

# Track Metrics

- Who are your followers? Male or female? US- based or international?
- Which posts are eliciting the strongest response, both in likes and comments?
- Do certain types of photos get more comments, while others get more likes?
- What are your followers asking for more of?
- Poll your followers, including your co-workers, periodically. Are there features that people look forward to? Or find annoying?
- Are photos posted at certain times/days performing better than others?
- Who are your most highly engaged followers?



# Resources



Stay Informed



Get Creative



Track Metrics

[Instagram Blog](#)  
[Instagram for Business Blog](#)  
[Mashable](#)

**Editing** Afterlight, Over  
**Layouts** Diptic, Layout  
**Resizing** InstaSize, NoCrop  
**Reposting** Repost  
**Video** Hyperlapse

[Iconosquare](#)



# Remember...

Partner up.

Take advantage of trends.

It takes a village – build a rock star team.

Curate – choose quality over quantity.

Let metrics guide you.

Engage and feature your followers.