



TRACKING VIEW FOR INSTAGRAM

Instagram is a simple, fun, and creative way to capture, edit, and share photos, videos, and messages with friends and family.

***NOTE: Unless you sign up for a business account you will need a secondary app to track your statistics for Instagram.**

Your Instagram should be a new account created specifically for the *Show Us Your Mussels Challenge*. (Go to: www.instagram.com to sign up)

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This tutorial guides you through how to use squarelovin to track your Instagram data.

With [Squarelovin](#), you can get **free basic Instagram analytics**. The report is well-designed and easy to understand. The Optimization section offers insights that help inform Instagram posting. The “worst times to post” information is especially valuable.

Access Your Squarelovin Report

First, you’ll need to [sign up for a Squarelovin account](https://squarelovin.com/business/register/). (<https://squarelovin.com/business/register/>)



Sign up for a free Squarelovin account.

After you sign up, you’ll receive an email to activate your account. **Click the link in the email and log in.**

Next, you’ll see a setup screen where you **add your Instagram account**. Click the button to access the account.

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Add Instagram Account

Add your Instagram account to your Squarelovin account.

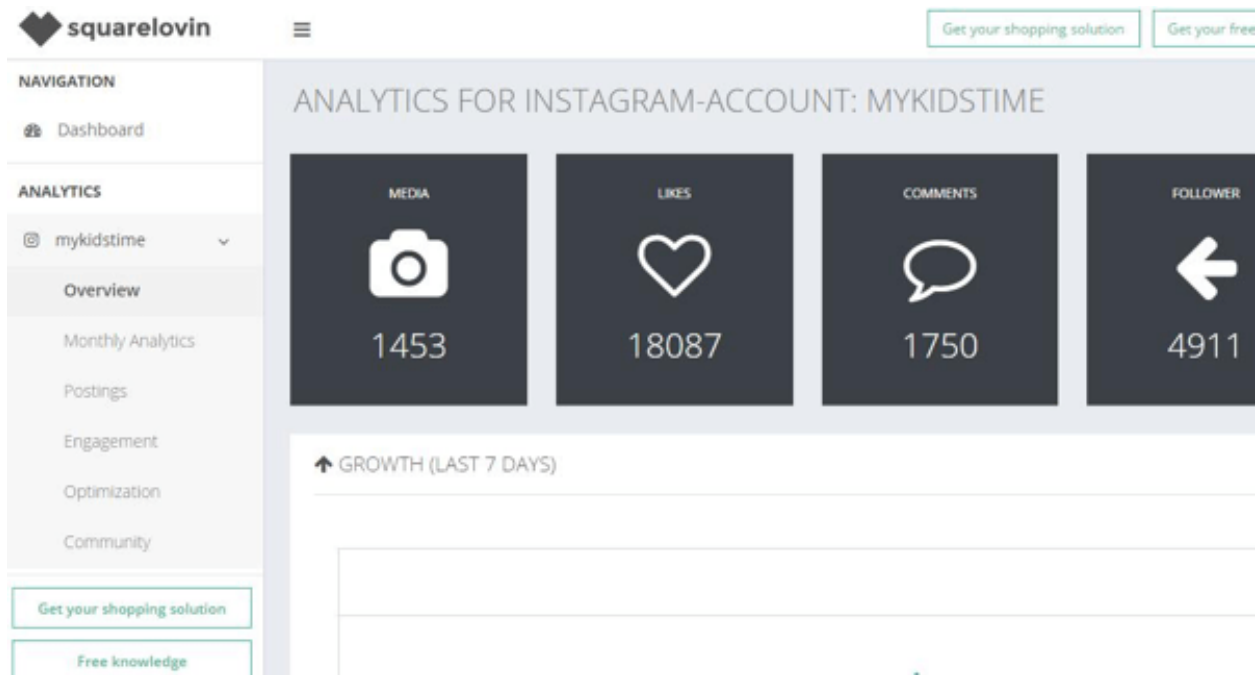
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Examine Your Report

On your dashboard, you can **view high-level stats and access additional analytics screens.**



The Overview tab of your Squarelovin report shows high-level information on your Instagram account.

Tip: Click the tabs in the left sidebar to access detailed stats.

Take a screenshot of your overview page to use as evidence for number of likes for your posts.

Or, watch this video on how to use **Google analytics** to track your views on Instagram:
https://www.youtube.com/watch?v=-DNXozUtE_8

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