LESSON Transcript

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Important part of a professional account, i.e., not a private profile, is at the top here: PROFESSIONAL DASHBOARD.

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Those of you who've been in my training before know by now that I am very much into measuring and monitoring for WHAT IS NOT MEASURED CAN'T BE ADJUSTED AND IMPROVED.

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So do make a point of looking at least once a week at your professional dashboard. Click on that little arrow.

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And then you get your accounts insights you see at a glance, how many accounts you've reached in the last 30 days. And I have not been very active because I've been very involved in my preparing my training.

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See all on your ACCOUNTS INSIGHTS. This is now going to take you to the last 30 days. Check the top.

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There are the dates, accounts reached, accounts engaged and your followers and what you have shared that has worked and.

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Also, you have the opportunity from your professional dashboard to go and CREATE YOUR VERY SPECIAL RECOMMENDED KIND OF CONTENT that your Instagram followers love. I'm going to show you in the future, training how to do these, but there is a shortcut to create and here you can check which posts you've shared.

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just note AT THE TOP. SO LAST 30 DAYS and you can change that by clicking on the arrow to the previous month and the last 90 days. Why am I showing this? If you do not track your stats or keep your stats for the last 90 days Maximum you will lose them completely if you are tracking stats for a client or for a Business Report, or for something like that Make sure you keep up to date with 90 days and if you choose your 90 days then click on the update.

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On the top right You will see This has now changed to 90 days and Date range is now over 90 days and your stats have changed completely now.

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Now if you click on each of these ACCOUNTS REACHED ACCOUNTS ENGAGED TOTAL FOLLOWERS, you click on those and you're now going to get detailed information to do with each of them. So you're going to get followers and non followers. You're going to get what content worked.

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What were your TOP POSTS? Your top stories, your top live videos? Now? Why is this important? Because this helps you know what is engaging with your audience and what is getting your content to work.

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The tip there is to go and DO MORE OF WHAT WORKS and change your practises about things that have not worked.

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There are accounts that are engaging and not engaging. You need to WATCH ENGAGEMENT from your non followers. Add them to your account.

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Content, interactions and here you've got the type of interactions, whether they like comments, save, remember comments is an ongoing conversation and that is the important sign to the algorithm that your content is engaging. Your quest is to create content That gets comments.

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And then you can obviously also go and ANALYSE YOUR FOLLOWERS, see where they're unfollowed. We know Instagram is full of unfollows.

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People will follow, come and follow you for a few days. Much of it though, is spammy, claiming to grow your Instagram account if you don't respond they will unfollow.

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Check that your TOP LOCATIONS or your target market your age range and your gender mix.

00:04:21 If you're going to look at TOTAL FOLLOWERS IN YOUR PROFESSIONAL DASHBOARD.

SCROLL ALL THE WAY DOWN. This is incredibly useful to guide you. When is the BEST TIME TO POST? I bet you always asking that, so here we have hours and we have days.

If you click here on the arrow on the right, it takes you to Thursday and you see how the little graph changes. This is now telling you when your audience is on Instagram. Make a note in your content calendar each day. When is the best time to post and that's going to make your posting That much more effective to get your content in front of your audience when they are on Instagram.