ENGAGEMENT RATE WORKSHEET

Work out a post's engagement rate by followers and by reach from your own numbers, next to a reference line for your niche and size.

Updated October 16, 2026 · chatinflow.com/free-tools/engagement-rate-calculator

HOW DO YOU CALCULATE ENGAGEMENT RATE ON INSTAGRAM?

Add up the likes, comments, saves and shares of a post, divide by your followers and multiply by 100. Dividing by the accounts reached instead tells you how the people who saw the post reacted. The calculator does both from your numbers and sets likes and comments against a reference line for your niche and audience size.

THE TWO FORMULAS

By followers
(likes + comments + saves + shares) ÷ followers × 100

By reach
(likes + comments + saves + shares) ÷ accounts reached × 100

REFERENCE LINE: LIKES AND COMMENTS BY FOLLOWERS

Who you post for	Under 10K	10K – 100K	100K – 1M	1M+
Food, Home & interior, Family & parenting, Wedding & events, Lifestyle	3.8%	2.3%	1.5%	1%
Fashion, Beauty, Travel, Art & design, Photography	3.99%	2.42%	1.58%	1.05%
Fitness, Health & wellness	4.37%	2.64%	1.73%	1.15%
Tech, Business, Finance, Real estate, Education	2.96%	1.79%	1.17%	0.78%
Pets, Gaming, Music, Auto & motors, Sports	4.26%	2.58%	1.68%	1.12%

The reference line is a median by audience size, bent for how chatty each niche tends to be. It is a guide, not a measurement of any account.

YOUR LAST EIGHT POSTS

Post	Followers	Interactions	Reach	Rate

USE THE FREE ENGAGEMENT RATE CALCULATOR

1. **Open Insights.** In Instagram, open the post and tap View insights for likes, comments, saves, shares and accounts reached.
2. **Type the numbers.** Followers, likes and comments are enough. Saves, shares and reach make the result fuller.
3. **Read both rates.** The rate by followers shows pull. The rate by reach shows how the post landed with the people who saw it.

QUESTIONS PEOPLE ASK

Should I divide by followers or by reach?

By followers to compare accounts or follow your own over time, by reach to judge one post, since it counts only the people who saw it. The calculator shows both.

Why are saves and shares optional?

Instagram shows them only in Insights and many formulas leave them out. Add them when you have them. The comparison with the reference line uses likes and comments only, so it stays like for like.

Where does the reference line come from?

It is the median engagement by audience size that ChatinFlow's tools use, adjusted for how chatty each niche tends to be. It is a guide, not a measurement of any account.

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