**Selecting KPIs for your Instagram strategy**

Now that you’re familiar with all the different metrics offered by Instagram Analytics and other free Instagram analytics tools, it’s time to go a step further and determine your Key Performance Indicators (KPIs). A KPI is your selected metric that specifically measures the success of your content or campaign. How you determine your KPIs will ultimately depend on your business goals and what you want to achieve with Instagram.

If your business thrives on community, you may want to look to engagements as your KPI for photos and videos. However, if you boost an individual post, you may want to switch that KPI up and focus on reach to see what kind of impact your content has made on the Instagram community as a whole. Or, if you end up running a giveaway and require comments to enter, looking at comments as your KPI may be a great choice in determining a contest’s performance. You could then use this metric as a way to compare the success of your contests moving forward, by seeing which contest got the most comments. Whatever your KPIs, ideally you should focus on certain ones for evergreen content and select different ones on a campaign by campaign basis. It comes down to your overall business goals!