INSTAGRAM ANALYTICS

A list of tools that can help you maximize your success for Instagram Analytics

N2DIGITAL

WHERE TO FIND INSTAGRAM INSIGHTS?

EXERCISE 1

Watch the embedded video and navigate to your business profile's Insights page.

REACH VS. IMPRESSIONS

EXERCISE 2

On the Reach page of Insights, write down the number of Accounts Reached and number of Impressions in the last 7 days. Track this every week for 1 month to analyze any improvements or changes.

	ACCOUNTS REACHED	IMPRESSIONS
Ex.	653	962
Week 1		
Week 2		
Week 3		
Week 4		

FOLLOWER GROWTH RATE

EXERCISE 3

Use this table to track your follower growth rate each week for 3 months. Make notes on the weeks that your growth rate has increased dramatically. What hashtags did you use? What posts performed the best?

	# OF FOLLOWERS GAINED (A)	PREVIOUS WEEK'S # OF FOLLOWERS (B)	(A ÷ B) X 100	FOLLOWER GROWTH RATE	NOTES
Ex.	12	658	(A ÷ B) x 100	1.82%	
Week 1			(A ÷ B) x 100		
Week 2			(A ÷ B) x 100		
Week 3			(A ÷ B) x 100		
Week 4			(A ÷ B) x 100		
Week 5			(A ÷ B) x 100		
Week 6			(A ÷ B) x 100		
Week 7			(A ÷ B) x 100		
Week 8			(A ÷ B) x 100		
Week 9			(A ÷ B) x 100		
Week 10			(A ÷ B) x 100		
Week 11			(A ÷ B) x 100		
Week 12			(A ÷ B) x 100		

EXERCISE 4

Go to your Insights page and select "Last 30 Days." Then under Content You Shared, click on "Posts" to navigate to your posts page.

Of all the posts in the last 30 days, list the top 5 posts. Write down the following information for your top posts to discover which types are engaging your audience the most.

POST DESCRIPTION	POST TYPE	# OF ENGAGEMENTS	POST CHARACTERISTICS
Ex. Blog post highlight: "Top 5 ways to weed your yard"	Ex. Carousel (choose from Photo, Video, or Carousel)	419	Asked a question in the caption that created conversations in the comments

AUDIENCE

EXERCISE 5

Navigate to the Audience page in Insights. Scroll to the very bottom until you see "Most Active Times."

Under Hours, write down the most active time period for your audience.

Most Active Time Period: _____
Ex. 12pm to 3pm CST

Then, select Days. Write down the top two most active days.

Top Two Most Active Days:

1. _____

2. _____

Use this data to schedule posts during these time slots.

TIPS TO BOOST ENGAGEMENT

EXERCISE 6

Use the engagement rate formula to calculate your percentages for the last 5 posts.

1. Go to "Content Interactions" and scroll down to "Top Posts."
2. Change the time parameter to "Last 30 Days."
3. In the second drop down menu, select "Post Interactions."
4. Write down the following information to analyze your engagement metrics compared to the industry average of 1.22%.

POST DESCRIPTION	# OF POST INTERACTIONS (A)	# OF TOTAL FOLLOWERS (AT TIME OF POST) (B)	(A ÷ B) X 100	ENGAGEMENT RATE	NOTES
Ex. Employee spotlight	89	645	(A ÷ B) x 100	13.8%	Great engagement on a personable post
			(A ÷ B) x 100		
			(A ÷ B) x 100		
			(A ÷ B) x 100		
			(A ÷ B) x 100		
			(A ÷ B) x 100		
			(A ÷ B) x 100		

HELPFUL TOOLS

KEY TAKEAWAY:

We provided a list of tools that can help you maximize your success for Instagram Analytics. Check them out!

REACH AND ENGAGE YOUR IDEAL AUDIENCE