

Instagram Analytics Report

August 2023 in comparison to July 2023

Reach

Accounts Reached-1,499

- Followers 887 +27.2%
- Non-Followers 612 +223%
- Impressions 8,604 + 268%

These numbers have significantly increased. I believe this is due to the return of students back to campus from the summer, if my idea is true the numbers will settle down within 1-2 months.

Top Content

- Posts-1,115
- Reels- 1,038 *Highest reach was our "Meet the Greeks" SFV
- Stories- 604

Short form video has been a massive trend across all platforms, instagram especially with competitions from Tiktok has really started to push out reel content in front of viewers. However because of the amount of post vs reels on our account the numbers are not set equally.

Profile Activity-290 +178%

- Profile Visit- 268 +197%
- External Link Taps- 22 +57.1

Increasing regularly, however I do not know how to see the analytics for the website to see if we are actually converting audiences on Instagram to content readers on our website.

Engagement

Accounts Engagement- 242 +175%

- Followers- 208 +141%
- Non-followers- 34 +1600% * This large jump was due to pur MTG STF with 132 non follower reach.

Top Content

- Post- 163
- Reels- 146
- Stories 6

Content Interactions- 404 +233%

Followers

Total followers- 1,344 +2.5%

Growth

- Follows- 44
- Unfollows- 10
- Overall- +34

* Two major spikes were on the 25th and 28th this can be accounted for the return to campus and start of classes.

