



GETTING STARTED WITH THE

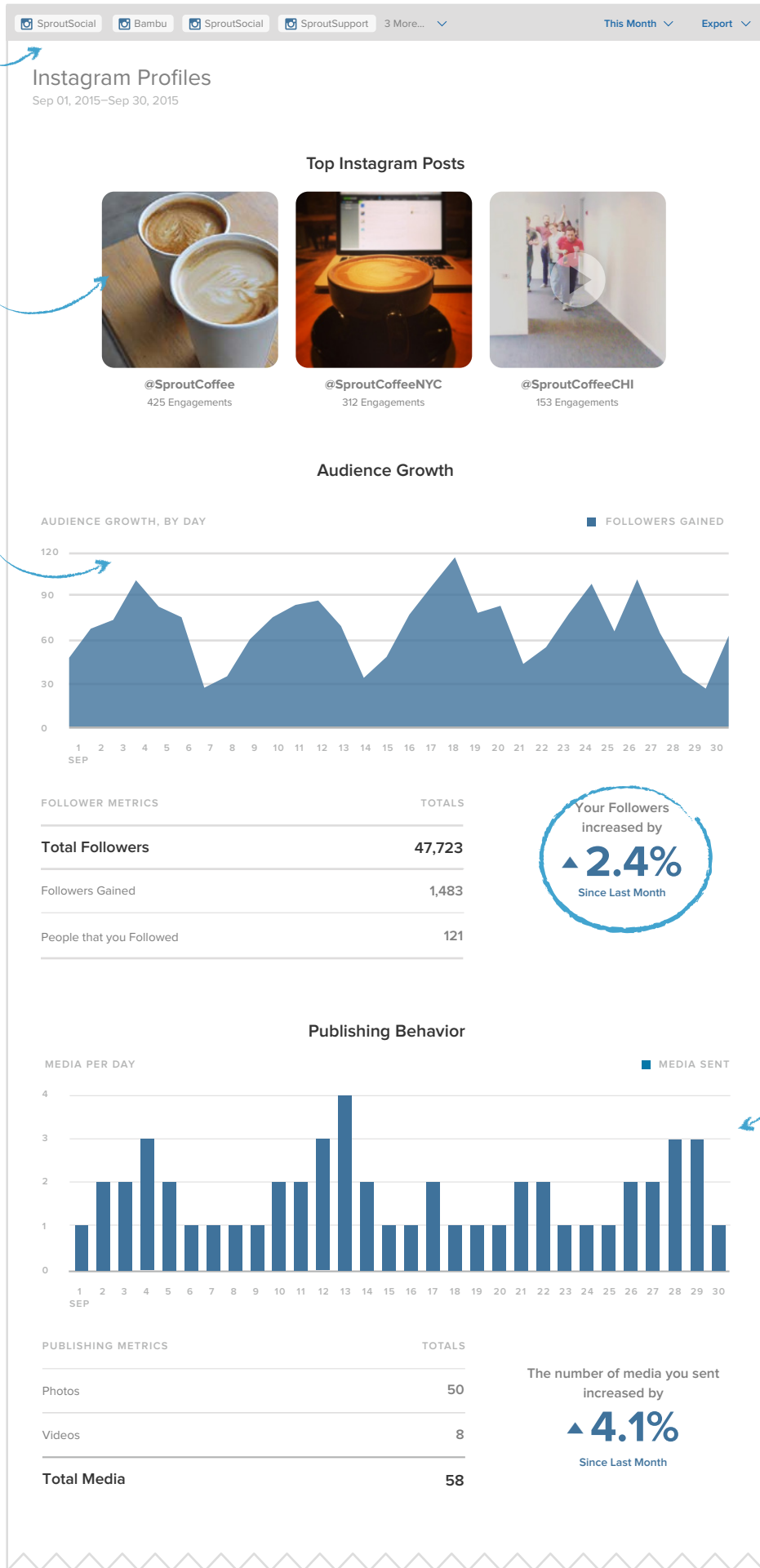
INSTAGRAM PROFILES REPORT

Determine the success of your content
and make informed strategy decisions.

Add multiple profiles for big-picture insight into Instagram content and social performance.

Get a snapshot of your most engaged media then review the comprehensive list from the Sent Messages Report.

Peaks and valleys give insight into how content drives growth.



Quickly understand performance trends based on the report period.

Project or demonstrate if your brand's publishing goals are being met.

Outbound Hashtag Performance

MOST USED HASHTAGS

#sproutcoffeeco	154
#dobreakfastright	130
#mysproutcoffee	122
#sproutcoffee	93
#latteart	67
#sproutjava	32
#sprout	13
#sproutperks	6

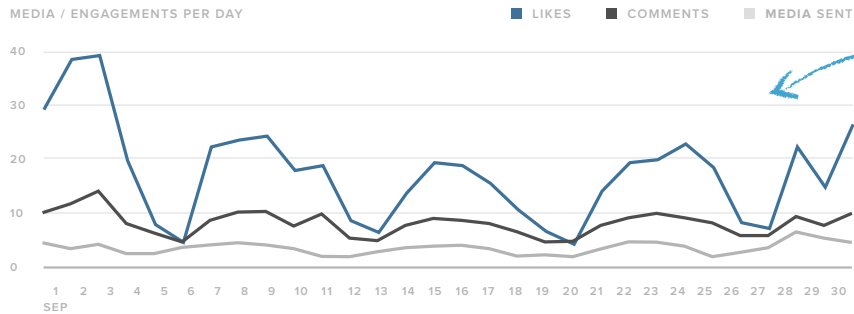
MOST ENGAGED HASHTAGS

#sproutcoffee	1167
#sproutcoffeeco	1126
#mysproutcoffee	1117
#dobreakfastright	168
#sproutperks	160
#sprout	144
#latteart	106
#sproutsundays	102

Compare which hashtags you use the most to the ones that get the most attention.

Audience Engagement

MEDIA / ENGAGEMENTS PER DAY



Understand how and when your audience is engaging with your content to maximize results.

ENGAGEMENT METRICS

ENGAGEMENT METRICS	TOTALS
Likes Received	994
Comments Received	156
Total Engagements	1,150
Engagements per Follower	48
Engagements per Media	23

The number of engagements increased by

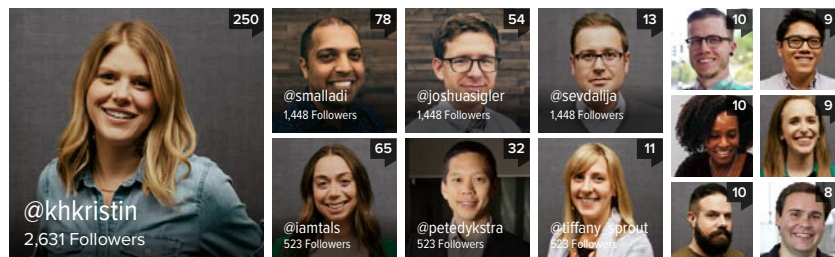
▲ 0.8%
Since Last Month

The number of engagements per media decreased by

▼ 4.5%
Since Last Month






Top Influencers Engaged

Keep tabs on top users that are interacting with your content.



Compare profiles to uncover opportunities for improved content and engagement for overall success.

Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements pre Follower	Engagements per Media
 @SproutCoffeeCo	34,421	18%	34	34	5	879	45	3.85
 @SproutCoffeeNYC	33,453	18%	46	45	4	879	45	9.65
 @SproutCoffeeCHI	56,425	18%	47	35	18	879	45	9.85
 @SproutCoffeeBOS	34,425	18%	79	46	13	879	45	7.85
 @SproutCoffeeSF	94,427	18%	135	69	4	879	45	9.65