

Instagram Engagement Diagnosis Sheet

Purpose: work through seven checks in order to find out why engagement or reach has fallen, then run a four-week recovery plan.

Step 0: Define the drop

What dropped (circle): likes / comments / saves / shares / reach / profile visits / link clicks

Start date of the drop: _____

Compare against (circle): last month / same month last year / best period

Date range used in Insights (use at least 90 days): _____

Baseline numbers (average of last 10 posts before the drop):

Reach ____ Likes ____ Comments ____ Saves ____ Shares ____ Engagement rate ____%

Current numbers (average of last 10 posts):

Reach ____ Likes ____ Comments ____ Saves ____ Shares ____ Engagement rate ____%

Check 1: Is it the platform trend?

- Published benchmark reports show Instagram engagement drifting down year on year (for example, Quid reported a median of 0.30% in its 2026 report, down from 0.36%; Socialinsider reported 0.50% for 2024 and 0.48% for 2025, using a different method).
- My drop is: ☐ a fraction of a percentage point ☐ much bigger than that
- If it is only a small fall, note it and carry on with improving content. If it is much bigger, continue.

Check 2: Am I measuring it consistently?

- ☐ My follower count did not jump sharply (which would lower a follower-based rate)
- ☐ I am comparing the same formats (Reels with Reels, carousels with carousels)
- ☐ One viral post or campaign is not distorting the average (use the median)
- ☐ I am comparing the same metric and date range each time

Post log (last 20 posts): Date | Format | Topic | Reach | Likes | Comments | Saves | Shares | Notes

Check 3: Did my content mix change?

- ☐ I still post the formats that used to work best
- ☐ Not more than 1 in 4 posts is a direct sales post
- ☐ My first line or first two seconds still hook people
- ☐ I have posted something useful, funny or personal every week

Top 5 posts by saves and shares: what do they have in common? _____

Plan: next month I will post more of _____

Check 4: Original and eligible to be recommended?

- ☐ My Reels are filmed by me or not previously posted on Instagram
- ☐ No other-app watermarks
- ☐ Video quality is clear, not blurry
- ☐ Reels are 3 minutes or less
- ☐ My account is public (or a professional account)
- ☐ My profile photo and bio follow Instagram's guidelines

Check 5: Account Status

- ☐ I searched "Account Status" in settings and opened it
- ☐ No removed posts or restrictions are listed
- ☐ If something was removed in error, I requested a review on: (date) _____
- Notes: _____

Check 6: Has my audience quality changed?

- ☐ I have not run a giveaway attracting prize-hunters recently
- ☐ I have not used follow-for-follow, a bot or a growth service
- ☐ My top locations and ages in Insights still match my customers
- ☐ I sampled 20 followers and fewer than 6 looked fake or empty

Action if any box is unticked: stop the source, remove the worst followers, aim content at real customers.

Check 7: What did I change in how I use Instagram?

- ☐ I post on a steady rhythm I can keep
- ☐ I post when my audience is online (check Insights > Most active times)
- ☐ I reply to comments and messages quickly
- ☐ I have not connected a new app or tool in the last month
- ☐ No automatic following, liking or commenting is running
- ☐ My captions have a clear point and a question or call to action

Four-week recovery planner

Week 1: Fix the obvious

- Remove risky apps; change password; switch on two-factor authentication
- Check Account Status
- Record baseline numbers

Week 2: Return to what worked

- Post 3 to 4 original posts, at least 2 in my best formats
- Note reach and saves for each

Week 3: Add conversation

- Ask one clear question in every caption
- Reply to every comment within 24 hours (first hour if possible)

- Leave 5 useful comments a day on accounts my customers follow

Week 4: Review

- Compare reach, saves, shares, comments to baseline
- Keep what worked, drop what did not
- Choose one change to test next month: _____

Final result: Reach change ____% Engagement change ____% Decision: _____

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.