Lamphills

Collab Post Analytics Tracker Template

This template helps users track and analyze the performance of their Instagram collab posts. It includes the following sections:

Collab Post Details

- **Date of Post:**
- **Collaborators:**
- **Content Type: (Reel, Photo, Carousel)**
- **Caption:**
- **Hashtags Used:**

Performance Metrics

- **Initial Engagement (First 24 hours):**
  - **Likes:**
  - **Comments:**
  - **Shares:**
  - **Saves:**
- **Overall Engagement:**
  - **Total Likes:**
  - **Total Comments:**
  - **Total Shares:**
  - **Total Saves:**
- **Follower Growth:**

- ○ **Before Collab:**
- ○ **After Collab:**
- ○ **Net Gain:**
- **Reach and Impressions:**
  - ○ **Total Reach:**
  - ○ **Total Impressions:**
- **Engagement Rate: (Likes + Comments + Shares + Saves) / Total Followers * 100**

Insights and Observations

- **What Worked Well: (e.g., type of content, time of posting, hashtags)**
- **Areas for Improvement: (e.g., engagement strategies, collaborator selection)**
- **Audience Feedback: (summary of comments, messages, and overall sentiment)**
- **Next Steps: (plans for future collab posts, changes in strategy)**

Collaborator Engagement

- **Collaborator's Audience Engagement:**
  - ○ **Number of Likes:**
  - ○ **Number of Comments:**
  - ○ **Overall Sentiment:**
- **Collaborator's Post-Performance (if available):**
  - ○ **Total Likes:**
  - ○ **Total Comments:**
  - ○ **Follower Growth:**

This tracker allows users to comprehensively assess the success of their collab posts, identify trends, and make informed decisions for future collaborations.

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