

Instagram Impressions & Reach Report

Acorn Hills

Apr 01 2024 - May 01 2024

02 Quick Healthcheck

Let's see your vitals before we get started

Acorn Hills | IG | Instagram Report
Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



Exceptional Performance Acorn Hills

| Quick Healthcheck | |
|-------------------|-------------------------------------|
| ↑ | Increasing Followers |
| ↓ | Decreasing Engagement Rate |
| ↑ | Decreasing Engagement Rate on Reach |
| ↑ | Increasing Reach |
| ↑ | Increasing Impressions |
| — | Number of Stories Remains the same |
| ↓ | Decreasing Story Views |

Increasing: +5%
Decreasing: -5%
Remains the same: -5% - +5%

Overall Performance:
Exceptional: 80-100 points
Highly Effective: 60 – 79 points
Somewhat Effective: 40 – 59 points
Not Effective: 20 – 39 points
Negatively Affected: 0-19 points



Overview

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04 Key Indicators

How you performed on your key indicators

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Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



TOTAL FOLLOWERS

50K

+6.5%

FOLLOWER GROWTH

2500

+20%

TOTAL ENGAGEMENT

67K

+25%

ENGAGEMENT RATE

2.3%

+1%

IMPRESSIONS

1,3M

+0.5%

REACH

750K

-5%

TOTAL POSTS

25

+24%

AVG REACH ON POST

6K

+5%

STORIES

67

+75%

AVG STORY REACH

14K

+125%





Impressions & Reach

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06 Impressions & Reach Overview



Reach is the total number of people who see your content. Impressions are the number of times your content is displayed, no matter if it was clicked or not. Let's how they performed this period

TOTAL IMPRESSIONS

421K
+251%

POST IMPRESSIONS

69K
+25%

STORIES IMPRESSIONS

14K
+141%

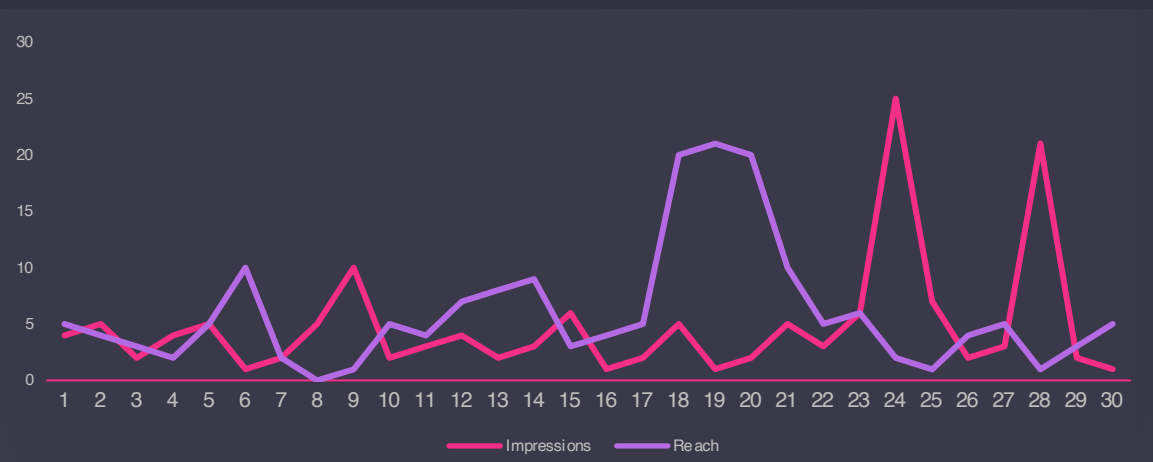
TOTAL REACH

6K
+252%

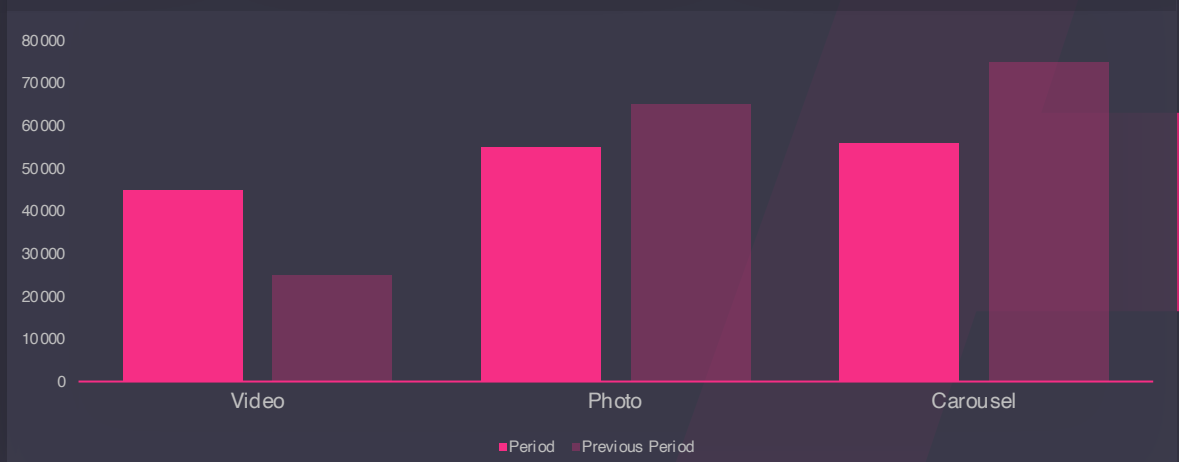
AVG REACH PER POST

2K
+12%

REACH OVER IMPRESSIONS



AVERAGE REACH BY POST TYPE



07 Impressions & Reach

Take a look at your Daily breakdown of your total content viewed and people reached

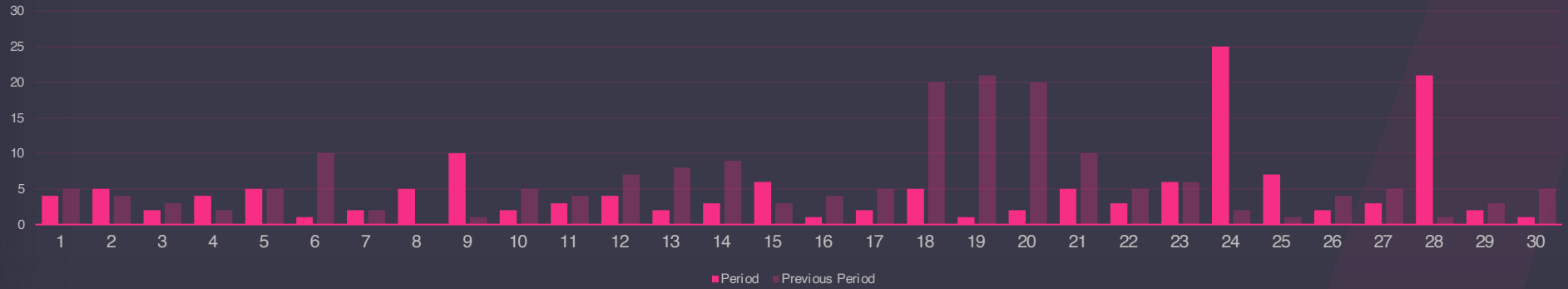


TOTAL IMPRESSIONS

20K

+35%

TOTAL IMPRESSIONS DAILY CHART

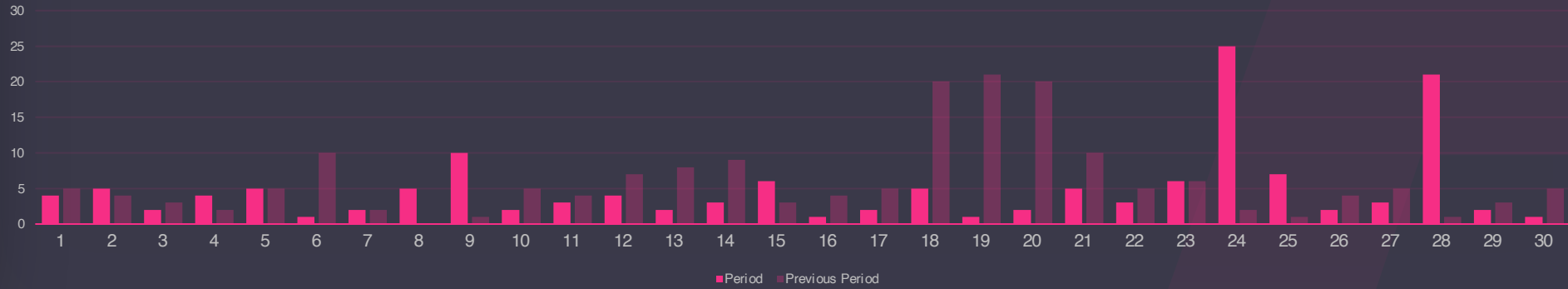


TOTAL REACH

20K

+35%

TOTAL REACH DAILY CHART



Click to edit



Click to edit

FOLLOWERS DAILY CHART

08 Impressions

Break down of your organic and paid impressions and their contribution to follower growth

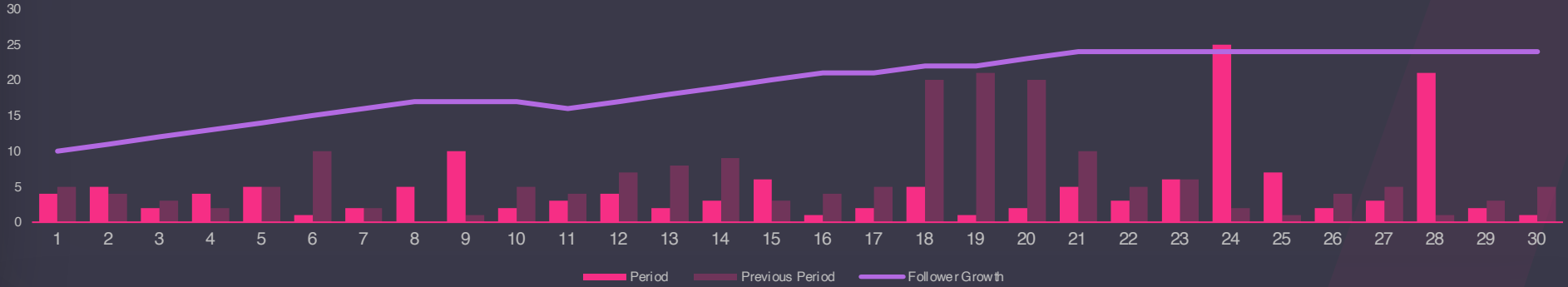


ORGANIC IMPRESSIONS

20K

+35%

ORGANIC IMPRESSIONS DAILY CHART OVER FOLLOWER GROWTH

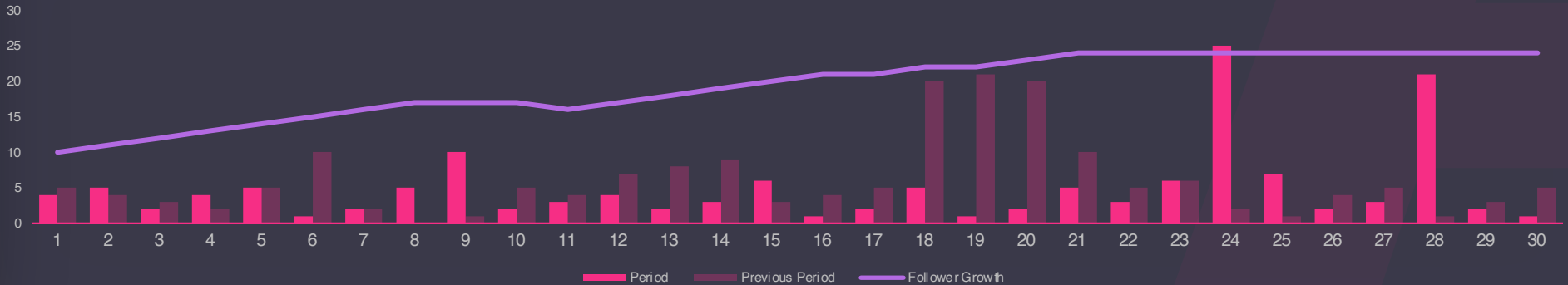


PAID IMPRESSIONS

20K

+35%

PAID IMPRESSIONS DAILY CHART OVER FOLLOWER GROWTH



Click to edit



Click to edit

09 Reach

Break down of your organic and paid reach and their contribution to follower growth

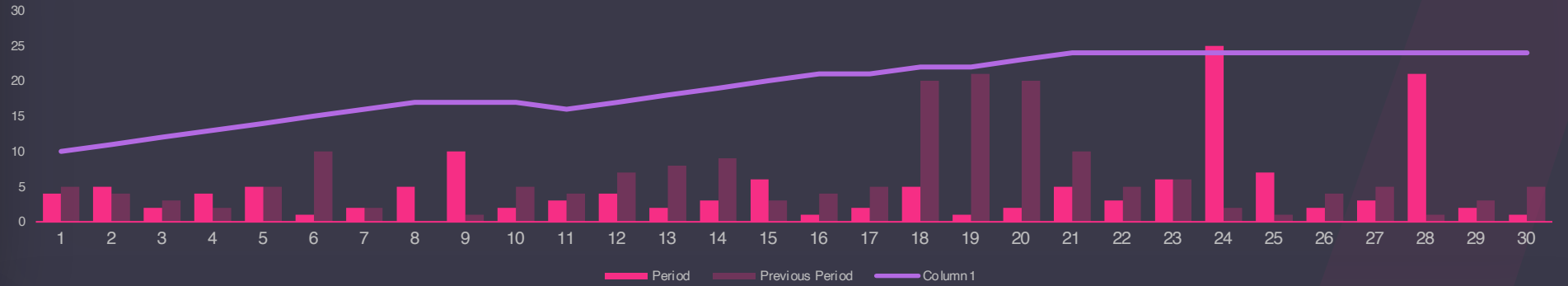


ORGANIC REACH

20K

+35%

ORGANIC REACH DAILY CHART

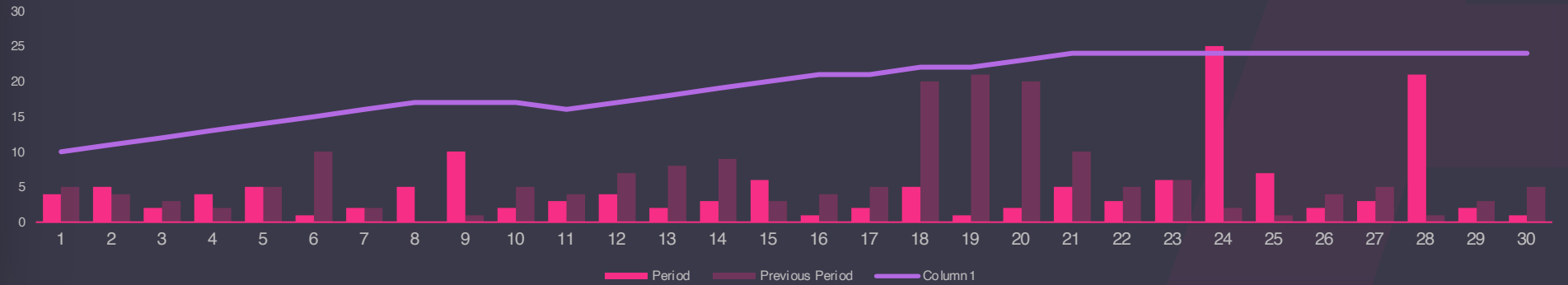


PAID REACH

20K

+35%

PAID REACH DAILY CHART



Click to edit



Click to edit



Data Table

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11 Data Table

A look back at your previous months' numbers

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Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



| Metrics | Jan | Feb | March | April | May | June | Change (%) in 6 months | Absolute Change |
|-------------------------|---------|-----------|---------|---------|-----------|---------|------------------------|-----------------|
| Total Followers | 53,595 | 54,950 | 55,294 | 55,925 | 56,548 | 56,851 | 5% | 5K |
| Posts | 14 | 12 | 9 | 9 | 10 | 8 | -30% | -2 |
| Likes | 3,990 | 2,429 | 2,782 | 2,822 | 1,862 | 776 | -80% | -400 |
| Comments | 17 | 17 | 6 | 23 | 11 | 3 | -60% | -5 |
| Saves | 362 | 152 | 171 | 264 | 186 | 77 | -60% | 100 |
| Video Views | 14,886 | 13,870 | 4,330 | 4,030 | 10,492 | 13,499 | +10% | 2K |
| Impressions | 612,952 | 1,297,890 | 100,200 | 353,152 | 3,106,028 | 421,893 | -20% | -6K |
| Reach | 288,291 | 750,992 | 25,120 | 194,773 | 2,606,906 | 306,542 | +10% | 5K |
| Engagement Rate | 2% | 2.16% | 1.69% | 1.71% | 1.11% | 0.49% | 50% | 1% |
| Stories | 54 | 67 | 48 | 22 | 35 | 16 | -50% | 16 |
| Stories Impressions | 223.277 | 264.208 | 159.755 | 69.591 | 127.302 | 42.059 | -70% | 10K |
| Avg. Story Reach | 3.600 | 3.277 | 2.958 | 2.711 | 3.210 | 2.326 | 50% | -1K |
| Stories Completion Rate | 22.45% | 20.85% | 23.07% | 31.01% | 26.91% | 42.99% | +50% | +10% |



Insights

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13 Insights

Here are some insights that we have found and recommendations on how to solve them and grow your audience

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| Issue No | Platform | Issue | Recommendation | Priority | Category | Status | Dated Issued |
|----------|-----------|---|---|----------|---------------------------------|----------|--------------|
| 1 | Instagram | It is a long established fact that a reader will be distracted by the readable content of the recent post when looking at its layout. | Check out the screenshot: https:xyz.url/tyn.xlm | Low | Perfect Your Corporate Identity | On going | 01.04.2024 |
| 2 | Instagram | It is a long established fact that a reader will be distracted by the readable content of the recent post when looking at its layout. | The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here' | Low | Grow Your Audience | On going | 01.04.2024 |
| 3 | Instagram | It is a long established fact that a reader will be distracted by the readable content of the recent post when looking at its layout. | The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here' | High | Convert Followers to Customers | On going | 01.04.2024 |
| 4 | Instagram | It is a long established fact that a reader will be distracted by the readable content of the recent post when looking at its layout. | The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here' | Mid | Collect Data | On going | 01.04.2024 |
| 5 | Instagram | It is a long established fact that a reader will be distracted by the readable content of the recent post when looking at its layout. | The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here' | Low | Perfect Your Corporate Identity | On going | 01.04.2024 |





Glossary

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Apr 01 2024 - May 01 2024

15 Instagram Glossary

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| Name | Description | Section |
|-------------------------|--|---------------------|
| Activity Tab | Your activity tab will show you: when a user likes or comments on one of your photos; when a user mentions your username in a comment; when your photo is posted to the popular page; when someone follows you and when you are tagged in a photo by another user. | Profile Activity |
| Average Engagement Rate | The average number of engagement rate per content. | Engagement |
| Average Post Comment | The average number of comment your contents have had during a selected period of time. | Posts |
| Average Post Engagement | The average number of your post engagement. | Posts |
| Average Post Impression | The average number of times your contents have been viewed during a selected period of time. | Posts |
| Average Post Likes | The average number of likes your contents have had during a selected period of time. | Posts |
| Average Post Reach | The average number of times your posts have been viewed by unique users during a selected period of time. | Posts |
| Average Post Saves | The average number of your posts' saves during a selected time range. | Posts |
| Average Reach on Post | The average number of unique users that have seen your posts during a selected time range. | Posts |
| Average Reach per Post | The average number of unique users that viewed your post during a selected time range. | Impressions & Reach |



16 Instagram Glossary

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Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



| Name | Description | Section |
|---------------------------------|--|------------------|
| Average Saves | The average number of your posts' saves during a selected time range. | Engagement |
| Average Story Reach,photo/video | The average number of unique users that viewed your Stories during a selected time range. | Stories |
| Average Video Views | The average number of times your video has been viewed during a selected time range, broken down by video type. | Engagement |
| Best Time to Post | It is calculated in the accordance with the time (hour and day) your followers were online most on Instagram. | Posts |
| Bio | The bio section (the area below your name on your profile) is an area designated to writing a 150-character description about yourself or your brand. | Overview |
| Comments | Simply, a user can comment on another user's, or their own, photo. | Engagement |
| Completion rate photo/video | The percentage of times a Story impression was not interrupted by an exit, tap back or tap forward. | Stories |
| Direct Message | Allows you to send to a photo, text or voice record to single user, or a group – privately. This image doesn't appear on the news feed, search results or on any users' profile. The photo you send can be edited in the same way as a post. | Overview |
| Email Clicks | The number of times the link to your e-mail was clicked. | Profile Activity |
| Engagement Rate | Engagement rate is calculated by dividing the total engagement number by total followers and then multiplying by 100 during a selected time range. It is expressed as a percentage. Excluding ads. | Engagement |



17 Instagram Glossary



| Name | Description | Section |
|---------------------------------------|---|------------------|
| Explore Tab | This tab facilitates two important features: searching and discovering, allowing you to search by hashtag or by user. | Overview |
| Feed, Gallery, or Album | Many refer to a user's collection of photos (posted to their profile) as their feed, gallery or album. | Overview |
| Filters | A unique combination of different elements: including exposure, color balance, and contrast. Some filters also include frames, and can be added over a photo to the degree you choose. | Filters |
| Follow Rate | This metric is calculated your rate of follower increase or decrease. | Profile Activity |
| Follower | Much like many other social media platforms, Instagram is based on followers. A follower is a user who follows your account, and consequently sees every photo you publish on their feed. | Followers |
| Follower Growth | Evolution of followers during a selected time range. | Overview |
| Followers Breakdown | The number of followers per day during a selected time range. | Followers |
| Followers by city | The number of followers by city. | Followers |
| Followers by country | The number of followers by country. | Followers |
| Followers by demography (age and sex) | The age and gender of your followers. | Followers |



18 Instagram Glossary



| Name | Description | Section |
|---------------------------|--|---------------------|
| Following Tab | Shows a feed of photos that people you are following have liked or commented, and also accounts they have started following | Overview |
| Geotag, | The location attached to an image, which corresponds to a longitude and latitude on a map. | Followers |
| Get Direction Clicks | The number of times the link to your address or get directions button was clicked. | Profile Activity |
| Growth Projection | An algorithm that calculates your followers potential growth for the next 6 months by looking at your past data. | Followers |
| Growth of Total Followers | The number of follower growth per day during a selected time range. | Followers |
| Hashtag | Is the symbol “#” before a word or phrase – and will appear in blue. Hashtags allow users to connect with others, and discover images based on a common word or phrase. | Overview |
| IGTV | IGTV video is an app that can be used alone or in tandem with Instagram. It's essentially Instagram's answer to YouTube in that it's designed for the mobile-optimized viewing of long-form videos. Any user can set up their own channel and share video content that's up to an hour long. | Overview |
| Impressions | The total number of times your posts, stories and promotions have been viewed. Includes ad activity generated through the API, Facebook ads interfaces, and the Promote feature. Does not include profile views. | Impressions & Reach |
| Interaction | The number of activities taken on your account during users' search. | Overview |
| Interactions Breakdown | The number of interactions (Likes, Comments, Saves) per day during a selected time range. | Posts |



19 Instagram Glossary



| Name | Description | Section |
|---------------------------------|---|---------------------|
| Like | Instagram (like many other social networks) is based on receiving likes, and liking other users' media, you like an image by double tapping the image itself, or by clicking the like button to the bottom left of the image. | Engagement |
| Manual Edits | Rather than using a filter at all – many people choose to manually edit their photos through Instagram's manual editing options instead. | Overview |
| Newsfeed | Accessed by the home button on the Instagram app, this shows a feed of the images from those you follow as they are uploaded, and so appears in chronological order | Overview |
| Number of Content posts/stories | The number of posts and stories made by profile's administrators in a selected time range. | Posts |
| Number of Interactions | The number of interactions (Likes, Comments, Saves) for each Profile during a selected time range. | Posts |
| Number of Profile Posts | This graph shows the total number of posts made during a selected time range. The data are aggregated and can be visualized by hour of the day, per day, day of the week, week, or month during a selected time range. | Posts |
| Number of Stories photo/video | The number of Stories made by profile administrators broken down by content type during a selected time range. | Stories |
| Organic Impressions | The total number of times your contents have been viewed on users' newsfeed organically. | Impressions & Reach |
| Organic Reach | Organic reach refers to the number of different users you reach by posting without ads. | Impressions & Reach |
| Paid Impressions | The total number of times your paid contents have been seen. | Impressions & Reach |



20 Instagram Glossary

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| Name | Description | Section |
|---------------------------------------|--|---------------------|
| Paid Reach | Paid reach refers to number of unique users you reach by publishing your ad content. | Impressions & Reach |
| Paid vs Promoted Contents | Paid contents are created to publish as ads at the beginning. Promoted posts are the organic posts that you share and then promoted to reach more audience. | Overview |
| Post | A post simply refers to an image uploaded to Instagram. A post may include a caption, a geo tag and also tags of other users. | Posts |
| Post Engagement by Post Type | The number of Likes, Comments and Saves your posts received during a selected time range. | Posts |
| Post Frequency | It refers to how often you post. | Posts |
| Post Impressions | The number of times your post have been seen. | Impressions & Reach |
| Post Impressions by Post Type | The number of times your posts have been seen during a selected time range, broken down by post types. | Posts |
| Post Interactions by Interaction Type | The number of Likes, Comments and Saves your posts received during a selected time range, broken down by the type of Interactions. The data source of this chart is different from the Post Engagement by Post Type chart. As a result, the number of interactions may vary. | Posts |
| Post Performance | It is the term includes all your post insights. | Posts |
| Post Type | It is used to explain the type of your content and includes Image, Video and Carousels. | Posts |



21 Instagram Glossary



| Name | Description | Section |
|---------------------|---|---------------------|
| Private vs. Public | The essential difference is that public profiles can be viewed and followed by any user. Private profiles, on the other hand, require acceptance after a request is sent to follow. | Overview |
| Profile Activity | The insights measure the number of actions that took place on your account | Profile Activity |
| Profile Clicks | The number of times a user clicked on a specific contact on your profile. | Profile Activity |
| Profile Impressions | The number of times your posts and stories have been seen. | Impressions & Reach |
| Profile Reach | Reach refers to the number of different people who see your profile. One person can see your post 5 times but is only counted once toward Reach. | Impressions & Reach |
| Profile Views | The number of times your Instagram profile page was viewed over the selected time period. | Profile Activity |
| Promoted Post | Promoted post refers to the post you share and then pay to reach a broader audience. | Posts |
| Promoted Story | Promoted story refers to the stories you paid for ads and they run as long as you set the duration for. | Stories |
| Reach | The total number of times your posts, stories and promotions have been uniquely viewed. Includes ad activity generated through the API, Facebook ads interfaces, and the Promote feature. | Impressions & Reach |
| Reels Tab | Shows a feed of reels that are suggested to you by Instagram | Overview |



22 Instagram Glossary

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| Name | Description | Section |
|-------------------------------|---|------------|
| Saves | Saves are the feature of Instagram to help users to keep the contents in different collections. It has become more important element than likes and comments for the engagement of your account. | Engagement |
| Shopping Tab | Shows a feed of products that you searched before or the products which are similar to you searched before. It also allows you to prepare a wishlist that you can add the products you would buy. | Overview |
| Slidebeast Score | | Engagement |
| Sponsored Posts | Instagram ads take form of a typical Instagram photo or video. What distinguishes an Instagram ad from other photos is the “Sponsored” mark above the top right corner of the photo, the spot where the posting time is normally displayed. | Posts |
| Story | Instagram Stories is a feature on Instagram that users can share images and video content on their profiles for 24 hours. | Stories |
| Story Exits | The number of people who exited from a particular Story during a selected time range | Stories |
| Story Impressions photo/video | The number of times your Story has been seen broken down by content type during a selected time range. | Stories |
| Story Replies | The number of replies your Stories received during a selected time range. | Stories |
| Story Taps Back | The number of people who Tapped back to go back to a previous Story during a selected time range | Stories |
| Story Taps Forward | The number of people who Tapped Forward to go to the next Story during a selected time range | Stories |



23 Instagram Glossary

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| Name | Description | Section |
|-------------------|--|---------------------|
| Suggested Users | A selection of users who become recommend as suggested users to new users creating a profile. Suggested users are also followed by @Instagram for the period of which they are suggested. | Overview |
| Total Comments | The total number of comments that your posts had during a selected period of time. | Engagement |
| Total Engagement | Total engagement received during a selected time range where engagement is defined as anytime a user likes, comments or saves on one of your posts. Excluding ads. | Overview |
| Total Followers | Number of people who follow your Instagram Account. | Overview |
| Total Impressions | Total number of times that your contents have been viewed during a selected time range. | Impressions & Reach |
| Total Likes | The total number of likes that your posts had during a selected period of time. | Engagement |
| Total Posts | The number of total posts shared during a selected period of time. | Overview |
| Total Reach | The total number of times your contents have been viewed by unique users in a selected time range. | Impressions & Reach |
| Username | Your username is the name of your account, which people will type to find you, and which is also the address to view your profile online at www.instagram.com/[username] . | Engagement |
| Video Views | The number of times your video has been viewed during a selected time range, broken down by video type. A video's view count doesn't include video loops, and a view is counted when a video is watched for 3 seconds or more. | Engagement |



24 Instagram Glossary

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| Name | Description | Section |
|----------------|---|------------------|
| Website Clicks | The number of times the link to your website was clicked. | Profile Activity |



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