

Ardley Historical Society Instagram Analytics Report For the Period Ending January 12, 2024

7 days 14 days **30 days** 90 days

Dec 14 – Jan 12

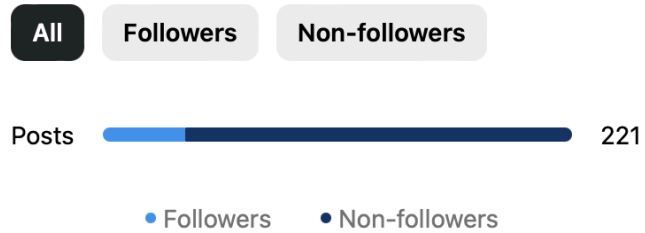
Reach ⓘ

218

Accounts reached

Followers	36
Non-followers	182

By content type



Top content based on reach



Accounts reached: The number of unique accounts that have seen your content, at least once, including in ads. Content includes posts, stories, reels, videos and live videos. Reach is different from impressions, which may include multiple views of your content by the same accounts. This metric is estimated.

Followers: The number of followers that have seen your content.

Non-followers: The number of non-followers that have seen your content.

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Engagement ⓘ

23

Accounts engaged

Followers **21**

Non-followers **2**

By content interactions

Posts  55

Live 0

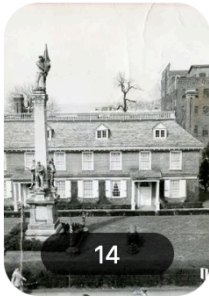
Reels 0

Stories 0

Videos 0

• Followers and non-followers

Top content based on engagement



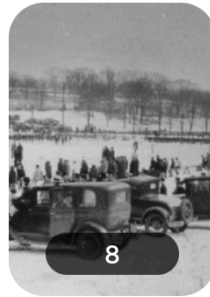
Dec 18



Jan 5



Jan 3



Dec 22



Dec 16

Accounts engaged: The number of accounts that have interacted with your content, including in ads. Content includes posts, stories, reels, videos and live videos. Interactions can include actions such as likes, saves, comments, shares or replies. These metrics are estimated.

Followers: The number of followers that have seen your content.

Non-followers: The number of non-followers that have seen your content.

Post interactions: The number of likes, saves, comments and shares on your posts minus the number of unlikes, unsaves and deleted comments.

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Profile ⓘ

254

Profile activity

Profile visits	239
External link taps	13
Email button taps	0
Business address taps	2
Call button taps	0

Followers ⓘ

56

Total followers

Profile visits: The number of times your profile was visited.

External link taps: The number of taps on any of the links on your Instagram profile, excluding taps on your connected Facebook profile.

Business address taps: The number of times your business address on your bio was tapped.

Call button taps: The number of taps to call your business.

Email button taps: The number of taps to email your business.

Text button taps: The number of taps to text your business.

Followers: This is your total number of followers on Instagram.