



Report on Sotrender

From 28 April 2022 to 28 May 2022



Page Index

1. Overview	3
2. Audience	4
2.1. Online followers	4
2.2. Demographics	6
2.3. Follower location	7
2.4. Followers - Languages	8
3. Reach	9
3.1. Number of followers	9
3.2. Increase in number of followers	10
3.3. Reach	11
3.4. Reach - days of the week	12
3.5. Impressions	13
3.6. Impressions - days of the week	14
4. Engagement	15
4.1. Brand activities	15
4.2. User activities	17
4.3. User activities - days of the week	18
4.4. User activities by media type	19
4.5. Activity Index	21
4.6. Profile views	22
4.7. Profile views - days of the week	23
4.8. Profile clicks	24
4.9. Profile clicks - types	25
5. Content	26
5.1. Content type	26
5.2. Top posts	27
5.3. Top stories	28
6. Comparison	29

1.1. Overview

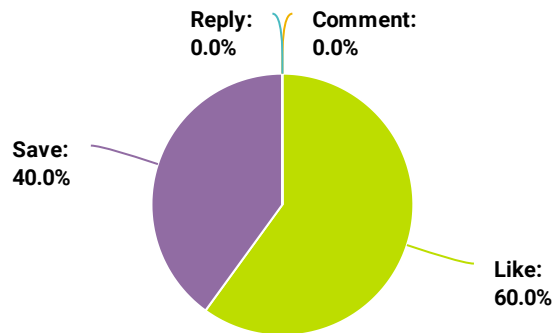
Between 28.04.2022 - 28.05.2022 profile reached 7658 users.

Number of followers decreased by 0% to 1144.

Reach

- Number of followers: 1144 ↓ -4
- Reach (estimated): 7658
- Average daily reach: 304 ↑ +299

Types of engagement



Engagement

- User activities: 10 ↑ +7
- Activity Index: 6 ↑ +3
- Profile views: 43 ↑ +15
- Comments: 0 0
- Likes: 6 ↑ +3
- Replies: 0 0
- Saves: 4 ↑ +4

Top posts

29 Apr 2022 08:05

<https://www.instagram.com/p/Cc7XlfWutg4/>

Do marketers identify their target audiences accurately when creating Facebook and Instagram ads? 🙌 Our recent research revealed that more than 80% of #adsets reach less than 5% of thei...

Likes	Comments	Saves	Reach	Impressions	Activity Index
6	0	0	103	111	6

25 May 2022 08:11

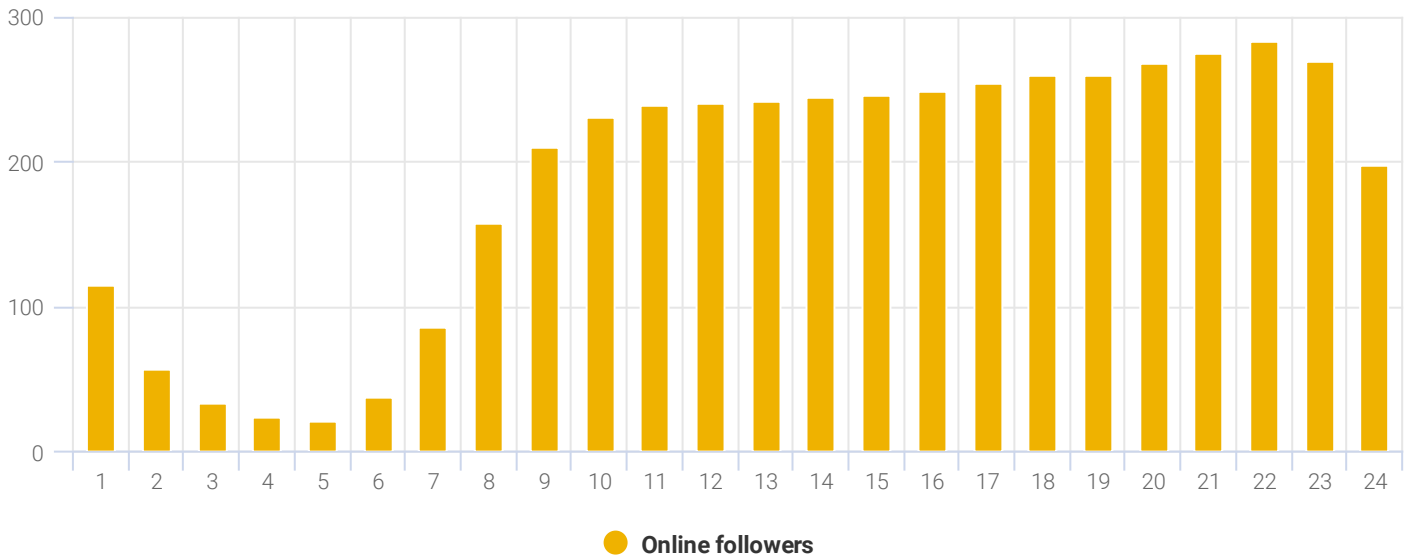
<https://www.instagram.com/p/Cd-U3p1uhx-/>

Do you aim to grow your business with #socialmedia in 2022? 🙌 You better keep an eye out for these [7](#) #facebookmetrics 🙌 Want to know more about each of them? Check the link in bio! ...

Likes	Comments	Saves	Reach	Impressions	Activity Index
5	0	1	144	170	5



2.1. Online followers



Hourly average number of online followers

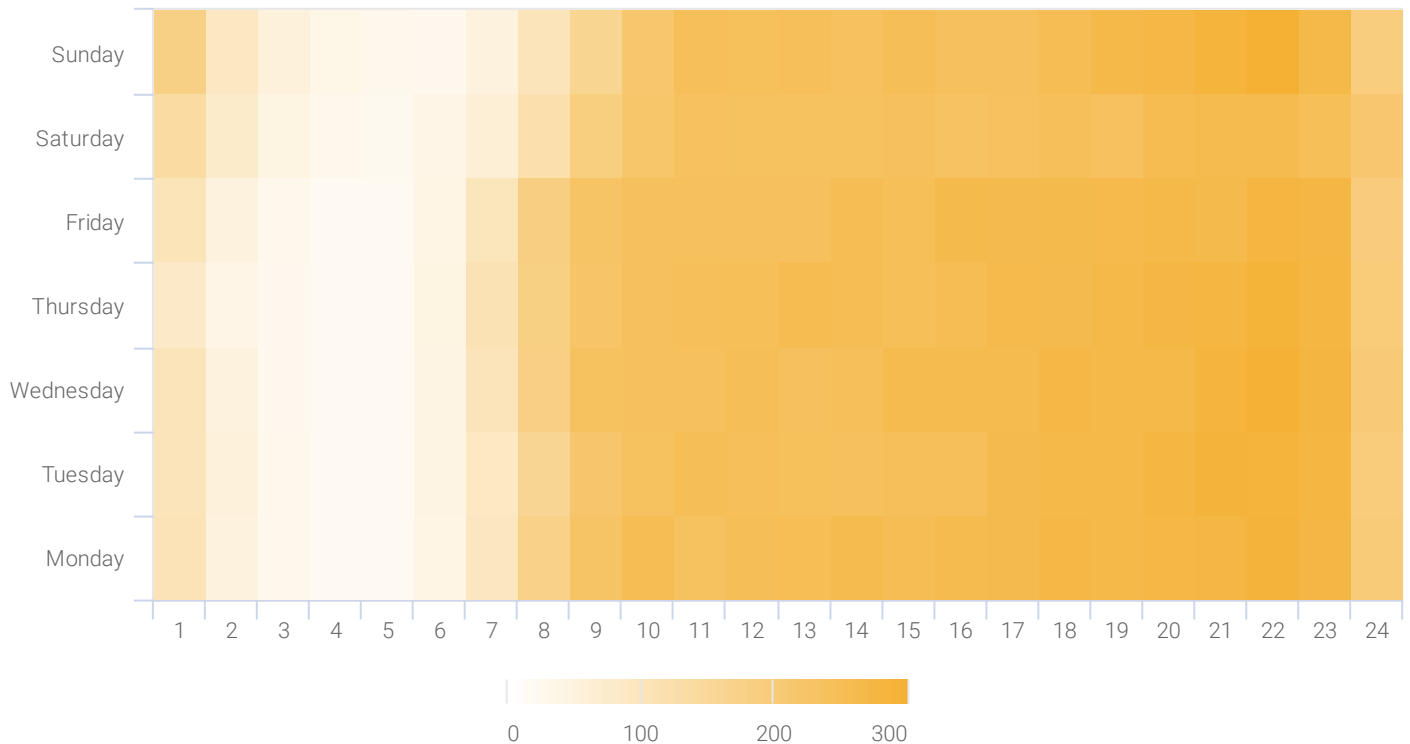
187

Online followers is a metric informing when your Instagram fans are active online. The hourly breakdown chart presents average hours when your fans are using Instagram.

- **Time of the day when you have the highest number of active followers:** 10 pm, average 284 followers
- **Time of the day when your followers are least active on the platform:** 5 am, average 21 followers



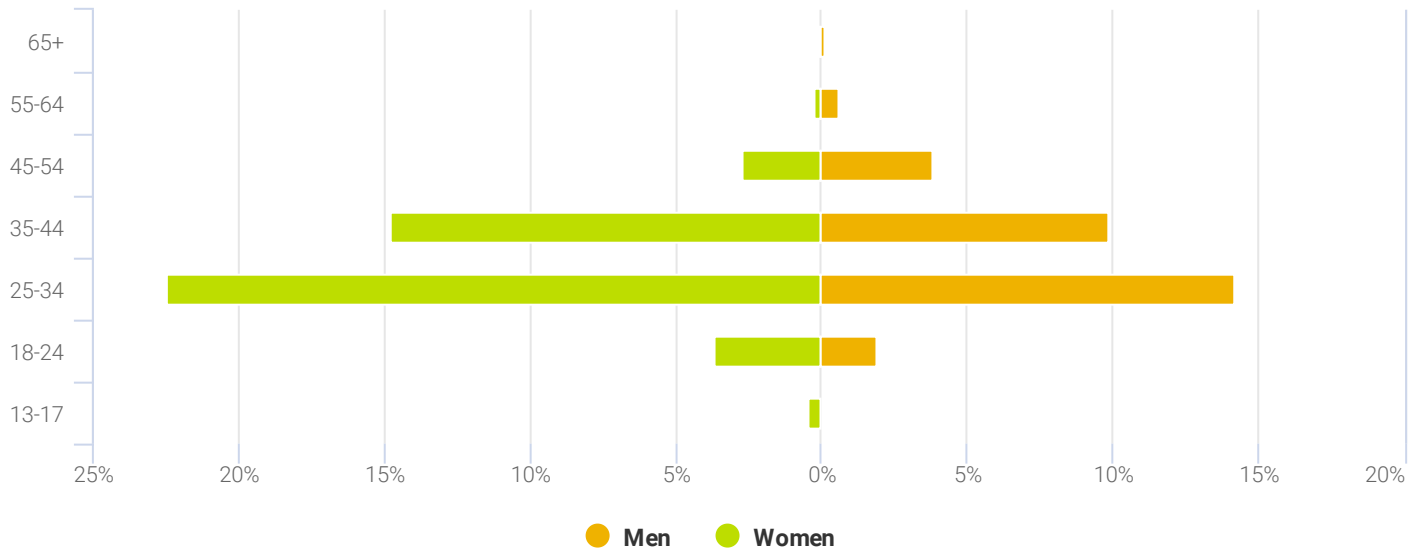
2.1. Online followers



The chart above is an aggregated metric of online followers. It combines data when your followers are active on Instagram: by day of week and by hour. This is how you can easily find out on which day and what time you should publish posts and Stories on Instagram so that they can reach the highest number of users.



2.2. Demographics



Men

30.41%

257 followers

Women

44.5%

376 followers

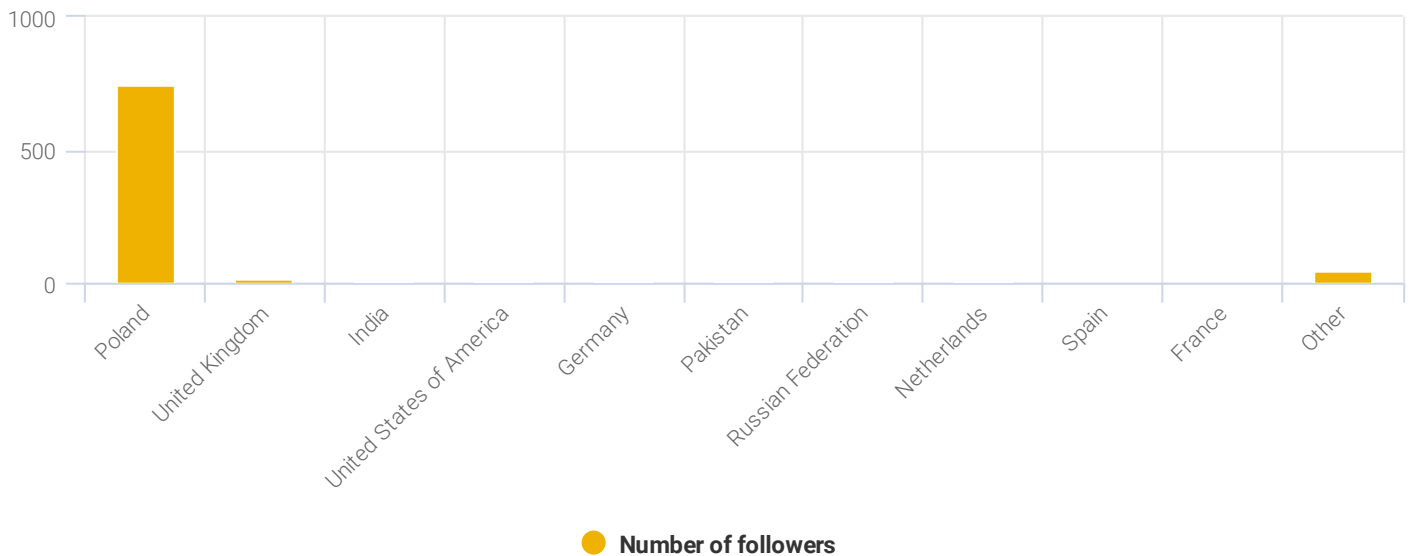
The analysis of followers demographics helps to understand which groups of people, represents the largest percentage of users following your profile when it comes to their sex and age.

- **The largest group among followers:** Women 25-34, 190 people (22.49%)
- **The smallest group among followers:** Women 65+, 1 people (0.12%)

For the 29, 30 or 31 day range intervals we display the estimated value of fan demographics. The exact fan demographics is available only for day range intervals of either 1, 7 or 28 days.



2.3. Follower location



Number of followers

1144

↓ -4

The chart above shows from which countries the majority of your followers come from. Information about where your followers come from makes creating more personalized marketing communication easier and is especially helpful when it comes to running local campaigns.

Top countries

1	Poland	742
2	United Kingdom	13
3	India	11
4	United States of America	8
5	Germany	6

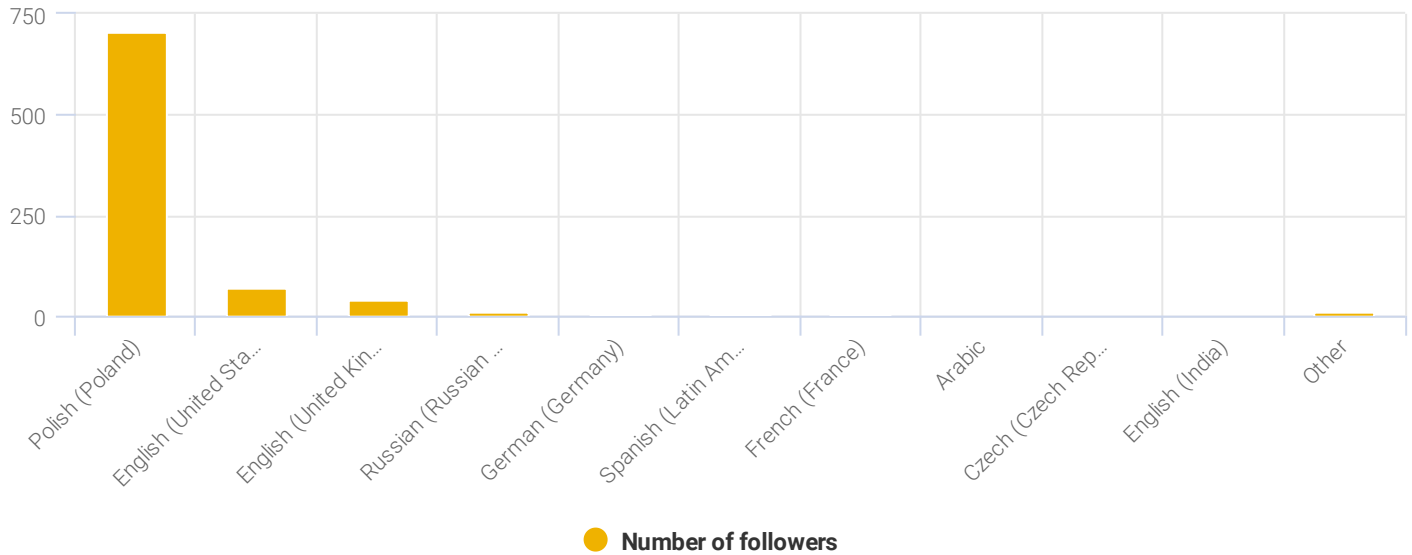
Top cities

1	Warsaw, Masovian Voivodeship	208
2	Kraków, Lesser Poland Voivodeship	63
3	Poznan, Greater Poland Voivodeship	41
4	Wroclaw, Lower Silesian Voivodeship	36
5	Łódź, Łódź Voivodeship	23

- **Top country:** Poland, 742 followers
- **Top city:** Warsaw, Masovian Voivodeship, 208 followers



2.4. Followers - Languages



Number of followers

1144

↓ -4

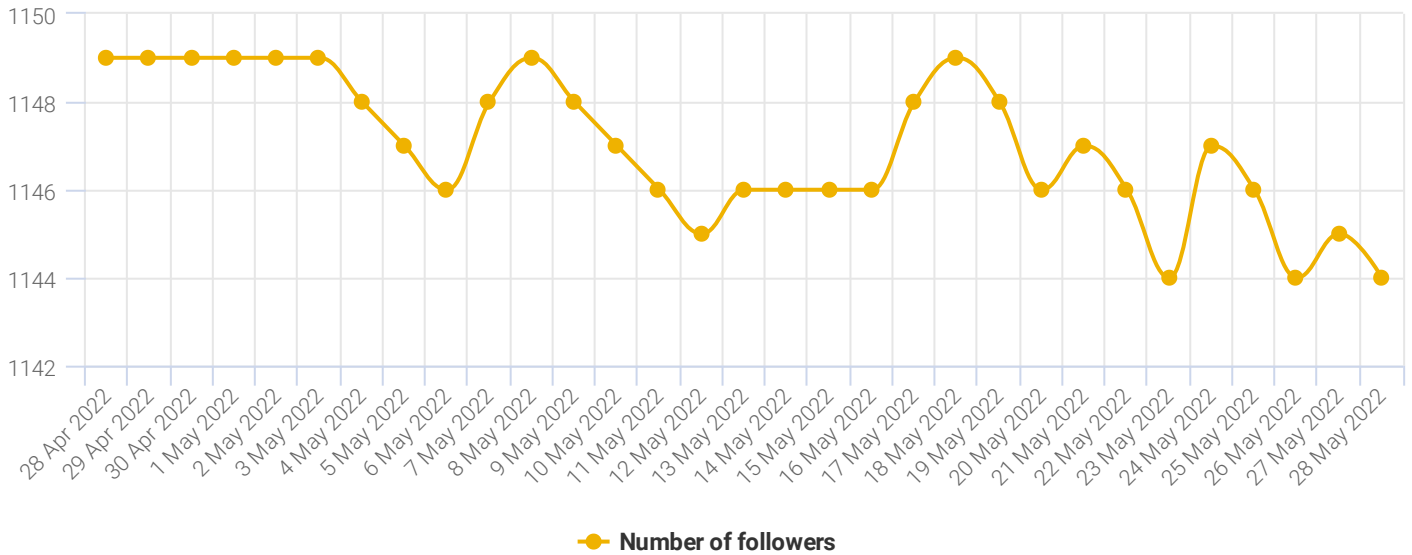
Analyzing top languages which your followers are using is necessary to create content resonates.

Top languages

1	Polish (Poland)	703
2	English (United States of America)	71
3	English (United Kingdom)	38
4	Russian (Russian Federation)	9
5	German (Germany)	5

- **Top language:** Polish (Poland), 703 Number of followers

3.1. Number of followers



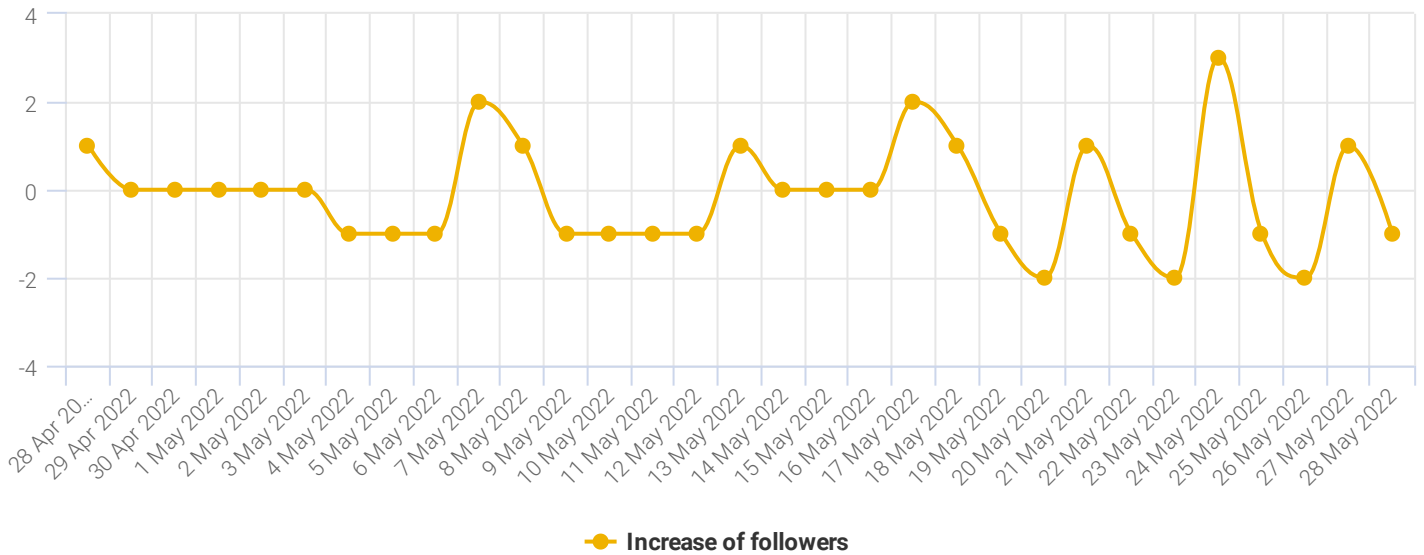
1144
↓ -4

Number of followers is the simplest indicator which informs about the size of community interested in content published on your profile. It also affects the organic reach of the communication.

In analyzed period your profile was followed by 1144 people



3.2. Increase in number of followers



Total increase

-4

↑ +5

Average increase

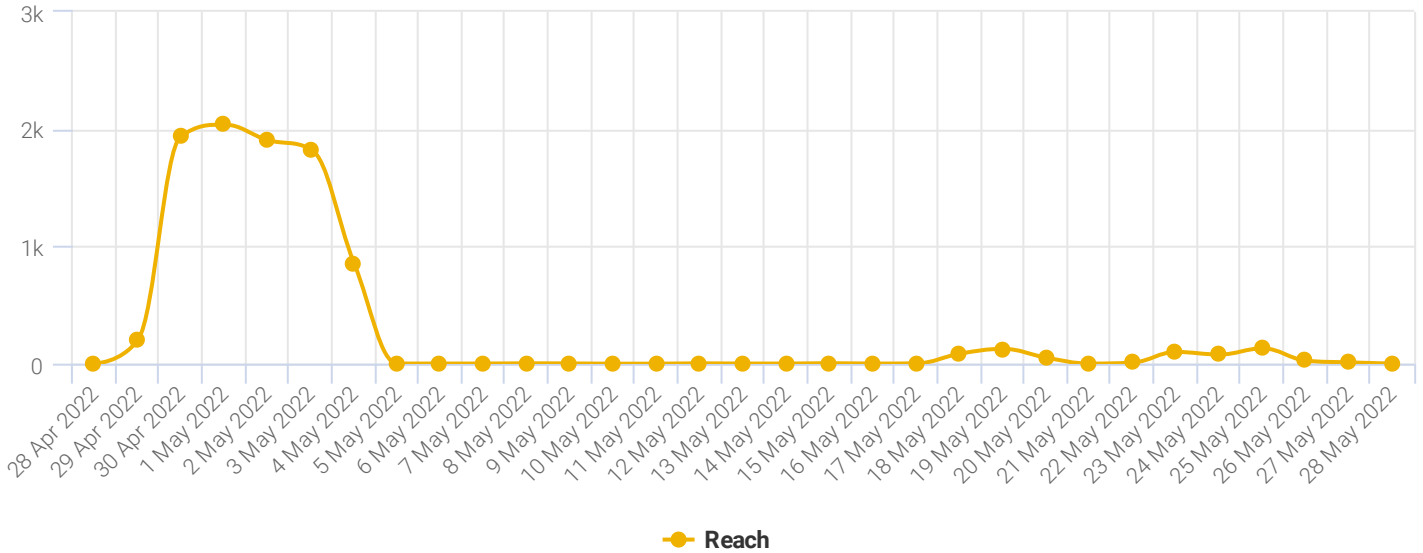
-0.13

↑ 0

Increase in number of followers shows the change in the number of followers over a given period. In analyzed period, you gained -4 new followers.

- **Total increase:** -4, -56% (previous period: -9)
- **The biggest increase during a day:** +3 (24 May 2022)
- **The smallest increase during a day:** -2 (20 May 2022)

3.3. Reach



Average daily reach

304

↑ +299

Total reach (estimated)

7658

Reach shows the number of people who were served any activity from your profile, including your posts or stories. By default, the exact value of reach is shown for 1, 7 or 28 days periods (due to limitations of Instagram's API). For one month periods, we estimate the value of reach.

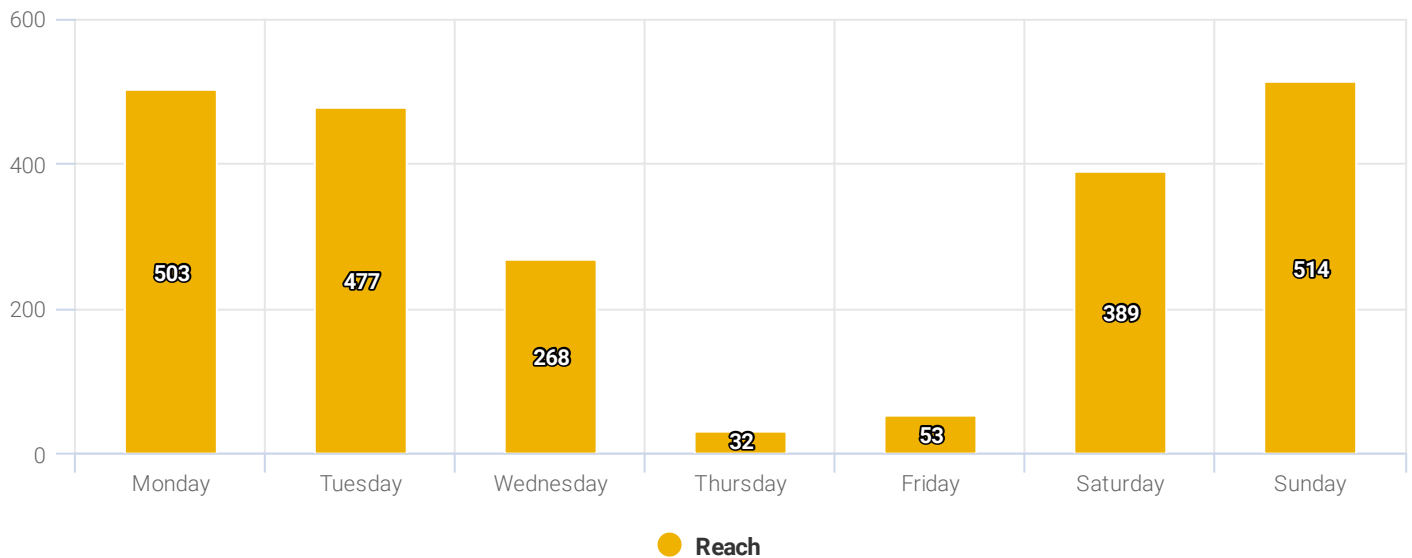
The average daily reach is number of unique users who saw your profile's content each day over a given period of time.

In analyzed period the communication reached 304 people at least once. In comparison to the previous period it increased by +6217% (+299).

- **Average daily reach:** 304 (previous period: 5)
- **The highest reach for a day:** 2038 (1 May 2022)
- **The lowest reach for a day:** 0 (10 May 2022)



3.4. Reach - days of the week

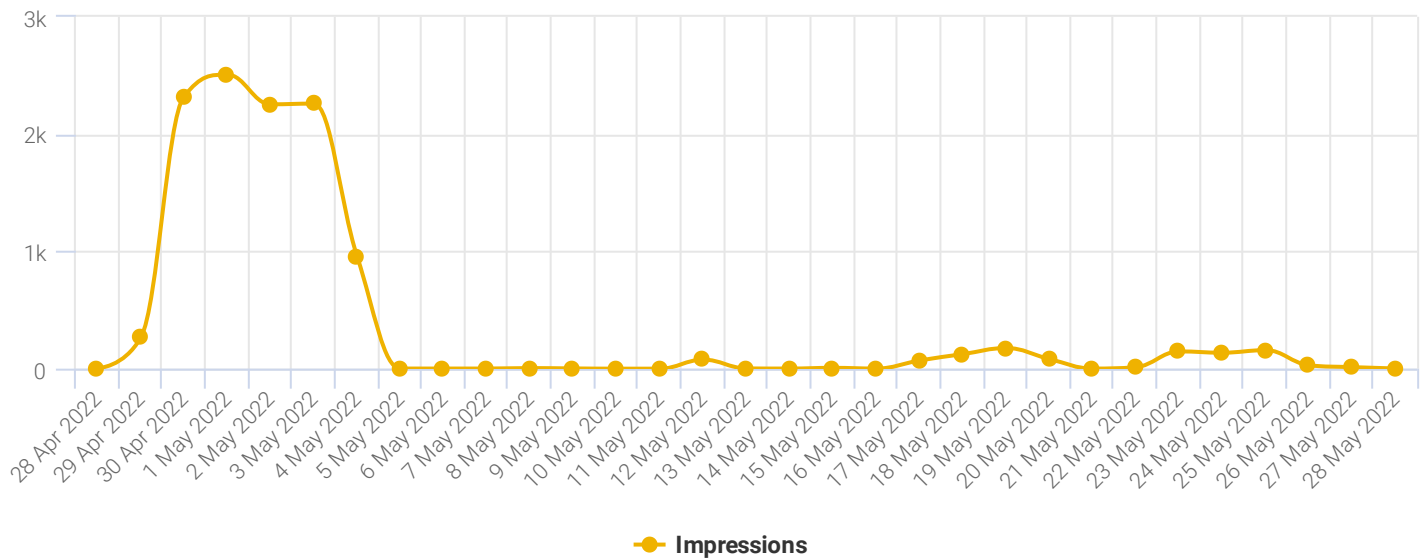


In analyzed period daily reach was the highest on Sunday (514). In a previous period the communication reached the most people on Friday (9).

- **The highest daily reach:** 2038 (1 May 2022)
- **The lowest daily reach:** 0 (10 May 2022)
- **Day with the best reach:** Sunday (514)



3.5. Impressions



Total number of impressions

11619

↑ +11420

Average number of impressions

375

↑ +368

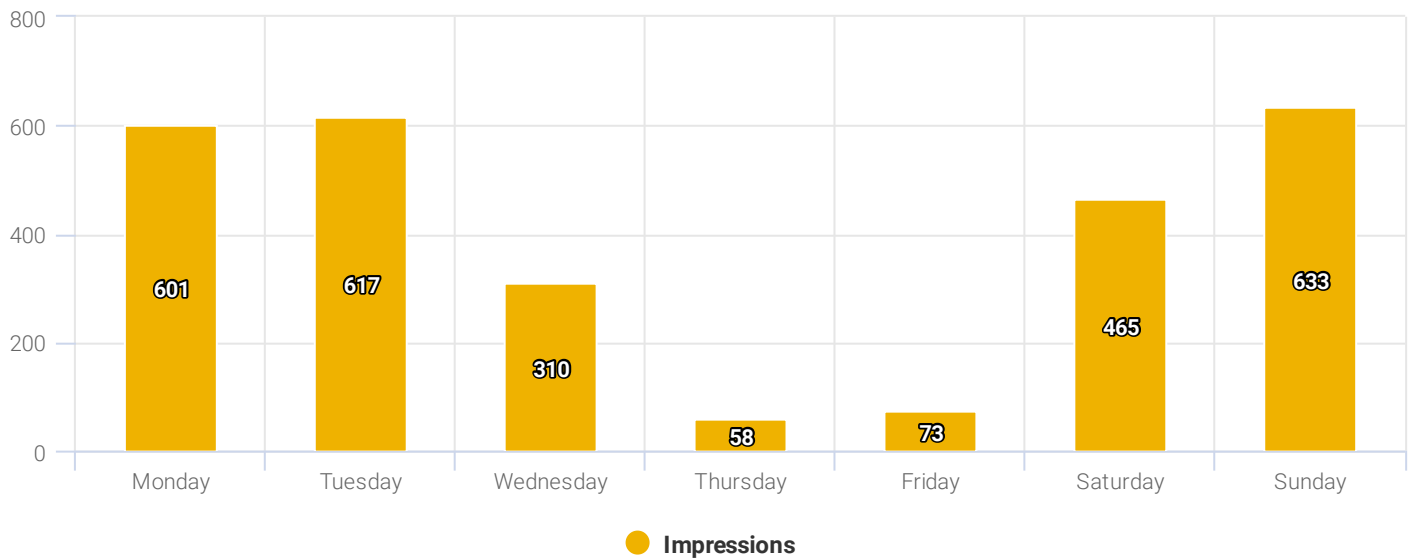
The number of impressions shows how many times content related to a profile was presented to users, also taking into account multiple displays to one user in a selected period.

In analyzed period your posts and stories were displayed 11619 times, which means increase by +5739% (+11420).

- **The highest daily number of impressions:** 2507 (1 May 2022)
- **The lowest daily number of impressions:** 0 (10 May 2022)



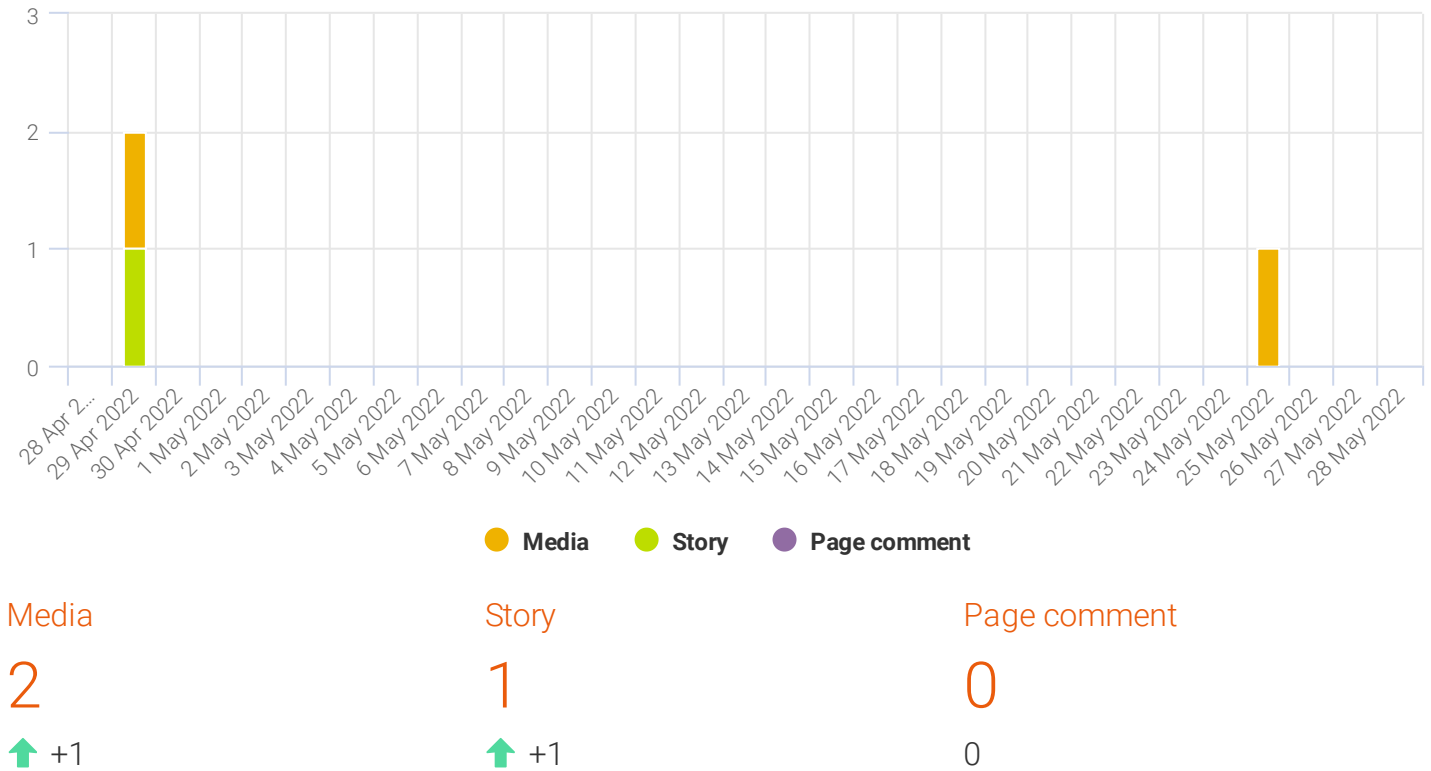
3.6. Impressions - days of the week



In analyzed period the highest number of impressions (633) was on Sunday, whereas in a previous period the communication was displayed the most often on ().

- **The highest daily number of impressions:** 2507 (1 May 2022)
- **The lowest daily number of impressions:** 0 (10 May 2022)

4.1. Brand activities

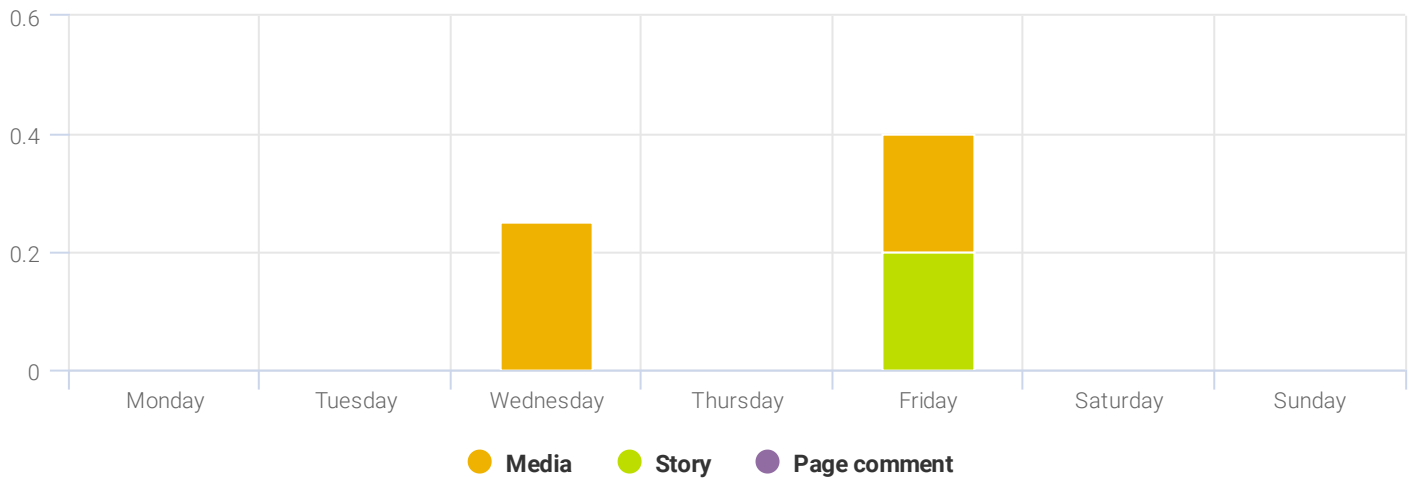


Instagram enables various ways of communication to reach different groups of users. Number of brand activities shows how many posts, stories and comments were published by brand's account in a given period.

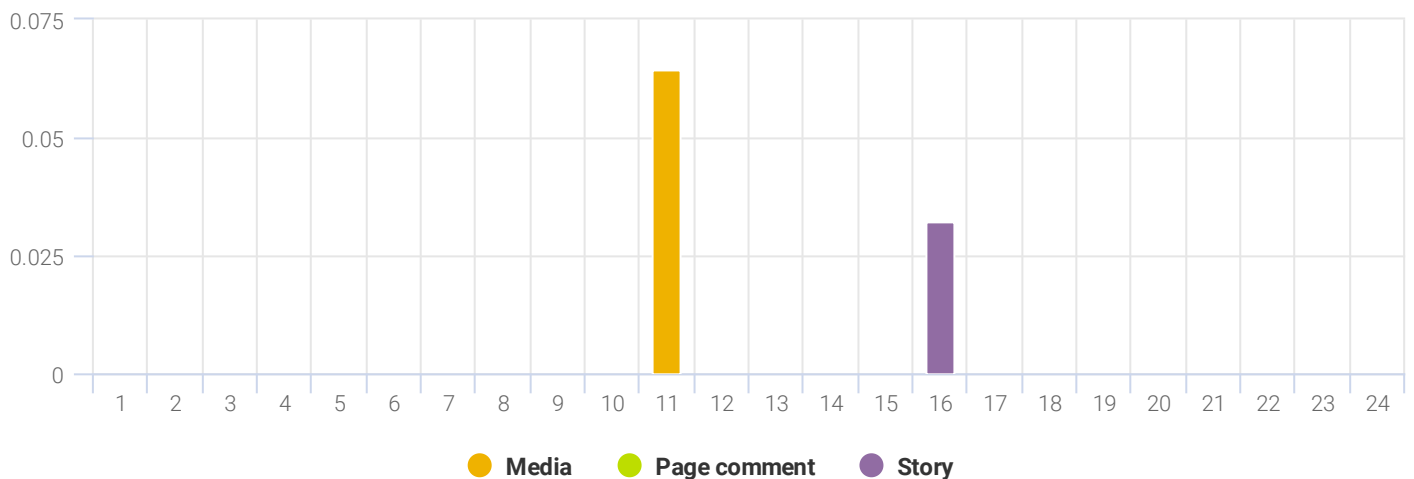
- **Total growth:** +2, increased 200% (previous period: 1)
- **The highest daily growth:** 2 (29 Apr 2022)
- **The lowest daily growth:** 0 (28 Apr 2022)

4.1. Brand activities

Brand activities - days of the week



Brand activities - hours

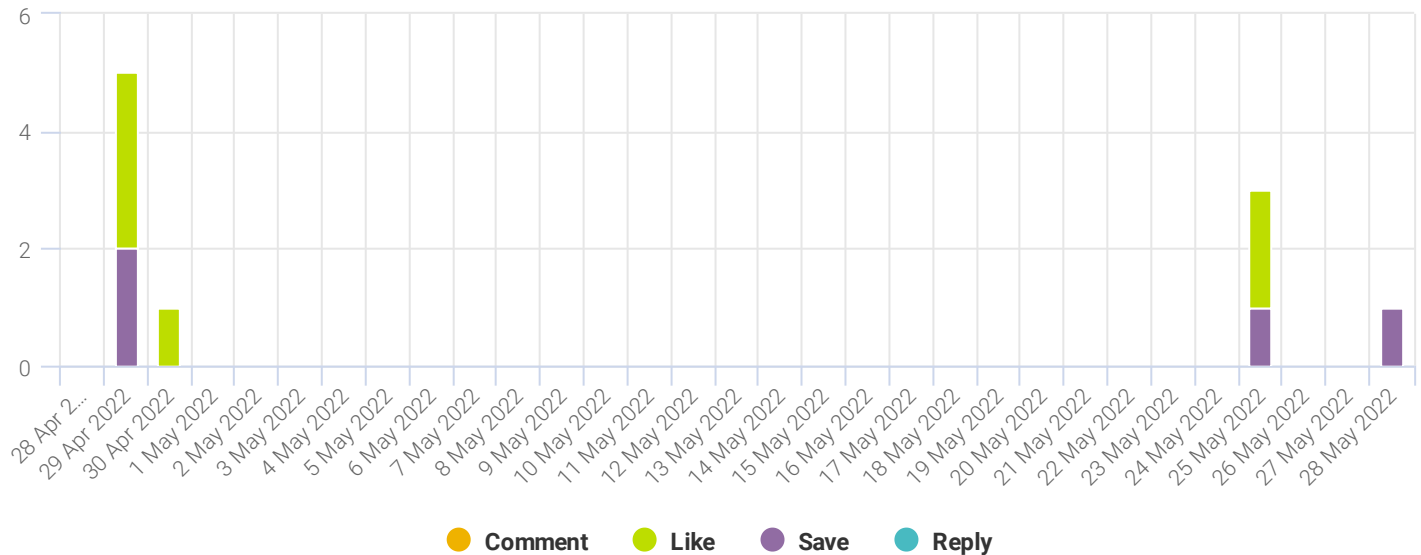


Charts presenting brand activities by day and hour inform on which days and what hours a brand is the most active.

- **Highest number of posts:** Wednesday, average: 0.25 (previously Friday, average: 0.11)
- **Highest number of comments:** Monday, average: 0 (previously Monday, average: 0)
- **Highest number of stories:** Friday, average: 0.2 (previously Monday, average: 0)



4.2. User activities



Total sum of activities

10

↑ +7

Average number of activities

0.32

↑ 0

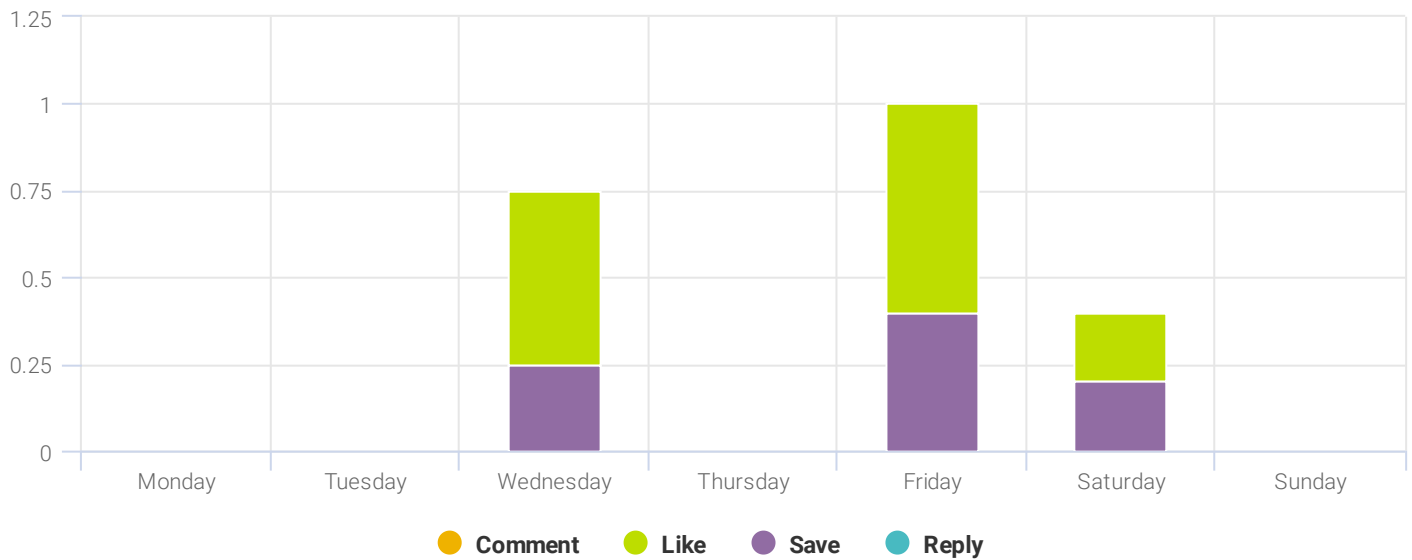
Number of activities shows how many likes, comments, replies and saves were done by users in a given period. These numbers help to evaluate how users are reacting to published content.

In the analyzed time period there were in total 10 users activities, which is +233% more than in previous time period.

- **Most popular activity type:** Like 6
- **Number of comments:** 0 (previously 0), increase by 0.
- **Number of likes:** 6 (previously 3), increase by +3.
- **Number of saves:** 4 (previously 0), increase by +4.
- **Number of replies:** 0 (previously 0), increase by 0.



4.3. User activities - days of the week

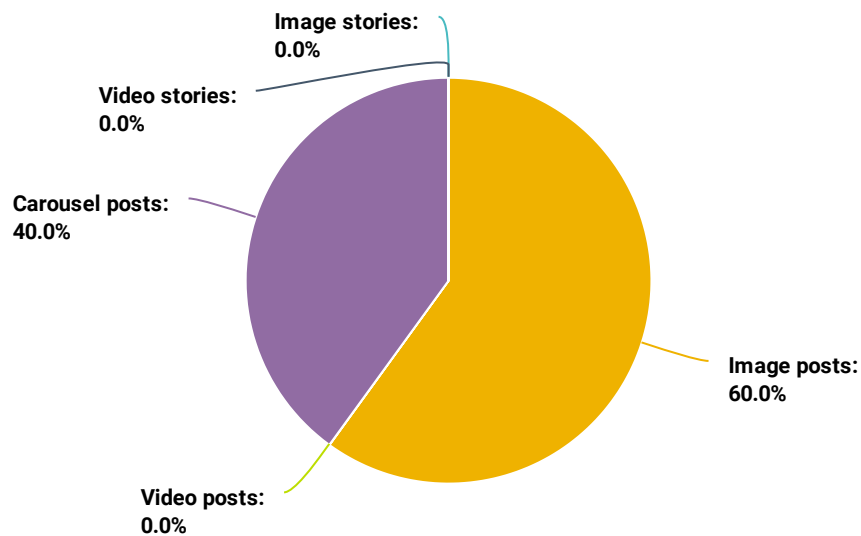


The weekly chart presenting user activities shows how users were reacting on a selected day of a week.

- **Best day:** Friday, average 1 (previous period: Friday, average 0.33)
- **Worst day:** Monday, average 0 (previous period: Monday, average 0)



4.4. User activities by media type

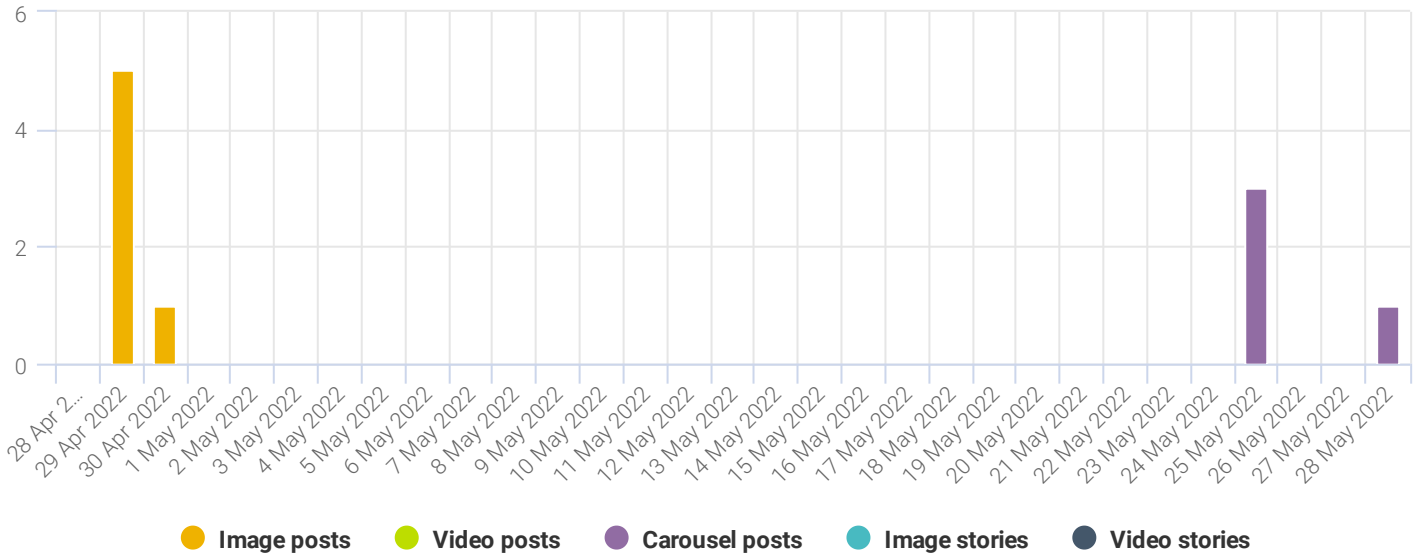


When planning your posts it's worth to check which type of content is worth posting in the future to gain higher engagement

In a selected time period the total number of user activities was 10, while

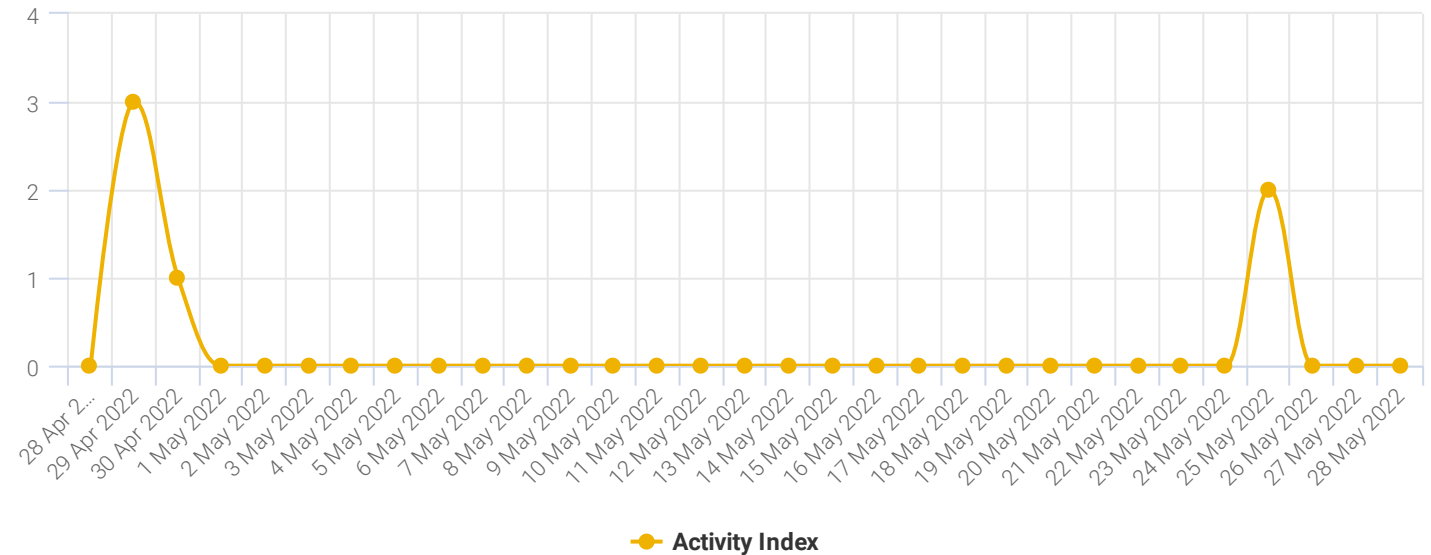
- 6 were activities under image posts
- 0 were activities under video posts
- 4 were activities under carousel posts
- 0 were activities under Stories containing images
- 0 were activities under Stories containing videos

4.4. User activities by media type



- **Most engaging media type:** Image posts: 6, 60% of activities (previous period: Image posts,- 3 activities)
- **Least engaging media type:** Video posts: 0, 0% of activities (previous period: Video posts,- 0 activities)

4.5. Activity Index



Activity Index

6

↑ +3

Average daily Activity Index

0.19

↑ 0

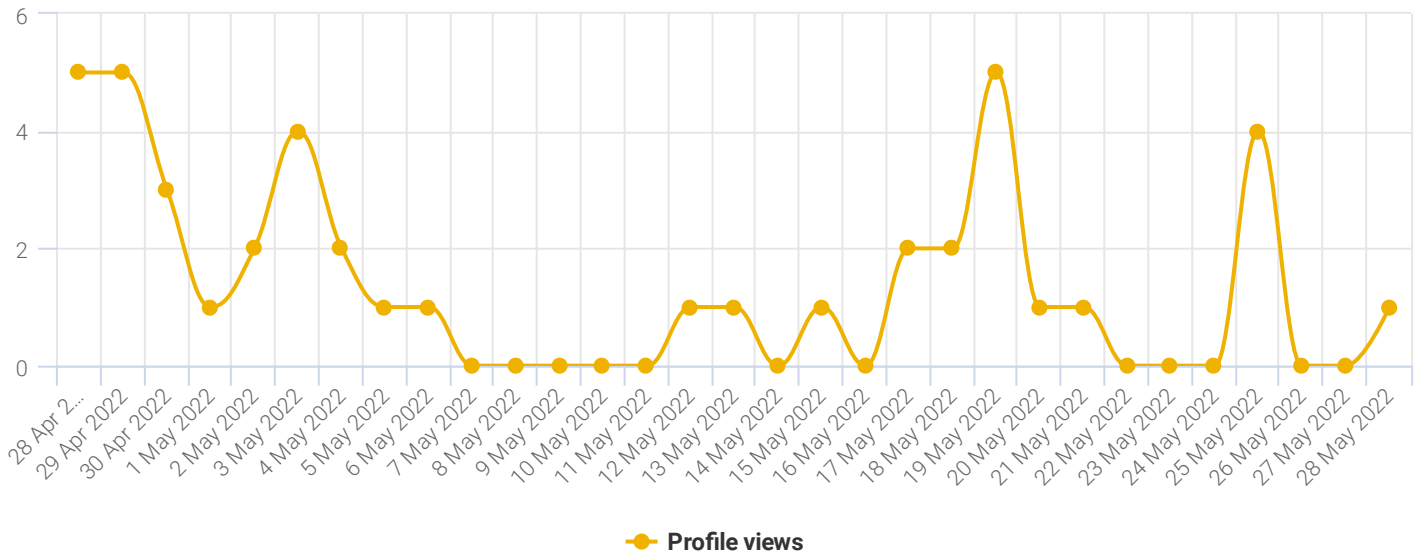
Activity Index is an aggregated engagement metric, informing about how often users react to brand’s communication. It consists of various activities (e.g. likes and comments). Note that every user can do several activities (e.g. like a post and add 2 comments)

In the analyzed period of time, the Activity Index was 6, which is 3 (100%) more comparing to corresponding time period.

- **The highest Activity Index value:** 3 (29 Apr 2022)
- **The lowest Activity Index value:** 0 (28 Apr 2022)



4.6. Profile views



Total profile views

43

↑ +15

Average daily profile views

1.39

↑ 0

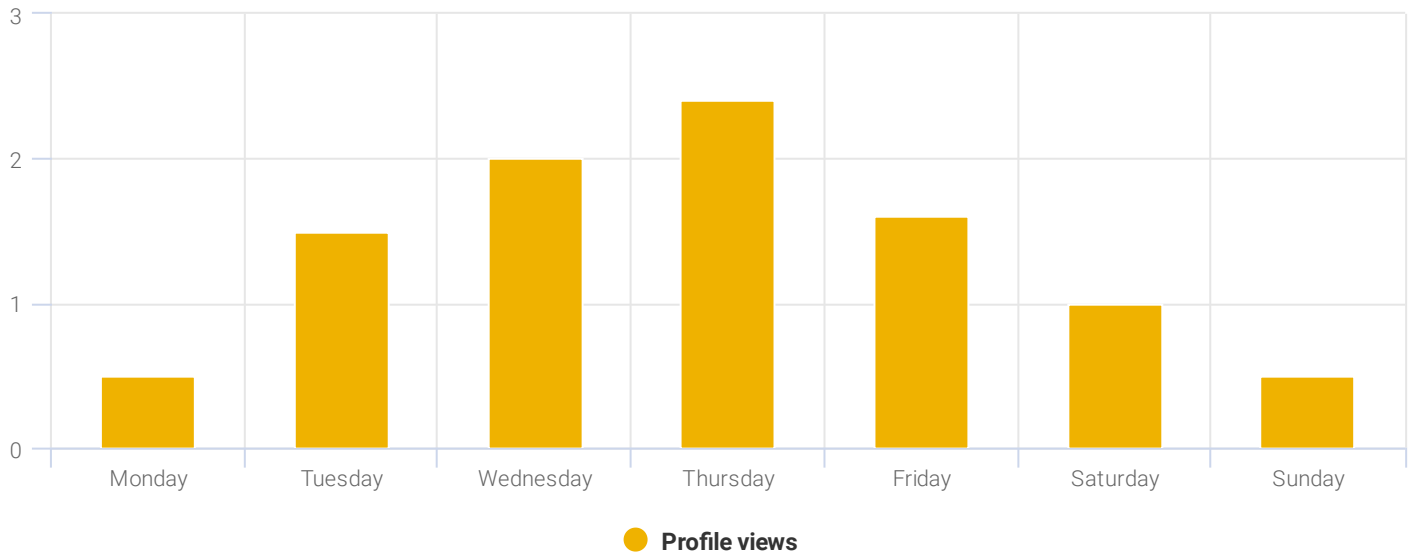
Number of profile views informs how many times users visited your profile.

Your profile was viewed 43 times (15, 53.57% more than in previous period)

- **Highest number of profile views:** 5 (19 May 2022)
- **Lowest number of profile views:** 0 (7 May 2022)



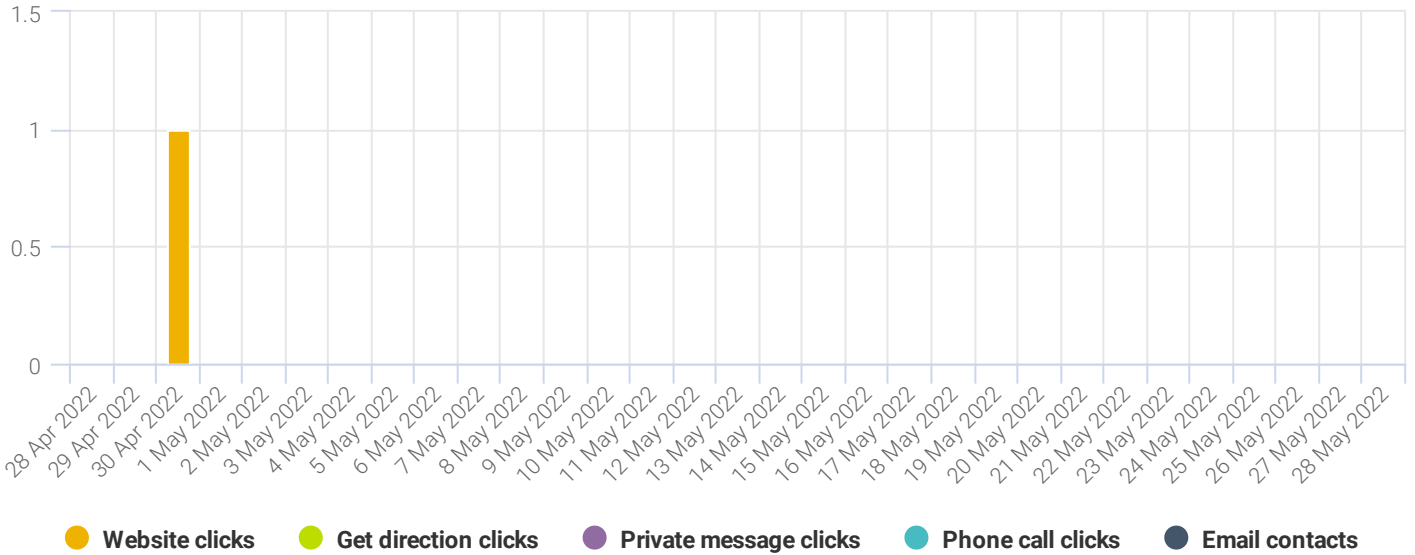
4.7. Profile views - days of the week



The weekly chart presenting profile views shows how users were viewing your profile on a selected day of a week.

- **Best day:** Thursday, average 2.4 (previous period: Monday, average 0.67)
- **Worst day:** Monday, average 0.5 (previous period: Sunday, average 0.25)

4.8. Profile clicks



Website clicks	Get direction clicks	Private message clicks	Phone call clicks	Email contacts
1	0	0	0	0
0	0	0	0	0

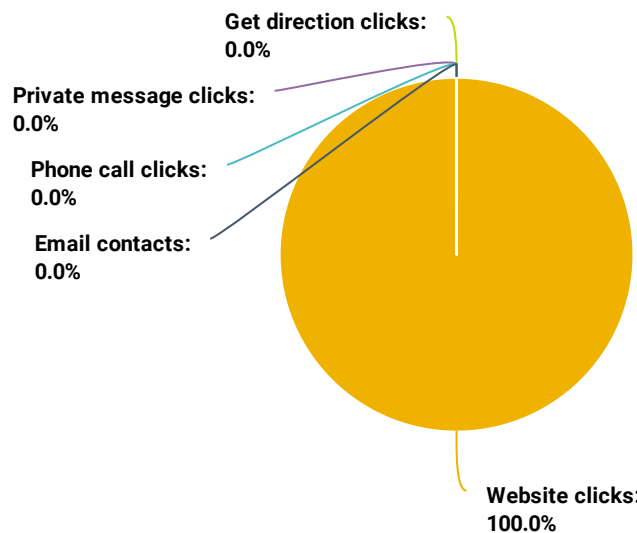
Instagram business profile gives the possibility to include on each profile information such as: website address, get direction, phone number, email address, private message. Total number of clicks represents how often users want to contact you and in which ways, meaning how often they click each contact information.

If users often visit your profile but don't undertake many interactions there, it may suggest that your offer is not presented in an appealing way.

In the analyzed period the total number of clicks on your profile was 1, which is 0 (0%) more comparing to previous time period.



4.9. Profile clicks - types

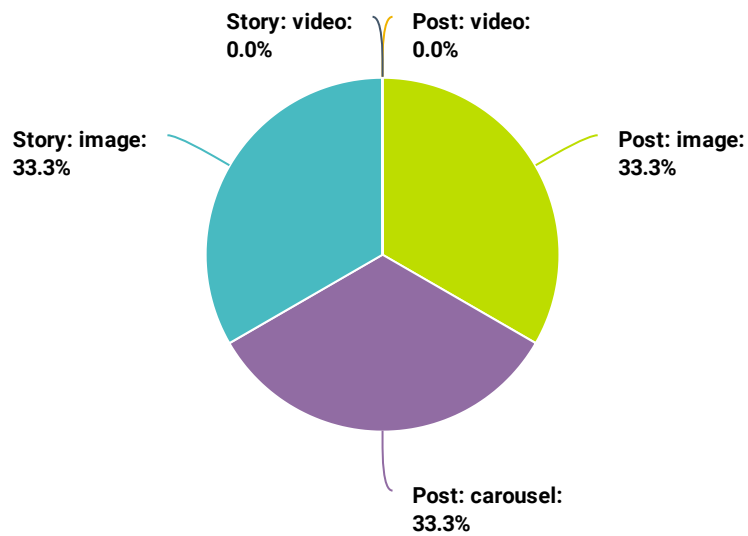


Knowing how your audience is likely to contact you is important and can suggest for example how to optimize your customer service.

- **Most popular type of clicks:** Website clicks, 1 (previous period: Website clicks, 1)
- **Least popular type of clicks:** Get direction clicks, 0 (previous period: Get direction clicks, 0)
- **Day of week with highest number of clicks:** Saturday, average 0.2 (previous period: Saturday, average 0.25)
- **Day of week with lowest number of clicks:** Saturday, average 0 (previous period: Monday, average 0)



5.1. Content type



Post: image

1

0

Post: video

0

0

Post: carousel

1

↑ +1

Story: image

1

↑ +1

Story: video

0

0

The chart presents types of published content. It informs what was the share of posts (carousel, image, video) and stories (video or image) in the total number of published content.

The total number of posts published by your brand was 2, which is 1 more than in the corresponding time period.

In the analyzed period the number of published stories was 1, which means 1 more comparing to previous time period.

- **The most frequently published type of content:** Story: image - 1 (33.33% of all published pieces of content)
- **The least frequently published type of content:** Post: video - 0 (0% of all published pieces of content)



5.2. Top posts

Below you will find your brand's posts, which in the selected time period gathered the highest engagement and the highest value of Interactivity Index.

29 Apr 2022 08:05

<https://www.instagram.com/p/Cc7XlfWutg4/>

Do marketers identify their target audiences accurately when creating Facebook and Instagram ads? 🙌 Our recent research revealed that more than 80% of #adsets reach less than 5% of thei...

Likes	Comments	Saves	Reach	Impressions	Activity Index
6	0	0	103	111	6

25 May 2022 08:11


<https://www.instagram.com/p/Cd-U3p1uhx-/>

Do you aim to grow your business with #socialmedia in 2022? 💪 You better keep an eye out for these 📊 #facebookmetrics 🙌 Want to know more about each of them? Check the link in bio! ...

Likes	Comments	Saves	Reach	Impressions	Activity Index
5	0	1	144	170	5

5.3. Top stories

Below you will find brand's stories, which in the selected time period were the most popular among your audience.

	29 Apr 2022 01:02	Reach	Impressions	Replies	Exits	Taps forward	Taps back
		168	168	0	28	112	7



6.1. Comparison

	current period 28.04.2022 - 28.05.2022	previous period 28.03.2022 - 27.04.2022
--	---	--

Reach

Reach (estimated)	7658	145
Average daily reach	304	5
Impressions	11619	199
Number of followers	1144	1148
Increase in number of followers	-4	-9

Activities

Likes	6	3
Comments	0	0
Saves	4	0
Activities	10	3
Average number of activities	0.32	0.1
Activity Index	6	3
Profile views	43	28
Profile clicks	1	1

Brand activities

Post: image	1	1
Post: video	0	0
Post: carousel	1	0
Story: video	0	0
Story: image	1	0