

IS YOUR INSTAGRAM STRATEGY EFFECTIVE?

The Complete 2018 Guide to Instagram Analytics

INTRODUCTION

If you're already using Instagram to promote your brand or business, you'll know the importance of having an Instagram strategy. You'll probably have a clear idea of the type of content you should be posting, you might have a posting schedule, and you probably keep track of the engagement you're getting on your posts – but it's time to dig a little deeper!

Instagram now has over **500 million daily users**, and there are over **25 million Business Profiles** on the platform, which means it's harder than ever to get your content seen and to grow your account – but you've probably noticed that already!

To get ahead, it's essential to take advantage of the analytics data available and use it to understand what is and isn't working for you. Evaluating your Instagram strategy based on the cold, hard facts will allow you to create even better content, get it out there at the right time, and in front of the right people.

This ebook will guide you through all of the Key Performance Indicators (KPIs) available to help you measure the success of your strategy. Though this should give you a clear overview of Instagram analytics and KPIs, not every KPI will be relevant to you – it all depends on your overall mission, or what you want to achieve with your Instagram account.

In the following chapters, we'll be taking a close look at evaluating audience demographics, monitoring your engagement, driving traffic, understanding the mood around your brand, and evaluating brand visibility. At the end of the ebook, you should be armed with all the analytics knowledge you need to refine and improve your Instagram strategy and achieve your Instagram goals!

Before we get started, though, there's one thing you should do if you haven't already: switch to an Instagram Business Profile. You'll only be able to access native Instagram analytics once you have made the switch. To find out how, take a look at this article on [converting to a Business Profile](#).



Instagram now has **500 million** daily users



There are over **25 million Business Profiles** on Instagram

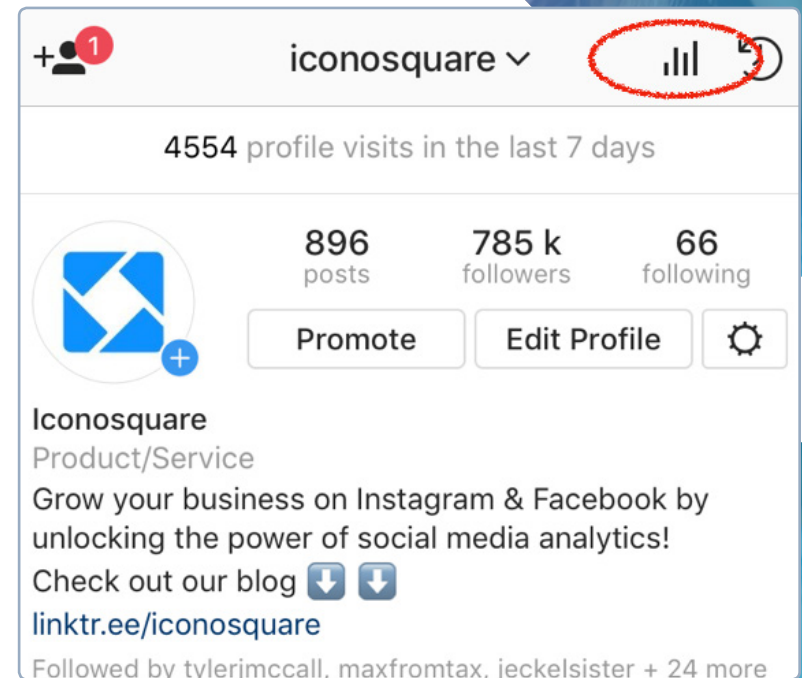
EVALUATING YOUR AUDIENCE

AUDIENCE DEMOGRAPHICS

Defining your target audience is one of the first steps to take when creating your Instagram strategy, but it shouldn't be a case of 'set it and forget it'. Keeping an eye on your audience demographics will show you who your actual audience is, which allows you to assess whether you're doing a good job of attracting your target audience.

If your existing audience doesn't reflect your target audience, it's time to adjust your content strategy! If you find yourself in this situation, ask yourself if the topics, visuals, tone and overall message of your Instagram is properly aligned with your target audience's interests or needs.

So, what should you be looking for when evaluating your audience? Most of the important demographics data is available in Instagram Native Insights. To access these, click on the bar graph icon in the top right hand corner of your Profile and scroll down to 'Followers'.



Age & Gender

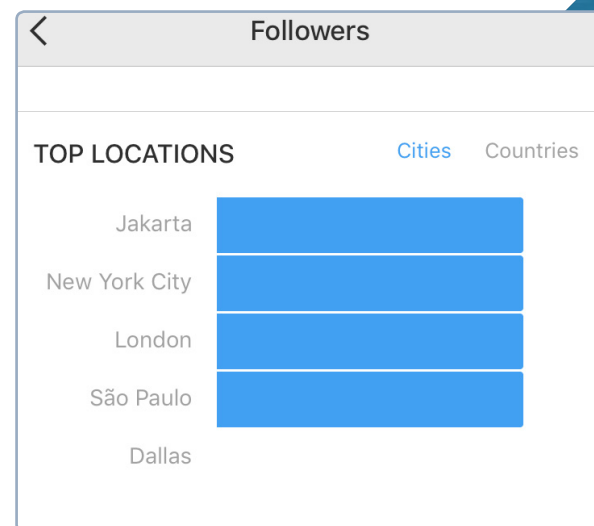
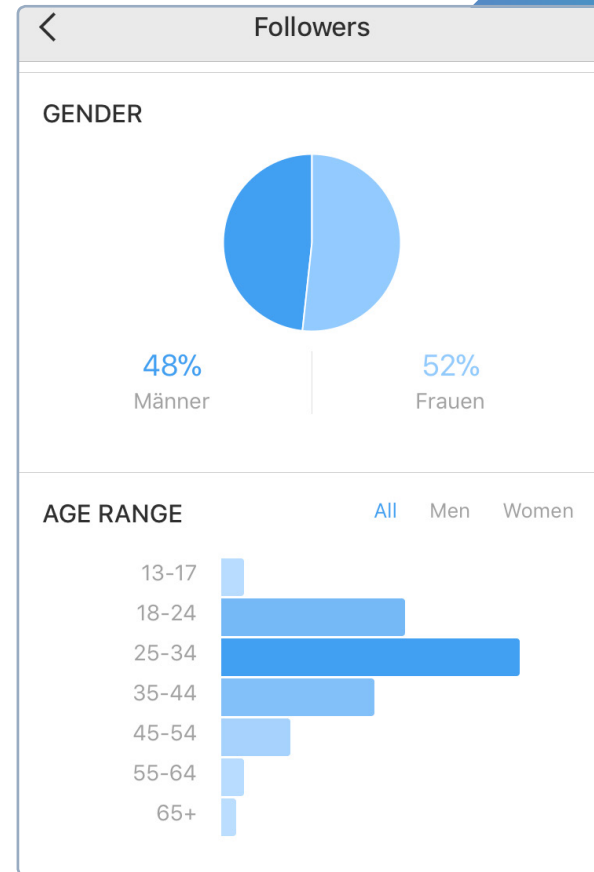
Knowing the age and gender division of your community is important, as you'll want to tailor your content appropriately and ensure that you're attracting your target audience. For example, if you're using your Instagram to promote a business that sells products for women in their late teens to late twenties, but the average age of your audience is much older, it's likely your content needs tweaking to make it more appealing to a younger demographic.

That said, you don't only need to be attracting a specific audience. If some of your followers don't quite fit your content persona, don't worry – if they're engaging with your content in a positive way and find it interesting, that just means more visibility for your Instagram Profile!

Audience Location

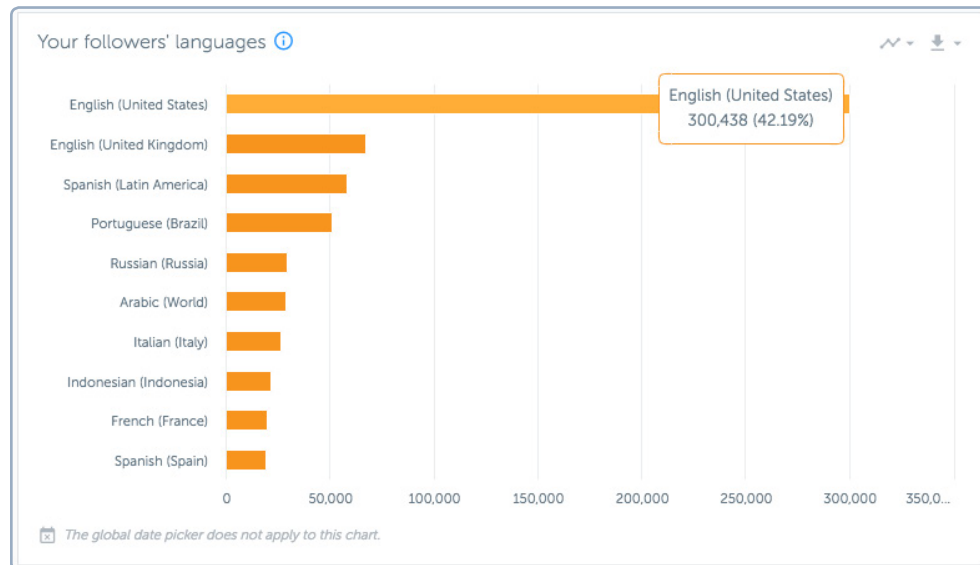
Knowing the rough location of your followers can help you figure out if your content is successful in the countries you want to promote your brand or business. It can also help you recognize opportunities to market and sell to new audiences that you might not be targeting already with your general marketing strategy.

Generally speaking, location will be more relevant to local companies with brick & mortar rather than online stores, as the ideal location of their audience will be much narrower than an international or digital brand.

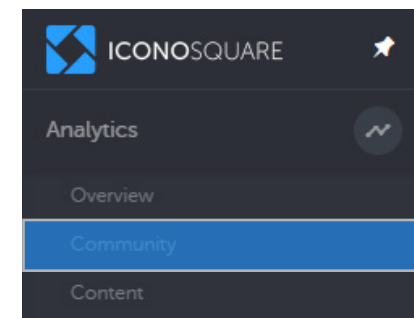


Audience Language

You're not able to see your audience languages in Instagram's Native Insights, but it's possible to see this data with Iconosquare if you have a Business Profile. Once you've verified your profile on Iconosquare, you can head over to the 'Analytics' section and select 'Community' from the dropdown.



It can be helpful to know which languages your audience speak (in addition to the language you're posting in) if you're considering expanding your content efforts, or you plan on localizing existing content to reach new audiences.



To access audience language in Iconosquare, head over to the **analytics** section of your account and select **community**.

Quick tips for attracting and retaining the right audience:

- If you don't have a persona, **create one!** If there's a gap between your existing persona and your actual Instagram audience, evaluate how you can adapt your content to serve your persona better. A great way to get started is to simply ask your audience what they want to see, and listen to their feedback!
- Research your audience by looking at competitor content. You can do this manually by searching for them on Instagram and having a scroll through their feed to check the likes and comments they get on their posts. See who likes their content! Even more importantly, see who comments on their posts and identify what kind of things people ask and what they're interested in so you can apply this to your own strategy.



Check out the comments on competitors' posts and apply what you learn to your own content



MONITORING ENGAGEMENT

MONITORING ENGAGEMENT

Engagement is one of the most, if not the most, important KPIs to track when evaluating if your Instagram strategy is successful. You can have thousands of followers, but if your engagement is dead, your content won't show up in your followers' feeds. And if your content isn't getting seen, it's going to be pretty much impossible to reach your goal – whether that's growing your account, building a community, driving traffic or anything else!

So, what are the metrics to take into account when looking at your engagement?



If your engagement is dead, your content **won't show up in your followers' feeds.**

INSTAGRAM FEED ENGAGEMENT

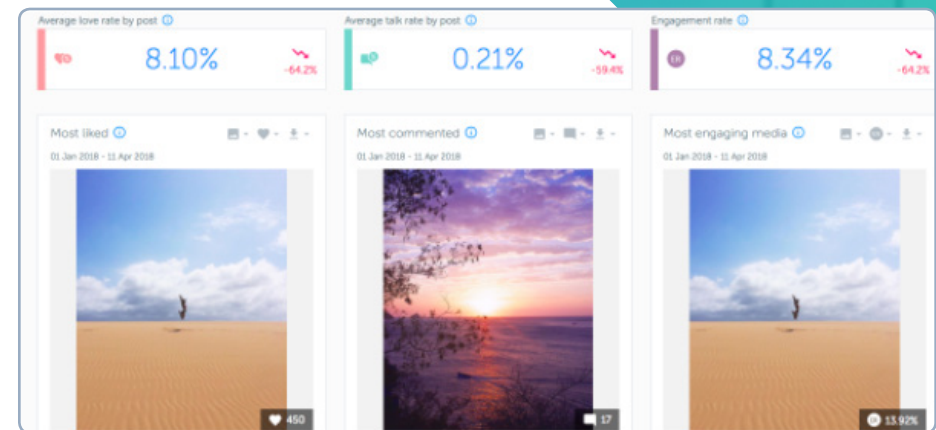
Engagement Rate

To work out the Engagement Rate on a post in your Instagram feed, use this equation:

$$\frac{\text{number of likes} + \text{comments} + \text{saves you receive on a post}}{\text{total no. followers at the time of posting (x 100)}}$$

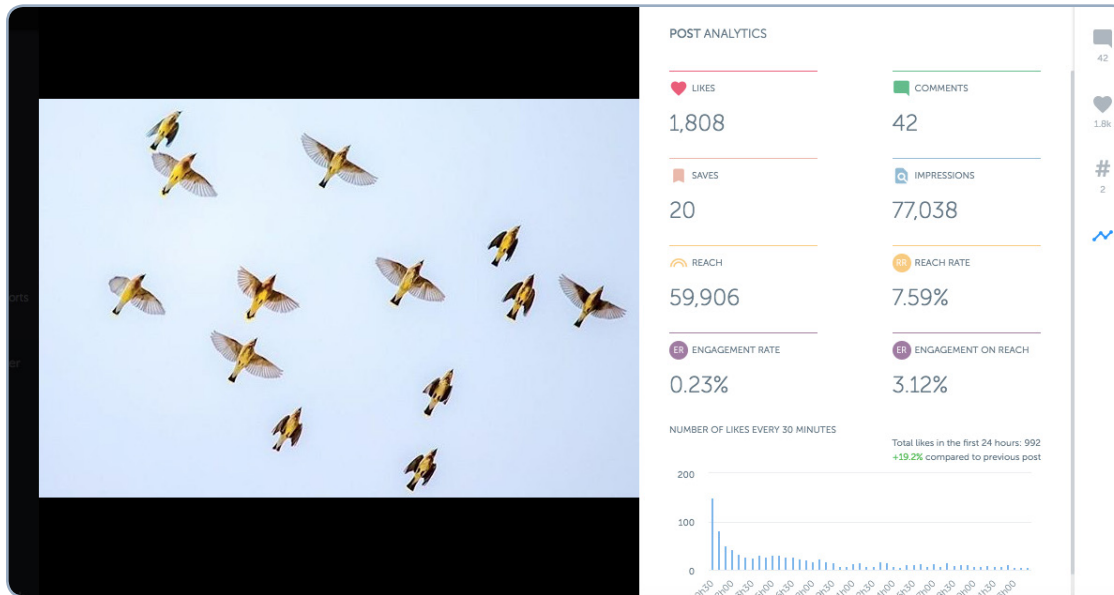
This metric is the most accurate way of evaluating how engaged your community is with your content on Instagram. Whereas you're able to see how many overall engagements you get on a post by looking at Instagram Native Insights, it doesn't show you the Engagement Rate.

To get an overview of your average Engagement Rate across all your posts, or to filter your posts by Engagement Rate, go to the **Iconosquare Dashboard** and select 'Engagement' under the **Analytics Tab**.




Reach

Reach refers to the number of unique users who have seen your post, and you can find this on Native Insights under Post Analytics. It's important to know this one if you want to work out Engagement on Reach, which brings us on to the next point...



ENGAGEMENT ON REACH:

 +  + 
number of likes + comments + saves
you receive on a post


total no. followers who
saw your post

Engagement on Reach

Engagement on Reach uses the same formula as Engagement Rate, but instead of being divided by the number of followers at the time of posting, the total number of engagements is divided by the number of people who saw your post.

To see this metric on Iconosquare, go to 'Overview', 'My Media', select the post you want to review, and click 'Post Analytics' or the small bar chart symbol.

Total Likes

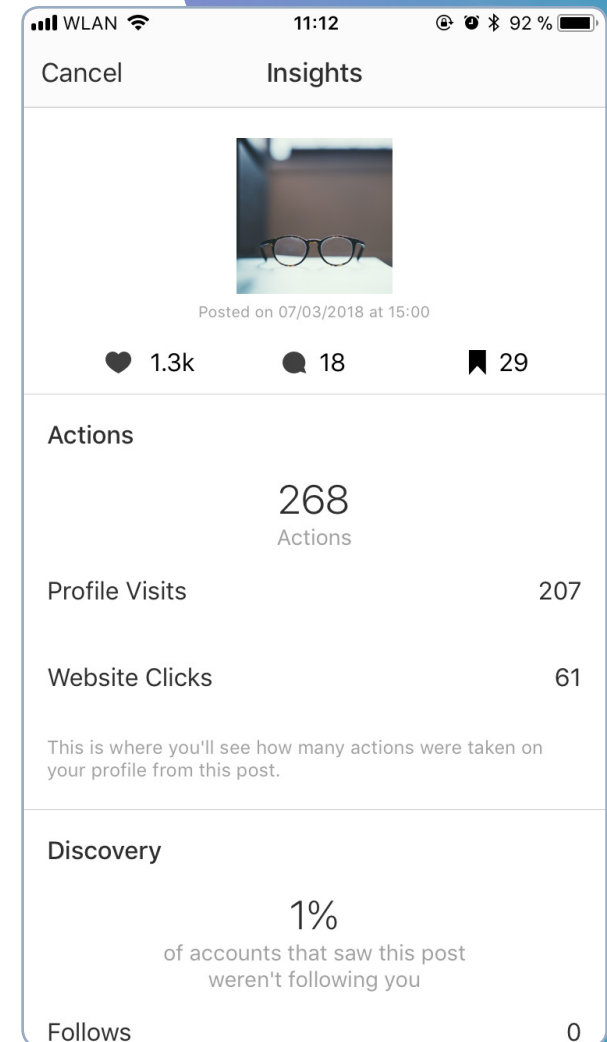
Total Likes refers to the total number of likes on a post. It's a useful metric to track to give you a quick overview of how a post is received by your audience, and of course, the more likes the better!

But it's not all about likes. You can have what seems like a lot of likes on your post, but when taking into account how many people saw your post, realize the number is lower than it should be. That's why engagement rate provides a more accurate representation of how popular your post was (and should be the metric that you focus on more out of the two!).

Total Comments

Total Comments takes into account all the comments you receive on a post. You can see the total number of comments per post on Instagram Native Insights – the number is next to the speech bubble symbol once you select 'View Insights'.

Although the overall number of comments you get is worth looking at, as with likes, it doesn't tell you everything about your engagement. Quality is more important than quantity when it comes to comments, so take the time to evaluate whether they're genuine comments from real accounts that reflect the community you want to build, or whether they're actually spam. You should be aiming to get high-quality engagement, so don't just focus on numbers.

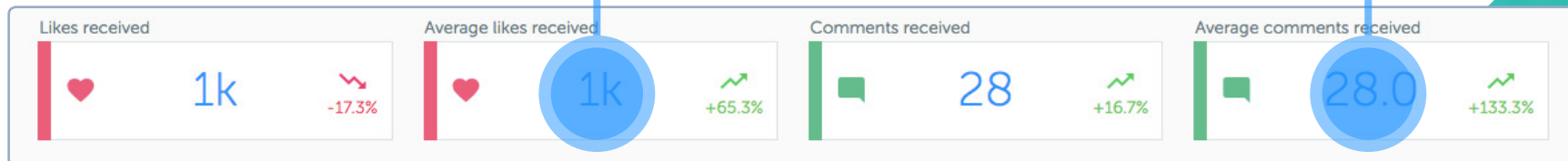


Average Likes

Average Likes refers to the average number of likes you receive on a post based on all your previous posts. It's a benchmark to measure whether, on the whole, your Instagram content is getting more likes currently than in a previous period (whether that's weeks or months).

Average Comments

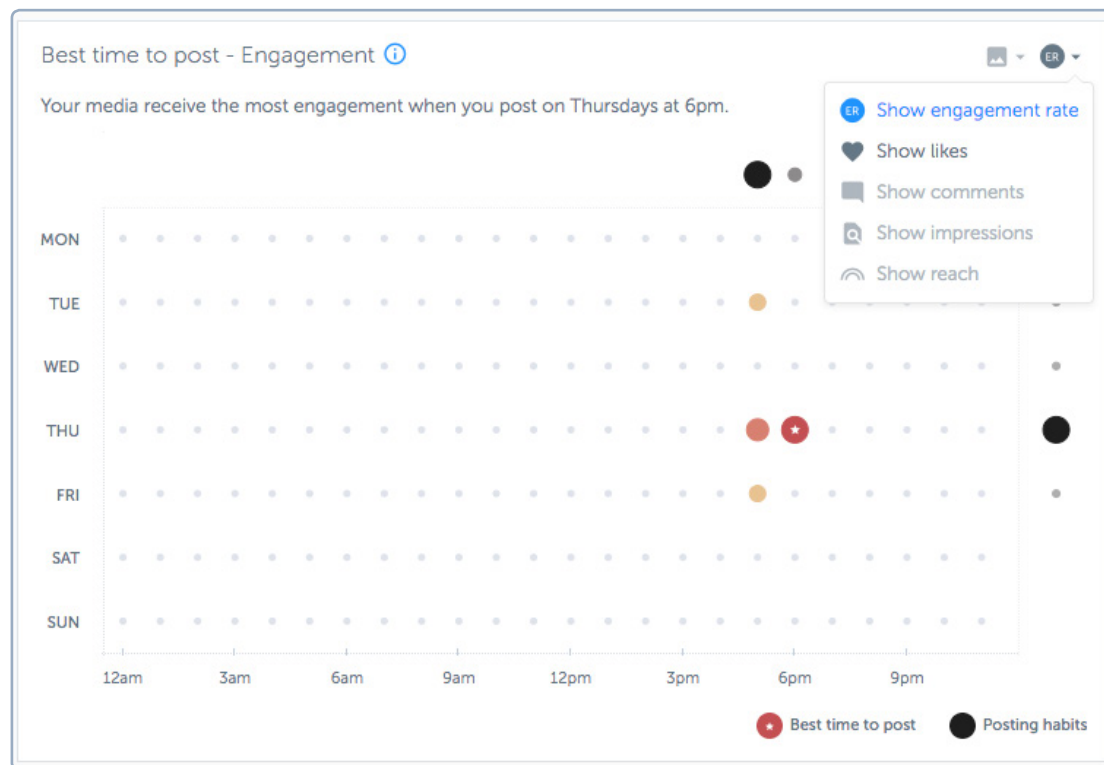
Average Comments refers to the average number of comments you receive on a post based on all your previous posts. It's a benchmark to measure whether the number of comments you receive in general is rising or falling in relation to previous weeks or months.



Best Time To Post

The best time to post varies from account to account. One size doesn't fit all!
Your own best time to post will be when your community is most active on the platform, and when you receive the most engagement.

You can track this manually on Instagram, or if you have an Iconosquare account you can see this in Analytics and 'Engagement'. Your best time to post will be displayed as a star inside a pink circle, and you can view your best time to post by a number of metrics such as engagement rate, likes and comments by selecting the one you want from the chart drop-down in the top right hand corner.



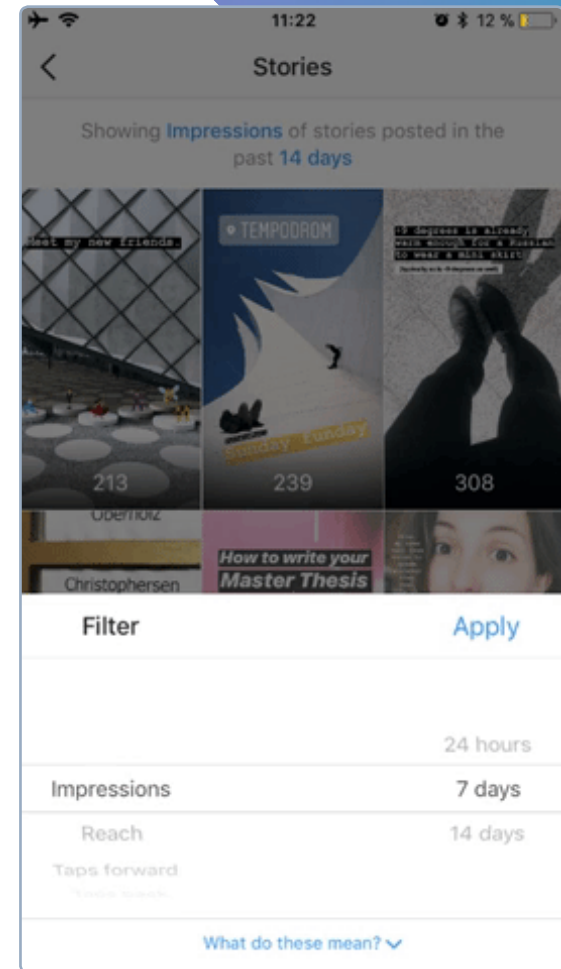
INSTAGRAM STORIES ENGAGEMENT

Working out the Engagement Rate on your Stories is a bit different to posts, as people interact with them in a different way. To understand how engaging your Stories are, there are a number of specific metrics to take a look at.

Before we get into that, though, take note that all these metrics can be found on Instagram Native Insights if you go to 'Insights', 'Stories' and 'Apply Filter'. If you're already using Stories with an Instagram Business Account (which you hopefully are!), bring up your Instagram Insights for Stories so you can check each metric as you read through the list.



Find insights on your Instagram stories within the **'Insights'** section of the app by tapping **'Stories'** & **'Apply Filter.'**



Exits

Exits show how many people left your Story without watching it to the end. Exits happen when users:

- Close Instagram while viewing your Story
- Click on the X in the top-right corner of your Story
- Swipe down the media, landing back on the main feed

Exit Rate

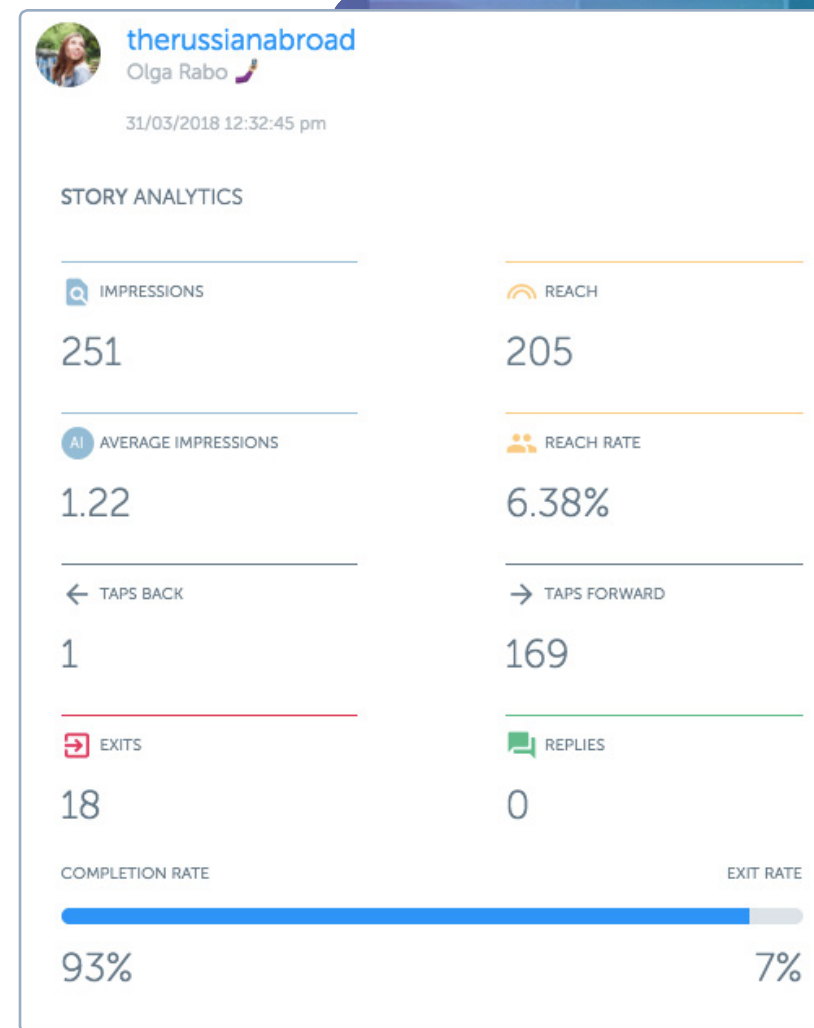
The Exit Rate is the number of Exits divided by the number of Impressions.

Example: You've got 234 Impressions and 21 Exits, so the Exit Rate would be 8.9%.

Completion Rate

The Completion Rate refers to the percentage of users who have watched your Story through the very end. To work out the Completion Rate, just subtract the Exit Rate from 100%.

This is something you don't get on Native Insights, but you can find this stat on Iconosquare by going to 'Analytics', 'Stories' and then choosing the Story you want to analyze.



Replies

Replies are the number of DMs associated with your Story you received in your DM box. If your Story is viewed by 100 people and 10 of those people reply, for example, you can be sure that you have some very engaged viewers!

Taps Back

Taps Back are the number of taps a user made to see your previous photo or video. While taps back can also happen accidentally, a high number of them can indicate that people liked your previous Story enough to re-watch it, or liked your current Story so much that they quickly tapped back and then tapped forward to watch it again.

Taps Forward

Taps Forward are the number of taps a user made to see the next photo or video. If you have a high number of taps forward, this might be a warning sign that your Story wasn't interesting to your audience, or it was too long and viewers just got bored! A tap forward can also happen if the composition of your whole Story is a bit off: for instance, when you placed a sticker too close to the right side of the screen.

You'll be able to see all of this data displayed in one overview screen if you have a PRO Plan or above on Iconosquare. Just select 'Analytics', 'Stories' and choose the media you want to analyze. Et voila!



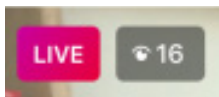
INSTAGRAM LIVE ENGAGEMENT

Even though it's currently not possible to see Insights for Instagram Live, there are a few easy ways to tell if you have an engaged audience.

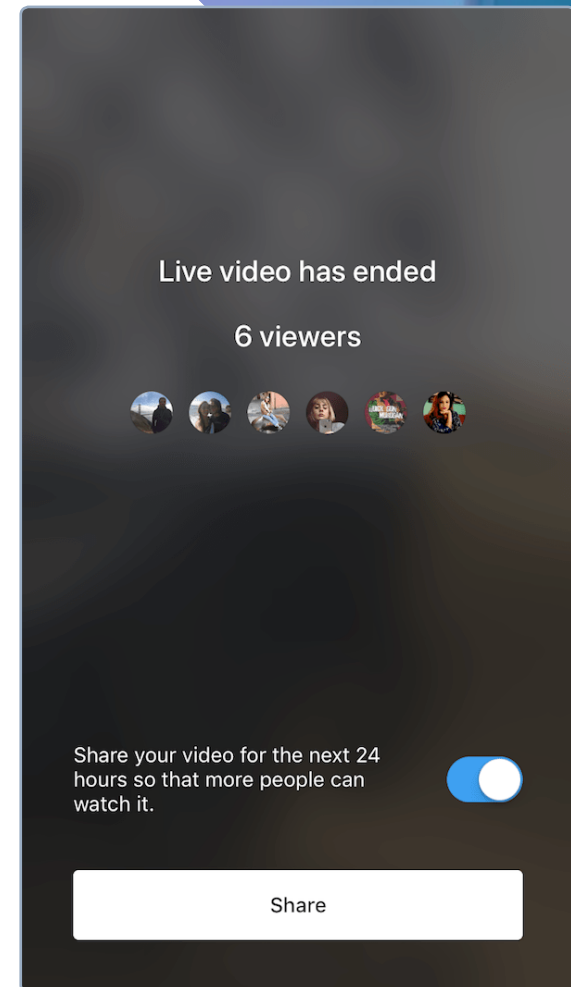
Tracking viewer numbers

You can track the number of viewers you have at the start of your Live video and at the end, to see how many got bored and dropped out. If all your original viewers are still watching at the end, well, you killed it! More often than not, however, a few will leave and the numbers will fluctuate slightly throughout your broadcast.

To see the number of viewers you have at any given time during your Live video, click the View Icon (next to the Instagram Live button) in the left hand corner. When your Live video ends, you'll see how many viewers were still watching.



Click the View icon next to the Instagram Live button at any time during your live video **to see how many viewers you have.**



Monitoring comments

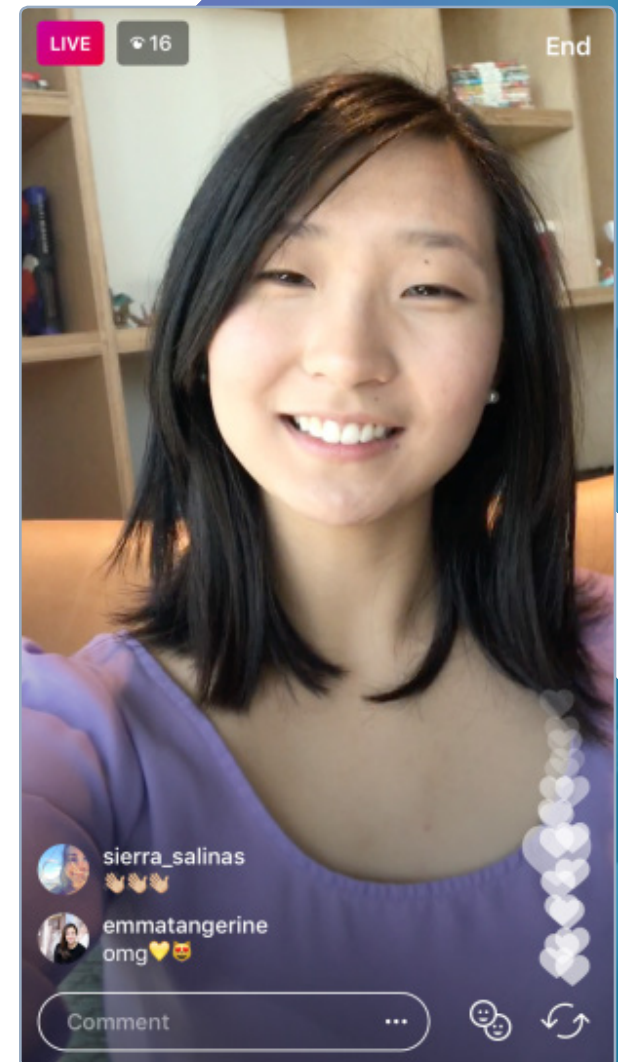
Another way to evaluate how engaged your viewers are is to look at the number of comments you receive throughout, and then divide the number of comments by the number of viewers x 100 for a 'comment rate'. It can be tricky to keep track of these as you're Live, but unfortunately that's the only way to do it (at least for now!).

Quick tips for boosting your Instagram Engagement:

- Create a consistent look & style for your feed and create visuals your target audience will want to engage with. You don't need a big budget to do this: use design tools such as Canva and search for high-quality stock images on Unsplash to create a great aesthetic for your feed for free.
- Write interesting captions filled with personality, and don't forget to ask your audience questions. Be authentic and relatable, and your audience will be happy to engage! The same goes for Stories or Live – just be yourself and focus on connecting with your audience as people.
- Engage with other accounts on Instagram. The more active you are within other Instagram communities, the more visibility your account will get, and the more your community will grow.



Want some more tips for creating amazing content for social? [Check out this design workshop from Adobe Spark and HubSpot!](#) We deep dive into tools you can use for Instagram Stories, posts, and more!



TRAFFIC & OFFSITE CONVERSIONS

TRAFFIC & OFFSITE CONVERSIONS

One of the most common goals for Instagram marketers is to drive traffic to a blog or website, but Instagram has been a notoriously difficult platform for driving traffic due to the limited space for users to add links. That said, things are changing, and there are a couple of ways you can successfully drive traffic on a regular basis.

Adding a link in your Bio

It's been around since anyone can remember, but not everyone is making the most of it. Adding a link in your bio to your website or blog is a no-brainer if you want to drive traffic from Instagram. You only get one link, so make it count! If you promote a lot of different content regularly, using a tool like [Linktree](#) or [Linkinbio](#), where you can store links to all of your content on one simple landing page, is definitely worth trying.

Adding Links To Stories

If you have over 10,000 followers, you can do this by taking or uploading a video or photo, and then selecting the link symbol at the top of the screen. You'll be prompted to add the URL you want your Story to link to and then just post it as normal.

Adding CTAs To Your Posts

Adding a CTA in an Instagram Post directing your audience to the link in your bio, or adding a CTA within your Story directing your audience to 'swipe up', can give you that extra traffic boost you're after. The icon to swipe up on Instagram Stories is pretty hidden, so you want to draw as much attention to that link as possible so that people know it's there!

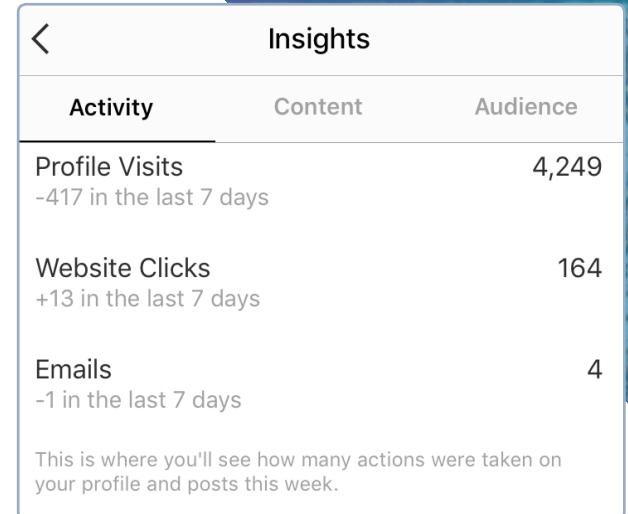
MEASURING YOUR TRAFFIC

Link Clicks

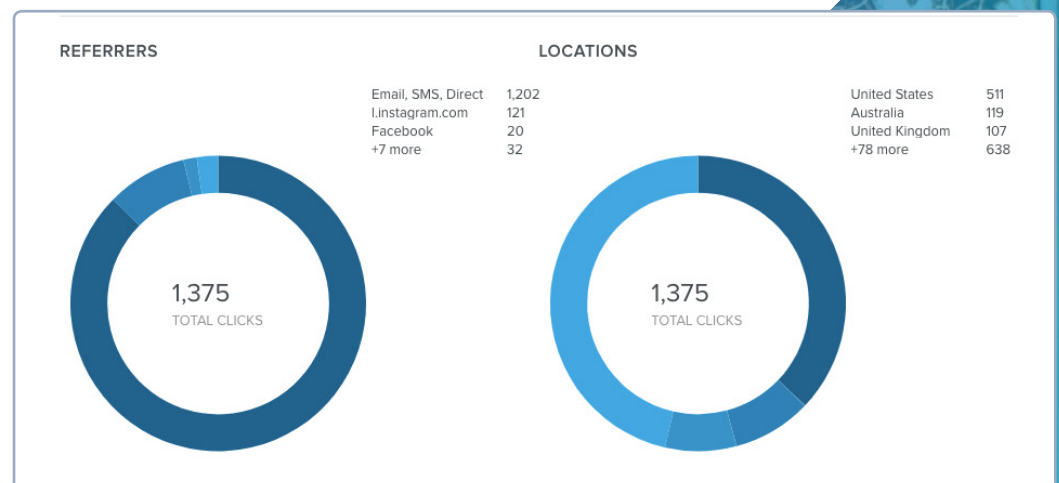
Link clicks are the number of overall clicks you get on any particular link. It could be that the same person clicks on your link twice – this will be considered another click.

On Instagram Native Insights under 'Activity', you can see how many Website Clicks (the link in your bio) you received in a particular period.

However, you don't really get to find out more than the number of clicks, which is why it's a good idea to use link tracking. [Bitly](#) is a platform that lets you create short links which are tracked in your bitly dashboard. It allows you to see how many clicks you got on that specific link, on which platform(s) it was clicked, in which countries, and when. It's an easy way to keep track of where your social traffic is coming from without needing to create multiple links. If you're a HubSpot user, you can also [create tracked short links](#) within your HubSpot portal.

A screenshot of the Instagram Native Insights 'Activity' tab. It shows three categories: Profile Visits (4,249), Website Clicks (164), and Emails (4). Each category has a sub-note about the last 7 days. A note at the bottom explains that this is where you'll see how many actions were taken on your profile and posts this week.

Insights		
Activity	Content	Audience
Profile Visits -417 in the last 7 days		4,249
Website Clicks +13 in the last 7 days		164
Emails -1 in the last 7 days		4
This is where you'll see how many actions were taken on your profile and posts this week.		



If you want to track your traffic in more depth, you need to connect your website to a Google Analytics account. Google Analytics provides all the detail you need to really understand your traffic and patterns in your website visits, as well as a user's behaviour when they click through to your website.

To see traffic from Instagram in Google Analytics, go to 'Acquisition' > All Traffic > Channels > Social > Instagram.

Search reports and help		Plot Rows	Secondary dimension	Sort Type: Default
HOME		Acquisition		
CUSTOMISATION		<input type="checkbox"/> Social Network ?	Sessions ? ↓	% New Sessions ?
Reports			2,021 % of Total: 3.71% (54,498)	80.31% Avg for View: 79.04% (1.60%)
REAL-TIME				New Users ?
AUDIENCE				1,623 % of Total: 3.77% (43,076)
ACQUISITION		<input type="checkbox"/> 1. Facebook	728 (36.02%)	82.55% 601 (37.03%)
Overview		<input type="checkbox"/> 2. Instagram	540 (26.72%)	84.26% 455 (28.03%)
All Traffic		<input type="checkbox"/> 3. YouTube	255 (12.62%)	71.37% 182 (11.21%)
Channels		<input type="checkbox"/> 4. Twitter	245 (12.12%)	91.02% 223 (13.74%)
Treemaps		<input type="checkbox"/> 5. (not set)	103 (5.10%)	57.28% 59 (3.64%)
Source/Medium		<input type="checkbox"/> 6. LinkedIn	103 (5.10%)	68.93% 71 (4.37%)
Referrals		<input type="checkbox"/> 7. Pocket	17 (0.84%)	47.06% 8 (0.49%)
AdWords		<input type="checkbox"/> 8. reddit	12 (0.59%)	91.67% 11 (0.68%)
		<input type="checkbox"/> 9. Pinterest	5 (0.25%)	60.00% 3 (0.18%)

Plot Rows	Secondary dimension	Sort Type: Default
Acquisition		
<input type="checkbox"/> Social Network ?	Sessions ? ↓	% New Sessions ?
	540 % of Total: 0.99% (54,498)	84.26% Avg for View: 79.04% (6.60%)
		New Users ?
		455 % of Total: 1.06% (43,076)
<input type="checkbox"/> 1. Instagram	540(100.00%)	84.26% 455(100.00%)



To learn more about using Google Analytics to monitor your content performance, [check out this helpful resource page from HubSpot](#).

INSTAGRAM STORIES TRAFFIC

It's currently only possible to track your Stories Traffic through Google Analytics. To do this, you'll need to use UTM codes to differentiate the URLs you're adding to your Stories.

This means that, rather than using a normal link to your blog post or page,

e.g. <https://blog.iconosquare.com/creating-an-engaged-instagram-community/>

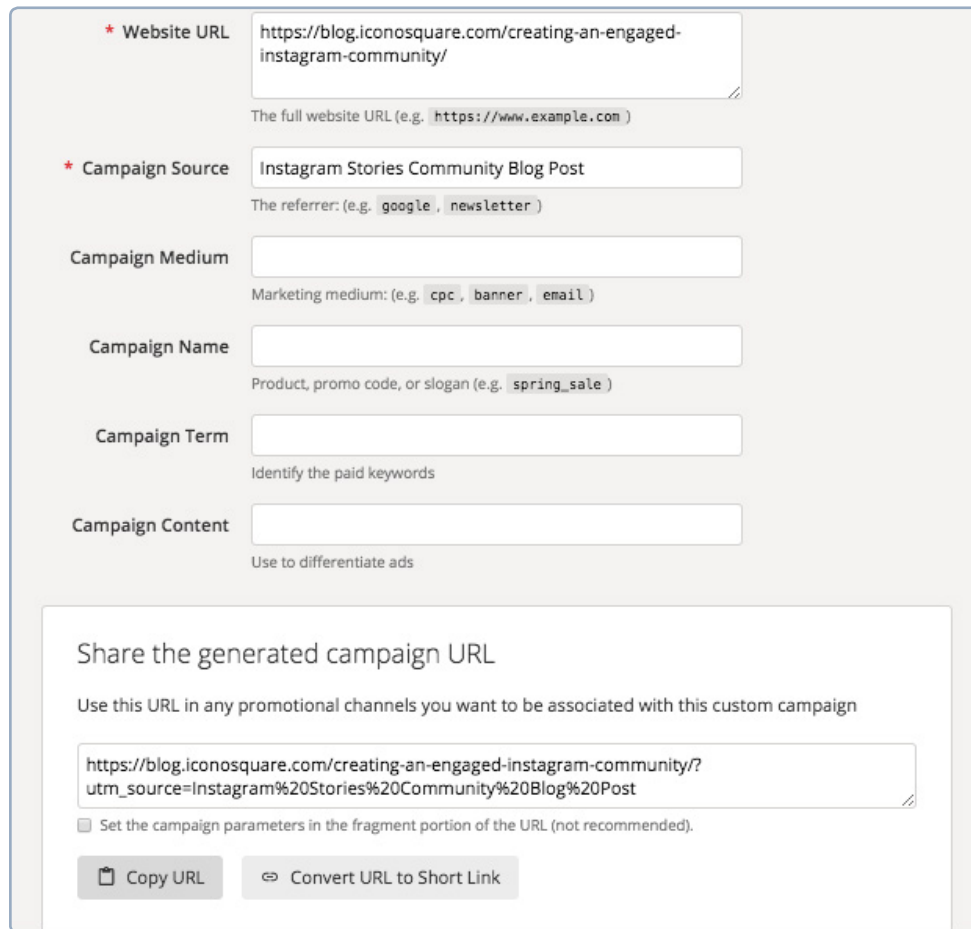
you want to create a UTM link that features the source of the traffic (Instagram Stories). The link would look something like this:

https://blog.iconosquare.com/creating-an-engaged-instagram-community/?utm_source=Instagram%20Stories%20Community%20Blog%20Post

Yeah, it's not the prettiest, but it works!

How to Create UTMs

To create this link in Google's Campaign URL Builder, just add your original URL and your source with a short recognisable description of the Stories content.



The screenshot shows the Google Campaign URL Builder interface. It features several input fields for creating a UTM-tagged URL. The 'Website URL' field is pre-filled with 'https://blog.iconosquare.com/creating-an-engaged-instagram-community/'. The 'Campaign Source' field is pre-filled with 'Instagram Stories Community Blog Post'. Below these fields are instructions: 'The full website URL (e.g. https://www.example.com)' and 'The referrer: (e.g. google, newsletter)'. Other fields include 'Campaign Medium', 'Campaign Name', 'Campaign Term', and 'Campaign Content', each with its own instruction. At the bottom, there is a section titled 'Share the generated campaign URL' which displays the final URL: 'https://blog.iconosquare.com/creating-an-engaged-instagram-community/?utm_source=Instagram%20Stories%20Community%20Blog%20Post'. Below the URL is a checkbox for 'Set the campaign parameters in the fragment portion of the URL (not recommended)'. At the very bottom are two buttons: 'Copy URL' and 'Convert URL to Short Link'.

* Website URL
The full website URL (e.g. `https://www.example.com`)

* Campaign Source
The referrer: (e.g. `google`, `newsletter`)

Campaign Medium
Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name
Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term
Identify the paid keywords

Campaign Content
Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

To view the traffic on your unique URLs, go to Acquisition > Social > Network Referrals and click Instagram.

Click Through Rate

Click Through Rate (CTR), is an important metric to track as it allows you to understand if the number of link clicks you received are high or low in relation to the number of users who saw your content. The formula for calculating CTR is:



link clicks/ no. of people who saw the
particular post with the link reference x 100

You can also calculate CTR with the number of followers you have at the time of posting, so:



link clicks/ no. followers at the time
of posting x 100

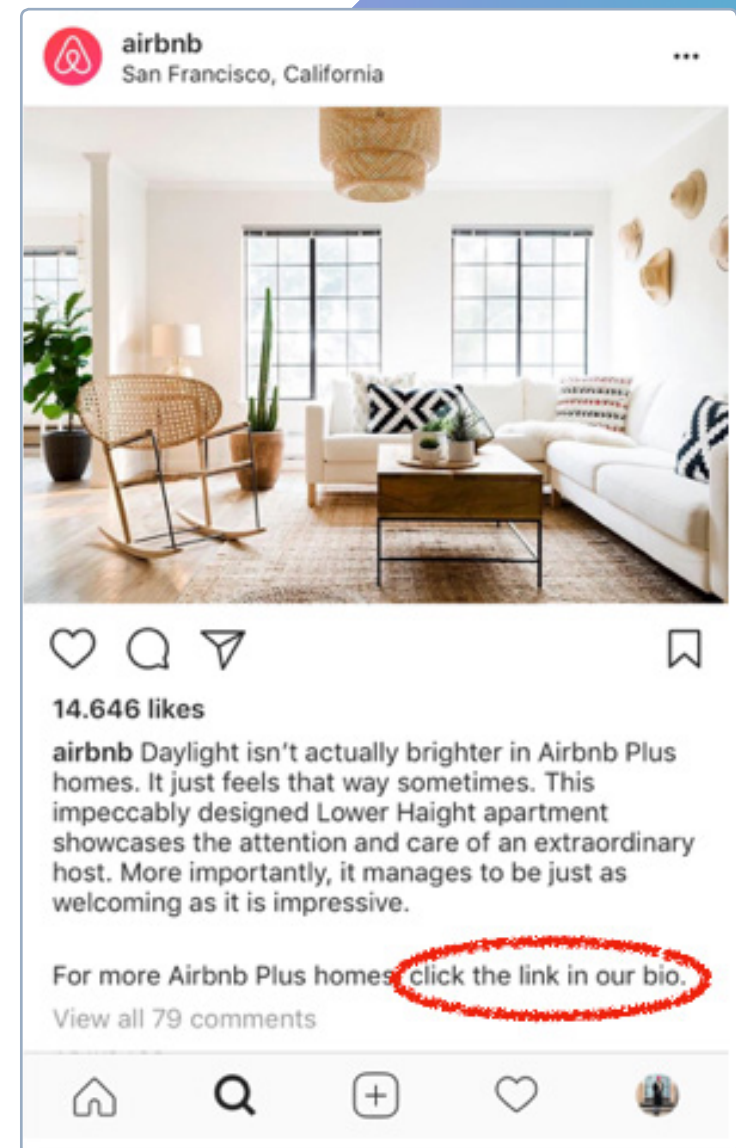
However, this is a less accurate representation of how successfully your post performed in terms of CTR, as not all of your followers are guaranteed to have seen your post.



Quick tips for boosting CTR on Instagram:

Add more (and clearer) CTAs to your Stories to highlight the link behind the post

Consistently refer to your link in bio, or direct users to your Stories where a link can be found in your Post captions.



INSTAGRAM ADS

If you're running ads on Instagram, it's likely you're investing that money to make money! Optimizing your ads for conversions or website clicks will be your priority if you want to drive downloads from a landing page, subscriptions, or purchases.

Here are the metrics you'll need to look at to evaluate how successful your ad campaigns are. Keep in mind that you're not able to track your campaigns on the Instagram platform – you can only see these in Facebook Ads Manager or a third party tool, such as [AdEspresso](#).

CTR

The CTR of your ad is worked out in the same way as the CTR on your posts (Link Clicks / people who saw the particular post with the link reference X 100). You'll want a high CTR on your ads to ensure enough people are getting to your landing page and seeing your content or products.

Cost Per Click

Cost Per Click (CPC) is worked out with the following formula: The number of clicks you received on an ad / the amount of money you spent on your ad.

Cost Per Click

The Conversion Rate of your ad is important as this is the number of people who actually downloaded your ebook/ signed up to your webinar/subscribed to your course in relation to the number of people who clicked your ad.

So, say 100 people click your ad and 10 people download your ebook. Your Conversion Rate will be 10%.

You can have a high CTR and with a low Cost Per Click, but if the conversion rate is poor, this indicates that your ad might be misleading, or that your landing page isn't well-optimized.

Cost Per Conversion (or Cost Per Acquisition)

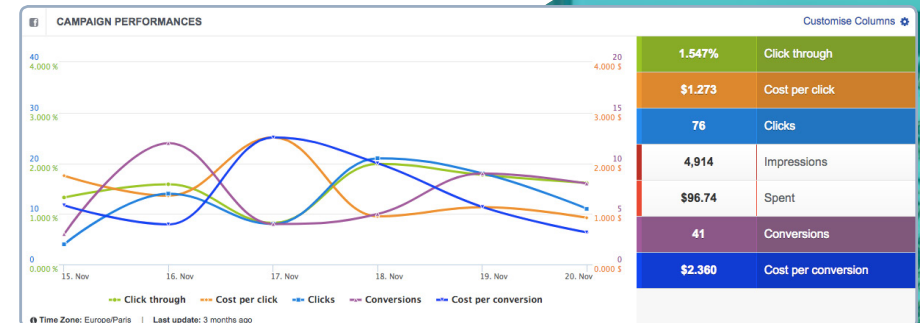
Cost Per Conversion is simply the amount you spent on your ad / the number of conversions your ad generates.

E.g. If you get 6 conversions from a spend of \$40 your Cost Per Conversion is \$6.66.

TIP: AdEspresso provides a simple, scannable overview of your both ad performance and your overall campaign performance.

Metric	Value
CTR	1.723%
CPC	\$1.209
CPA	\$2.303
Impressions	2,322
Clicks	40
Conversions	21

Actions



BRAND AWARENESS & MOOD

BRAND AWARENESS & MOOD

What is Brand Awareness and Mood and how do you measure these metrics?

Every brand wants brand awareness – brands want people to know about them and talk about them. The more buzz around your brand, the better. But with brand awareness comes brand sentiment, or the 'mood' around your brand. This can be a difficult thing to measure: it's less about numbers, and more about looking at the way people communicate about you or to you.

It can also be a difficult thing to navigate, but if you engage in [social listening tactics](#), you'll be able learn more about how your brand is perceived, and make sure you're sending out the right message to the right people.

When it comes to measuring brand awareness and mood, there are some essential metrics that you can monitor:

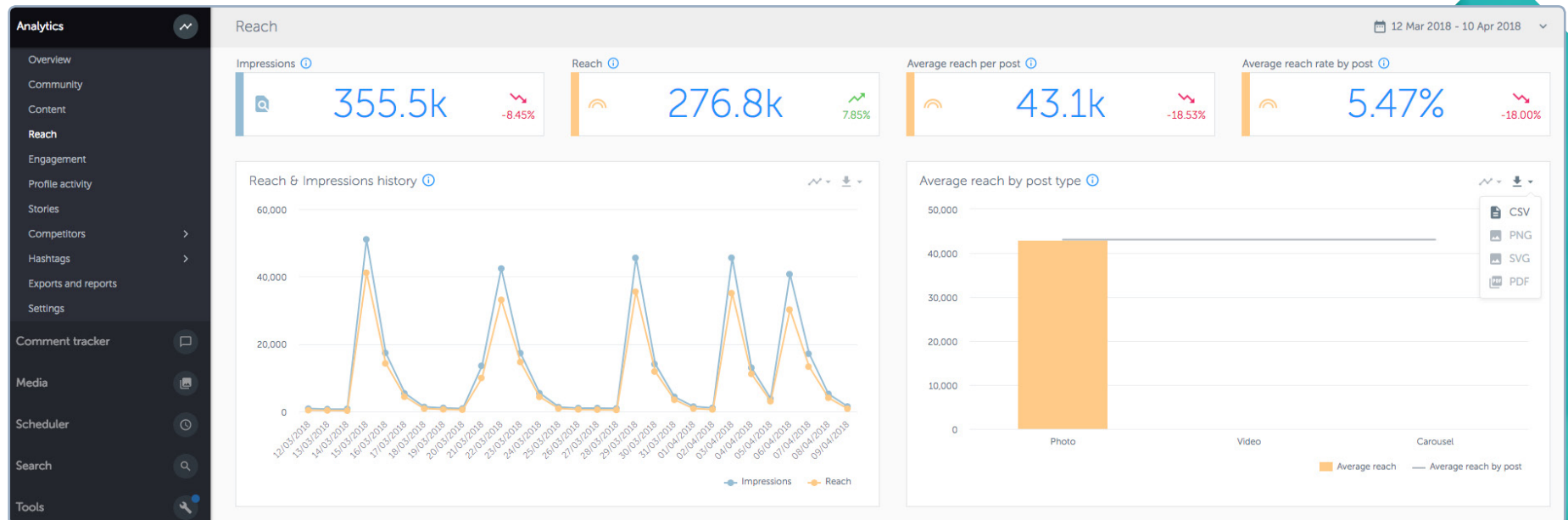
Impressions

Impressions (the number of times your post/Stories/profile has been viewed during a selected period of time) is a good indication of brand awareness. The higher your Impressions, the more chance there is that people will recognize your brand (or at least your content). And if multiple people see your content multiple times, they're more likely to remember your brand. Eventually, you want people to internalize your brand so they think to come to you without needing to be drawn in!

Reach

As we mentioned previously, Reach takes into account unique users who have seen your content, and this number will always be lower than Impressions. It's another helpful metric when working out how visible your brand is on the platform as it shows you how many individuals have been exposed to your content and branding on Instagram.

For an overview of your total and average Reach and Impressions, go to Iconosquare and select Analytics and 'Reach'.



Follower Growth

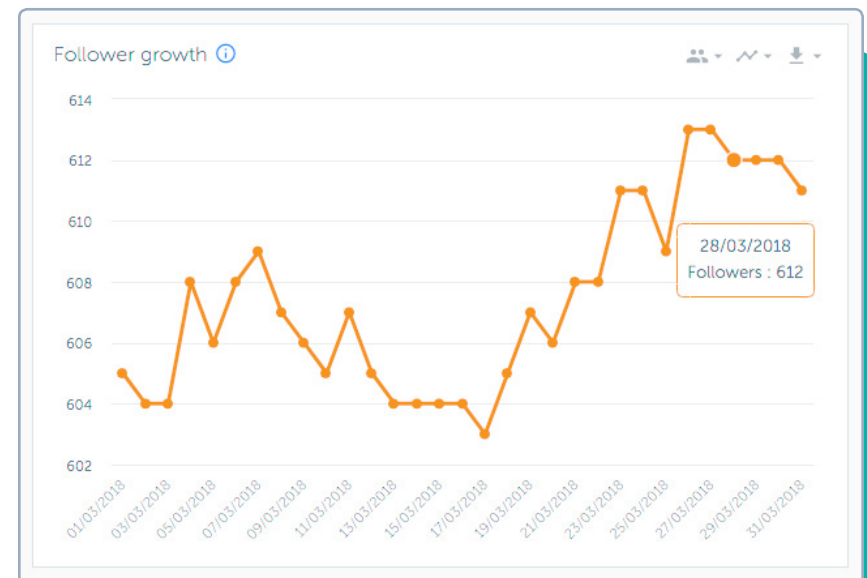
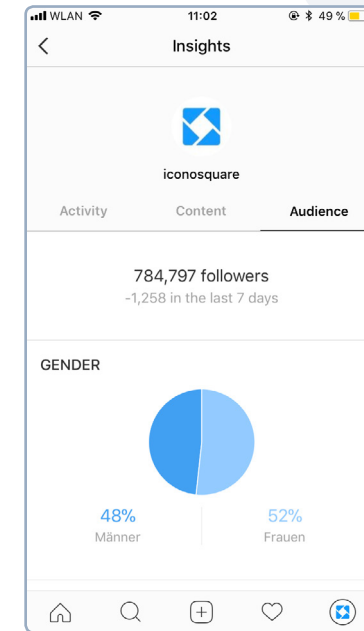
Changes in your follower growth can be an indicator of a shift in brand sentiment or mood. You might experience a drop in followers that can be pinned down to a change in your Instagram content – perhaps it's not 'on brand' or doesn't speak to your community, and therefore, they're switching off. Maybe it's a sign of a bigger change in your marketing strategy that has caused some bad publicity. Of course, it could also just be down to changes to the Instagram algorithm – there are so many variables it can be a bit overwhelming! That's why you should look at this metric in the context of your overall marketing and branding strategy, and in relation to other KPIs, such as Reposts and Mentions.

You can check out your follower growth over a 7 day period in Instagram Native Insights under 'Audience'.

You can also track your follower growth over a longer period of time with Iconosquare by going to Analytics and 'Community'. You can adjust the date range at the top of the page, and change way in which the data is displayed by selecting the graph symbol at the top of the chart.



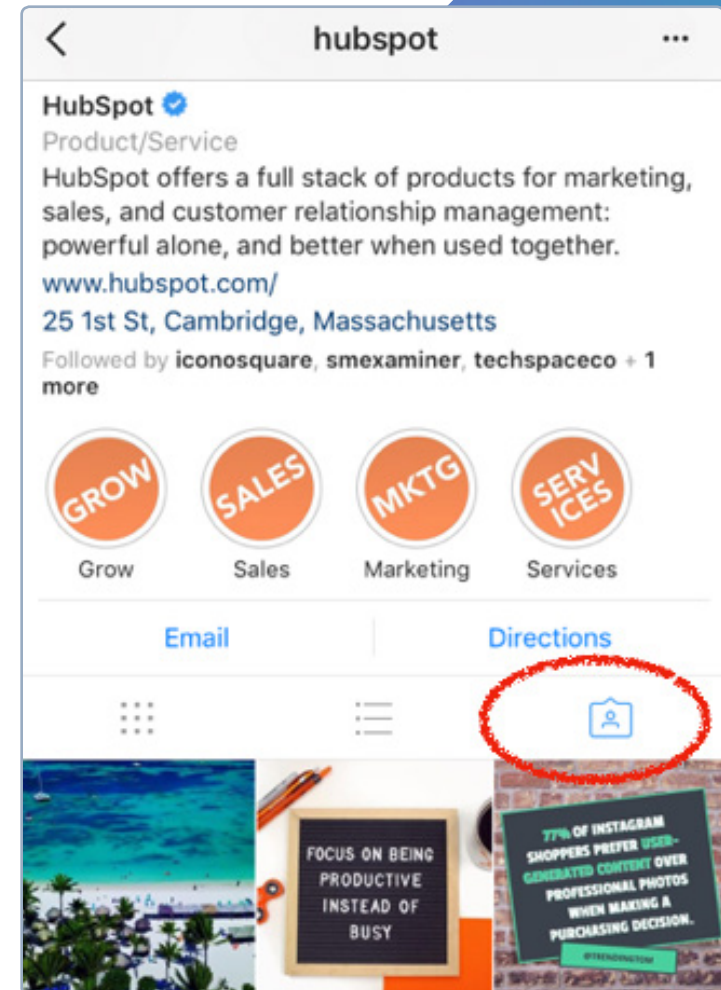
See your follower growth over a longer period of time by using Iconosquare. Navigate to '**Analytics**' and click '**Community**'.



Mentions

Instagram Mentions refer to whenever you're tagged in any media on the platform. If you're mentioned on Instagram, you'll receive a notification, and the media in which you're mentioned in can be found on your profile when you click the far right tab below your bio.

Mentions are most likely to be positive (everyone likes to be positive on Instagram) but it might not always be the case. Therefore, the number of mentions you receive can be an indicator of brand awareness, and the actual content you're mentioned in will give you an idea of the sentiment around your brand.



Reposts

Reposts are shares of your Instagram content on someone else's feed with a reference back to your account. A user could repost your content by taking a screenshot of your photo, uploading it to their own feed and tagging you in the image or caption. If they have the Repost for Instagram app they could repost your content natively on Instagram, which will also notify you when your content has been shared. Reposts can be found in the same tab as all other Mentions.

The more reposts you get, the more visibility your Instagram account (and therefore your brand) will get. It's also a good way to measure how effective your content is, and if a lot of people repost your content, it indicates a positive mood around your brand.



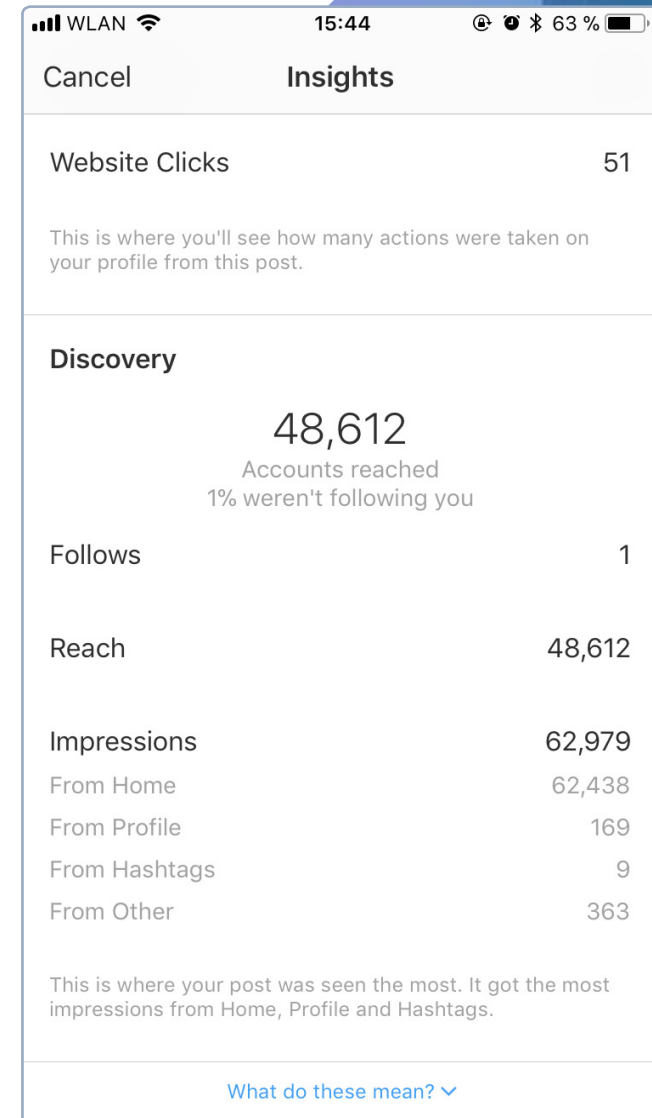
Hashtag Follows And Usage

To get more of an overview of your brand visibility on Instagram, analyze the hashtags you're using to see how effective they are at bringing you new followers and engagement. The hashtags you use should be:

- Relevant to your industry
- Long-tail and specific (e.g. #vintageootd rather than just #vintage)
- Not too broad (nothing that has been used a million times)
- Not too niche (nothing that has been used less than a few thousand)

If you're sticking to these hashtag guidelines, you'll hopefully be seeing your hashtags attracting new eyes to your content. You can see how many people have discovered your content via a hashtag on Instagram Native Insights by going to a post in your feed, selecting 'View Insights' and scrolling down to your Impressions data.

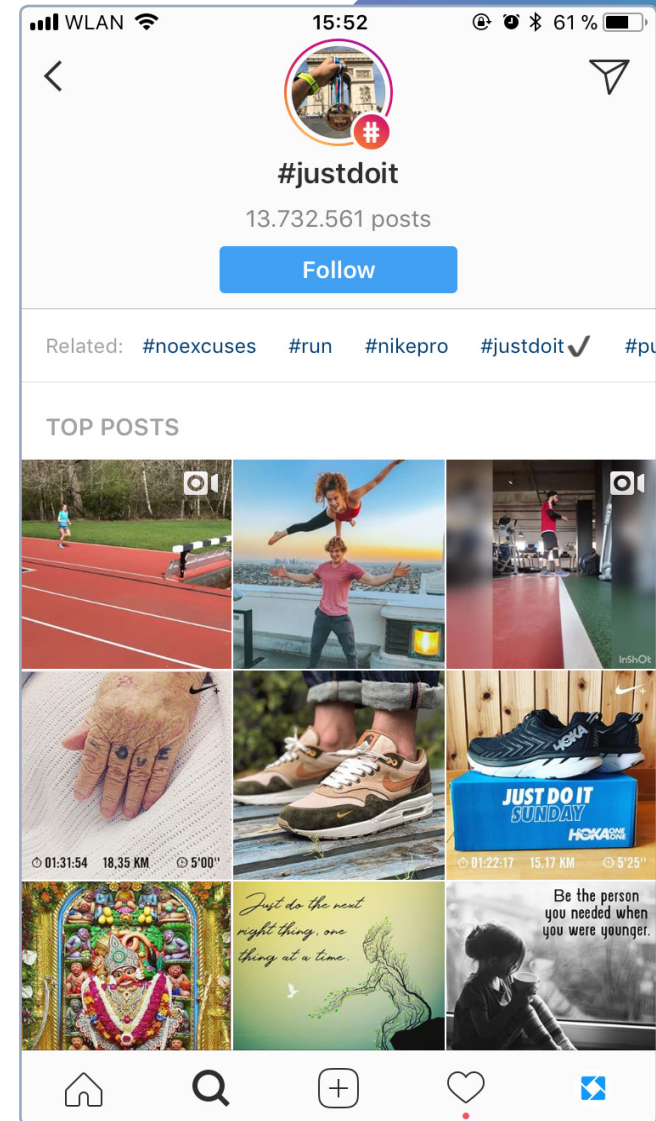
Next up: your branded hashtag. Creating a brand hashtag is a good way to collect all of the content relating to your brand, including User-Generated Content (UGC) and influencer content. If you encourage your community to use your branded hashtag in their posts when showcasing your product or participating in a UGC competition, their followers are more likely to find your own posts and visit your profile. The more your branded hashtag is used, the more visibility your account, and your brand, receives.



To keep track of the content being tagged with your branded hashtag on Instagram, you can follow that particular hashtag by entering it into the search bar, clicking in to the hashtag and selecting 'Follow'. The tagged content will then appear in your feed, and you'll also be able to see the amount of posts tagged with that hashtag.

The number of posts tagged will give you a good idea of the impact on your brand visibility, whereas taking a closer look at the content itself, including the visuals and captions that are tagged and the profiles using your hashtag, will help you understand the mood around your brand.

You can keep track of your brand hashtag and other relevant industry hashtags on Iconosquare with a PRO Plan or above. To set up hashtag tracking, go into the Analytics tab, select 'Hashtags' and then add the hashtag you want to track. You can click into your hashtag to view in-depth insights including how many times the hashtag has been used, the engagement on the hashtag, all the media tagged with that particular hashtag, and the locations where the hashtag is used most frequently.



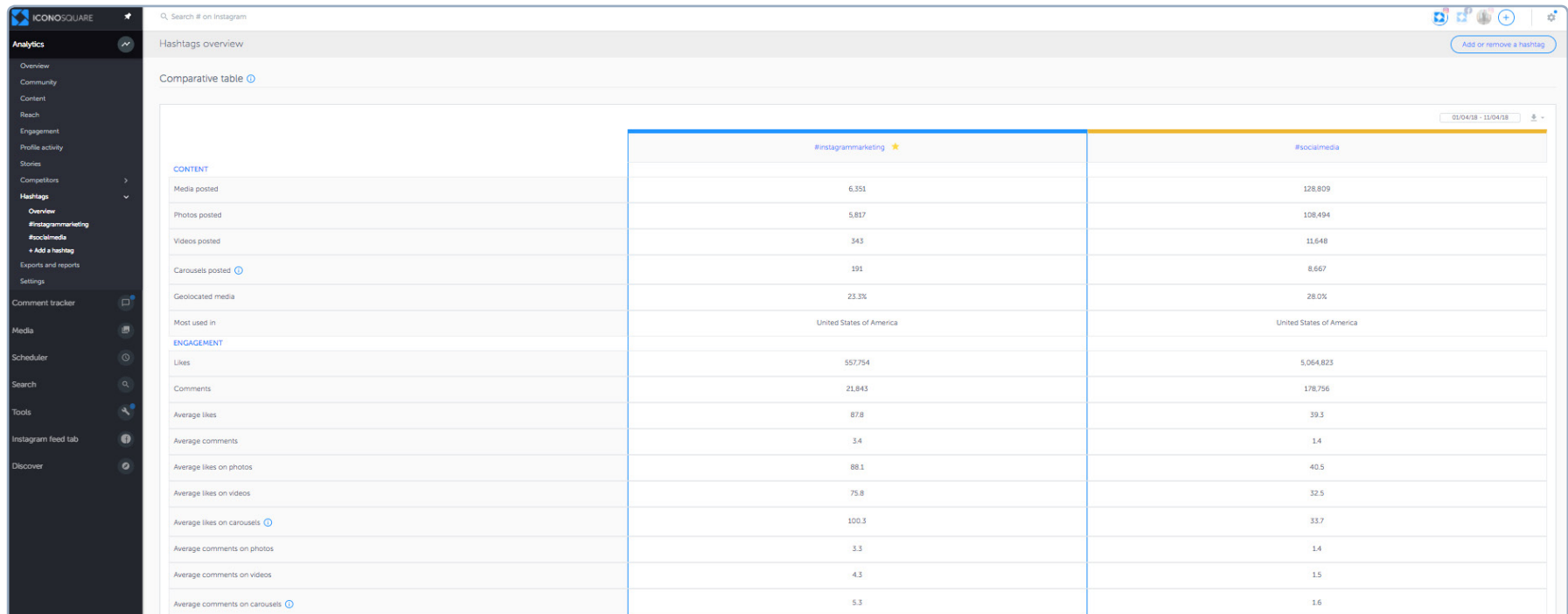
Quick Tips For Boosting Brand Awareness

Create quality content to drive engagement and get more followers – make sure your content is interesting, relevant and aesthetically strong.

Work with influencers and collaborate with other brands to reach new audiences – a mention on a high-profile account with a large audience can have a great impact on your brand visibility and gain you new followers and engagement.

Promote your Instagram elsewhere to bring your existing community to your Instagram if they're not already there. Engagement from them = more visibility for you within their Instagram network.

Research your hashtags properly and make sure they reflect your content accurately. Don't use hashtags that have little or nothing to do with your actual post!



The screenshot displays the Iconsquare Instagram analytics interface. On the left is a dark sidebar with navigation options: Analytics, Overview, Community, Content, Reach, Engagement, Profile activity, Stories, Competitors, Hashtags, Overview, #instagrammarketing, #socialmedia, + Add a hashtag, Exports and reports, Settings, Comment tracker, Media, Scheduler, Search, Tools, Instagram feed tab, and Discover. The main area is titled 'Hashtags overview' and 'Comparative table'. It compares two hashtags: #instagrammarketing (marked with a star) and #socialmedia. The table is divided into 'CONTENT' and 'ENGAGEMENT' sections. The date range for the data is 01/04/18 to 30/04/18.

	#instagrammarketing ★	#socialmedia
CONTENT		
Media posted	6,351	128,809
Photos posted	5,817	108,494
Videos posted	343	11,648
Carousels posted	191	8,667
Geolocated media	23.3%	28.0%
Most used in	United States of America	United States of America
ENGAGEMENT		
Likes	557,754	5,064,823
Comments	21,843	178,756
Average likes	87.8	39.3
Average comments	3.4	1.4
Average likes on photos	88.1	40.5
Average likes on videos	75.8	32.5
Average likes on carousels	100.3	33.7
Average comments on photos	3.3	1.4
Average comments on videos	4.3	1.5
Average comments on carousels	5.3	1.6

CONCLUSION

We've covered a lot in this ebook that will help you to evaluate the performance of your Instagram strategy, from audience demographics through to Instagram ad metrics. Of course, you won't be focusing on all of these at once, but hopefully you feel confident to delve into those which make the most sense for you so that you can reassess and improve your Instagram strategy further.

ABOUT



With over 34,000 customers world-wide, Iconosquare is the world leading Instagram & Facebook analytics and management platform and a partner to some of the world's most-loved brands, like National Geographic, Marc Jacobs, Samsung, Air New Zealand, and more.

Unlock the full potential of social media by starting a free 14-day trial:

Get started



Software to fuel your growth and build deeper relationships, from first hello to happy customer and beyond.

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