



RL
COMMERCIAL

DIGITAL CRITERIA GUIDE

January 2026

THE BRIEF

- Upon the introduction of the new Grading Criteria, digital reporting is a requirement. With the increased importance of social performance metrics, it is vital to understand the process of downloading, cleaning and interpreting data.
- This digital guide is provided to support clubs on their digital data understanding and capture journey. We hope it will be helpful to clubs in completing the digital data elements of the annual RFL Data Capture Form.

WHAT ARE WE TRYING TO ACHIEVE?

GAIN A DEEPER UNDERSTANDING OF HOW AND WHY CONTENT IS UNDER/OVER PERFORMING

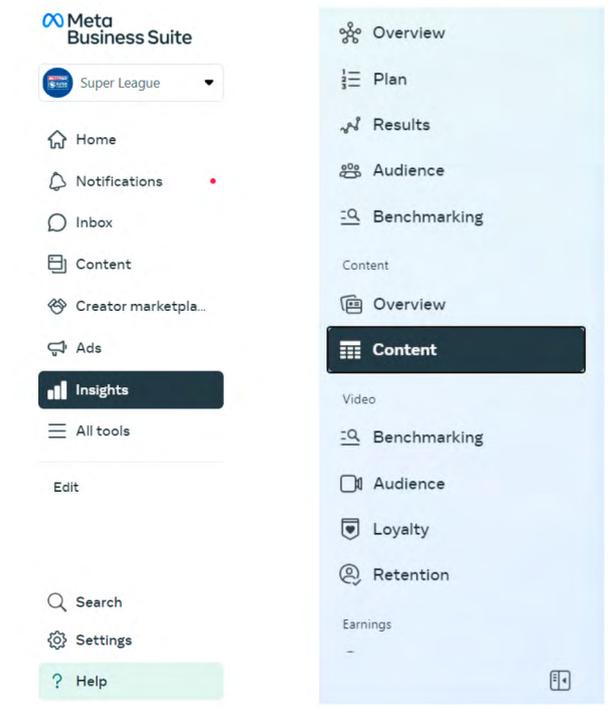
GAIN AN IMPROVED PERSPECTIVE ON TRENDS AND GROWTH AREAS

MEET THE REQUIREMENTS WITHIN THE GRADING CRITERIA

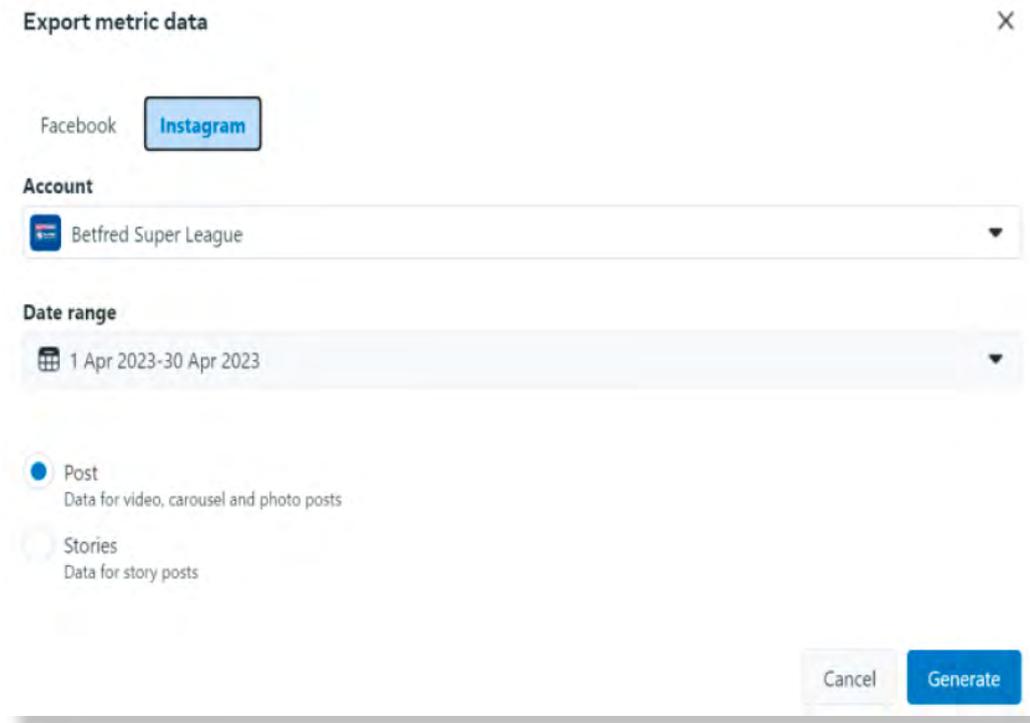
A. META BUSINESS SUITE



PULLING THE DATA



1. In MBS, select Insights in the drop-down. Then select Content.



2. For Instagram, select Post and download. Then select Stories and download separately.

EXTRA NOTES

It is important to download the raw data as a CSV if ever there is a prompt. The data will not pull through properly if it is not a CSV.

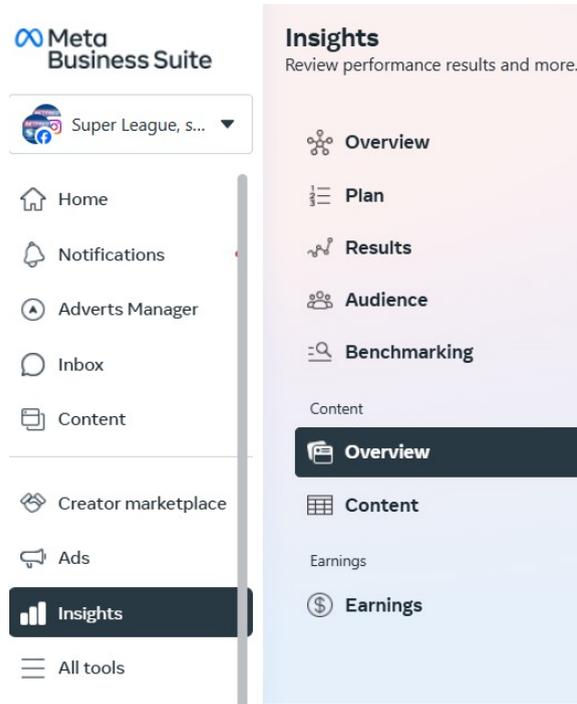
We previously used impressions for Instagram Stories as a replacement for the views metric as this did not exist. It does now exist, so we use views. It is the exact same measurement, just a naming convention alteration.

It is important that you do not just sum up the whole 'Views' column when totalling Instagram data. This will count photo views, which is essentially like counting an impression in the old MBS iteration. Only views for Reels and Stories will be counted towards Grading.

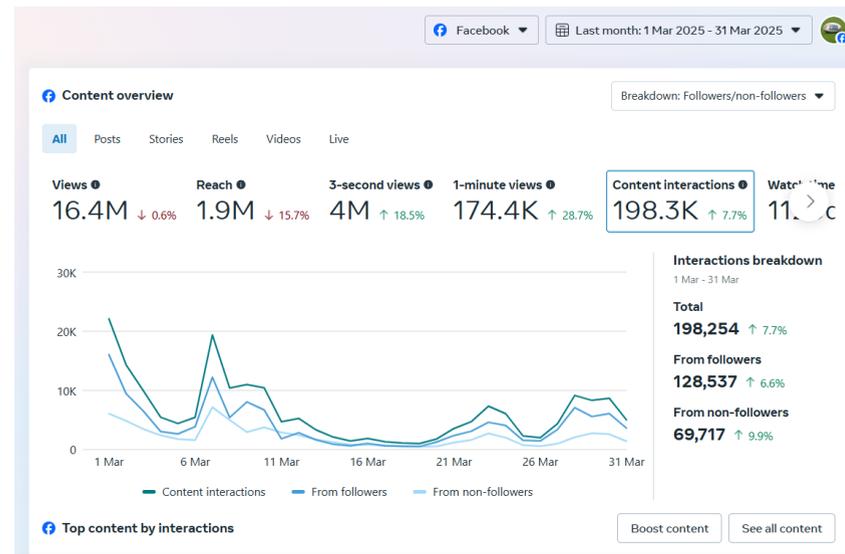
B. META BUSINESS SUITE



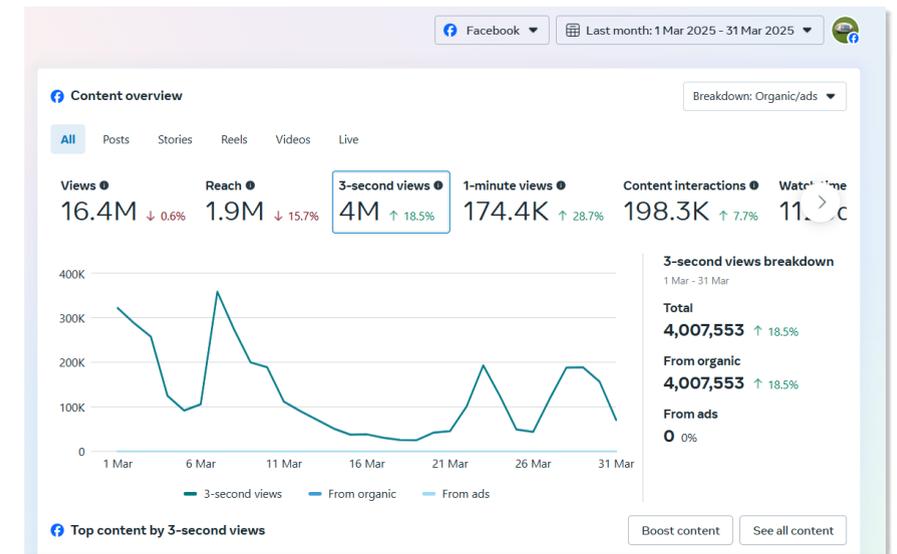
PULLING & INTERPRETING THE DATA



1. In MBS, select insights in the drop-down. Then select Overview.



2. After selecting your date range, ensure you are in the 'All' tab and take the 'content interactions' from this.



3. Using the same 'All' tab, take the 3-second video views. Add steps 2 and 3 together to get total Grading engagements.

EXTRA NOTES

Monthly tracking is recommended but you can just select the date range for the Grading period and take your numbers on the day of submission for Facebook. Please note that in the past MBS have limited the date range backdate function to three months maximum, so it is worth tracking monthly where possible.

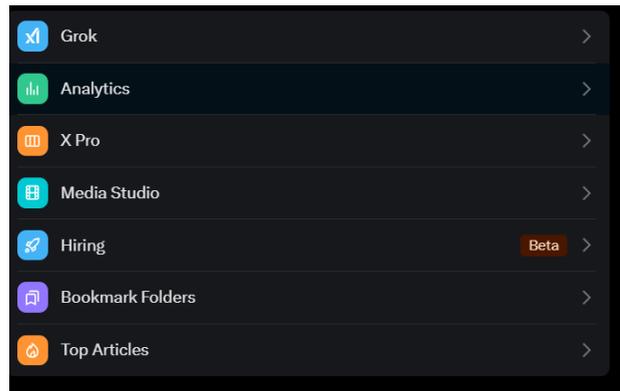
‘Content Interactions’ is the same metric as the old ‘engagements’ and the newer iteration ‘reactions, comments and shares’.

Meta Business Suite went through a turbulent update during Q1 of 2025. This affected Facebook downloads in particular. Please use this new way of totalling Facebook metrics for Grading purposes.

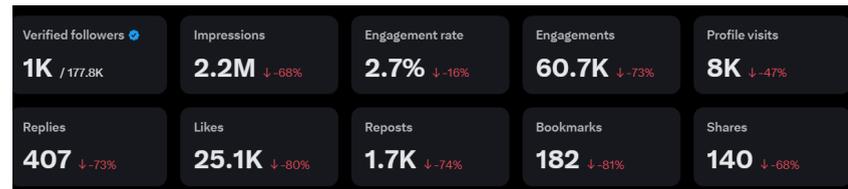
C. X ANALYTICS



PULLING THE DATA



1. In the X home feed side panel, select X Premium and then Analytics in the next window.



2. In the Overview tab, select the relevant date range and sum up Engagements, Profile Visits, Replies, Likes, Reposts, Bookmarks & Shares from the dashboard.



3. In the video tab, take the Views count from the dashboard. Now add up steps 2 & 3 to give total X engagements.

EXTRA NOTES

Historic data is maintained poorly by X and may be absent or unavailable depending on the date range. The advice here is to periodically (weekly or monthly) download data from X to avoid loss of data.

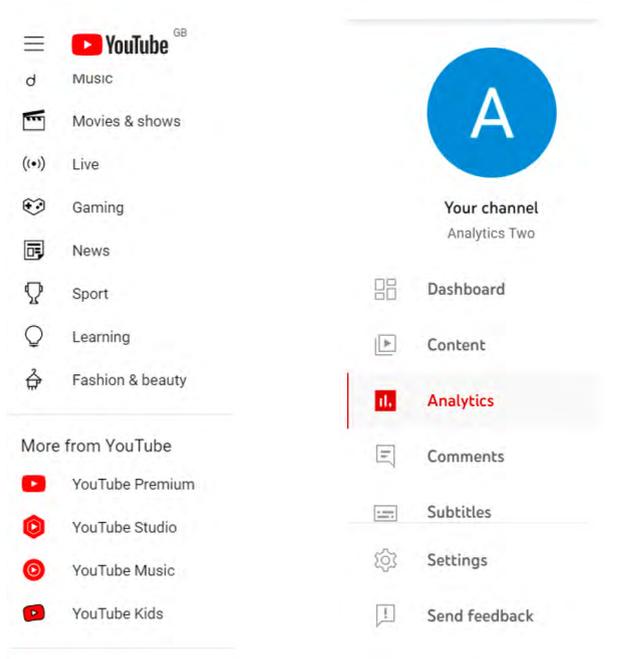
You must be signed up to X Premium to access X Analytics. Without this subscription, you will not be able to gain access to the relevant data.

It is important that you do not count impressions towards your total engagements. This will not be accepted when auditing.

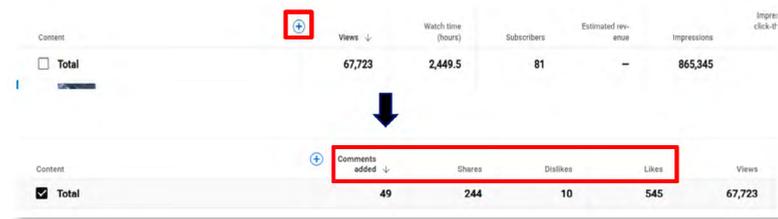
D. YOUTUBE STUDIO



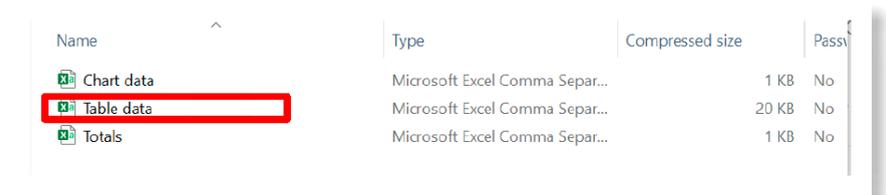
PULLING THE DATA



1. In the main YouTube landing page, select YouTube Studio in the sidebar. Then select Analytics.



2. Select Advanced Mode in the top right. In the Content tab, add Likes, Dislikes, Shares & Comments to the table using the + symbol.



3. Export the data via Comma-Separated Value (.CSV) and select the Table Data option in the pop-up file explorer.

INTERPRETING THE DATA

A	B	C	D	E	F	G
Content	Video title	Video pub	Comment	Shares	Dislikes	Likes
Total			3461	11354	805	42966
i2i3Ww2w	Highlights	Oct 6, 202	62	89	3	219
3hGxQruT	Highlights	Feb 18, 20	58	69	5	337
hr8qsqcRk	Highlights	Mar 11, 20	52	173	8	299
gLyDICWs'	Highlights	May 26, 20	45	91	5	136
EmA93jIU	Highlights	Mar 4, 202	42	105	8	229
dVklUsXCc	Derek Bea	Jul 29, 202	41	586	10	295
DGahSWP	Highlights	Oct 14, 20	35	68	6	213
zOOKNPyl	Highlights	May 12, 20	34	87	5	232
yV1fXZQ0	Highlights	Mar 2, 202	33	70	7	169

A	B	C	D	E	F	G	H
Content	Video title	Video pub	Comment	Shares	Dislikes	Likes	Views
Total			3461	11354	805	42966	3656023
i2i3Ww2w	Highlights	Oct 6, 202	62	89	3	219	24158
3hGxQruT	Highlights	Feb 18, 20	58	69	5	337	22974
hr8qsqcRk	Highlights	Mar 11, 20	52	173	8	299	35430
gLyDICWs'	Highlights	May 26, 20	45	91	5	136	18665
EmA93jIU	Highlights	Mar 4, 202	42	105	8	229	24195
dVklUsXCc	Derek Bea	Jul 29, 202	41	586	10	295	30604
DGahSWP	Highlights	Oct 14, 20	35	68	6	213	21183

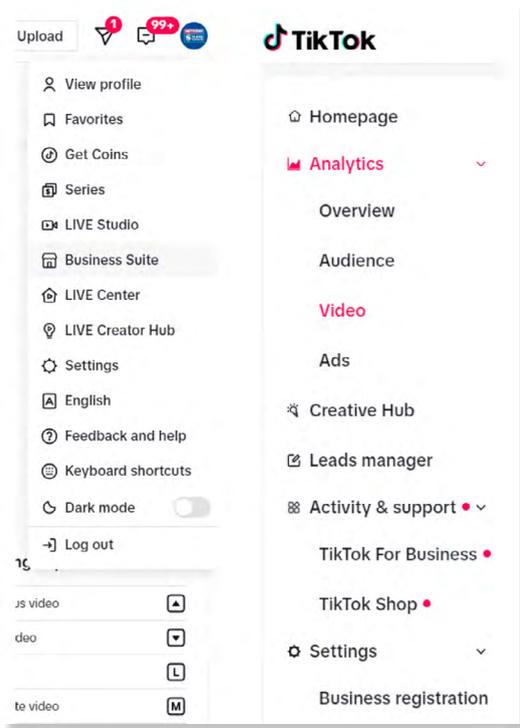
1. From the 'Total' row, take your total Comments, Shares, Dislikes & Likes.

2. From the 'Total' row, take your Views. Add these two steps together for total YouTube engagements.

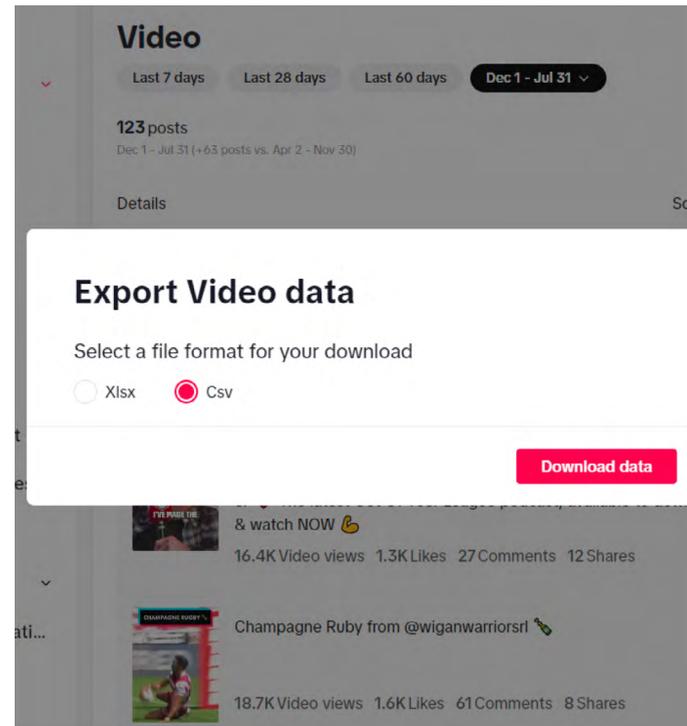
E. TIKTOK BUSINESS SUITE



PULLING THE DATA



1. Select Business Suite in the profile drop-down. Under Analytics in the sidebar, select Video.



2. Select your date range and download as CSV.

INTERPRETING THE DATA

E	F	G	H
Likes	Comments	Shares	Add to Favorites
1718	34	13	59
34603	82	110	1277
6614	40	47	208
2938	11	6	71
1400	20	12	42
4458	80	58	267
6357	40	52	235
1669	70	13	84
653	20	10	25
835	13	8	16
845	13	1	23
34648	114	302	1482
29971	46	34	1494
567	1	0	14
387	12	0	12
16522	56	45	571
39959	82	104	1163

D	Lil
Video views	
#	17885
#	711063
#	101309
#	51642
#	28151
#	53309
#	102083
#	24405
#	8378
#	15685
#	11917
#	614423
#	241552
#	8958
#	6530
#	250722
#	949382

1. Sum up your Likes, Comments, Shares & Add To Favourites columns.

2. Sum up your Video Views column. Add these two steps together for total TikTok engagements.

EXTRA NOTES

You must ensure your TikTok page is registered as a Business Account to have access to the full suite of analytics. Navigate to settings and simply opt in, as per the below.

Business account

Business account

Access marketing tools & exclusive features through your business account to better connect with viewers.



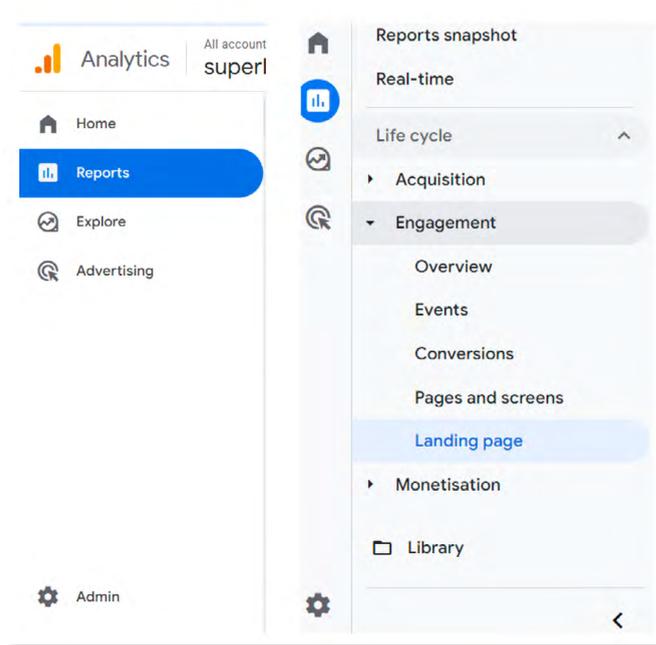
If your account is not registered as a Business Account, you can only extract data for the last 60 days. This is a disadvantage for engagement metrics.

TikTok Business Suite won't allow you to backdate further than 17 months. Avoid loss of data through regular tracking.

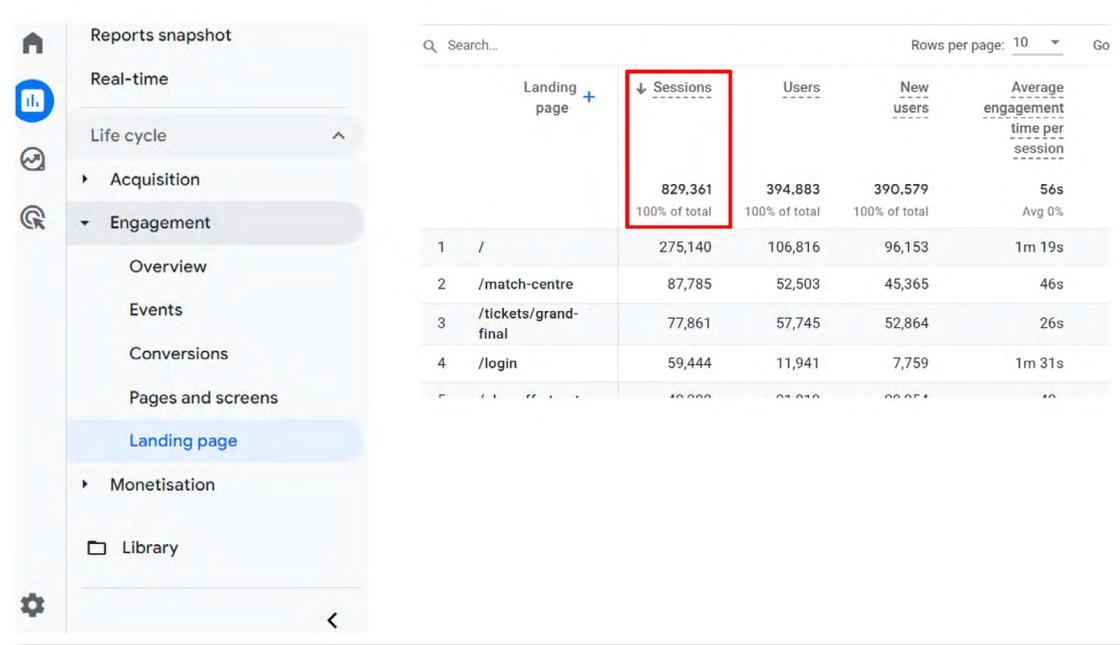
F. GOOGLE ANALYTICS



PULLING THE DATA



1. In the main GA4 landing page, select Reports in the sidebar. Then, under Engagement, select Landing Page.



2. After selecting your date range in the top right task bar, take the Sessions figure from the Landing Page table below. This is your total website visits figure.

EXTRA NOTES

You must ensure your account is set up on GA4 immediately. Universal Analytics has now stopped processing data and cannot be used for next year's Grading.

If the data capture form refers to 'Website Visits', this means Sessions.

If, for any purpose, you are backdating to previous years you will need to use Universal Analytics and, in some instances, GA4 & UA combined. However, this is not relevant to upcoming Grading events as you only need to use GA4 for these.

G. FAQ SECTION

FAQ

Q: Do we need to save and log the relevant datapoints?

A: It is important that you save downloads, screenshots, excel sheets and any other material that has been used to arrive at the submitted figures for Grading.

Q: Is evidence required upon submission?

A: Upon submission, you will be required to send across the relevant material to evidence submitted figures. This is essential for auditing.

Q: What happens if the relevant evidence is not provided upon submission?

A: If you cannot evidence the submitted figures, then you risk being moved to O.

FAQ

Q: Are Video Views counted towards total engagements?

A: Yes. You should be counting video views towards total engagements. For Instagram Story we would use Impressions as a video views-based metric.

Q: MBS is taking a while to download my data, is this normal?

A: Yes. It can take up to an hour for large data. In the event it exceeds an hour, simply re-run the download.

Q: Why is the 'export' button greyed out on X?

A: Your date range is too large. Shorten it to around a month and download in chunks if needed.

Q: X is spitting out an empty Excel sheet, what do I do?

A: It is common when backdating past 3 months for this to happen. Download 'By Day' instead of 'By Tweet' to alleviate this issue.

FAQ

Q: TikTok won't let me backdate past 60 days, what should I do?

A: Navigate to settings and change your account to a Business Account. You can now backdate up to 17 months.

Q: When I download from YouTube, historic videos are in the dataset. Can these be counted towards total engagements?

A: Yes. All videos should be counted. YouTube will provide all posts (up to 500) that have had any sort of engagement within the selected date range.

Q: Do we need to be set up on GA4 to track website data?

A: Yes. Universal Analytics has now stopped processing data so cannot be used. Transition to GA4 immediately if this has not already been done.

Q: Previously, the data capture form asked for 'Website Visits', what is this?

A: Sessions. A visit to a website is called a Session in analytics terminology.



Contact

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