

TEMPLATES & DOWNLOADS

The Creator KPI Dashboard

Two tabs, the exact columns, the formulas and where each number lives.
Twenty minutes to build, ten minutes a month to keep.

How to use this. Build the two tabs below in any spreadsheet. Fill the per-post row about a week after publishing, since Reels keep accumulating reach for days, and fill one monthly row on the first working day. Ten minutes a month. Track medians rather than averages, because one viral post distorts an average enough to make a poor month read as a good one.

1 Tab one: monthly

One row per month

Column	What goes in it
Month	YYYY-MM, so it sorts correctly
Posts published	Count, all formats
Reels published	Count
Total reach	Accounts reached, from Insights
Non-follower share	Percentage of reach from non-followers
New follows	Net new followers
Follows per Reel	= New follows / Reels published
Median saves	Median across the month, not the average
Engagement on reach	= (likes + comments + saves + shares) / reach
Revenue	Invoiced this month, from your own records
Revenue per post	= Revenue / Posts published
Largest client share	= Largest client revenue / Revenue

The last row is a risk metric rather than a performance one. Over about half from one client means adding an income stream matters more than adding reach.

2 Tab two: per post

One row per post

Column	What goes in it
Date	Published date
Format	Reel, carousel, Story set, static
Pillar	Which content pillar
Hook type	Curiosity, value, contrarian, identity, proof, problem
Topic	A few words
Reach	Accounts reached
Non-follower %	From the per-post breakdown
Follows	Follows from this post
Saves / Shares	Counts
Follows per 1k reach	$= \text{Follows} / \text{Reach} * 1000$
Retention note	Where the graph dropped

Follows per 1,000 reach is the column that earns its place: it compares a post that reached 3,000 people against one that reached 90,000 fairly.

3 Where each number lives

Insights

- ☐ Reach, follows, saves, shares: per post, professional dashboard
- ☐ Non-follower share: inside the accounts-reached breakdown
- ☐ Retention graph: per Reel, in post insights
- ☐ Revenue and client share: your own records
- ☐ Keep the Insights date range consistent month to month
- ☐ Pull on the first, for the previous calendar month

4 This year, at a glance

Fill in

Month	Posts	Follows / Reel	Non-follower %	Median saves	Revenue
Jan					
Feb					
Mar					
Apr					
May					
Jun					
Jul					
Aug					
Sep					
Oct					
Nov					
Dec					

R What to leave off the sheet

Always

- ☐ Likes. Weaker than saves and shares
- ☐ Follower count. An outcome, not an input
- ☐ Story views. Track replies and poll responses
- ☐ Anything you have not acted on in three months

Influking matches creators with brands, and handles the brief, approvals and on-time payment.