

Instagram overview

27 January 2026 - 10 June 2026



Glasgow City
Innovation

Performance by channel

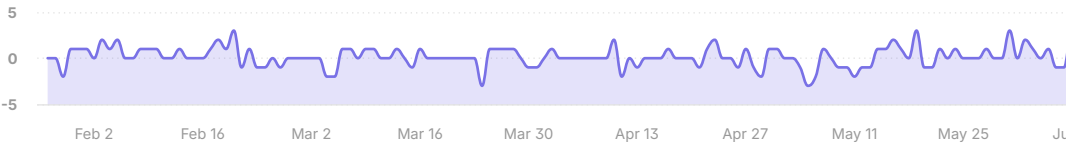
Channel	Followers 1,92K ▲1%	Net new followers 22 ▼-65%	Reach (daily) avg. 99,69 ▲83%	Impressions 24,49K ▼-33%	Engagements 672 ▲71%
 Glasgow City Innovation	1,92K ▲1%	22 ▼-65%	99,69 ▲83%	24,49K ▼-33%	672 ▲71%

Net new followers

Net new followers
22 ▼-65%



Daily net new followers



Engagement Rate Reach

Engagement rate (reach)
4,99% ▼-6%



Engagement Rate Reach by post type

12 MAY - 11 JUN 2026



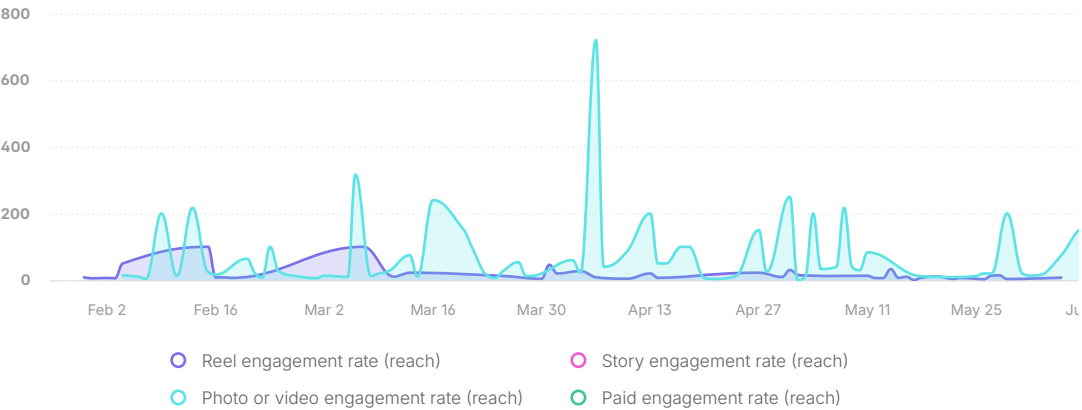
Top ERR Profiles



Channel
Engagement rate (reach)
4,99% ▼-6%

 Glasgow City... **4,99%** ▼-6%

ERR by post type over time

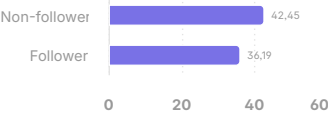


Avg. Daily Reach

Reach (daily) avg.
99,69 ▲83%

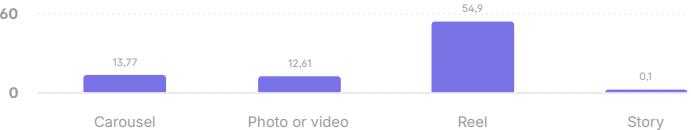


Follow/Non follow



Avg. Daily Reach by post type

12 MAY - 11 JUN 2026



Reach by post type over time

Linear

Top published posts by Reach

Engaged users

Engaged users (daily) avg.
3,97 ▲57%

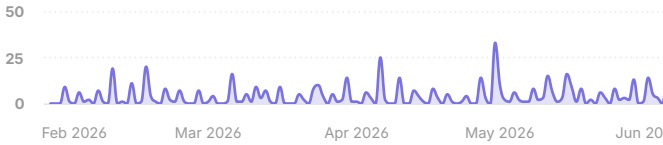


Engaged users rate
3,98% ▼-14%



Engaged users over time

Linear



Engagements

Engagements
672 ▲71%



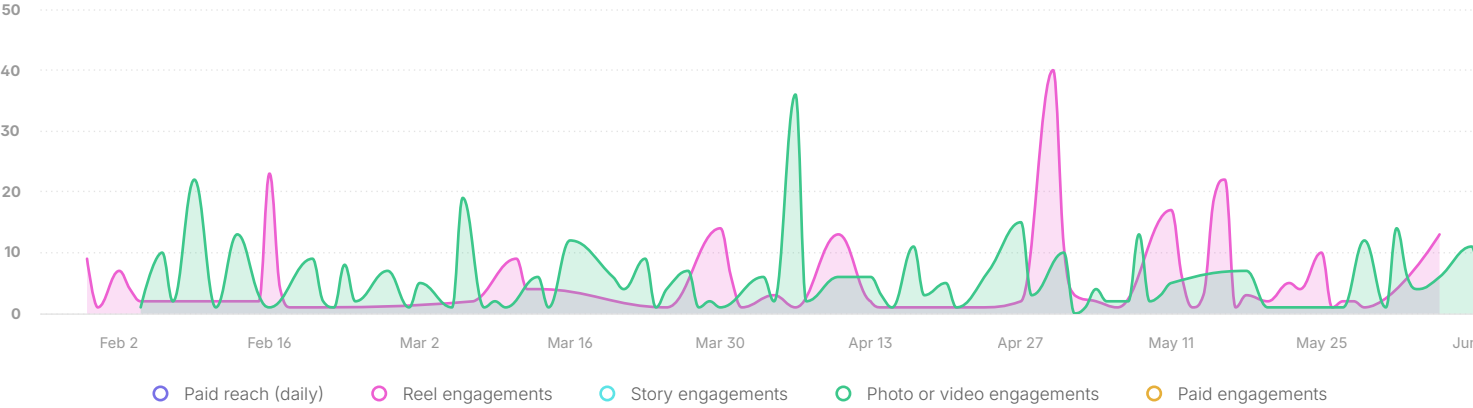
Engagements by post type

12 MAY - 11 JUN 2026



Engagements by post type over time

Linear



Engagements breakdown

Likes
472 ▲64%



Comments
54 ▲46%



Engagements breakdown over time

Linear



Shares

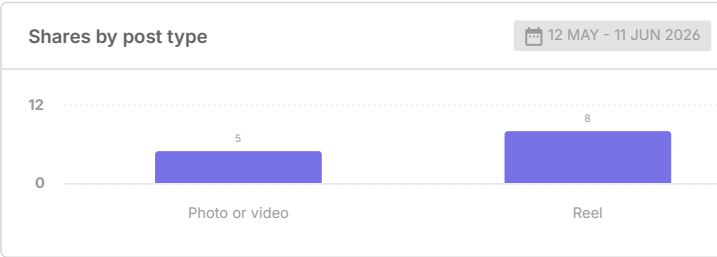
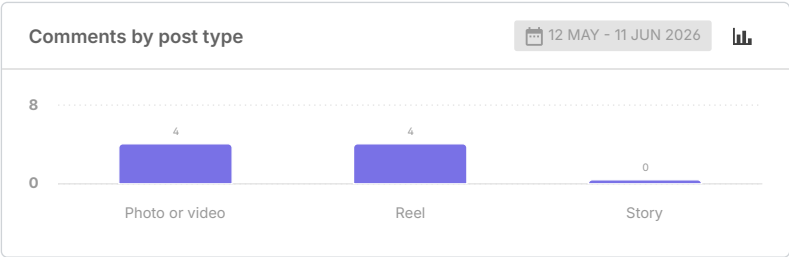
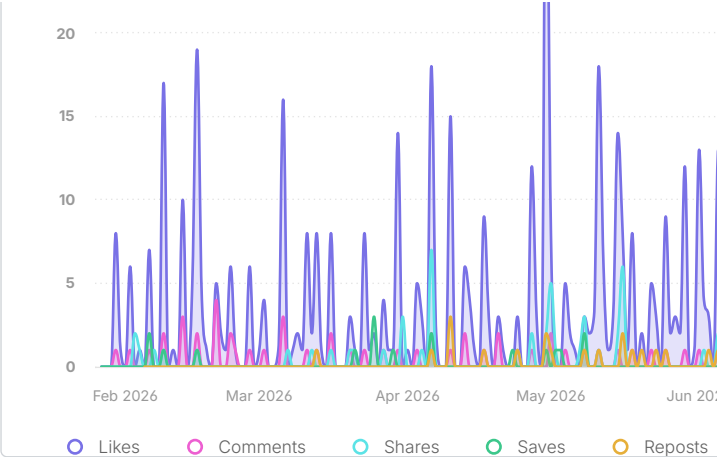
52▲93%

Saves

18▲500%

Reposts

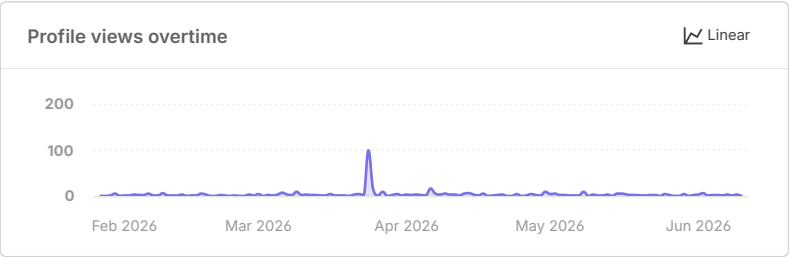
20



Profile views

Channel profile views

424▲20%



Profile taps

Profile activity by type

4▼-83%

Label Performance

No data available for the specified period and channels selected

Content performance

1 filter

DATE ↓ -	POSTS 27		LIKES 255	COMMENTS 46	SHARES 25	SAVES 10	REPOSTS 9	ENGAGEMENT RATIO 8,64%
8 Jun 9:27 AM		Looking for a spot to grab lunch this wee... @ Glasgow City Innovation	6	1	2	1	0	7,14%
1 Jun 5:23 PM		Glasgow at night is very much giving mai... @ Glasgow City Innovation	15	1	0	0	0	8,79%
29 May 10:26 AM		A few of our staff were able to celebrate ... @ Glasgow City Innovation	15	1	0	0	1	10,18%

Reels performance

1 filter

POSTS ↓ 12	VIEWS 5,63K	REACH AVG. 347,42	SKIP RATE AVG. 66,43%	AVERAGE WATCH TIME AVG. 4S	ENGAGEMENTS 251	ENGAGEMENT RATE (REACH) 6,02%
Glasgow City Innovation Glasgow City Innovation 5 Jun 4:59 PM Such a beautiful spot to catch a sunset over Glasgow. 😊	Glasgow City Innovation Glasgow City Innovation 25 May 9:46 AM The @wilsonstreetpantry is open 7 days a week, serving up delicious breakfast...	Glasgow City Innovation Glasgow City Innovation 22 May 8:12 AM Send this to someone you want to get a little treat with this weekend! 🍌🍰🍰🍰	Glasgow City Innovation Glasgow City Innovation 15 May 11:51 AM Did you know a new independent bookshop has opened in the city cent			

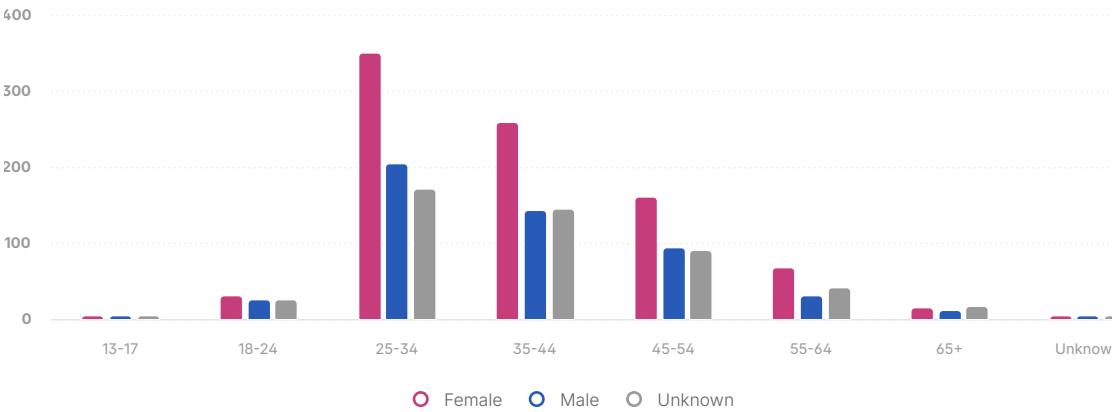
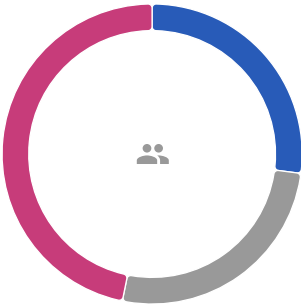
Story performance

1 filter

POSTS	REACH AVG. ↓	IMPRESSIONS	COMMENTS	TAPS FORWARD	TAPS BACK	EXITS RATE
3	1,5K	4,59K	0	370	39	2,65%

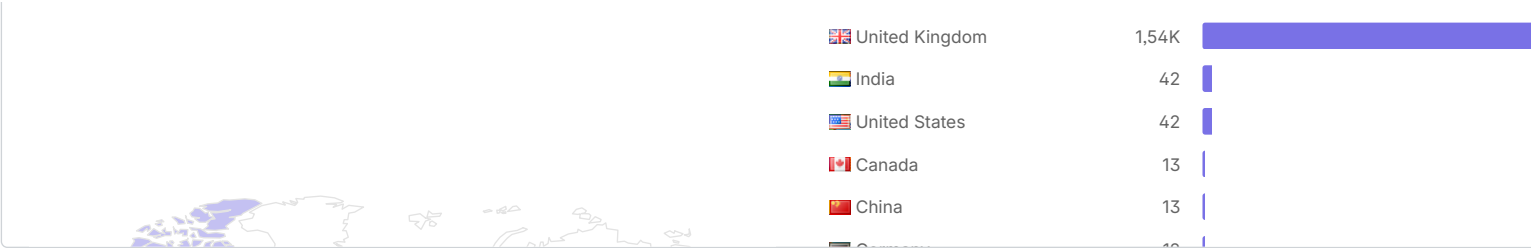
Fans by age and gender

12 MAY - 11 JUN



Fans by country

12 MAY - 11 JUN



Engagements by Profile

Channel	Reel engagements ↓ 286	Story engagements 4 ▲ 100%	Photo or video engagements 382 ▼ -2%	Paid engagements N/A
 Glasgow City Innovation	286	4 ▲ 100%	382 ▼ -2%	-

