Instagram Reels Performance Tracking Sheet

Reel Title/Topic: [Enter the name or brief description of your reel]

Date Posted: [MM/DD/YYYY]

Views: [Number]

Likes: [Number]

Comments: [Number]

Shares: [Number]

Saves: [Number]

Engagement Rate: [Percentage]

Key Insights: [Observations and lessons learned]

Instructions for Use:

1. **Reel Title/Topic:** Enter the name or a brief description of your reel.
2. **Date Posted:** Record the date the reel was published on Instagram.
3. **Views:** Note the total number of views the reel received.
4. **Likes:** Count the total likes.
5. **Comments:** Record the number of comments, which can indicate engagement.
6. **Shares:** Include the number of times your reel was shared by viewers.
7. **Saves:** Track the number of saves, reflecting content that resonates with viewers.
8. **Engagement Rate:** Calculate by dividing the total engagement (likes, comments, shares, saves) by the total views and then multiplying by 100.

9. **Key Insights: Summarize observations, such as what elements worked well or what could be improved.**