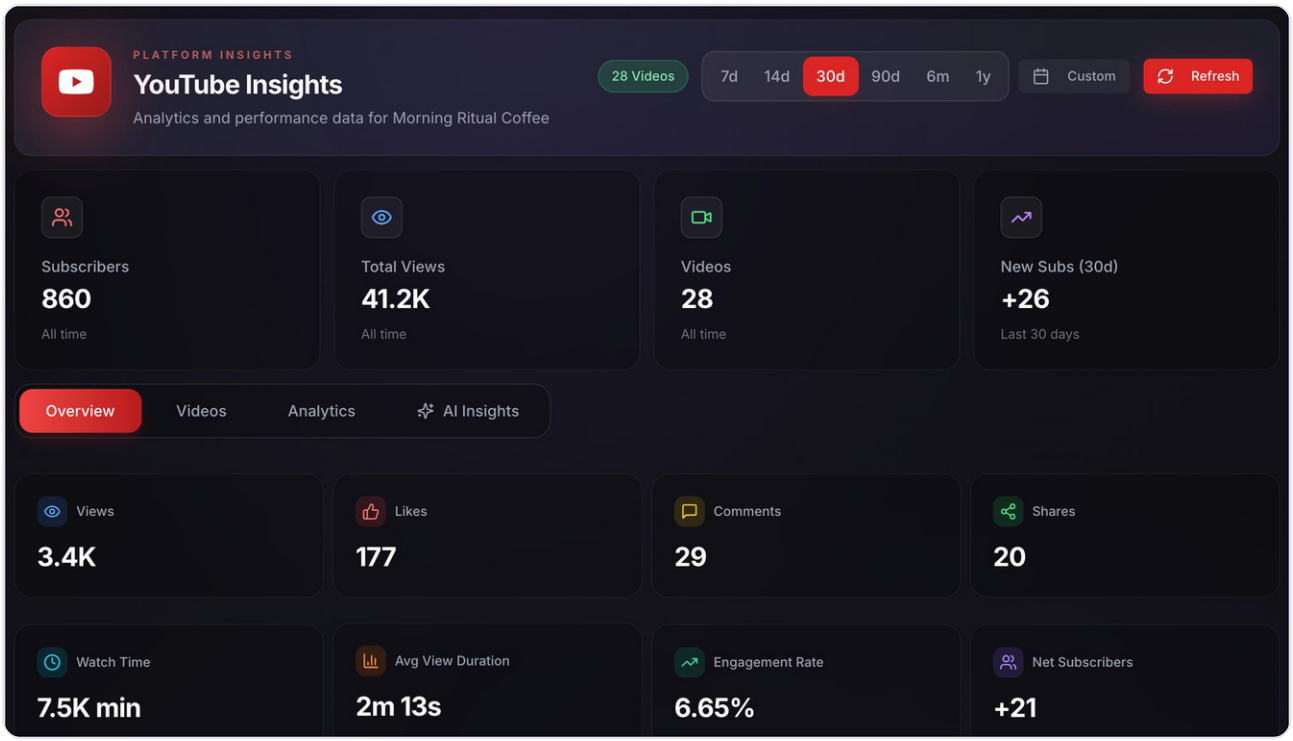


Figure 21: YouTube Insights.

Tabs

AI Insights, **Overview** (with Views Over Time), **Videos** (recent videos with views, likes and comments) and **Analytics**. Analytics charts Views & Watch Time, Likes & Comments Over Time and Subscriber Growth (Figure 22).

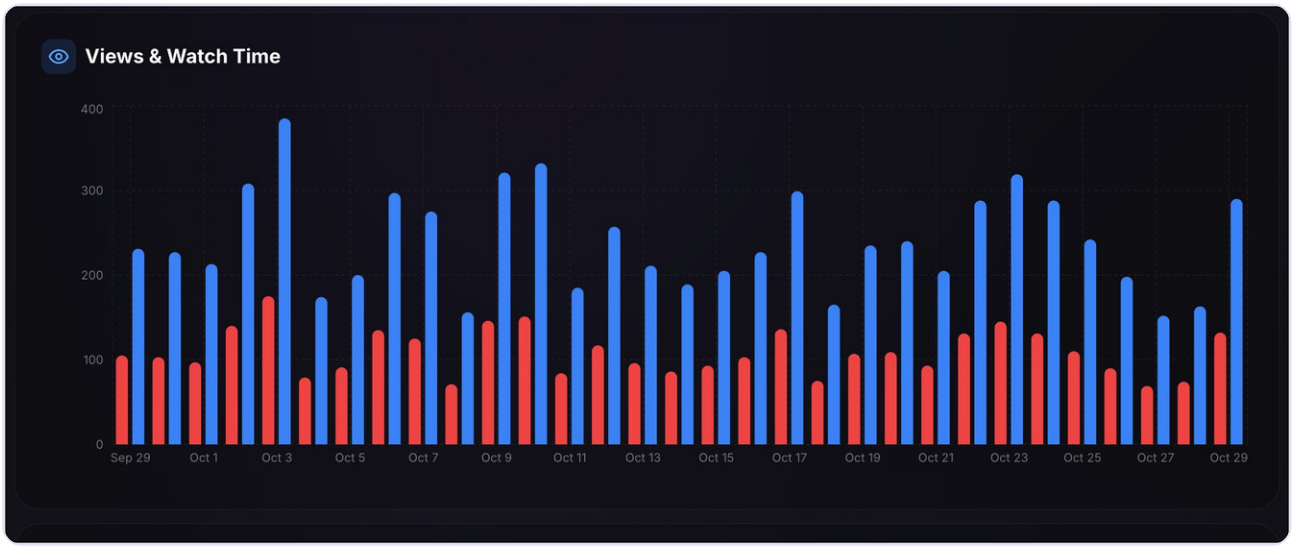


Figure 22: Views and watch time by day.

> **Tip:** Watch average view duration alongside views. A video people watch to the end is a better guide to your next video than one that got clicks and lost people in the first few seconds.

Pinterest

Pinterest is on every paid plan. Connect it from **Connect Accounts**: choose Pinterest, sign in to Pinterest and pick the boards you want. Each board becomes its own account in Chirpy. If no board is connected, the page shows **No Pinterest Board Connected** with a **Connect Pinterest Board** button.

The page title shows the board you're looking at. Four cards sit under the header (Figure 23).

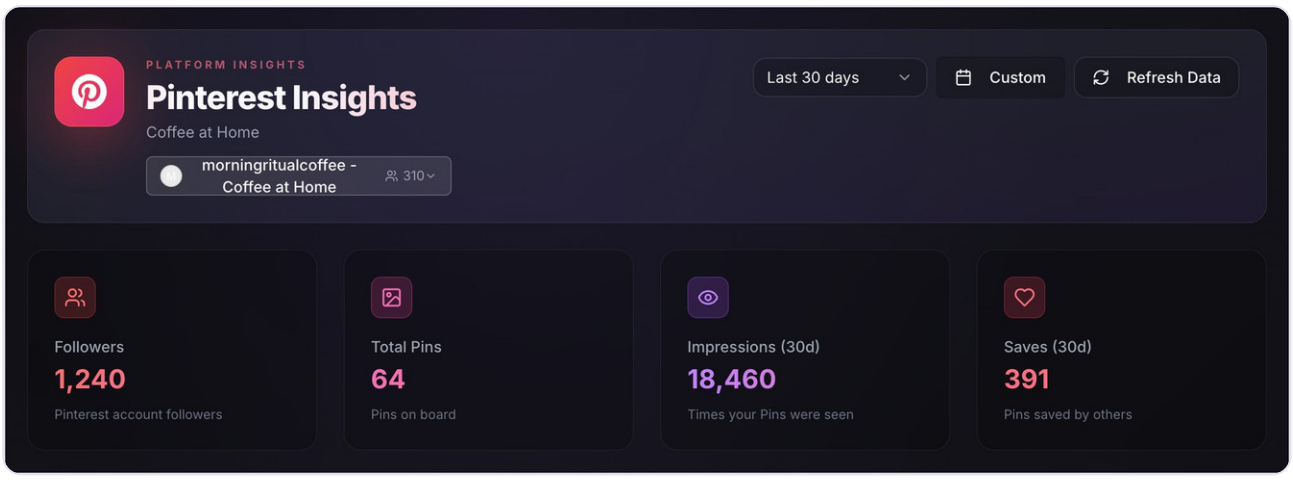


Figure 23: Pinterest Insights for the Coffee at Home board.

- **Followers**: your Pinterest account's followers.
- **Total Pins**: the number of Pins on this board.

- **Impressions**: how many times your Pins were on screen in the range. The label shows the range, for example (30d).
- **Saves**: how many times people saved your Pins to their own boards in the range. This label shows the range too.

Below the cards, **Engagement Metrics** and **Board Information** sit side by side (Figure 24).

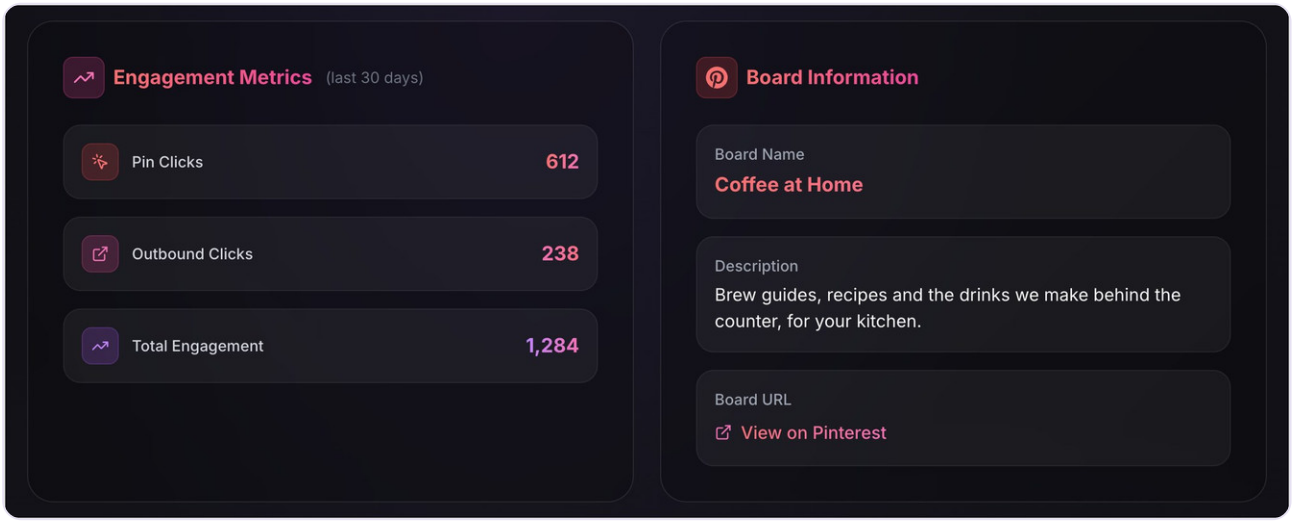


Figure 24: Engagement Metrics and Board Information.

- **Pin Clicks**: clicks on your Pins that open them in close-up.
- **Outbound Clicks**: clicks that take people off Pinterest, for example to your website.
- **Total Engagement**: saves, Pin clicks, outbound clicks and other actions on your Pins, such as carousel swipes. It only appears when Pinterest reports more than zero.
- **Board Information**: the board's name, its description if it has one, and **View on Pinterest**, which opens the board.

Top Pins

Top Pins shows up to five of your Pins with the most impressions in the range, in the order Pinterest ranks them (Figure 25). Each shows its image, title, impressions and saves. Click a Pin to open it on Pinterest.

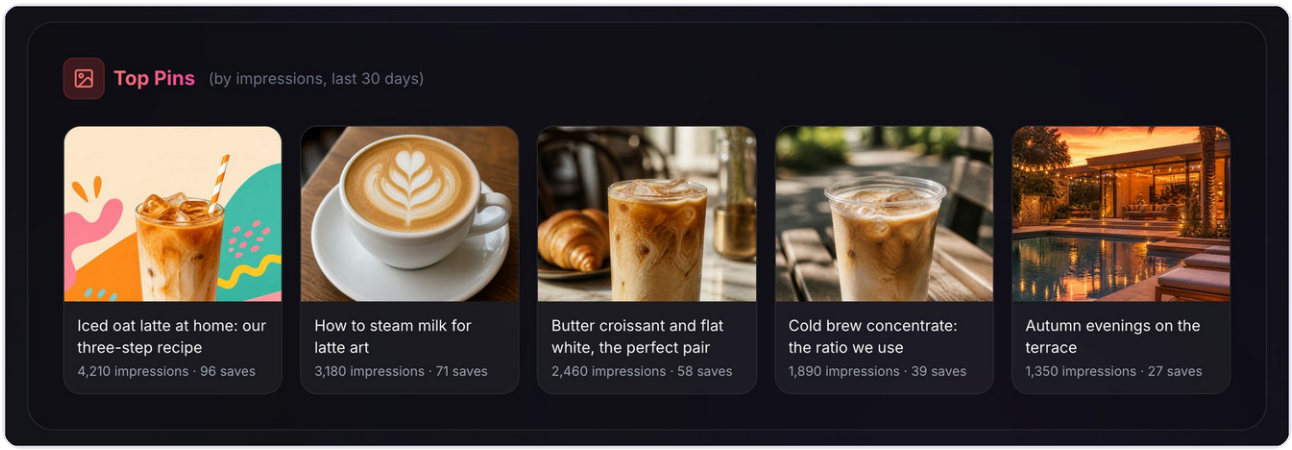


Figure 25: Top Pins by impressions for the last 30 days.

If no Pin had activity in the range, the section says “No Pin activity in this period yet. Pinterest can take up to 48 hours to report new Pins.”

Boards and the account picker

When you have connected two or more boards, the account picker under the title lists them as your Pinterest name and the board name (Figure 26). Pick a board to see its details.

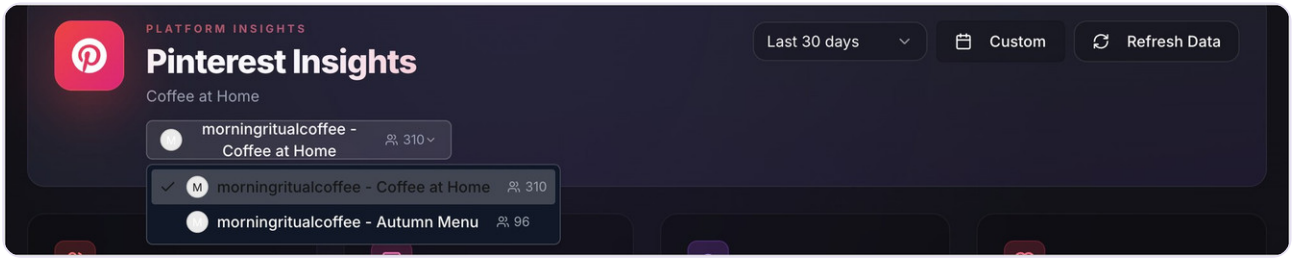


Figure 26: Choosing between two connected boards.

> **Good to know:** Pinterest reports followers, impressions, saves, clicks, total engagement and Top Pins for your whole Pinterest account, across all your boards. Switching boards changes the board name, Total Pins and Board Information. The other figures stay the same.

Date range and refresh

- Presets are **7d**, **30d** and **90d** (the last 7, 30 and 90 days). **Custom** lets you pick dates within the last 90 days, because Pinterest shares the last 90 days of analytics with Chirpy.
- Figures load from Pinterest when you open the page or change the range. If you return to a board and range you already opened without reloading Chirpy, you’ll see the figures loaded before. Click **Refresh** for new ones.
- The page doesn’t show a last-updated time.

What the Pinterest page doesn't show

- No AI Insights tab. AI Insights isn't available for Pinterest.
- No daily charts, audience demographics or engagement rate.
- No figures older than 90 days.
- Pinterest boards aren't included in the Weekly Brief or the Reports Engine.

> **Tip:** Pins keep being found long after you post them. Compare Top Pins across 7 and 90 days: a Pin that stays near the top over 90 days is a topic worth a new Pin.

Top posts

Your best posts tell you what to make more of. Each platform shows them a little differently.

Page	Where	Ranked by
Facebook	Top Posts tab	Reactions, comments and shares (top 10)
LinkedIn	Top Posts tab	Likes, comments and shares (top 5)
X	Top Posts tab	Likes, reposts, replies and quotes (top 5)
Instagram	Feed tab, and Key Wins in AI Insights	Feed is newest first; spikes on Analytics & Trends show the standouts
TikTok and YouTube	Videos tab	Each video shows its own figures
Pinterest	Top Pins section	Impressions, as ranked by Pinterest (top 5)

Figure 27, Figure 28 and Figure 29 show the top posts on **Facebook**, **LinkedIn** and **X**.

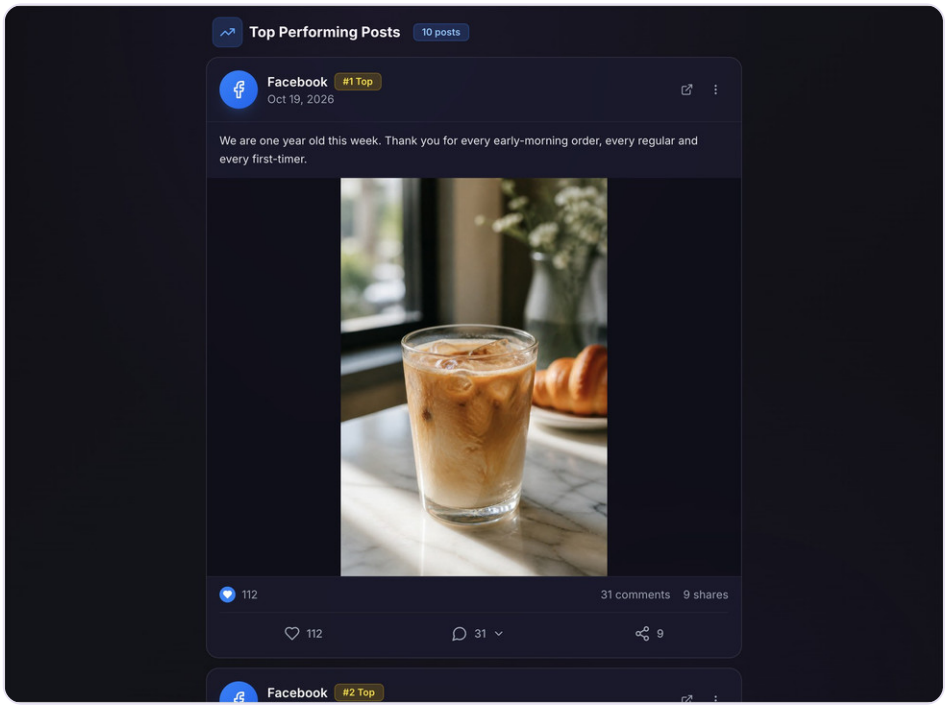


Figure 27: Top Performing Posts on Facebook, with the #1 post first.

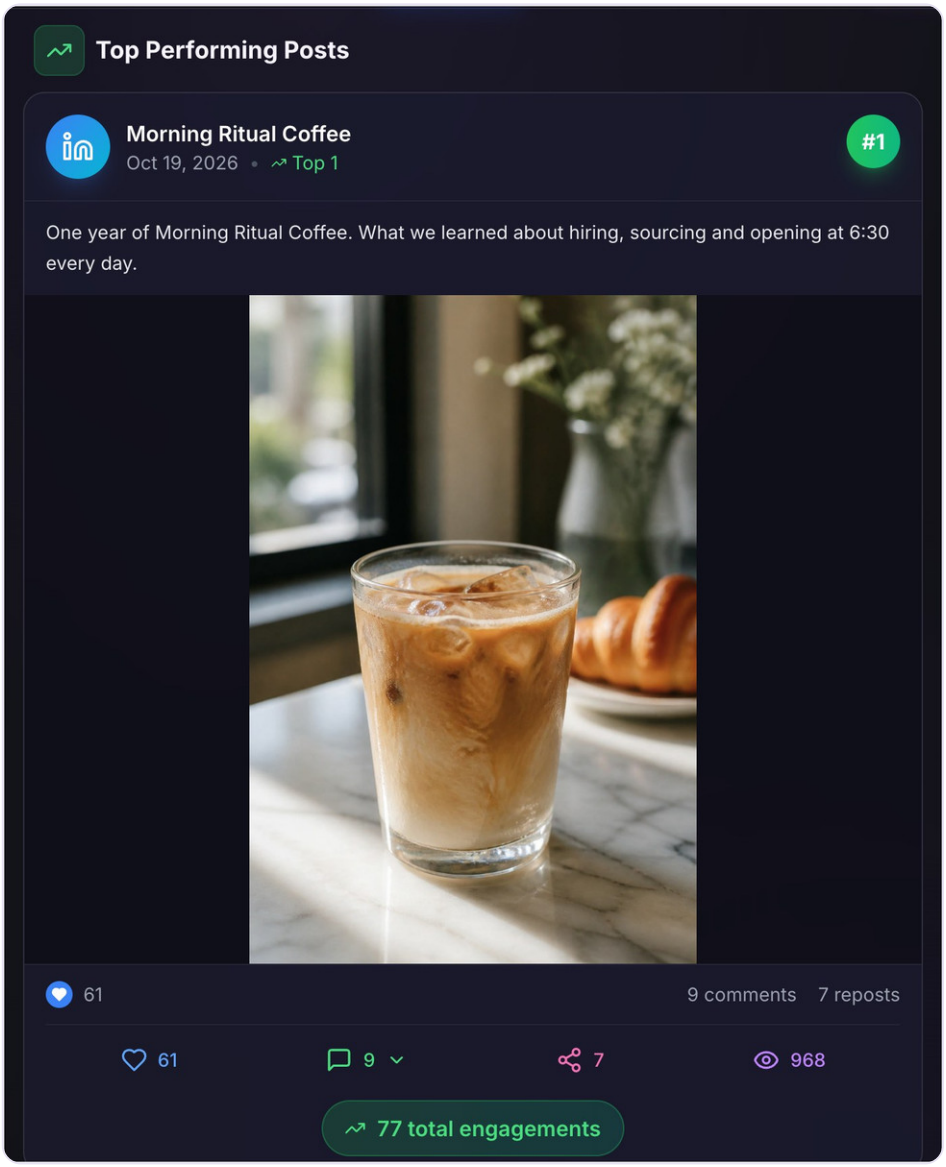


Figure 28: Top Performing Posts on LinkedIn.

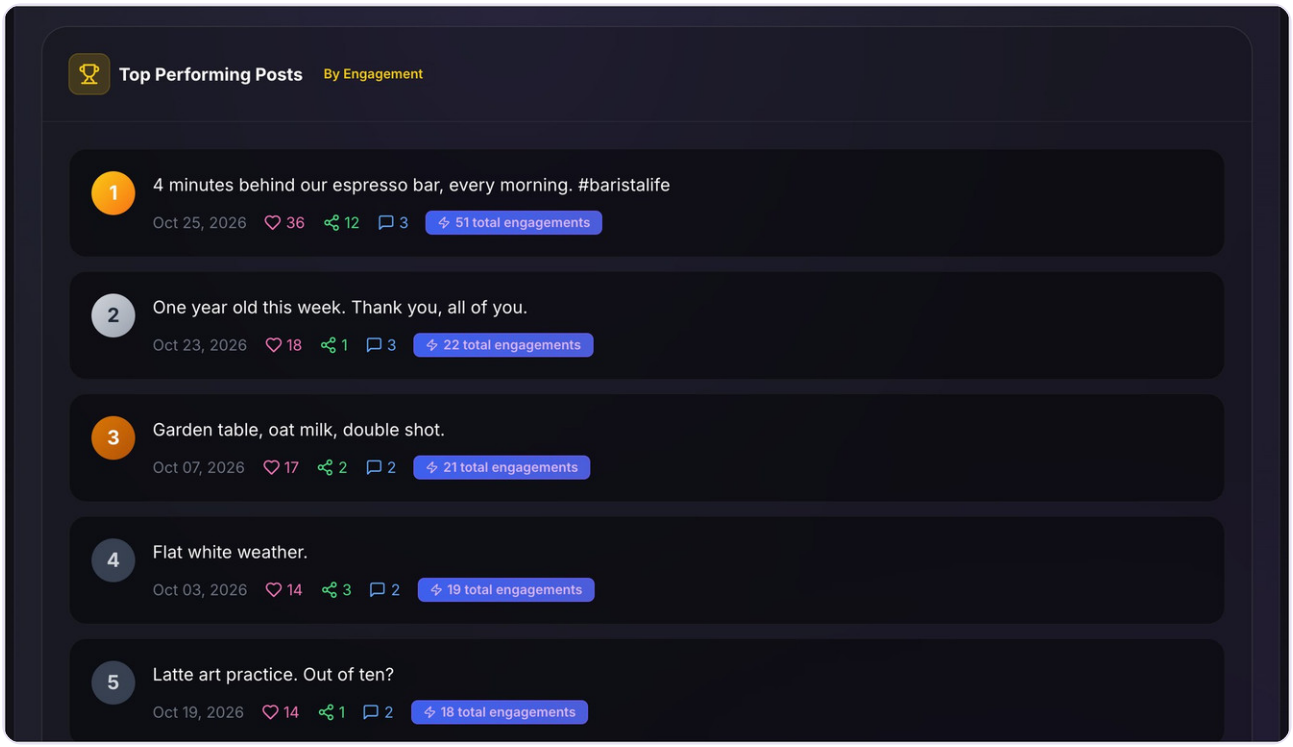


Figure 29: Top Performing Posts on X.

When you look at a top post, ask what was different about it: the format, the topic, the time, whether people were in it. Then make one more like it this week.

Best times to post

Best times come from your own posting history, not a generic rule. There are three places to find them.

- **X, Best Times tab** (Figure 30): average engagement by the hour you posted, in your time zone, and your best performing hours with how many posts each is based on.
- **AI Insights, Best Posting Times** (Figure 31): the peak window, a weekly grid of your strongest days and times and the reasoning behind them. Available for every platform except LinkedIn Personal and Pinterest.
- **Weekly Brief, Best time**: the single strongest window across your accounts, for example “Thursday mornings”. It appears once an account has at least 20 posts in the last 90 days, with at least three of them in that window.



Figure 30: Best Times on X.

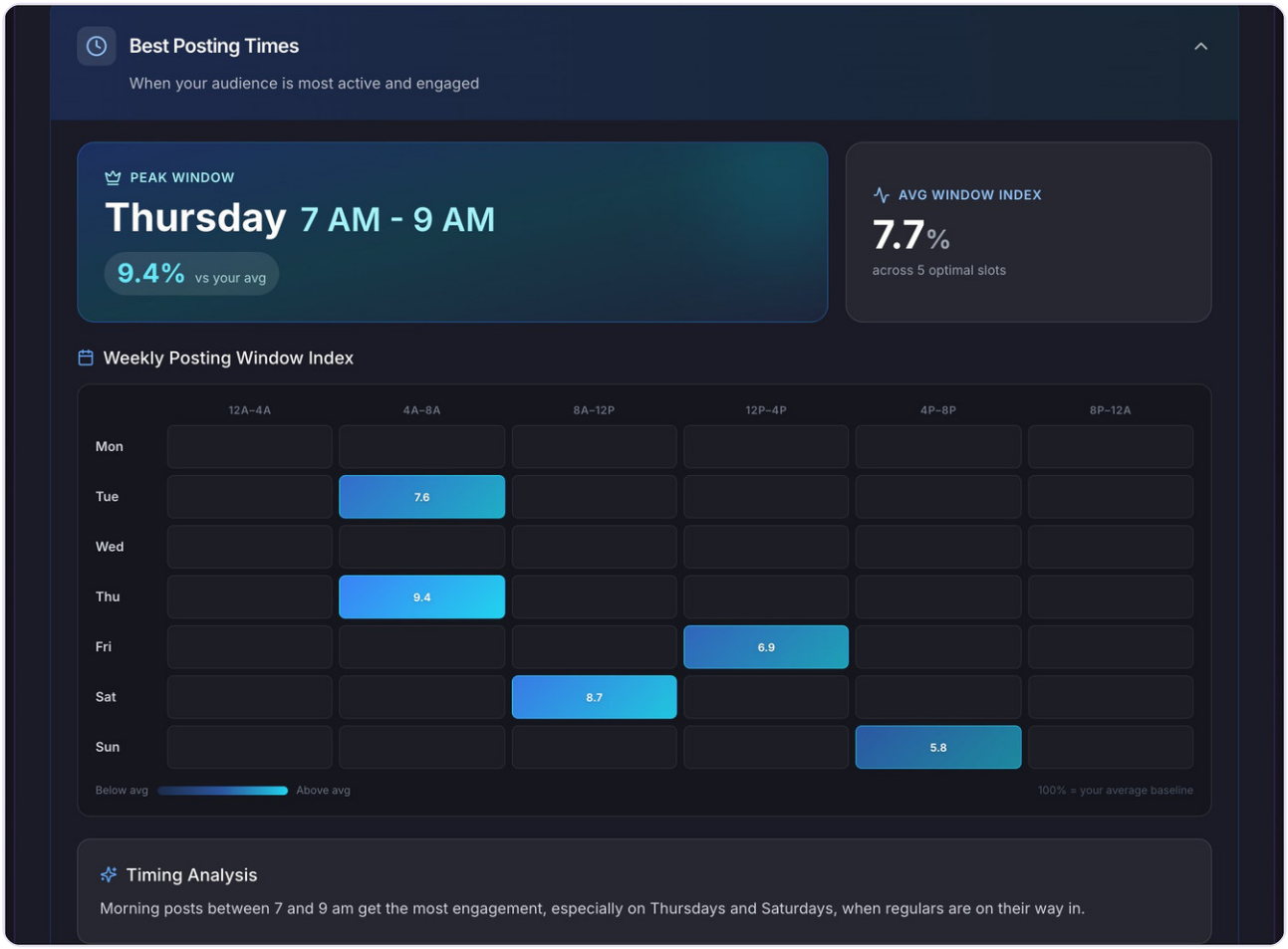


Figure 31: Best Posting Times in an AI Insights report: peak window and weekly grid.

> **Good to know:** A time slot based on one or two posts is a hint, not a rule. Check how many posts sit behind a slot before you rebuild your calendar around it.

AI Insights

Every platform page except LinkedIn Personal and Pinterest has an **AI Insights** tab, and it is the first tab. It reads your account's posts and figures for the period you choose and writes an analysis.

Run an analysis

1. Open the platform page and click the **AI Insights** tab.
2. Choose the period: **Last 90 days**, **Last 6 months**, **Last 12 months** or **Custom range** (pick dates within the last 12 months).
3. Click **Analyze Account with AI**.
4. Wait for the analysis to finish. It usually takes a minute or two, and you'll see a message when it's ready.

The report shows the period it covers and when it was made, with **Export PDF** and **Export Word** buttons (Figure 32). Each analysis uses AI credits from your plan.

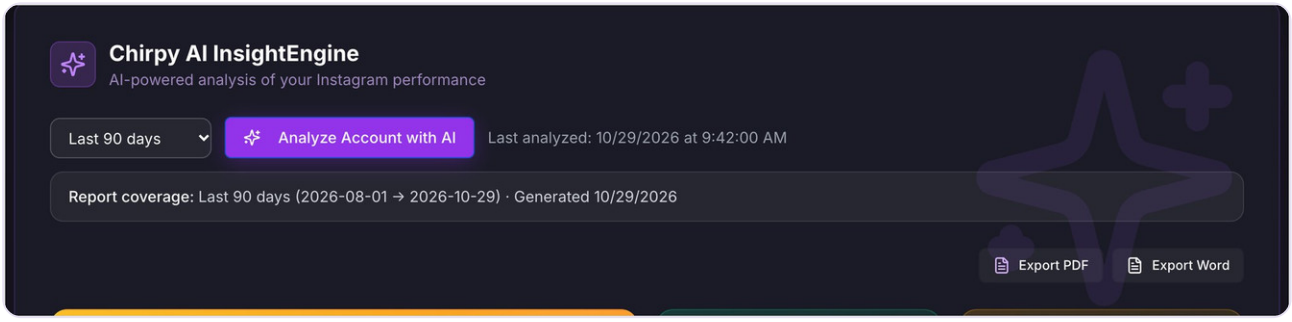


Figure 32: The AI Insights tab: period, Analyze button, report coverage and export buttons.

What's in the report

- **Performance Score** out of 100: Excellent (80 and up), Solid (60 to 79), Needs Work (40 to 59) or At Risk (below 40).
- **Key Wins** and **Key Risks**.
- **Top Actions to Take Now**: the changes to make first.
- **Executive Summary** and **Tone & Style Analysis**: how your posts sound, and how consistent they are.
- **Best Posting Times**: peak window and weekly grid.
- **Content Format Performance**: which formats (video, carousel, image) do best and why.

- **Hashtag Performance**, **Growth Events** (spikes and drops and what caused them) and **Risks & Health Check**.
- **Monthly Content Plan**: themes, a suggested weekly schedule, content ideas and sample captions.

Sections are collapsible. Figure 33 shows the Monthly Content Plan opened.

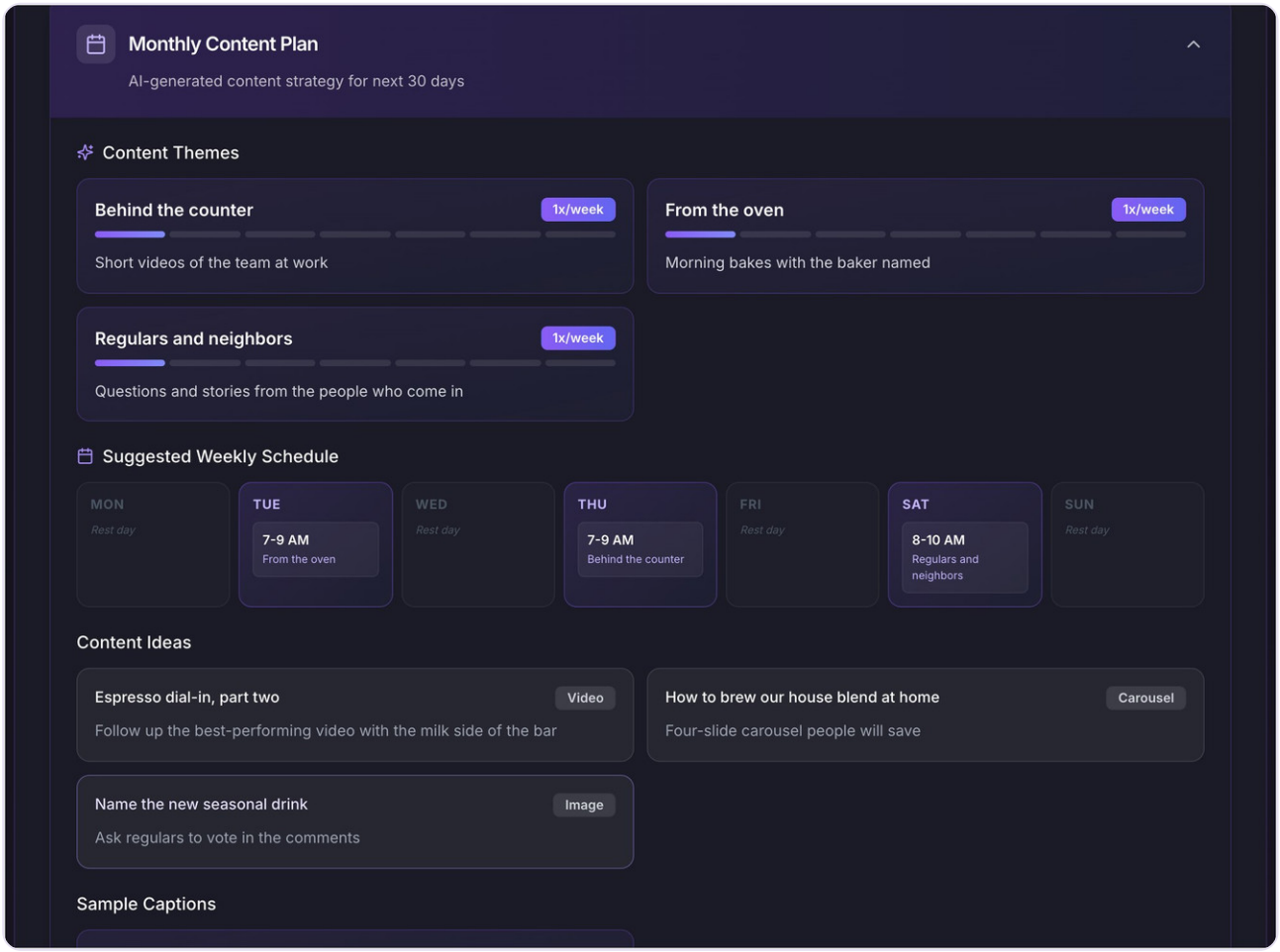


Figure 33: The Monthly Content Plan: themes, weekly schedule and content ideas.

> **Tip:** Run a new analysis after you change something, such as posting more video, to see whether it worked. The tab keeps your latest report.

The Weekly Brief

By default, every Monday at 07:00 in your time zone, Chirpy looks at the past week across your connected accounts and puts a brief at the top of your dashboard. It covers Instagram, Facebook, LinkedIn company pages, X, TikTok and YouTube. LinkedIn Personal and Pinterest aren't included.

What it shows

- **A score out of 100** with a label (Excellent, Strong, Solid, Building, Developing or Starting out) and the change since last week. Each account with posts in the last 90 days counts equally.
- **A short summary** of the week, with this week's posts, engagement and scheduled posts.
- **Key Wins** and **Key Risks**.
- **Do This Week**: three actions. Each has a button (AI Video, Create Post, Calendar or Brand Kit) that opens the tool with the idea filled in.
- **Best time**: your strongest posting window, when there's enough history.

Open the full report

Click **Full report** for the Portfolio Report (Figure 34). The Overview tab shows each account's score, the combined wins and risks, the top actions from every account and this week's three actions. A tab for each account opens that account's detail.

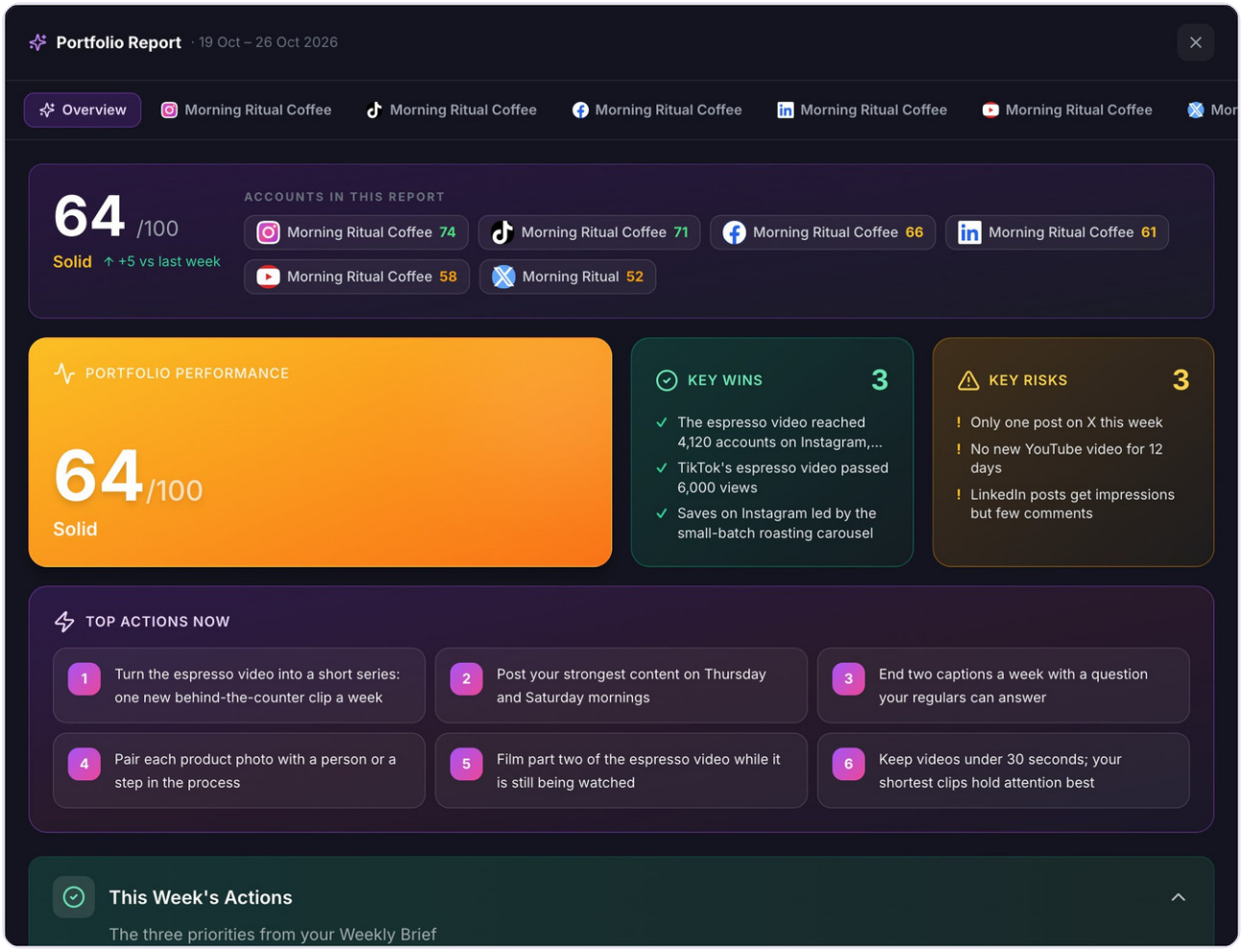


Figure 34: The Portfolio Report behind the Weekly Brief.

Run it now or change the schedule

- Click **Re-run now** to build a fresh brief. It takes a minute or two. Viewers on a team can't run it.
- To change the day, hour or time zone, open **Settings**, then **Notifications** (Figure 35), and click **Save Weekly Brief settings**. To stop the scheduled brief, turn off **Run Weekly Brief** and save.
- Running the brief doesn't use AI credits.

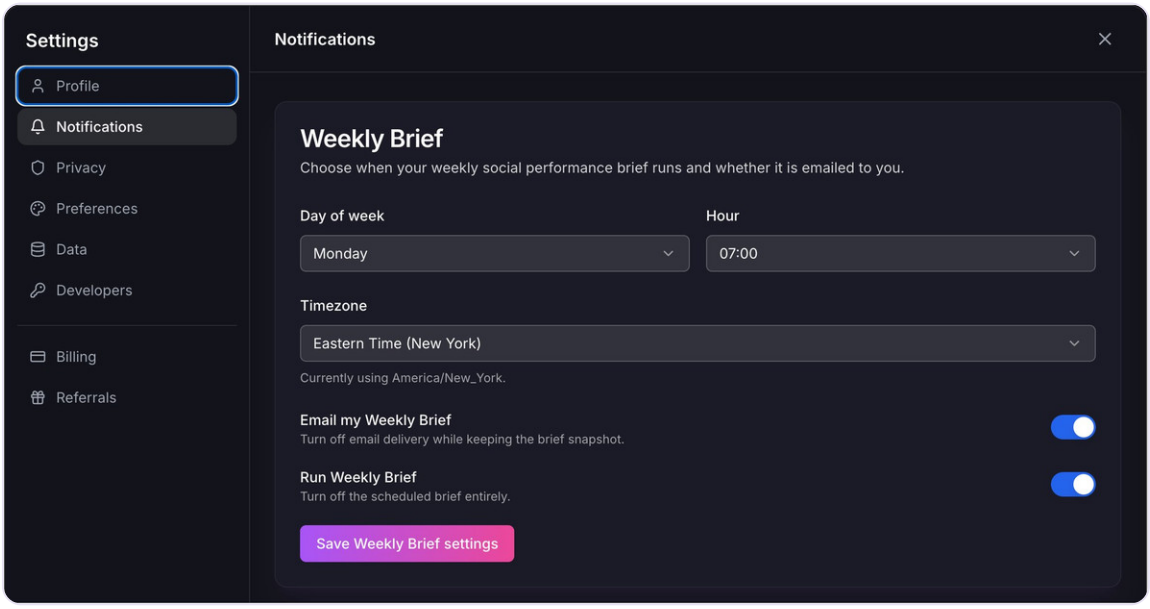


Figure 35: Weekly Brief settings in Settings, Notifications.

> **If the brief is empty:** A new account sees "Your first Weekly Brief will run on Monday 07:00" with a **Run it now** button. With no connected accounts or posts, it asks you to connect an account and create a post. A brief more than 14 days old is marked as possibly out of date.

Reports, exports and sharing

There are two ways to take Insights out of Chirpy.

AI Insights exports (every plan)

On any AI Insights report, click **Export PDF** or **Export Word**. The file includes the full analysis and is ready to send.

The Reports Engine (Advanced, Max and Teams)

In the left menu, open **Advanced**, then **Reports** (Figure 36).

1. On **Create Report**, pick a platform: Facebook, Instagram, X, LinkedIn, TikTok or YouTube. Pinterest isn't in the Reports Engine.

2. Select the accounts to include.
3. Choose a date range: 7, 14, 30 or 90 days, or Custom (within the last 180 days).
4. Leave **Compare with previous period** on to show the change against the same number of days before.
5. Under **Output Options**, choose **PDF Only**, **Excel Only** or **Both PDF & Excel**. Add a report title, an accent color and a logo for the cover if you like.
6. Click **Generate Report**. When it's ready, download it.

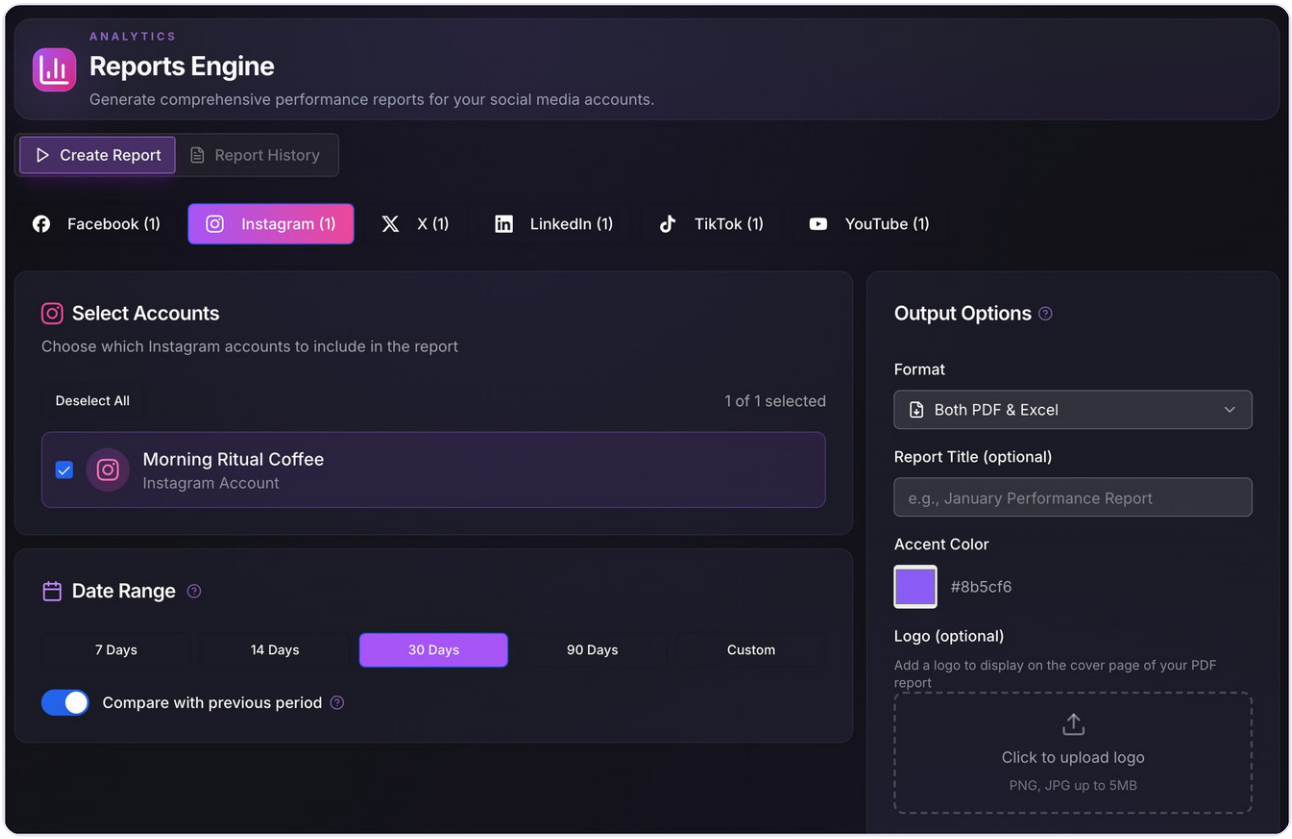


Figure 36: The Reports Engine: platform, accounts, date range, comparison and branding.

Past reports are on **Report History**, with PDF and XLSX download buttons (Figure 37).

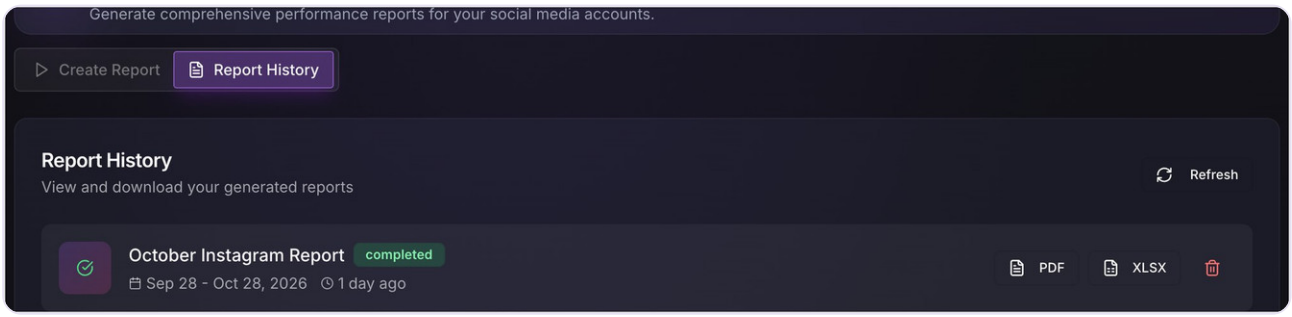


Figure 37: Report History with a finished report.

The PDF includes, depending on the platform, an executive summary, performance trends, engagement analysis, top posts, hashtags, video performance, content breakdown and audience

locations. The Excel file has a summary, daily metrics, posts, content breakdown and a definitions sheet, so clients can check the numbers themselves.

> **For agencies:** Set the accent color and logo to the client's, not yours, and turn on the comparison. A client reads "up on last month" faster than a table of totals.

Other ways to share

- On Teams, everyone in the workspace sees the same Insights pages for the workspace's accounts.
- With Ask Chirpy (Max and Teams), you can ask for an account's performance, best posting times or the latest Weekly Brief in a conversation. One platform, two ways to work.

Acting on what you see

Insights only pays off when something changes. A simple routine works better than an occasional deep dive.

When	Time	What to do
Every Monday	5 minutes	Read the Weekly Brief. Do the three actions, or schedule them. Each button opens the right tool.
Monthly	30 minutes	Run AI Insights on each account you care about. Pick one change to make next month, not five. Use the content plan to fill the Calendar.
Monthly (agencies)	Per client	Generate a branded report with the comparison on, and send it with two or three lines on what you'll change.
Quarterly	1 hour	Look at the last 6 months on each platform. Which format is growing? Which platform returns the least for the effort?

Three traps

- **Judging an account by followers.** Followers move slowly. Reach, views and responses show whether anyone is seeing you now.
- **Comparing platforms directly.** A 2% rate means different things on LinkedIn and TikTok. Compare each platform with its own past.
- **Reading without changing anything.** The report isn't the work. The change is.

Turning a finding into a post

1. Find the post that did best on the platform you care about most.
2. Note what made it different: the format, the topic, the time, the people in it.
3. Open **Create Post** (or **AI Video** for a video) and make one more like it.
4. Schedule it in your best window.
5. Next Monday, check the Weekly Brief to see how it did.

Troubleshooting

"Instagram Token Expired" or another reconnect message

Platforms ask you to reconnect from time to time for security. When Instagram's connection has expired, the page shows Figure 38. Scheduled posts for that account will fail until you reconnect.

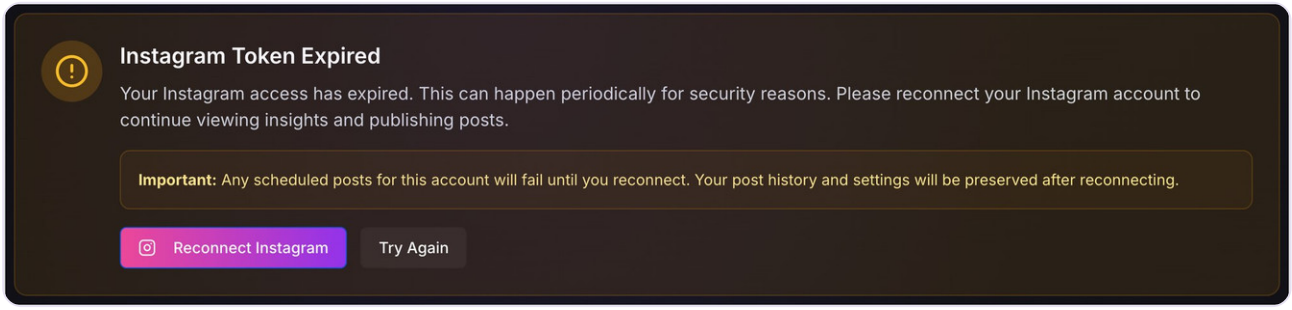


Figure 38: The Instagram page when the connection has expired.

1. Click **Reconnect Instagram**. You'll go to **Connect Accounts**.
2. Reconnect the account, signing in to the platform when asked.
3. Come back to Insights and click **Refresh**.

Other platforms show similar messages: **Reconnect LinkedIn to restore analytics** on LinkedIn Personal, and **Reconnect LinkedIn Account** on the LinkedIn page.

“Instagram Connection Error”

This means Chirpy couldn’t get figures from Instagram at that moment. The message explains what to do in plain words (Figure 39). Click **Retry**. If it keeps happening, click **Check Accounts** and reconnect the account. If Instagram reports that the connection has expired, you’ll see the reconnect card above instead.

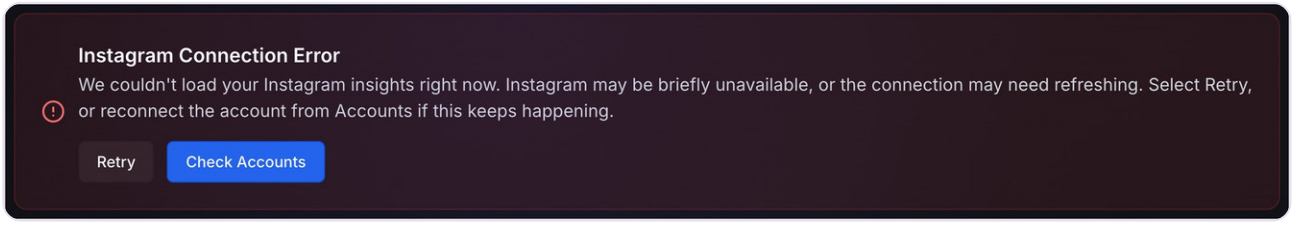


Figure 39: The Instagram page when Instagram can’t be reached.

TikTok, X and LinkedIn show similar plain messages, for example “We couldn’t load your TikTok data right now. Try again in a moment.” If the message asks you to reconnect, go to **Connect Accounts**.

Other messages

Message	What to do
LinkedIn Analytics Limited	Check that your LinkedIn profile can manage the company page, then reconnect LinkedIn from the banner.
API Error (X)	Read the message under it. If X is limiting requests, wait a few minutes and click Retry.
Analytics Unavailable (TikTok)	Click Try Again. If it persists, reconnect TikTok.
No Instagram Data Available	No posts came back for the account. Click Refresh, or check the account under Connect Accounts.
Not available from Meta for this page	Meta doesn’t provide that figure for your page. Nothing to fix.
No AI analysis available yet	Click Analyze Account with AI to make your first report.
Weekly Brief: couldn’t analyze your accounts	Your connections may have expired. Click Reconnect accounts, then run the brief again.

Message	What to do
Weekly Brief: Last run encountered an error	It retries automatically. You can also click Retry.

A page shows fewer posts than you expect

- Check the date range. Totals only include posts published in it.
- LinkedIn Personal lists only posts published through Chirpy.
- Make sure you picked the right account in the account picker.

CHAPTER 04

Frequently asked questions

Where do the numbers come from?

From each platform's official API, for the account you connected. Chirpy doesn't estimate figures the platform doesn't share.

How often are figures updated?

Figures load when you first open a page and when you click Refresh. If you return to a page without reloading Chirpy, you may see the figures loaded earlier: click Refresh for new ones. The Weekly Brief updates every Monday, or when you click Re-run now.

Why are my numbers different from the platform's app?

Mostly because of how totals are added up (see What the numbers mean), time zones, and platforms revising figures for a day or two.

How far back can I look?

Up to 12 months on every plan, on the Insights pages and in AI Insights. Pinterest goes back 90 days, and custom ranges in the Reports Engine go back 180 days.

Does AI Insights cost anything?

Each analysis uses AI credits from your plan's allowance. Viewing Insights pages and the Weekly Brief doesn't use credits.

Can I export Insights?

Yes. Export any AI Insights report to PDF or Word. On Advanced, Max and Teams, the Reports Engine builds branded PDF and Excel reports.

Can my team see the same figures?

On Teams, yes. Insights pages include accounts connected by members of the workspace.

Does Insights tell me which posts brought in customers?

No. It shows how people responded to your posts. It can't connect a post to a sale.