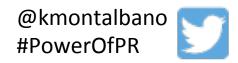
Track Metrics

- 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?



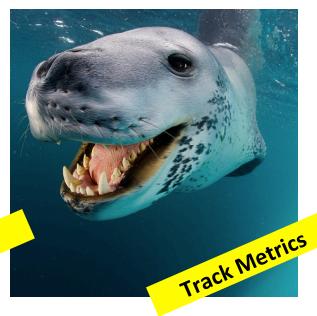




Resources



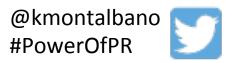




Instagram Blog Instagram for Business Blog Mashable Editing Afterlight, Over
Layouts Diptic, Layout
Resizing InstaSize, NoCrop
Reposting Repost
Video Hyperlapse

<u>Iconosquare</u>





Remember...

GEOGRAPHIC

CHANNELS

Take advantage of trends. Partner up. It takes a village – build a **Engage and feature** rock star team. your followers. Curate – choose Let metrics quality over quantity. guide you. **NATIONAL** @kmontalbano

#PowerOfPR