Instagram
Stories Report

Acorn Hills

Apr 01 2025 - May 01 2025

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02 Quick Healthcheck

Let's see your vitals before we get started

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

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Overview

Acorn Hills

Apr 01 2025 - May 01 2025

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04 Key Indicators

How you performed on your key indicators

TOTAL FOLLOWERS	FOLLOWER GROWTH	TOTAL ENGAGEMENT	ENGAGEMENT RATE	IMPRESSIONS
50K	2500	67K	2.3%	1,3M
+6.5%	+20%	+25%	+1%	+0.5%

REACH	TOTAL POSTS	AVG REACH ON POST	STORIES	AVG STORY REACH
750K	25	6K	67	14K
-5%	+24%	+5%	+75%	+125%

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Stories

Acorn Hills

Apr 01 2025 - May 01 2025

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06 Stories

How your Stories performed this period

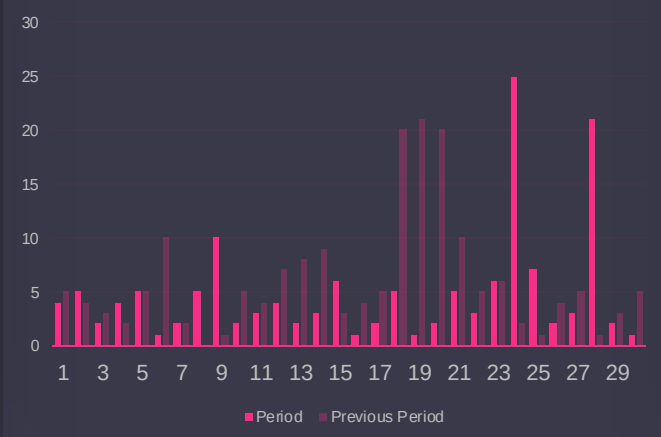
NUMBER OF STORIES	STORY IMPRESSIONS	COMPLETION RATE (%)	EXITS	REPLIES
15	235K	98%	9K	2.5K
+25%	+9%	+89%	+765%	+908%

AVG STORY REACH

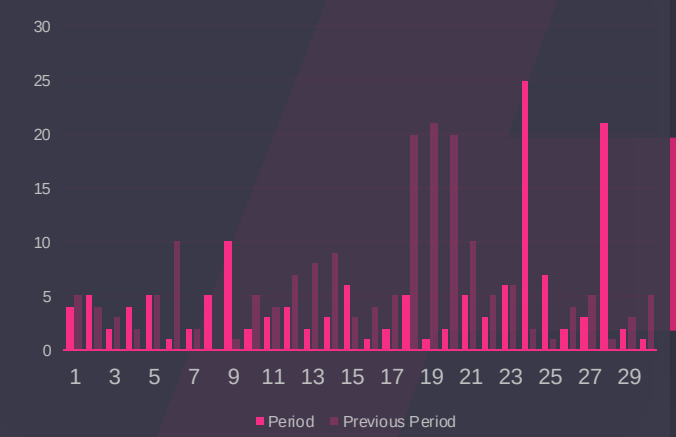
13K

909

NUMBER OF STORIES



COMPLETION RATE



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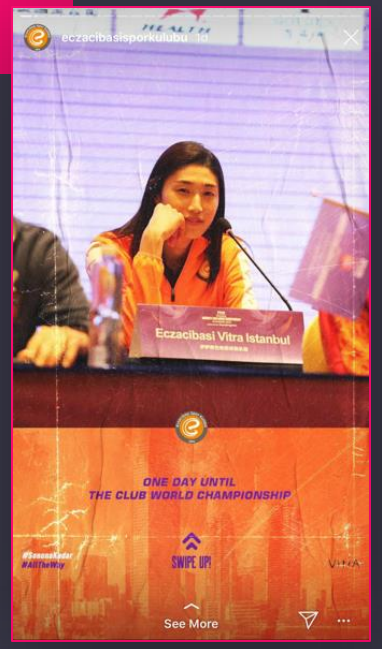
07 Top 5 Stories by Impressions

Your top 5 Stories by total impressions



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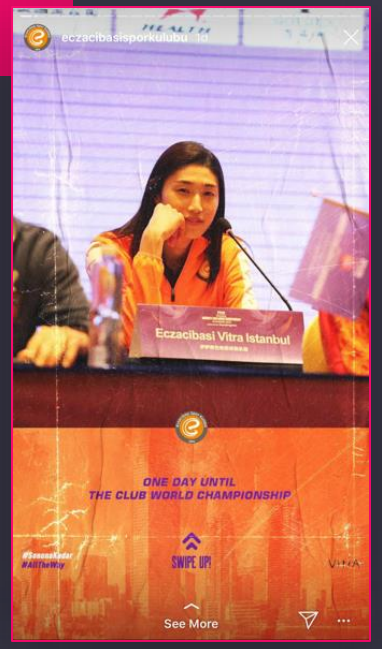
Exits (%)	54%



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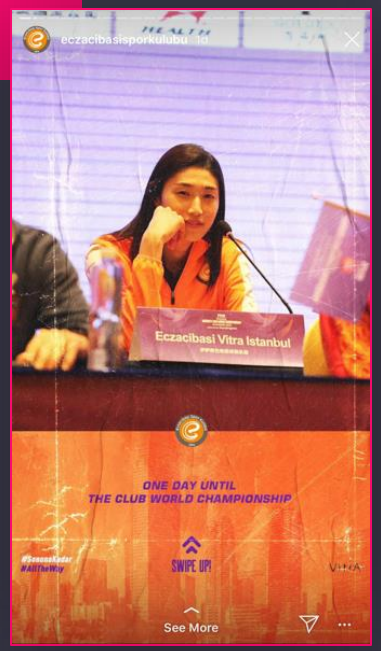

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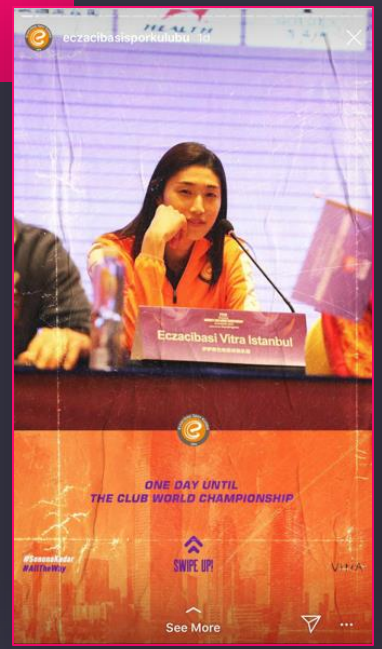

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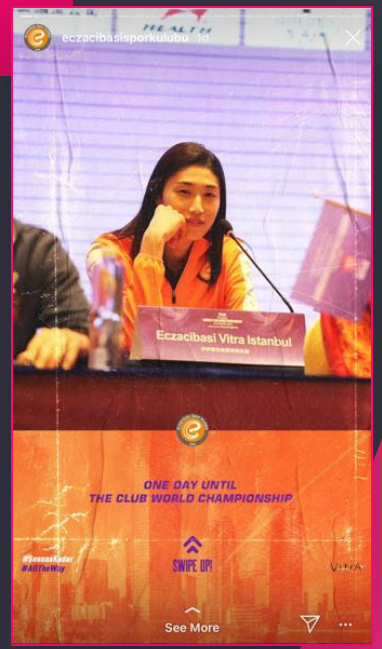

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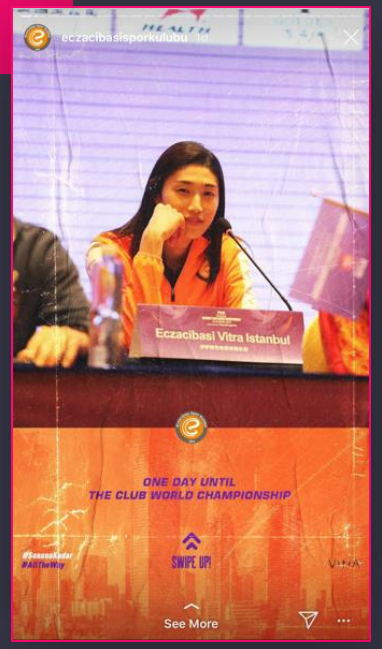
08 Top 5 Promoted Stories by Impressions

Your Top 5 Promoted Stories by total impressions



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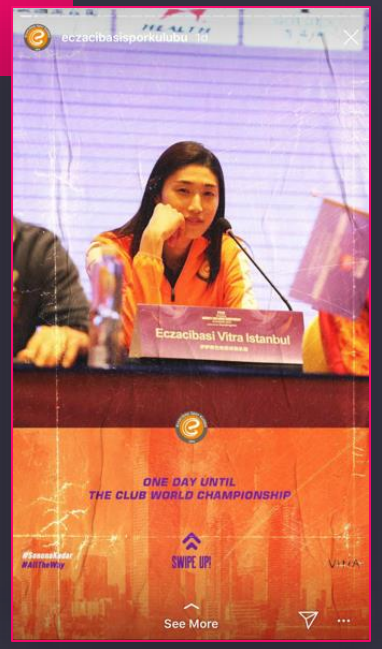

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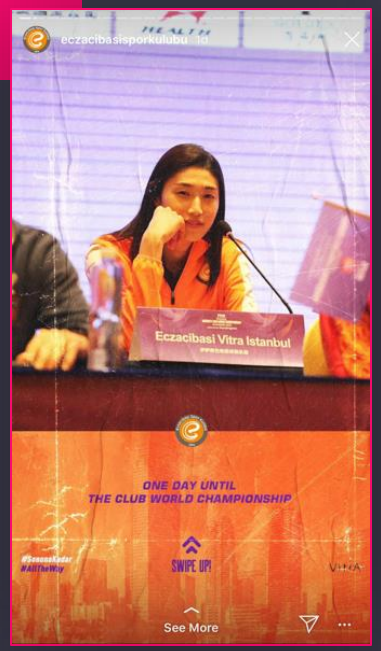

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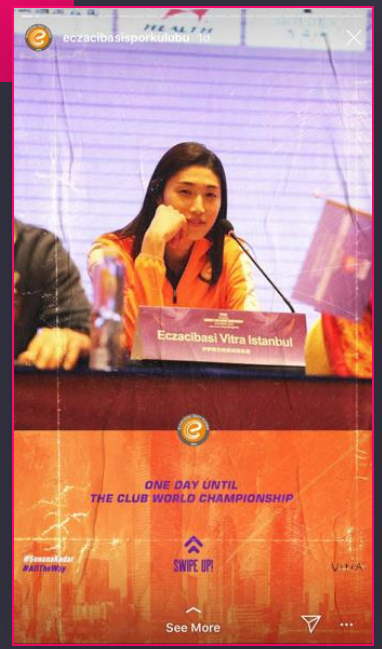

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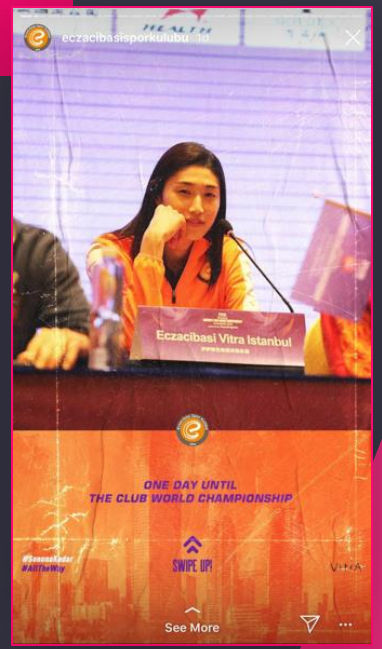

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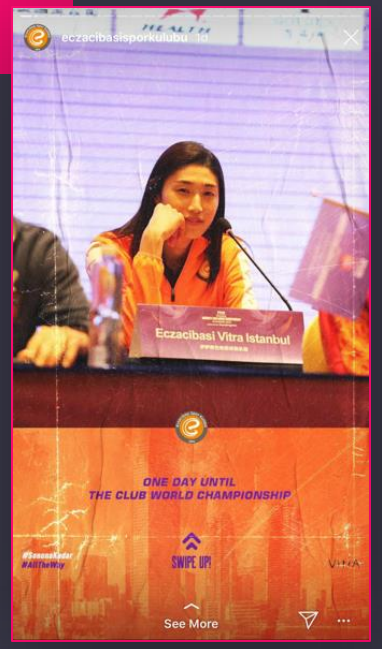
09 Top 5 Stories by Reach

Your top 5 Stories by total reach



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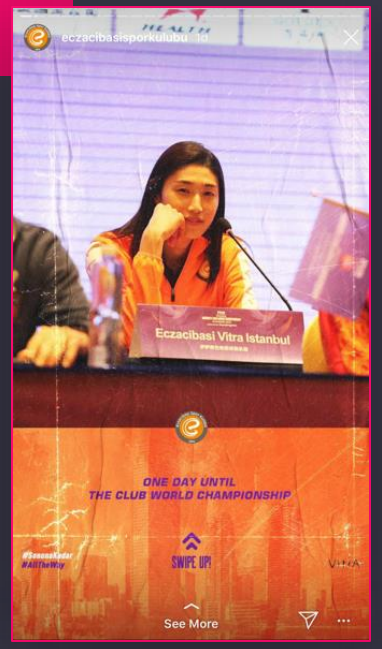

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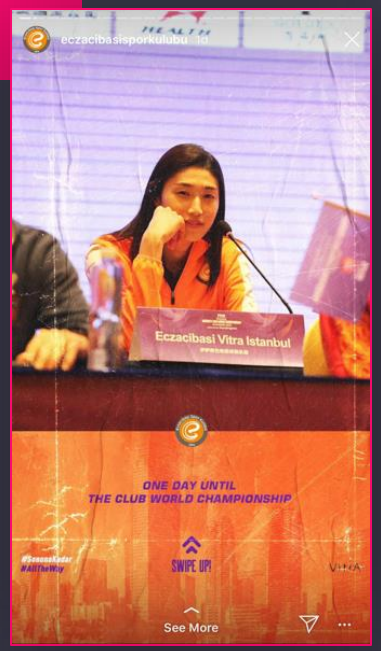

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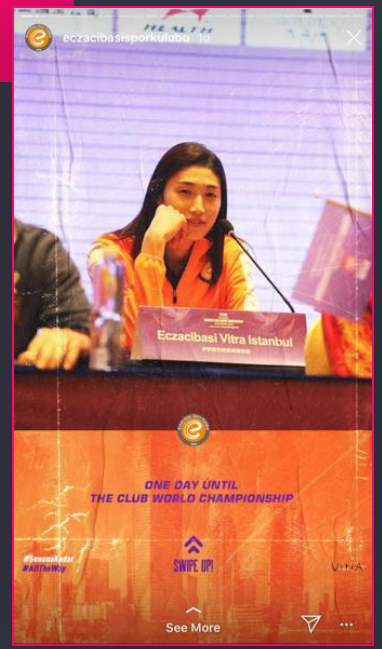

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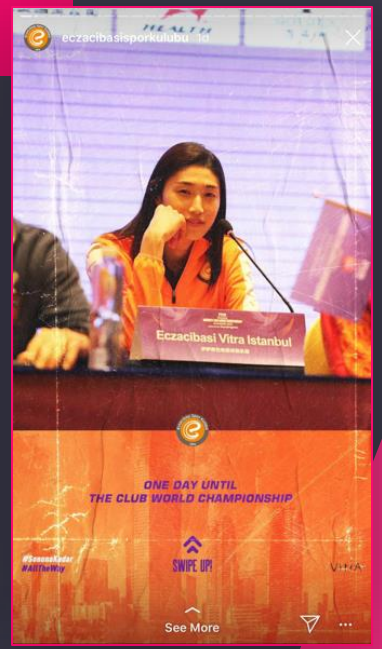

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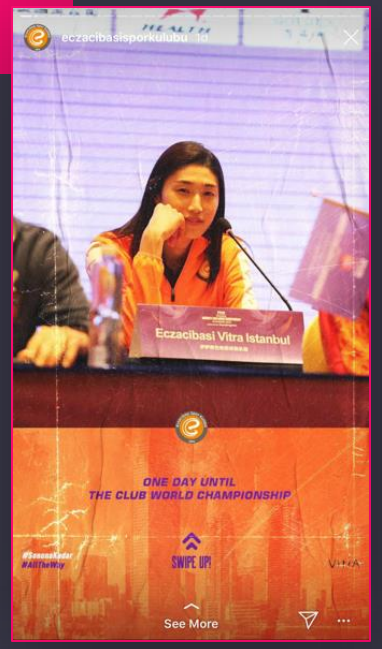
10 Top 5 Promoted Stories by Reach

Your top 5 Promoted Stories by total reach



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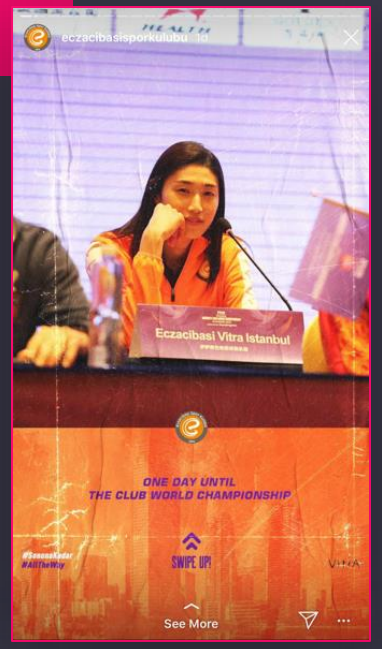

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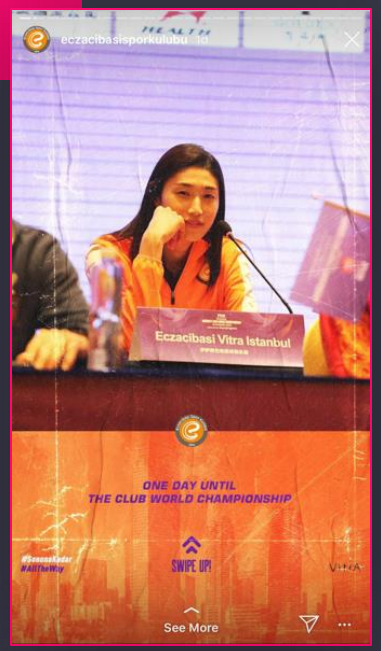

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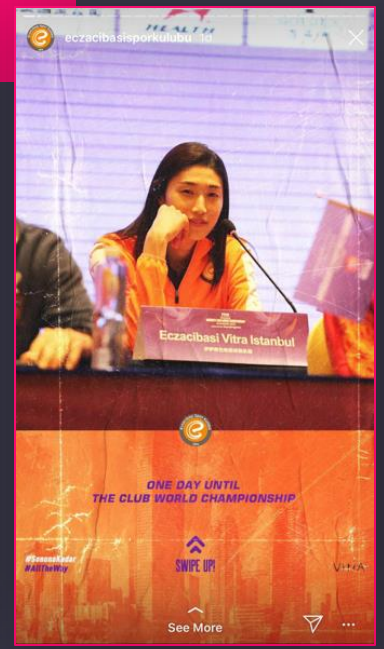

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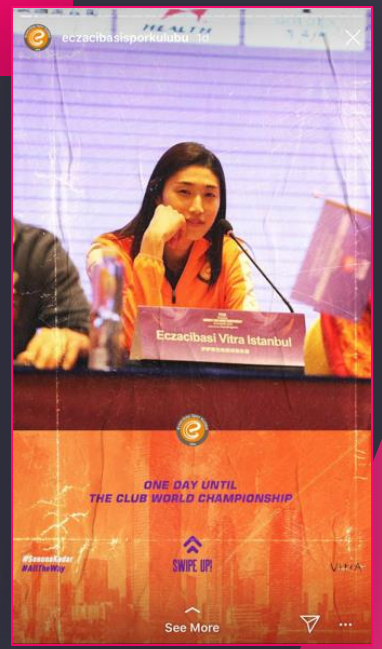

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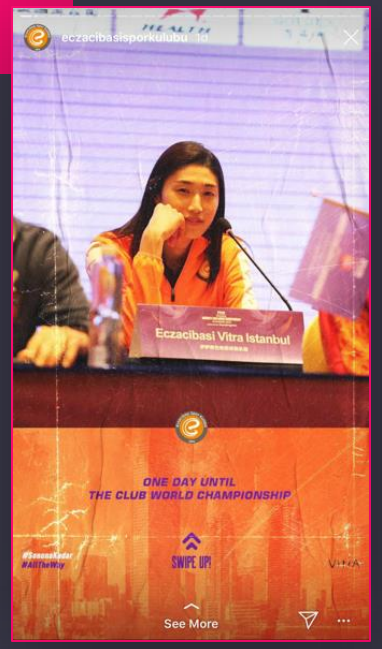
11 Top 5 Stories by Completion Rate

Your top 5 Promoted Stories by Story Completion Rate



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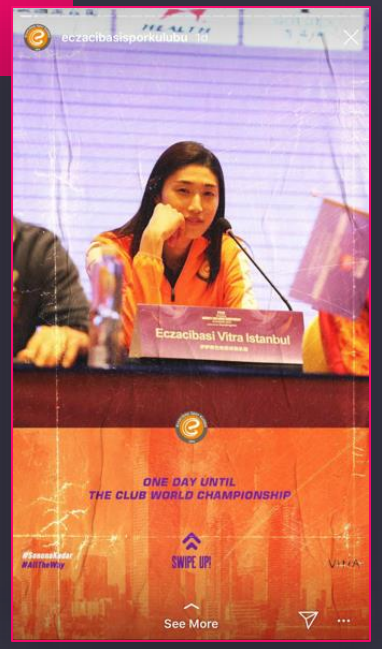

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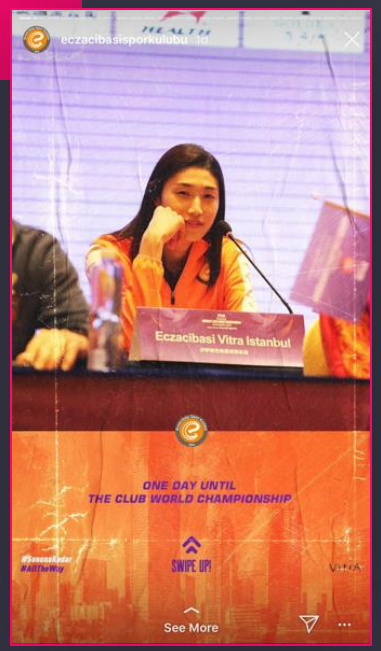

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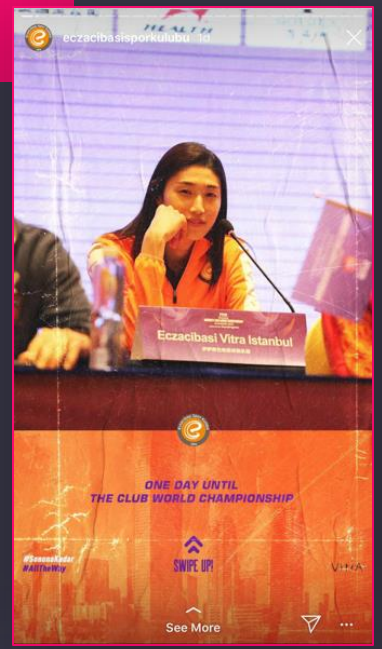

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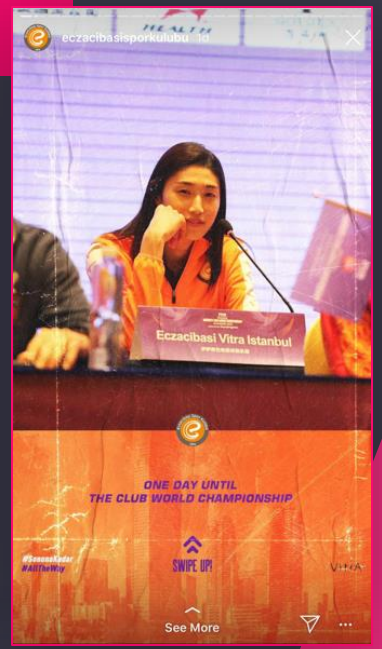

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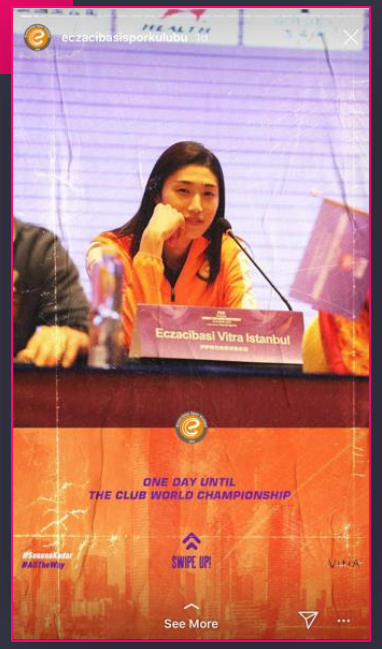
12 Top 5 Stories by Replies

Your top 5 Stories by replies



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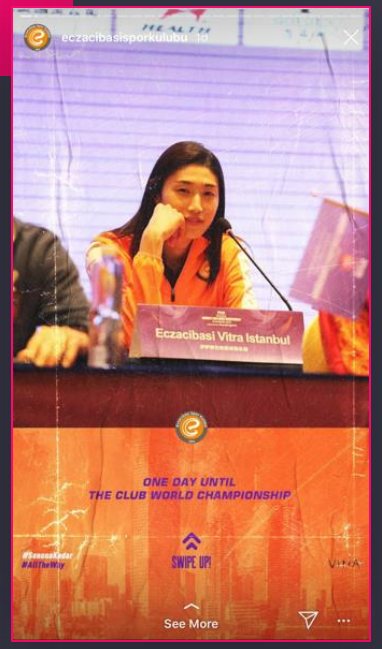

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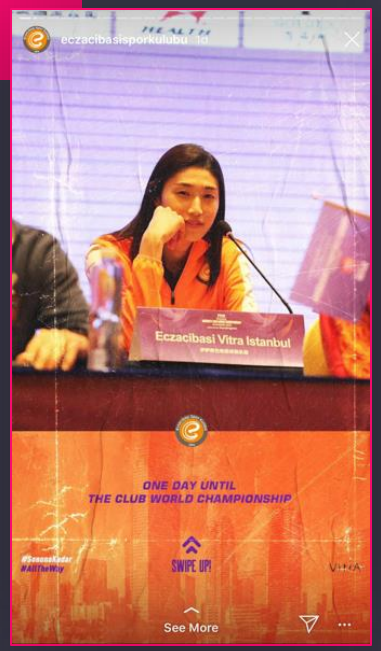

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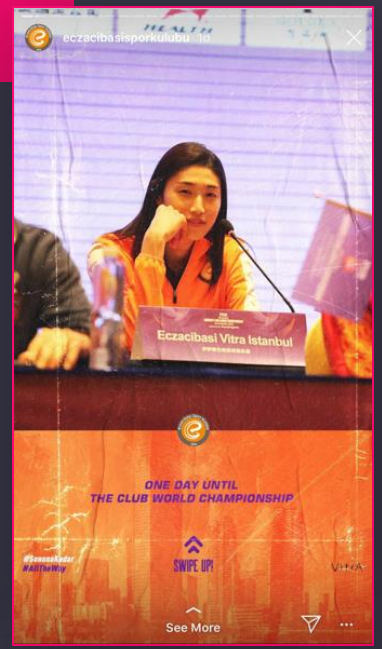

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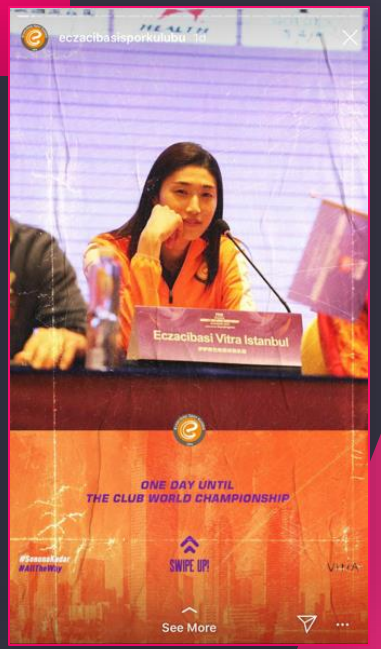

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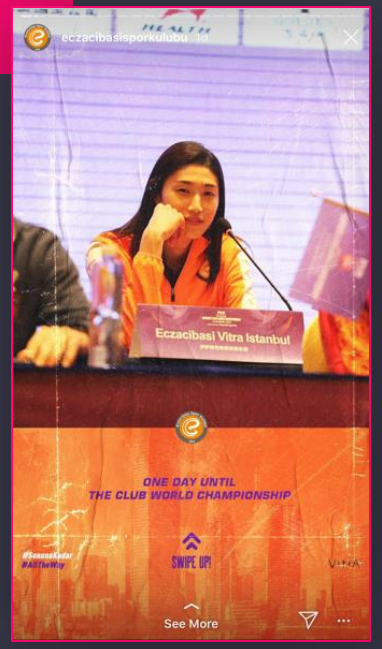
13 Top 5 Stories by Exits

Your top 5 Stories by exits



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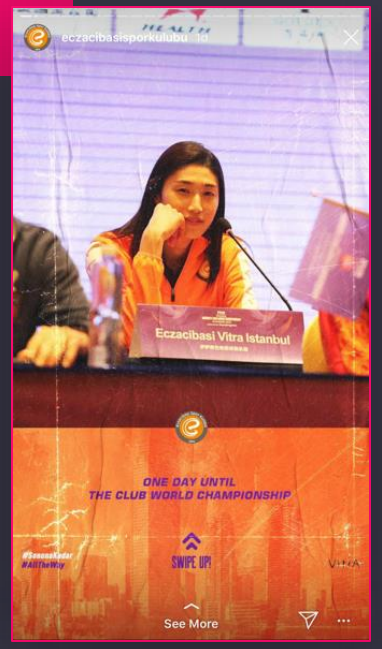

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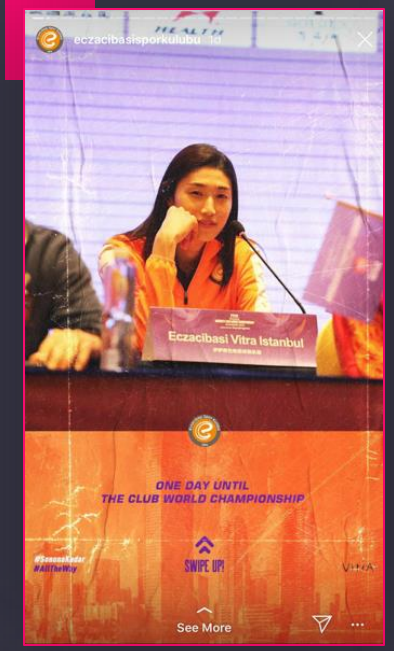

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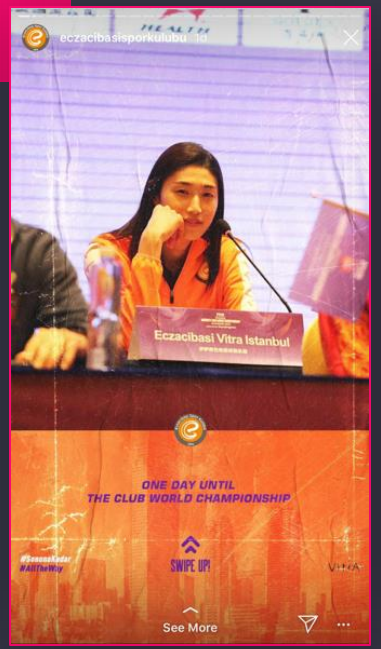

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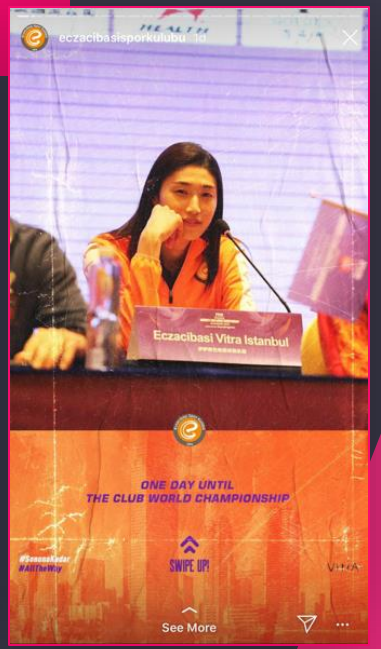

Date	02.04.2025
Exits (%)	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Impressions	54%

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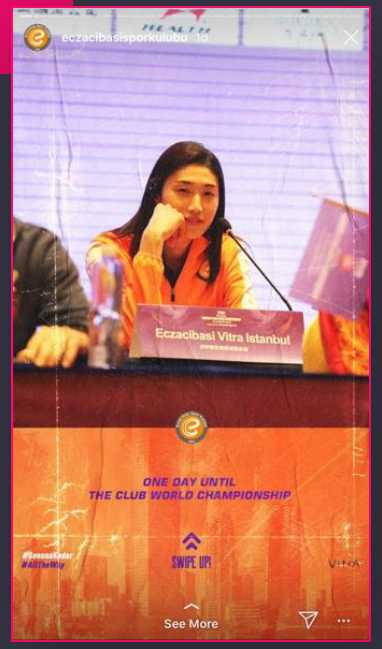
14 Top 5 Stories by Taps Forward

Your top 5 Stories by Taps Forward



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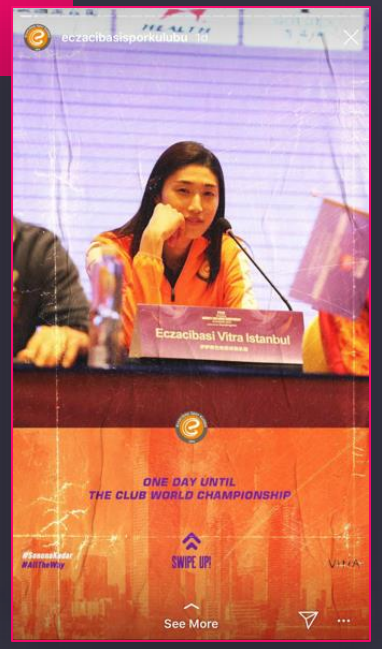

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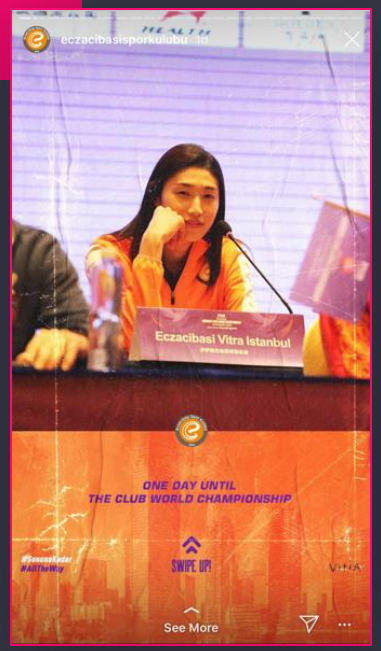

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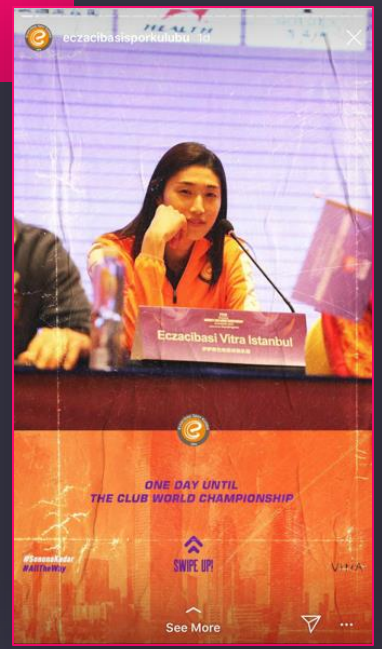

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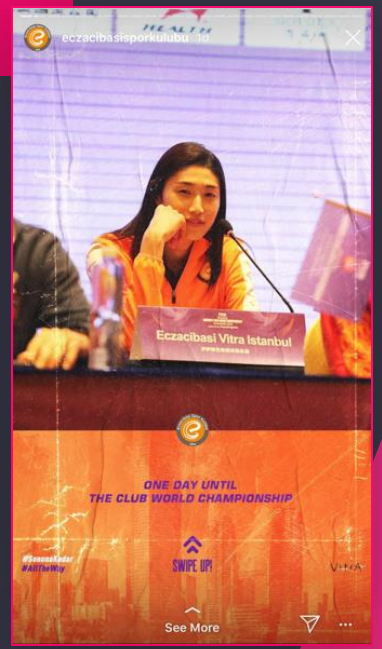

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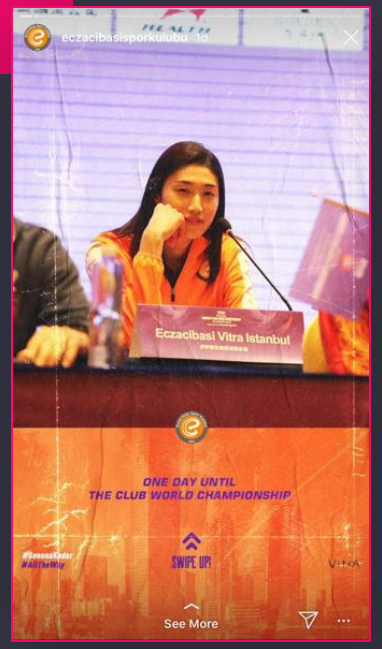
15 Top 5 Stories by Taps Back

Your top 5 Stories by Taps Back



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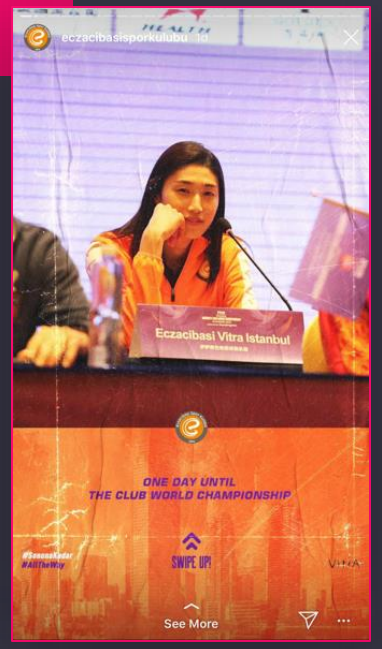

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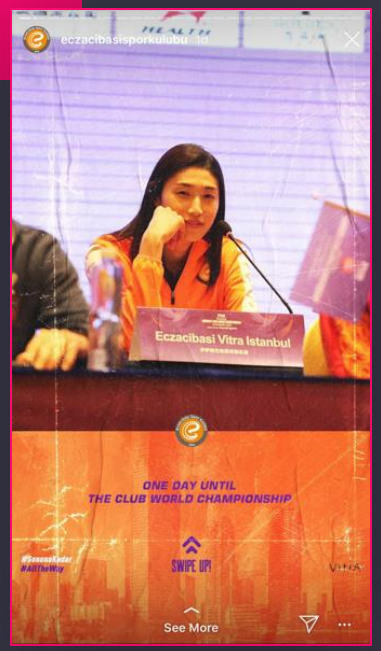

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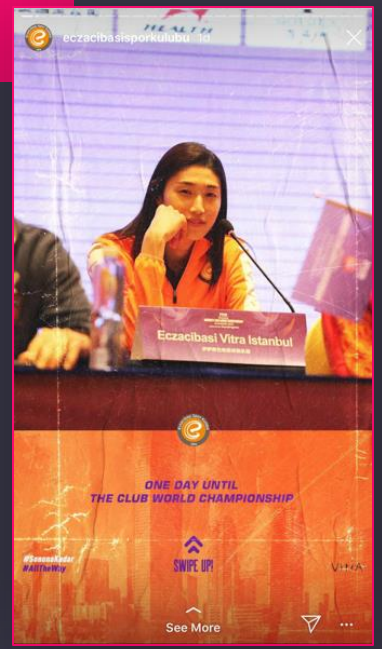

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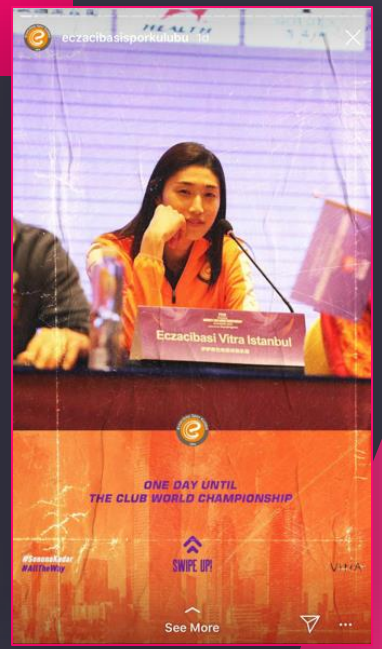

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Data Table

Acorn Hills

Apr 01 2025 - May 01 2025

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17 Data Table

A look back at your previous months' numbers

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%

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Insights

Acorn Hills

Apr 01 2025 - May 01 2025

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19 Insights

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

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	01.04.2025
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	01.04.2025
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	01.04.2025
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	01.04.2025
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	01.04.2025

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Glossary

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Apr 01 2025 - May 01 2025

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21 Instagram Glossary

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

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22 Instagram Glossary

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

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23 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

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24 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

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25 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

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Instagram Glossary

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

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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

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Instagram Glossary

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

Instagram Glossary

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

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30 Instagram Glossary

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

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Instagram
Stories Report

Acorn Hills

Apr 01 2025 - May 01 2025

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