



Instagram Analytics

Instagram is the key to engage with your audience, with over 500 million daily users according to Hootsuite when used correct, Instagram can be the key in forming relationships with your target audience.

Once you have your Instagram Business Profile set up and your posts ready to roll, it is vital to learn how to track your progress through analytics. This will show you how your posts are performing, how many followers you have gained or lost, when are followers are most active, and how your Instagram ads are performing.

Although there are programs you can pay to gather your Instagram analytics like Sprout Social or Hootsuite, Instagram's analytics report is free and easy to use.

STEPS

- 1.** Open the App on your phone.
- 2.** Click on the accordion on the top right
- 3.** Click insights
- 4.** Content
 - A.** Overview
 - This set of insights displays the total number of posts and stories you have created this week.
 - 2.** Activity
 - A.** Discovery
 - This set of insights measures how many people see your content and where they find it.
 - B.** Interactions
 - This set of insights measures the actions people take when they engage with your account.
- 3.** Audience
 - A.** Growth
 - You can track how your audience has grown over the last 7 days or a single day.
 - B.** Top Locations
 - The place where your followers are concentrated
 - C.** Age Range
 - The age distribution of your followers
 - D.** Gender
 - The gender distribution of your followers
 - E.** Followers
 - Average times your followers are on Instagram