

Instagram Stories and Direct Messages (DMs) Dashboard Template

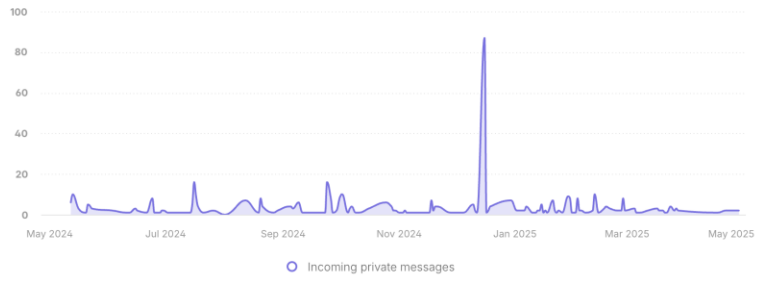
The **Instagram Stories and direct messages (DMs)** dashboard template showcases your Instagram channels' Stories and direct message (DM) metrics, including stories posted, story replies and mentions, incoming DMs, and private messages by type.

Widget Name	Widget Type	Metrics
Incoming private messages by type	Breakdown	Incoming private messages
Channel comparison of Story metrics	Channel comparison	Story mentions, Story replies, direct messages, incoming private messages, Stories
Story performance	Content performance	Reach avg., impressions, comments, taps forward, exits rate
Story replies and mentions	Key metrics	Story replies, Story mentions
Total and avg. per day	Key metrics	Incoming private messages, incoming private messages avg.
Total and avg. per day	Key metrics	Stories, Stories avg.
Daily private messages	Time series	Incoming private messages
Daily Stories posted	Time series	Stories
Daily Story replies and mentions	Time series	Story replies, Story mentions



Daily private messages

Channel



Total and avg. per day

Channel

Incoming private messages
490 ▼ -9%



Incoming private messages avg.
1.34 ▼ -9%



Total and avg. per day

Channel

Stories
72 ▼ -32%



Stories avg.
0.2 ▼ -31%

Daily Stories posted

Channel

