



Social Media Audit

July 2026

Agenda

Elements of Instagram

Instagram Metrics

Audit

-
- Analytics

-
- Top Posts
-

Goals

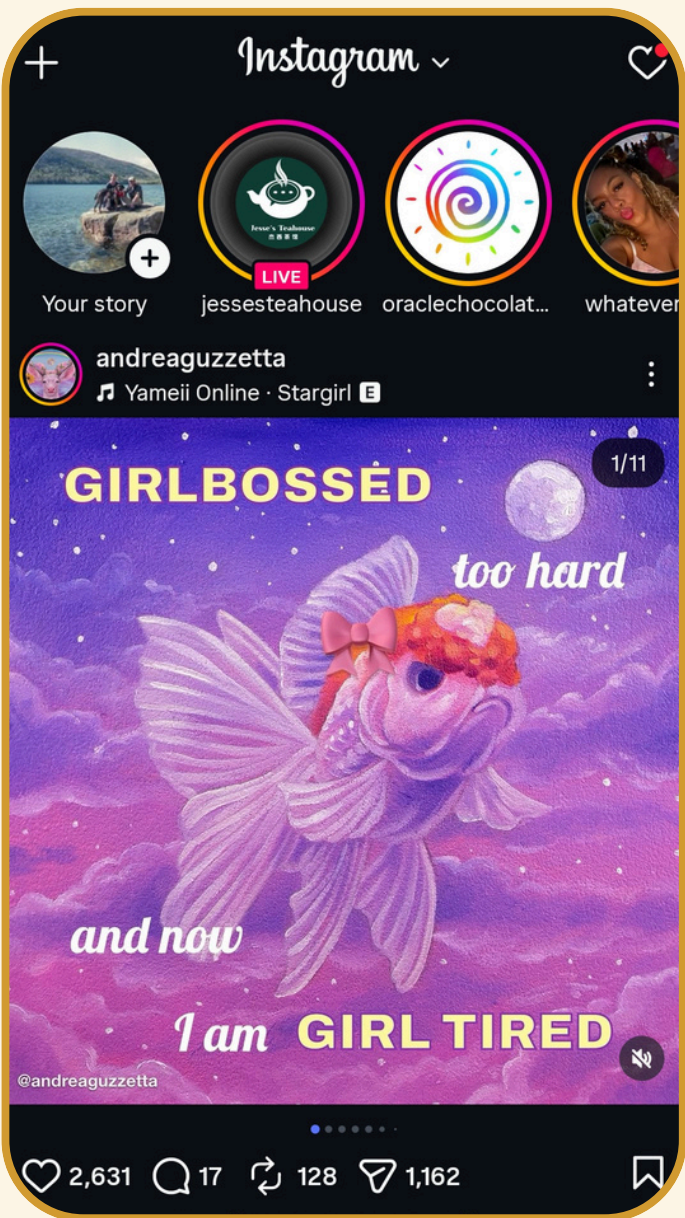
Strategy

Scope

Cadence

Posting Guide

Elements of Instagram



Carousel



Post



Reel



Story

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Instagram Metrics

Views

Number of times a piece of content was displayed or watched (for 3 sec)

Interactions

Number of reactions, saves, comments, shares, and replies on your content

Visits

Number of times your profile was visited

Reach

Number of unique users who see your content

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Audit

For this audit, I assessed Instagram activity and engagement from January 1, 2024 to June 25, 2026.

Based on these findings, as well as your overall goals, I created a framework for Instagram use moving forward.

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