



Instagram analytics success checklist

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This checklist keeps Instagram analytics simple.

You can use it as a weekly, monthly, and quarterly routine. If you tick off even half of these consistently, you'll stop guessing and start adjusting with purpose.

Mindset

- Treat analytics as a to-do list, not a trophy case
- Plan one-week experiments, not six-month doctrines
- Focus on shares and saves, not just likes

Core reads

- Check follower demographics, top cities, active times
- Break down performance by format (Reels = reach, Carousels = saves, Stories = retention, Lives = spikes)
- Compare follower vs. non-follower reach and engagement



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Weekly

- Pick one KPI tied to your main goal (awareness, engagement, traffic, conversion)
- Trace the supporting metric (completion rate, link clicks, saves, etc.)
- Run one experiment (shorter intro, new CTA, post at peak time)
- Export data (don't lose your 90-day history)

Monthly

- Turn numbers into stories (Context → Insight → Action → Result)
- Spot which formats are gaining momentum and double down
- Compare results to benchmarks by follower tier and format

Quarterly

- Match reports to the audience (tactical = analysts, narrative = managers, one-pager = execs)
- Tie results to business outcomes (sales, sign-ups, awareness)
- Define 3 wins, 3 lessons, 3 next bets



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Advanced practices

- Track hashtag clusters (broad, niche, branded)
- Run sentiment checks on comments and mentions
- Measure influencer ROI with your metrics, not theirs
- Add UTM tags for cross-platform attribution
- Segment audience by behavior (savers, sharers, scrollers)
- Study content velocity (how fast posts rise and fade)
- Track paid + organic synergy
- Map conversions into CRM/BI
- Audit competitor content gaps
- Monitor community health (polls, DMs, return viewers)



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Governance

- Audit account access and permissions every quarter
- Keep a monthly export cadence
- Archive reports with clear rules
- Use naming conventions for campaigns and files

Team play

- Small biz: 3 KPIs, 45-min weekly check, monthly report
- Agencies: dashboards, white-label reports, ROI storytelling
- Enterprises: BI integration, OKRs, governance, cross-team use

Troubleshooting

- Reach** ↓ → Refresh Reels hooks, use trending audio
- ER** ↓ → Balance formats with saves + comments
- Story exits** ↑ → Trim intros, add early interactions
- Reels views** ↓ → Strengthen hook, improve completion rate