

The Small Business Guide to Social Media Metrics That Matter



A practical resource from Synergy Social

Simplify. Connect. Thrive.



Introduction

If you've ever opened your Instagram or Facebook insights and felt completely overwhelmed, you're not alone. There are so many numbers, graphs and percentages that it's easy to feel lost before you even start.

Here's the truth: you don't need to track everything. You just need to understand the metrics that actually tell you something useful about your content and your audience.

This guide breaks down the key metrics for small businesses on Instagram and Facebook. For each one, you'll learn what it means, why it matters and most importantly, what kind of content you can create to improve it.

Let's simplify this together.

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1. Reach

What it is

Reach is the number of unique accounts that have seen your content.

It tells you how many individual people your post or story appeared in front of, whether they follow you or not.

Why it matters

Reach shows you how far your content is spreading. If it's growing, it means more people are discovering you. If it's staying flat or shrinking, it might be time to try something new or engage more actively with your community.



How to find it

Instagram: go to your profile, tap 'Professional dashboard', and look under 'Content you shared' and switch the metric to 'Accounts reached'.

Facebook: check your 'Professional dashboard', look at 'Content' then 'See all' and switch the metric to 'Reach'.



Content Ideas to Improve Reach

- Use relevant hashtags (5-10 that your ideal audience actually searches for not just popular ones)
- Post when your audience is online (check your insights for peak times)
- Create shareable content like tips, quotes, or quick how-tos that people want to pass along

2. Engagement

What it is

Engagement measures how much your audience interacts with your content through likes, comments, shares and saves. It is sometimes shown as a percentage of the people who saw the post.

Why it matters

This metric tells you whether your content resonates. A high engagement level means people aren't just scrolling past, they're stopping to connect. It's one of the most important indicators that your content is hitting the mark.



How to find it

Instagram: shows engagement data in your post insights – it may be called 'Interactions'

Facebook: provides similar information in your 'Professional dashboard' under 'Insights' and 'Engagement'



Content Ideas to Improve Reach

- Ask a question in your caption that invites a response (make it easy and specific)
- Share relatable behind-the-scenes moments or honest reflections about your work
- Post carousel posts that encourage people to swipe through and engage with multiple slides

3. Saves

What it is

Saves happen when someone bookmarks your post to come back to later.

It's a small button but it's a big compliment.

Why it matters

Saves tell you that your content is valuable enough to revisit. People save posts they want to reference, learn from or share with someone else later. Instagram's algorithm tends to favour content with high saves because it signals quality.



How to find it

Instagram and **Facebook**: check individual post insights and look for the 'Saves' metric (a bookmark icon)



Content Ideas to Improve Reach

- Create educational content like tips, how-tos, or step-by-step guides
- Share lists (5 ways to..., 3 things I wish I'd known about..., 10 ideas for...)
- Post templates, checklists, or resources that people will want to reference again

4. Shares

What it is

Shares happen when someone sends your post or story to another person via DM or shares it to their own story or feed. Instagram have introduced a Repost feature which is share to feed option.

Why it matters

When someone shares your content, they're essentially recommending you to their network. It expands your reach organically and builds trust because the recommendation comes from someone they already know.



How to find it

Instagram: check your post or story insights for shares or reposts.

Facebook: you'll see shares listed on each post directly on your page.



Content Ideas to Improve Reach

- Post relatable or funny content that makes people think "this is so true!" or "my friend needs to see this"
- Share helpful resources, tools, or tips that solve a common problem
- Create content that sparks conversation or gently challenges a common belief in your industry

5. Profile Visits

What it is

Profile visits track how many people clicked through to view your full profile after seeing your content.

Why it matters

This metric shows that people are curious about you. They've seen something you posted and want to know more. It's often the step right before someone decides to follow you or get in touch so it's a strong indicator of growing interest.



How to find it

Instagram: head to your Professional dashboard, select Views and scroll down to Profile activity to see the number of profile visits

Facebook: you'll need to use Meta Business Suite Insights to view data on page visits for Facebook



Content Ideas to Improve Reach

- Use strong, clear calls to action in your captions (check out my profile for..., link in bio, more tips in my highlights)
- Post content that hints at your expertise or services without giving everything away
- Share testimonials or results that make people want to learn more about how you can help them

6. Video Watch Time

What it is

Video watch time or average watch time measures how long people are watching your videos or reels before scrolling away.

Why it matters

This tells you if your video content is holding attention. Both platforms prioritise video that keeps people watching so longer watch time can lead to better reach. It also helps you understand the content your audience wants to see.



How to find it

Instagram: check your Reels or video post insights for total watch time, average watch time and Skip rate.

Facebook: video insights show total watch time, average watch time and audience retention graphs.



Content Ideas to Improve Reach

- Hook viewers in the first 2 seconds with a clear promise or intriguing statement
- Keep videos short and focused (aim for 7-15 seconds for Reels unless you're teaching something that needs more time)
- Use captions or text overlays so people can follow along without sound

A Final Word

You don't need to master all of these metrics at once. Pick one or two that align with your current goals and focus there.

If you want more people to discover you, work on reach. If you want deeper connection, focus on engagement and saves. The key is to track, try something new, and see what happens.

Social media doesn't have to be complicated, it just needs to be intentional.



Let's Work Together

If you're ready to stop guessing and start using your social media strategically, I'd love to help. At Synergy Social, I work with small business owners across West Sussex (and beyond) to simplify their social media, build real connections, and help their businesses thrive.

Whether you need support with strategy, content creation or just someone to take social media off your plate, let's chat.

Get in touch: hello@synergysocial.co.uk

You've got this ❤️

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