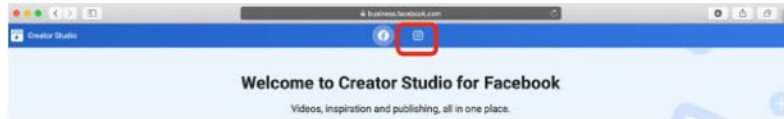


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Instagram Data Analytics

First of all you'll need to be logged in to your 'Creator Studio' account: www.business.facebook.com/creatorstudio
Click the little Instagram icon at the top of the screen.



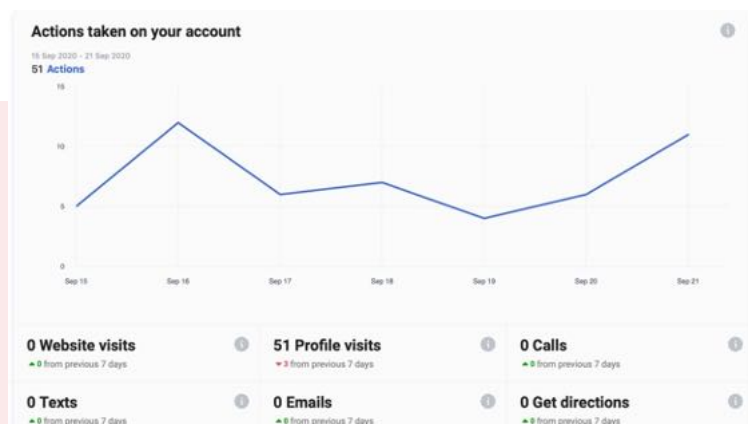
On the left-hand side of your screen click on 'insights'.



This brings you to your Instagram insights home page.



The first report you see is 'Actions taken on your account'.



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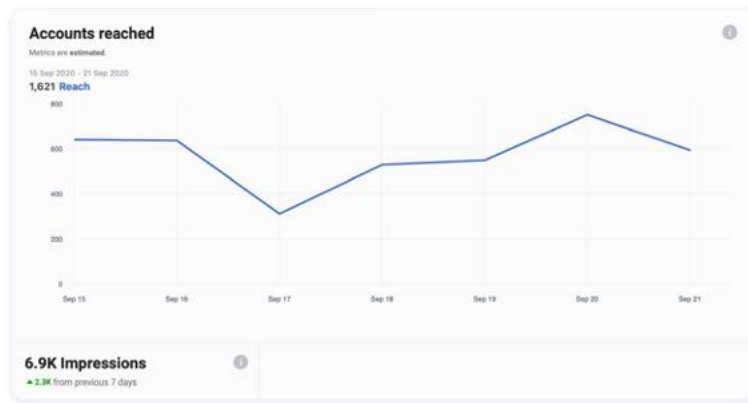
The report 'Actions taken on your account' tells us:

- how many people clicked through to your website from the page in the time frame chosen
- the number of people who visited your profile in the time frame chosen
- the number of people that contacted you by phone
- the number of people that sent a text message
- the number of people that sent an email
- the number of people that asked for directions.

Based on the metrics you're interested in, you'll be able to decide which of these measurements you'd like to track.

Accounts reached

This report will provide an estimate of the number of other Instagram accounts who saw your content over the selected time frame.



Audience insights

This is the most important report for your Instagram. It shows your total number of followers along with the split of age and genders of your followers.

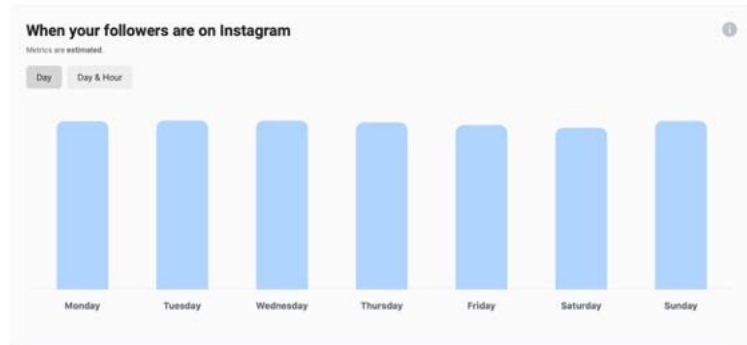
It's worth noting you have the ability to change the reporting metrics to just show age or gender or show both.



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When are your followers on Instagram?

This report gives you an idea of which days most appeal to your audience and can be a very helpful metric when deciding which days to post fresh content.



Countries/Towns/Cities

It's difficult to keep Instagram content local. This report is worth keeping half an eye on to make sure your content is not being overshadowed by countries or areas you're not interested in servicing.

