

Metrics

Tracked social media metrics to measure impact

- [Instagram Metrics & Dashboards](#)
- [LinkedIn Metrics & Dashboards](#)

Instagram Metrics & Dashboards

Metrics

- Follower count on Instagram. Goal: 200 followers, around 100 every semester
- Engagement on Instagram - use Platform Analytics
- Views
- Interactions
- Follower Count

Dashboards

LinkedIn Metrics & Dashboards

Metrics

- Follower count on LinkedIn Goal: 100 followers, around 50 every semester
- Engagement on LinkedIn
- Impressions
- Page Visitors
- Reactions

Dashboards