The PlayBook

MEMBERSHIP

SOCIAL MEDIA | MODULE SEVEN

Understanding your Analytics

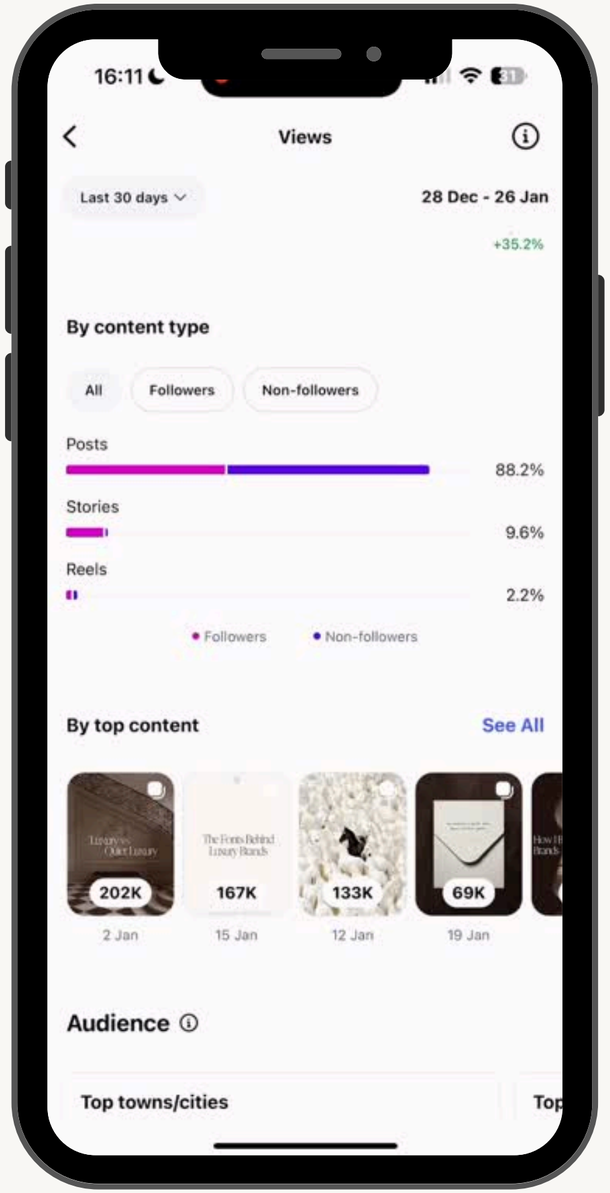
WHAT METRICS TO TRACK

HOW TO READ WHAT THE DATA IS TELLING YOU

WHAT TO ADJUST WHEN SOMETHING IS DOWN

How To Find Your Metrics

A LITTLE TUTORIAL


16:11
Views
Last 30 days
28 Dec - 26 Jan
+35.2%
By content type
All
Followers
Non-followers
Posts
88.2%
Stories
9.6%
Reels
2.2%
Followers
Non-followers
By top content
See All
202K
167K
133K
69K
2 Jan
15 Jan
12 Jan
19 Jan
Audience
Top towns/cities

Key Performance Metrics

WHAT TO TRACK DEPENDING ON YOUR GOALS

Metrics only matter if you understand what your goal is.

Tracking everything = tracking nothing.

Before we even list metrics, teach this mindset shift:
“Your goal determines your metrics. Your metrics determine your actions.”

On Instagram, most goals fall into 4 core buckets.

Goal: Brand Awareness & Visibility

“I want more people to see and recognise this brand.”

Primary Metrics to Track

- Reach – unique accounts seeing your content
- Impressions – total views (including repeats)
- Follower growth rate – not just raw number
- Profile visits

Secondary Metrics

- Shares
- Saves (signals memorability, even for awareness)

How Often to Track

- Weekly: Reach, impressions, profile visits
- Monthly: Follower growth trends

When to Adjust Strategy

- After 12 weeks of consistent posting (5+ more a week)
- If:
  - Reach is flat or declining
  - Content isn’t being shared beyond existing audience

What a Change Might Look Like

- Adjusting posting times based on audience activity
- Testing geo-tagging
- Changing hook style (soft vs triggering)
- Switching content formats (Reels vs carousels)
- Testing human-led visuals vs object-based visuals
- Reducing or increasing text on infographics (storytelling vs bulletpoints)

Goal: Brand Awareness & Visibility

“I want more people to see and recognise this brand.”

Look for trends not spikes.

A Spike Looks Like This:

- One Reel hits 50k reach
- The next 6 posts sit at 1–3k
- No sustained increase in profile visits or followers

What this means:

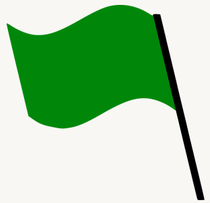
The format or topic worked once, but the strategy didn’t stick.

Instead of one big jump, you see gradual movement upward:

- Average reach goes from:
  - 2k → 2.8k → 3.5k → 4.2k
- Profile visits slowly increase week over week
- Follower growth becomes more consistent (even if small)

Goal: Brand Awareness & Visibility

“I want more people to see and recognise this brand.”



Good Awareness Trend Signals

- Reach per post is less erratic
- Fewer extreme highs and lows
- More posts performing “about average” or slightly above
- Profile visits rising even when a post doesn’t “go viral”

Red Flags (Even With High Reach)

- Reach up, profile visits flat
- Reach up, follower growth stagnant
- Reach fluctuates wildly with no baseline improvement

Goal: Engagement & Community

“I want people to interact, respond, and stay.”

Primary Metrics to Track

- Engagement rate – total interactions ÷ reach
- Comments per post – depth of conversation
- Story interactions – active engagement (polls, replies, taps)

Secondary Metrics

- Saves – content people want to return to
- Shares – content people want others to see
- DMs – private engagement and connection

How Often to Track

- Per post: Engagement rate
- Weekly: Story interactions
- Monthly: Engagement trends

When to Adjust Strategy

- After 12 weeks of consistent posting (5+ more a week)
- If:
  - Reach is steady but engagement is low
  - People view but don’t interact
  - Stories are skipped quickly

What a Change Might Look Like

- Stronger CTAs (questions, prompts)
- Opinion-based or POV content
- More BTS kind of content
- More motivational / inspirational content
- More human-led posts (try storytelling)
- Simpler ideas per post
- Testing soft vs direct asks

Goal: Engagement & Community

“I want people to interact, respond, and stay.”

Look for trends not spikes.

A Spike Looks Like This:

- One post gets lots of likes
- Little to no comments
- No repeat interaction on following posts

What this means:

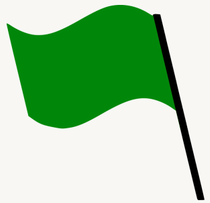
The post entertained, but didn’t build connection.

A Trend Looks Like This:

- Comments increase gradually
- Familiar names show up repeatedly
- Story replies become more frequent

Goal: Engagement & Community

“I want people to interact, respond, and stay.”



Good Engagement Trend Signals

- Comments per post slowly increase
- Story interactions feel consistent
- More saves and shares over time

Red Flags

- Likes without comments
- Engagement drops as reach increases
- Stories viewed but not interacted with

Goal: Traffic & Conversions

“I want people to click, sign up, or buy.”

Primary Metrics to Track

- Link clicks – traffic driven off Instagram
- Story link clicks – action from short-form content

Secondary Metrics

- Saves – intent to take action later
- DM inquiries – purchase or interest signals

How Often to Track

- Weekly: Clicks & taps
- Monthly: Content driving traffic

When to Adjust Strategy

- After 12 weeks of consistent posting (5+ more a week)
- If:
  - Engagement is high but clicks are low
  - People watch but don’t take action

What a Change Might Look Like

- Clearer CTAs
- Repeating offers more often
- Testing Reels vs infographics
- Testing story vs feed for selling
- Softer sell vs direct sell

Goal: Traffic & Conversions

“I want people to click, sign up, or buy.“

Look for trends not spikes.

A Spike Looks Like This:

- One post drives clicks
- No repeat traffic after
- No consistent inquiry pattern

What this means:

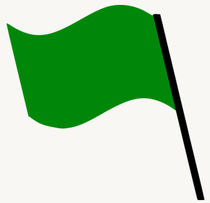
The message worked once, but didn’t convert long-term.

A Trend Looks Like This:

- Clicks increase slowly week over week
- More consistent link taps
- DMs referencing offers or links

Goal: Traffic & Conversions

“I want people to click, sign up, or buy.“



Good Engagement Trend Signals

- Clicks rise even on non-launch posts
- Saves on promotional content
- Repeat traffic patterns

Red Flags

- High engagement, low clicks
- Clicks without inquiries
- Traffic spikes only during launches / sale

Goal: Authority & Thought Leadership

“I want to be seen as the expert.”

Primary Metrics to Track

- Saves – perceived value of the content
- Shares – credibility and relevance
- Profile visits – curiosity about expertise
- Follower growth from posts – authority-led discovery

Secondary Metrics

- Long-form comments – trust and resonance
- DMs referencing content – recognition and authority

How Often to Track

- Per post: Saves & shares
- Monthly: Authority signals (saves, shares, profile visits, follower growth from value giving posts)

When to Adjust Strategy

- After 12 weeks of consistent posting (5+ more a week)
- If:
  - Posts are liked but not saved
  - No inbound messages or questions being asked

What a Change Might Look Like

- Sharing step by step processes instead of quick tips
- Clearer positioning - “I help X do Y”
- Reducing how much is taught per post
- Teaching the “why” before the “how”

Goal: Authority & Thought Leadership

“I want to be seen as the expert.”

Look for trends not spikes.

A Spike Looks Like This:

- One post gets attention
- No ongoing saves or shares
- No audience growth from it

What this means:

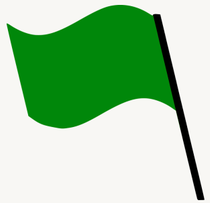
The idea landed once, but didn’t establish authority.

A Trend Looks Like This:

- Saves increase steadily
- Posts shared to stories more often
- People reference your content

Goal: Authority & Thought Leadership

“I want to be seen as the expert.”



Good Authority Trend Signals

- Saves outweigh likes
- Shares increase over time
- Profile visits from educational posts

Red Flags

- Likes without saves
- No content being shared
- No recognition outside comments

Reading Insights

THE FORMULA BEHIHND WHAT YOUR METRICS MEAN

REACH UP, ENGAGEMENT UP, FOLLOWERS DOWN MEANS...

It means more people are seeing and interacting with your content, but fewer are choosing to follow you. This could suggest that your content is attracting attention but not convincing viewers to stay long-term, or that you're losing followers faster than you're gaining them.

Issue: Attention without loyalty

What to Adjust

- Narrow the topic (too broad = weak signals)
- Change the opening visual (face / object / motion first)
- Test posting when followers are most active
- Use fewer, more specific hashtags
- Remove low-performing formats for now

REACH UP, ENGAGEMENT DOWN, FOLLOWERS UP MEANS...

It means your content is being seen by more people and attracting new followers, but they’re not interacting as much. This could indicate that your audience is less engaged or that your content isn’t as compelling to them as before.

Issue: Discovery working, depth missing

What to Adjust

- Reduce to one idea per post
- Add a direct question or prompt
- Share an opinion, not just information
- Use examples instead of explanations
- Post content aimed at existing followers

REACH DOWN, ENGAGEMENT UP, FOLLOWERS UP MEANS...

It means fewer people are seeing your content overall, but the ones who do are interacting more, and you're gaining followers despite the lower reach. Likely, your content is resonating better with a specific audience rather than being widely distributed.

Issue: Connection without scale

What to Adjust

- State who the content is for clearly (niching)
- Say the same main idea across multiple posts
- Share opinions, beliefs, or boundaries you stand by
- Use repeatable post types or series

Reminders

Not every metric goes up every month

Strategies need 3+ months to work

One post doesn’t mean anything

Consistency comes before analysis (patience is key)

Data is feedback, not failure

Your PlayBook Practice

ACTION TASK

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these prompts in your notes or a journal:

1. Choose your goal

- What is your main goal right now?

2. Pick your key metric

- Which one number matters most?

3. Check the last 30 days

- Is it up, flat, or down?

4. Identify the issue

- Reach / Engagement / Followers

5. Choose one change

- What will you adjust this month?

THE TEMPLATE VAULT

My recommended downloads for this module

Insight Report Template

This is perfect to track for yourself AND your clients

Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: BUILDING A PERSONAL BRAND