

# SOCIAL MEDIA METRICS TRACKING

**PLATFORM: Instagram**

METRIC <small>(No. of Posts, Followers/New Followers, Likes, Shares, etc.)</small>	BASELINE	GOAL	TIMELINE <small>(ex. 30 days, 6 months, 12 months)</small>	REPORTING DATE <small>(weekly via IG Insights)</small>	PROGRESS
Number of New Followers	300	500	9/1 – 12/31 (17 weeks)	9/8	<b>+10 followers</b>
Number of New Followers	<b>310</b>			9/15	
Number of New Followers				9/22	
Number of New Followers				9/29	
Number of New Followers				10/06	
Number of New Followers				10/13	
Number of New Followers				10/20	
Number of New Followers				10/27	
Number of New Followers				11/03	
Number of New Followers				11/10	



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