

# Social Media Supported Content

PLATFORM DEEP DIVE

## 1. WHICH SOCIAL MEDIA PLATFORMS ARE SUPPORTED?

We offer support for **Instagram**, **Twitter**, and **Facebook**, as our default platforms. Add-on support is available for **YouTube**.

## 2. HOW DO YOU HAVE SUCH EXTENSIVE ACCESS TO SOCIAL MEDIA PLATFORMS?

We collect data from social platforms using APIs from the social platforms and APIs we have built in-house. Using a technology-driven approach, we analyze a broad range of posts and media, enabling us to identify the greatest amount of media value.

## 3. WHAT IF THE ACCOUNT IS NOT OWNED AND OPERATED BY ME?

We track and allocate exposures to public content for O&O, non-O&O, player accounts, and away teams alike. However, we highly recommend you to authenticate your Owned and Operated Facebook, Twitter, and Instagram accounts. Authentication allows us expanded access to post types and metrics that we are unable to track for non-authenticated accounts, including Instagram Stories, and age restricted content across all three platforms.

## 4. HOW LONG DOES IT TAKE FOR A POST TO GET PICKED UP IN THE PLATFORM?

Our analysis is conducted by a combination of CV-powered and human analysis to ensure the most accurate data and highest possible value is available to you in MVC. As a result of this hybrid process, analyzed and verified social data will populate in MVC within a range of 48 hours to 15 days from the date the content was posted. Our analysis prioritizes social data that is most likely to generate high value, so this data will display in MVC sooner than long-tail value.

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**relo**  
METRICS

## 1. TWITTER

### Inclusions

Relo Metrics analyzes publicly available tweets, retweets, and reply tweets with image or video media, including tweets with geo-restrictions, excluding the exceptions below.

### Limitations

Promoted posts\*, posts that are not public\*, posts from personal accounts, dedicated advertisements, posts with sensitive content, live streams, quote tweets, multiple images posted to a single tweet (first media is analyzed only).

## 2. INSTAGRAM

### Inclusions

Relo Metrics analyzes publicly available posts, including IG Stories (authenticated only), excluding the exceptions below.

### Limitations

Promoted posts\*, posts not available in the USA\*, posts that are not public\*, Reels, IGTV not saved to the account feed, Guides, posts from consumer (personal) accounts, dedicated advertisements, IG Live, polls, posts or Stories with copyrighted audio, Stories sharing content from other accounts, age restricted posts\*.

## 3. FACEBOOK

### Inclusions

GumGum Sports analyzes publicly available posts made to Business Pages, excluding the exceptions below.

### Limitations

Promoted posts\*, posts that are not public\*, posts hidden from timeline, personal accounts, dedicated advertisements, links to external videos, Stories, age restricted posts\*, geo-restricted posts\*, live streams, multiple images posted to a single post (first media is analyzed only).

## 4. YOUTUBE

### Inclusions

Relo Metrics analyzes publicly available videos, for contracts where YouTube is included as an add-on platform, excluding the exceptions below.

### Limitations

Content that is not public, content removed due to copyright violation, dedicated advertisements, content requiring payment (premium content), age restricted content, geo-restricted content, live streams.

[relometrics.com](https://relometrics.com)

\*Limitation does not apply to authenticated accounts