

# Engagement Rate

## ALL YOU NEED TO KNOW

- Engagement rate is a measure of how well your content performs. It is calculated as the total number of interactions your content receives (likes and comments) divided by your total number of followers, multiplied by 100%. Depending on your follower count, your engagement rate will change, and it usually decreases when you your followers grow. In any case, it doesn't matter what it looks like now, what matters is what it will look like in 2 or 3 months time.
- This is where you should put your attention on.
- You need to be aware of it, because this is your way of checking if your account is improving. And raising your engagement rate whichever it is now, is your main Instagram goal for 2021. Forget about getting more followers. This is the real key.
- If you have 5,000 followers but you have a good engagement rate, any company will take you before someone with 100,000 followers but a bad engagement rate.
- To check it out, you can do a mathemtic calculation or go to:

[phlanx.com/engagement-calculator](https://phlanx.com/engagement-calculator)

### AVERAGE ENGAGEMENT RATE ON IG

#### Numbers of Followers   Average E.R.

>1M	1.97%
100K - 1M	2.05%
20K - 100K	2.15%
5K - 20K	2.43%
1K - 5K	5.60%

