

Instagram Analytics Report

Performance Analysis | Period: Q3 2024 | Generated: 20/11/2024

Made with Hybiscus

v2.0.0

Overview and Key Metrics

TOTAL REACH

33,455 users

TOTAL IMPRESSIONS

50,394 views

ENGAGEMENT RATE

4.10 %

Top Performing Content

Rank	Content	Likes	Saved	Reach	Impressions	Engagement
#1	View Post	560	3	8,155	9,480	6.95%
#2	View Post	196	1	4,251	8,941	4.63%
#3	View Post	177	1	3,854	8,141	4.62%

Content Performance

PHOTO POSTS 2.2%
(Benchmark: 4.5%)

VIDEO CONTENT 1.7%
(Benchmark: 3.0%)

CAROUSEL POSTS 3.1%
(Benchmark: 5.7%)

Optimization Strategy

Carousel Strategy · Your audience responds well to event/showcase content - leverage this · Add clear CTAs in first slide to encourage saves · Include mix of wide shots and detail shots to tell complete stories · Add slide-specific captions to increase time spent on post

Photo Improvements · Current nightlife photos need more dynamic composition · Add human element to create emotional connection · Experiment with text overlays for key information · Use carousel format instead of single photos for event promotion

Engagement Tactics · Implement question-based captions to drive comments · Create shareable content (quotes, tips, behind-the-scenes) · Use location tags and relevant hashtags more strategically · Post at optimal times (based on your nightlife focus, evening posts might perform better)

Action Plan

Priority	Action Item	Expected Impact
1	Revamp caption strategy - move from descriptive to conversational	Increase engagement & comments
2	Create content series that encourages return visits	Boost follower retention
3	Implement carousel storytelling technique for events	Improve content performance