

# AIMS

**UofA**  
DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION  
University of Arkansas System



## Reporting Contacts for Instagram Accounts

Instagram has become an important tool for our programs and the contacts should be reported to show the reach achieved through our social media efforts.

Below are the general steps to reporting Instagram contacts, followed by specifics on finding the contact numbers.

How to report Instagram contacts:

- Log into AIMS and go to “My Reporting”
- Go to “Report” for the objective area that your posts relate to (e.g. IPM for PAT training announcements, Family Economics for Arkansas Saves information).

gram	<input type="button" value="Indicators"/> <input type="button" value="Impact"/>	<input type="button" value="Event"/>
orts	<input type="button" value="Report"/> <input type="button" value="View Reports"/>	

-You will see the section “Social Media & Website,” click “More...” to expand and report.

Month: <input checked="" type="radio"/> August <input type="radio"/> September	
Hours: <a href="#">More...</a>	
Direct Contacts: <a href="#">More...</a>	
InDirect Contacts: <a href="#">More...</a>	
<a href="#">Social Media &amp; Website: More...</a>	
My Notes: <a href="#">More...</a>	
Volunteers: <a href="#">More...</a>	
Total Number of Internal Division of Agriculture Contacts	<input type="text" value="0"/>
<input type="button" value="Back"/>	Enter all data and press <input type="button" value="Submit"/>

- Along the “Pinterest/Instagram” row, you will enter in your contacts for Instagram.
- Direct Contacts include “likes,” “shares,” and comments made on each post.
- Indirect Contacts include your total “reach” (pages) or “seen” (individuals or groups) contacts.
- “Total number of time the method is used” refers to the number of unique posts you created for that reporting period.

NOTE: If your “followers” are a mix of adults and youth, divide up the indirect contacts proportionally to the approximate adult/youth breakdown. For example, if you have 100 followers, 80 are adults and 20 are youth, divide any contact counts 80% adult and 20% youth.

Method of Contact	Total # of Direct Contacts		Total # of Indirect Contacts		Total # of Times the Method is Used
	Adult	Youth	Adult	Youth	
Website			0	0	0
Facebook	0	0	0	0	0
Twitter	0	0	0	0	0
Pinterest/ Instagram	0	0	0	0	0

### Individual Accounts (not business)

Indirect Contacts- Non-business accounts do not track seen/reach, so for these types of accounts, you will not report indirect contacts.

Direct Contacts- Likes, shares, and comments (below would count as 57 contacts)

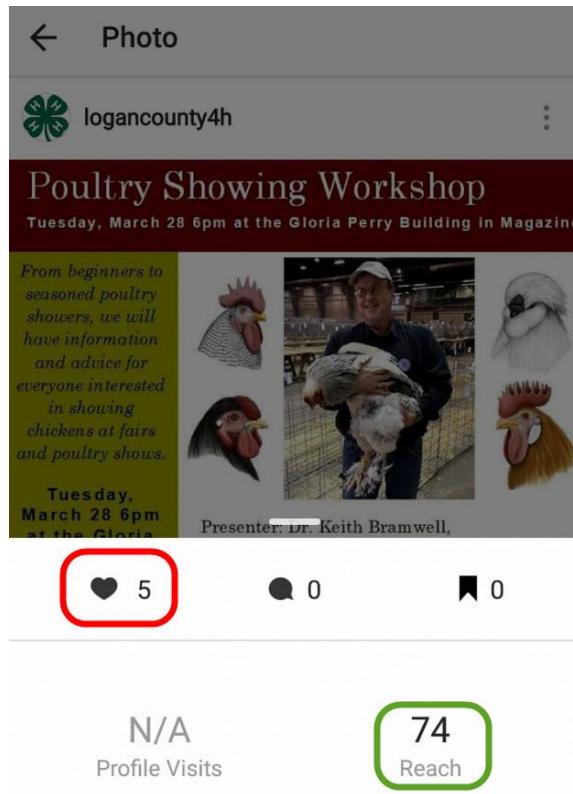


# Business Accounts

- Utilize the “Insights” feature on your Instagram posts.
- Only accessible from your mobile app.

- Indirect Contacts- Reach (impressions is duplicated, so avoid using that number)
- Direct Contacts- Likes, Comments, Shares

Cancel	Insights
<b>Actions</b>	
	1 Actions
Profile Visits	1
Follows	0
<b>Discovery</b>	
	0% of accounts that saw this post weren't following you
Reach	208
Impressions	333
From Home	298
From Explore	18
From Profile	5
From Other	12



If you have any questions about reporting your social media contacts, you can call or email Diane Mashburn, 501-671-2351 or [dmashburn@uaex.edu](mailto:dmashburn@uaex.edu).