

Facebook & Instagram Tracking Stats

Know your numbers! Track these each month on social.

TERMS

Followers:

People who choose to follow your profile/account on a social platform.

Likes:

Thumbs up, hearts, or other emoji response.

Engagement:

Likes, thumbs up, clicks, reactions, comments, shares. When someone interacts with your post.

Engagement Rate:

The rate at which visitors engage with your content. A 5% engagement rate would mean that 5% of times people who saw your post (impressions) reacted with a like/comment/share/click

Reach:

How many different (unique) people have seen your post.

Impressions:

How many times your post has shown up in someone's feed. Unlike reach, this could be multiple views by the same person.

Sessions:

This mainly refers to websites it is the number of visits your website.

Bounce Rate:

Another website stat, this is the percentage of one-page visits to your website.

People who land on your website then leave.

These are the basic analytics we will start working with during the Masterclass.

MONTH/YEAR:

Print this sheet for each month. Fill in the blanks and then compare your numbers month over month. Do certain efforts equate to better numbers? Are your accounts performing better each month?

FACEBOOK

Page Likes:

Engagement:

Reach:

Stories - Reach:

Stories - Link Clicks:

INSTAGRAM

Followers:

Accounts Engaged:

Accounts Reached:

Stories - Reach:

Stories - Link Clicks:

PINTEREST

Followers:

Saves:

Clicks:

TIKTOK

Followers:

Video Views:

Reactions:

WEBSITE

Sessions:

Users:

Bounce Rate:

Story Reach:

EMAIL

Subscribers:

Avg. Open Rate:

Click-through Rate:

LINKEDIN

Connections:

Button clicks:

Page Views:

Top 3 Job Functions: