

# 4 Best Practices to Measure Instagram Success

*for small business owners*

## 1. CALCULATE YOUR AVERAGE ENGAGEMENT RATE FOR INSTAGRAM POSTS

Take a look at your last 14 Instagram posts and calculate your average engagement rate %

**Step 1:** Calculate the engagement rate for one post.

$$\text{ENGAGEMENT RATE} = \frac{(\text{LIKES} + \text{COMMENTS} + \text{SAVES})}{\text{TOTAL FOLLOWERS}} \times 100$$

For example, if you're someone with **2000 followers** and one of your posts receives **114 likes**, **7 comments**, and had **3 saves**, your rate would be **6.2%**.

**Step 2:** Repeat for the other 13 posts.

**Step 3:** Take all the engagement rates and calculate to find the average engagement rate for the last 14 posts.

**Step 4:** Use the average engagement rate to determine whether future posts are a success or not. If they perform better than your average, you're doing great!

## 2. WEEKLY, REVIEW SAVES AND COMMENTS FOR ALL INSTAGRAM POSTS

Sort through your saves and comments to see which posts generate the most attention from your followers. Tweak your content to do more of what resonates.

## 3. USE INSTAGRAM STORIES

Use features built within Instagram Stories – like the question and poll stickers – to continuously get feedback from your followers and customers.

## 4. MONTHLY, REVIEW YOUR AUDIENCE DEMOGRAPHICS

There's nothing more important than knowing who's walking in that door or hitting the "order" button online. Which cities are your followers in? How old are they? Is your targeting and website catering to them? Review and evaluate your Instagram audience insights like location, age, gender, etc. monthly.