

## Instagram Overview Dashboard Template

The **Instagram overview [dashboard template](#)** is Measure's most complex template, featuring over 30 widgets and 50 metrics. It places a particular emphasis on Stories and Reels data. Use this template to build a broad summary of your Instagram channel and content performance.

Widget Name	Widget Type	Metrics
<b>Avg. daily reach by post type</b>	Breakdown	Reach by media type avg.
<b>Comments by post type</b>	Breakdown	Comments by media type
<b>Engagement rate reach by post type</b>	Breakdown	Engagement rate (reach) by media type
<b>Engagements by post type</b>	Breakdown	Engagements by media type
<b>Follow/non follow</b>	Breakdown	Reach by follow type avg.
<b>Shares by post type</b>	Breakdown	Shares by media type
<b>Engagements by profile</b>	Channel comparison	Reel engagements, Story engagements, photo or video engagement, paid engagements
<b>Performance by channel</b>	Channel comparison	Fans, Net new fans, reach (daily) avg., impressions*, engagements
<b>Top ERR profiles</b>	Channel comparison	Engagement rate (reach)
<b>Content performance</b>	Content performance	Likes, comments, saves, shares, reach avg., engagement rate (reach)
<b>Reels performance</b>	Content performance	Engagements, reach avg., engagement rate (reach), plays, watch time (min), average watch time

Widget Name	Widget Type	Metrics
<b>Story performance</b>	Content performance	Reach avg., impressions*, comments, taps forward, taps back, exits rate
<b>Top published posts by reach</b>	Content performance	Reach avg.
<b>Fans by age and gender</b>	Demographics	Fans by age and gender
<b>Fans by country</b>	Geographics	Fans by country
<b>Avg. daily reach</b>	Key metrics	Reach (daily) avg.
<b>Comments</b>	Key metrics	Comments
<b>Engaged users</b>	Key metrics	Engaged users (daily) avg., engaged users rate
<b>Engagement rate reach</b>	Key metrics	Engagement rate (reach)
<b>Engagements</b>	Key metrics	Engagements
<b>Likes</b>	Key metrics	Likes
<b>Net new followers</b>	Key metrics	Net new fans
<b>Profile taps</b>	Key metrics	Profile activity by type
<b>Profile views</b>	Key metrics	Channel profile views
<b>Saves</b>	Key metrics	Saves
<b>Shares</b>	Key metrics	Shares
<b>Label performance</b>	Label performance	Engagements, reach avg., engagement rate (reach), profile visits, user follows

Widget Name	Widget Type	Metrics
<b>Daily net new followers</b>	Time series	Net new fans
<b>Engaged users over time</b>	Time series	Engaged users (daily)
<b>Engagements by post type over time</b>	Time series	Paid reach (daily), Reel engagements, Story engagements, photo or video engagements, paid engagements
<b>Engagements over time</b>	Time series	Likes, comments, shares, saves
<b>ERR by post type over time</b>	Time series	Reel engagement rate (reach), Story engagement rate (reach), photo or video engagement rate (reach), paid engagement rate (reach)
<b>Profile views over time</b>	Time series	Channel profile views
<b>Reach by post type over time</b>	Time series	Reel reach, Story reach, photo or video reach, carousel reach, paid reach (daily)

*\*Please see [Deprecation of Instagram Impressions, Plays, and Video Views](#) for more info.*



CHANNELS (24) ▾

PREVIOUS 365 DAYS EST ▾



Performance by channel

# Channel

CHANNEL	FANS	NET NEW FANS	REACH (DAILY) AVG. ↓	IMPRESSIONS	ENGAGEMENTS
Everyday Beauty In Life	299 ▲15%	6 0%	71.86 ▲708%	26.06K ▲503%	956 ▲89%
Nope Ropes	60 ▲25%	-	60.07 ▲3,256%	22.48K ▲54,325%	180 ▲300%
Paradise in Each Slice	14	-	5.11 ▲10,450%	2.18K ▲1,714%	565
Paradise in Each Slice	1	-	4.22 ▲10,450%	254	17 ▲750%
ChiropteraFelidae	64 ▲2%	-	0.61 ▼-12%	265 ▼-27%	47 ▼-8%
Martin Test	2 ▲100%	SHOW MORE	0.47 ▲111%	183 ▲10,110%	11 ▼-100%

Net new followers ⓘ

Net new fans  
6 ▼-65%

Daily net new followers ⓘ Channel



Engagement Rate Reach ⓘ

Engagement rate (reach)  
3.65% ▼-77%

Engagement Rate Reach by post type ⓘ Channel

