

OLEANDER & FINCH

# Instagram analytics

CHEAT SHEET

[www.oleanderandfinch.com](http://www.oleanderandfinch.com)

# Post Metrics

## YOUR PRACTICAL GUIDE

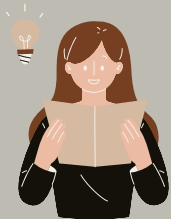
### Where to Find Metrics

- 1. Profile Dashboard:** Head to your profile and click on the 'Professional dashboard' button. Then, tap 'See all' under 'Account Insights.'
- 2. Hamburger Menu:** You can also tap those three lines at the top right of your profile and then choose 'Insights.'



### 1. Interactions

- **Why:** This metric shows how many people took action based on your post.
- **What Good Looks Like:** A high number of profile visits, website clicks, or calls/emails.
- **Tactical Tips:** Craft compelling CTAs and offer something valuable like a "free design consultation" to boost interactions.



### 2. Discovery

- **Why:** You want to know how discoverable you are to people who don't follow you.
- **What Good Looks Like:** A high number of accounts reached via discovery.
- **Tactical Tips:** Use relevant hashtags and participate in trending topics to make yourself more discoverable.



### 3. Follows

- **Why:** This shows how compelling your content is in attracting new audience members.
- **What Good Looks Like:** More follows than unfollows after each post.
- **Tactical Tips:** Consistency is key! Keep delivering valuable content that your target audience craves.



### 4. Reach & Impressions

- **Why:** Reach tells you how many unique eyes see your post, Impressions are the total views.
- **What Good Looks Like:** High reach and impressions.
- **Tactical Tips:** Experiment with posting times and content types to maximise these metrics.

# Stories Metrics

## YOUR PRACTICAL GUIDE

### Why Metrics Matter

- Understand your audience better
- Optimise posting frequency
- Boost brand engagement
- Measure the effectiveness of your content



### 1. Impressions & Reach

- **Why:** Indicates the story's visibility and impact.
- **What Good Looks Like:** High numbers for both.
- **Tactical Tips:** Use polls, stickers, and interactive features to keep people watching.



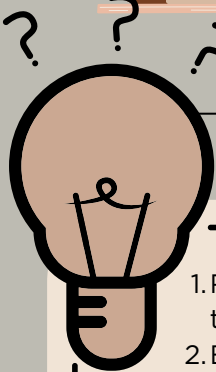
### 2. Exits

- **Why:** If people are dropping off, your content may not be engaging.
- **What Good Looks Like:** Low number of exits.
- **Tactical Tips:** Make the first few seconds of your story super engaging to hook viewers.



### 3. Replies

- **Why:** Engaging stories spark conversations.
- **What Good Looks Like:** A good number of replies.
- **Tactical Tips:** Ask open-ended questions or invite feedback to boost replies.



1. Reach Vs Impressions: Reach counts unique viewers; impressions count total views.
2. Engagement Rate:  $(\text{Likes} + \text{Comments}) / \text{Follower count} \times 100$ . It's like your post's report card!
3. Stories & Reels: Watch for story views, taps forward/back, and reel interactions.
4. Timing, Growth & More: Know when to post and how your following is changing.

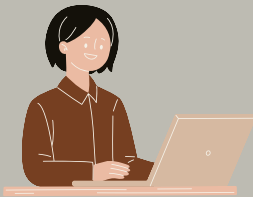
# under-valued Metrics

## YOUR PRACTICAL GUIDE



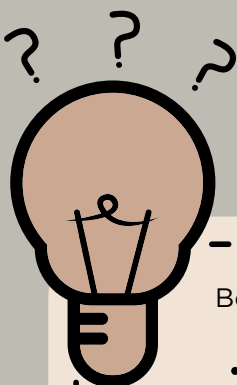
### 1. Saves

- **Why:** Indicates the value your audience gets from your post.
- **What Good Looks Like:** High number of saves.
- **Tactical Tips:** Create "save-worthy" content like tips, guides, or inspiration boards for your interior designs.



### 2. Shares

- **Why:** Shared content reaches new audiences.
- **What Good Looks Like:** Frequent shares.
- **Tactical Tips:** Make it shareable! Whether it's humor, inspiration, or insider tips—give 'em something they want to send to their friends.



### Bonus Tips ★

- **Video Content:** Don't just look at likes; check reach or comments too.
- **Saves & Shares:** The unsung heroes of Instagram. High saves mean your content is bookmark-worthy!