FanReceipts

WEEKLY REPORT · 5 – 11 OCTOBER 2026

Maya Torres.

MAYA.COOKS

ACCOUNTS IN THIS REPORT

Instagram · maya.cooks

YouTube · maya.cooks

X · mayacooks

EXAMPLE REPORT · FICTIONAL CREATOR AND DATA

ABOUT THIS REPORT

What it is *built from*, and what is missing.

Monday 5 Oct to Sunday 11 Oct 2026 · your local time (UTC−7). Every figure is a public estimate or comes from files you supplied; none is a payout statement.

BUILT FROM

✓ **Instagram · @maya.cooks**

Followers, post reach, engagement and saves for the week, stories included (professional account).

✓ **YouTube · @maya.cooks**

Subscribers, views of your videos and Shorts, likes, comments, shares and watch time for the week.

✓ **X · @mayacooks**

Followers, impressions and engagements per post.

✓ **Tracked links**

Clicks by source, time and device type, from the links you made in FanReceipts.

✓ **Newsletter sign-ups**

The number you typed in for this week.

NOT IN THIS REPORT YET

○ **TikTok · @maya.cooks**

We have your username there, but its figures are not part of this report yet. They will appear here once the connection is switched on for your account.

Add what is missing and we regenerate the report for the same week.

GOOD TO KNOW

Your week. Monday 5 Oct to Sunday 11 Oct 2026, in your own time (UTC−7).

History. This is an established account, with eight weeks of your history behind the report: enough for trends, a typical week and best days. A new account needs a week or two before a profile like this is solid; the report says so instead of guessing.

When it arrives. Weekly reports go out from midday on Monday, in your own time, for the week before (Monday to Sunday). Streams that run past Sunday midnight stay with the night they started. Ad hoc reports and Deep Dives are built when you ask for them.

EXAMPLE REPORT · FICTIONAL CREATOR AND DATA

YOUR WEEK, ALL YOUR PLATFORMS TOGETHER

1.64M people reached, *+1,586* new followers.

Maya Torres · home cooking · Instagram, YouTube and X. YouTube did most of the growing this week: 1,180 of the 1,586 new followers, nearly double the week before. Your most effective piece was **Lemon pasta in 15 minutes**, which was followed by 510 new followers on YouTube in the next 24 hours.

PEOPLE REACHED	ENGAGEMENTS	NEW FOLLOWERS	LINK CLICKS
1.64M	112k	+1,586	1,216
+69% vs last week	+93% vs last week	+60% vs last week	+49% vs last week

INSTAGRAM

214k

reached · +14% vs last week

Followers	48,200
New this week	+310
Engagement rate	5.6%
Posts	5 + 9 stories

YOUTUBE

1.26M

reached · +107% vs last week

Followers	91,400
New this week	+1,180
Engagement rate	7.7%
Posts	6

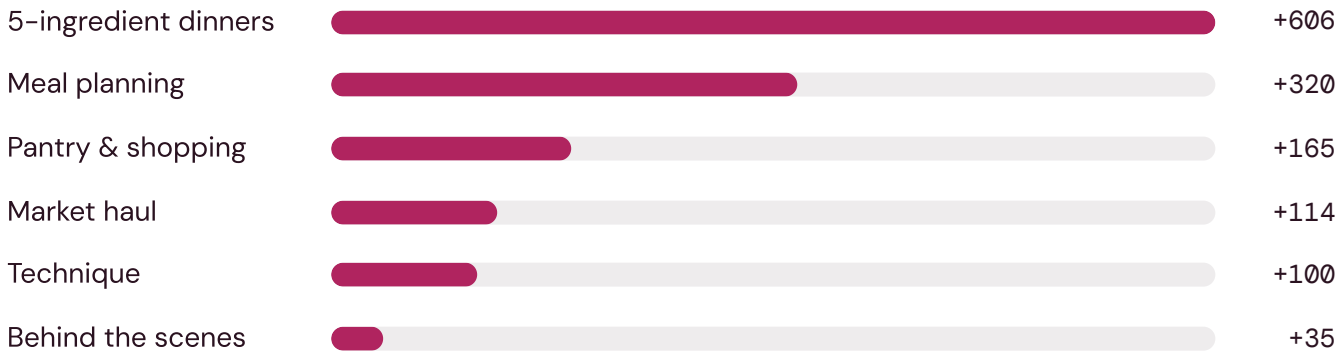
X

168k

reached · −2% vs last week

Followers	12,900
New this week	+96
Engagement rate	2.0%
Posts	14 + 2 threads

WHERE THE NEW FOLLOWERS CAME FROM (24 HOURS AFTER EACH POST)



Followers who arrived in the 24 hours after a post. That shows which content was followed by growth; it does not prove the post caused it.

WHAT WORKED, WHAT DIDN'T, WHAT TO DO

5-ingredient dinners carried the week.

WHAT WORKED

5-ingredient dinners brought 45% of the new followers you can trace to a post (606 of 1,340), from 2 posts. YouTube short video had the highest engagement rate at 7.7%.

YouTube's **Weeknight dinners menu** reached 330k people and was saved 5,200 times: people keep it to cook from later.

WHAT DIDN'T

Sunday market haul on YouTube (short video) had the lowest engagement rate of the week, 3.6%. X slipped: reach -2% and engagement -5%, with one fewer post.

1,260 regulars have gone quiet for 3 weeks, about twice the 640 who came back this week.

DO NEXT

1. **Make one 5-ingredient dinner every week, on YouTube first**

   Posts in this theme were followed by 606 new followers, the most of any theme. Post the YouTube Short on Tuesday, then cut the Reel for Instagram on Wednesday.

   EVIDENCE · 5-ingredient dinners: 2 posts, 45% of traceable new followers

2. **Post in the 6 to 9 pm slot, Tuesday and Saturday**

   Posts in the evening slot reached 34% more people than your average, and Tuesday and Saturday are your strongest days over the last 8 weeks.

   EVIDENCE · evening index 134, Tue 131, Sat 126 (100 = your average)

3. **Put the recipe link on every Sunday story**

   Story link clicks nearly doubled this week (188 vs 95) in the week you added the recipe sticker. Keep it for a month and see whether it holds.

   EVIDENCE · Instagram stories: 188 clicks vs 95 last week

✨ YOUR COACH SAYS

Your best weeks come from simple dinners people want to cook that evening. Keep the format that works, and give the 1,260 slipping regulars a reason to come back: a "your most-saved recipes" post is an easy start.

YOUR CONTENT

What each theme and format *earned*

BY THEME, THIS WEEK

THEME	POSTS	REACHED	ENGAGEMENTS	RATE	SAVES	NEW FOLLOWERS
5-ingredient dinners	2	471k	45.9k	9.7%	7,700	+606
Meal planning	2	371k	28.2k	7.6%	6,100	+320
Pantry & shopping	2	158k	11.7k	7.4%	3,000	+165
Market haul	2	263k	9.7k	3.7%	1,050	+114
Technique	2	122k	8.8k	7.2%	1,100	+100
Behind the scenes	1	60.0k	4.1k	6.8%	250	+35

ENGAGEMENT RATE BY FORMAT



Engagement rate is engagements divided by people reached. Short videos on YouTube and Reels lead; a single image post is last.

YOUR BEST 6 OF 11 POSTS (NEW FOLLOWERS WITHIN 24 HOURS)

DAY	POST	WHERE	REACHED	NEW FOLLOWERS
Tue	Lemon pasta in 15 minutes	YouTube short video	410k	+510
Sat	Weeknight dinners menu	YouTube short video	330k	+260
Wed	Pantry staples I always restock	YouTube short video	120k	+120
Mon	Lemon pasta in 15 minutes	Instagram reel	61.0k	+96
Sun	Sunday market haul	YouTube short video	245k	+90
Thu	Knife skills in 30 seconds	YouTube short video	95.0k	+70

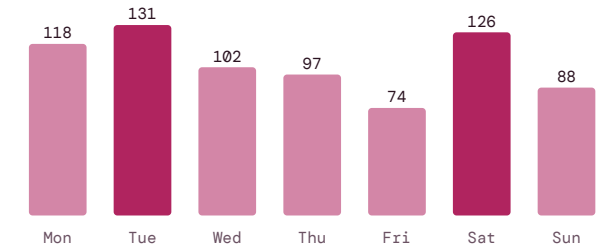
READING THIS PAGE

The same recipe did better on YouTube than on Instagram in reach, but Instagram carousels were saved at a higher rate. Use YouTube to find new people and Instagram to keep them.

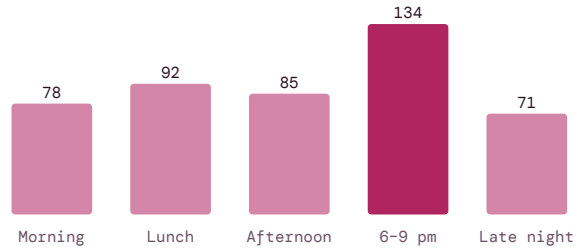
WHEN TO POST

Evenings and the *start of the week* carry you

AVERAGE REACH BY WEEKDAY (LAST 8 WEEKS, 100 = YOUR AVERAGE)



AVERAGE REACH BY TIME OF DAY



WHAT THIS MEANS FOR YOUR CALENDAR

Your two strongest days are Tuesday and Saturday, and the 6 to 9 pm slot reaches 34% more people than your average. Friday is your weakest day (index 74), and this week your Friday post (A day in my kitchen) had the lowest reach of the week.

You posted 25 times across the three platforms this week, 1 fewer than last week, and reach still grew +69%: volume was not the limit, the choice of content and day was.

Timing is measured from your own posts on all three platforms over 8 weeks, in your local time. With fewer weeks of history this page shows what is available and says so.

YOUR AUDIENCE

Who is engaging, and who is *slipping*

PEOPLE ENGAGING WITH YOU, GROUPED BY WHAT THEY DID (ALL THREE PLATFORMS)

First engaged this week	people who commented, saved, shared or clicked for the first time	**5,820**
Regulars	active in at least 3 of the last 4 weeks	**2,310**
Came back	active again after 30 or more quiet days	**640**
Slipping	regulars who have been silent for 3 weeks	**1,260**
Superfans	top 1% by engagement over 8 weeks	**260**

These groups describe what people have done on your accounts in the sources available. They are not personality types and they do not predict what anyone will do next. 41 people appear under the same username on more than one platform (probable matches, see the page on fans across platforms).

FAN RECEIPTS: YOUR THREE MOST ENGAGED PEOPLE THIS WEEK

@salt.and.sage		@devbakes		@gran_marta_cooks	
Comments	**14**	Comments	**11**	Comments	**19**
Saves	**9**	Saves	**12**	Saves	**4**
Shares	**6**	Shares	**2**	Shares	**8**
Link clicks	**3**	Link clicks	**5**	Link clicks	**1**
On	**Instagram + YouTube + X**	On	**Instagram + YouTube + X**	On	**Instagram**
Here since	**Nov 2025**	Here since	**Mar 2026**	Here since	**Jan 2026**

Names are fictional. In a real report, handles appear only for people who engage publicly, and you can switch this section off.

YOUR COACH SAYS

1,260 regulars have gone quiet, more than the 640 who came back. People who returned this week mostly came back through your meal-planning video, so a follow-up to it is the easiest way to reach the others.

FANS ACROSS YOUR PLATFORMS

3 people show up in more than one place.

5 Oct to 11 Oct · compared by username across Instagram and YouTube and X.

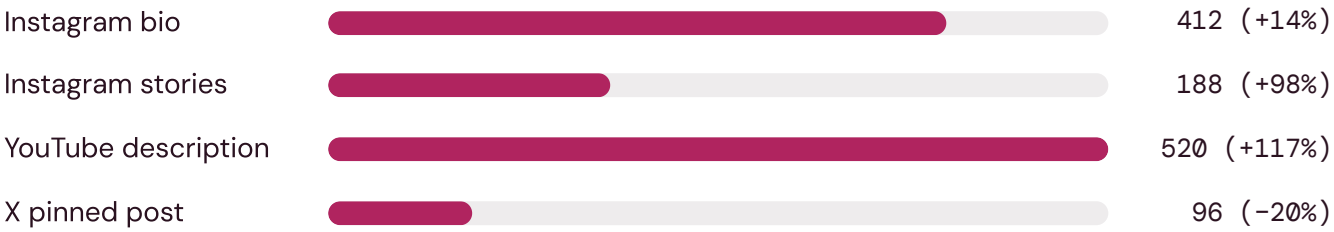
FAN	INSTAGRAM	YOUTUBE	X	MATCH
maple_and_thyme	6 comments, 7 saves	5 comments, 6 saves	–	Very likely the same person
salt.and.sage	14 comments, 9 saves, 6 shares	11 comments, 8 saves	3 replies, 2 reposts	Likely the same person (spelling differs slightly)
devbakes	4 comments, 3 saves	11 comments, 12 saves	5 replies	Likely the same person

How to read this. Matched on username only. A shared username is a good sign it is the same person, not proof: short or common names can belong to different people. Someone who follows you in two places is usually your most committed fan: greet them by name on both, and treat them as one relationship rather than two.

YOUR LINKS

Where the clicks came *from*

CLICKS ON YOUR TRACKED LINKS



TOTAL CLICKS

1,216

+49% vs last week

NEWSLETTER SIGN-UPS (YOU TOLD US)

138

+75% vs last week

SIGN-UPS PER 100 CLICKS

11.3

9.7 last week

WHAT THE LINKS SHOW

YouTube description is now your biggest source (520 clicks, more than double last week), matching the follower jump there. Instagram story clicks nearly doubled. X is the only source that fell.

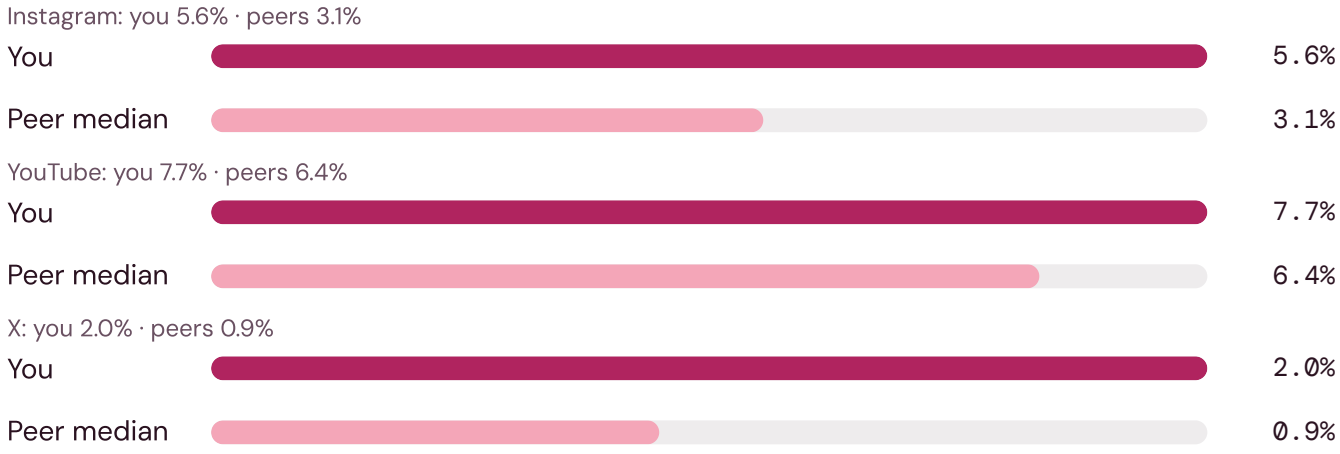
Clicks do not verify sign-ups or purchases. The sign-up figure is the number you entered from your email tool, so the rate between the two is an estimate. We record the time, the site a click came from and the device type, never visitors' IP addresses.

CREATORS LIKE YOU

How you compare with *similar* accounts

Compared with the median for home-cooking creators with 10k to 100k followers on each platform (a fictional peer set for this example).

ENGAGEMENT RATE: YOU VS THE MIDDLE OF YOUR PEERS



HASHTAGS: YOURS AND YOUR PEERS'

TAG	YOU USED	PEERS WHO USE IT	PEER ENGAGEMENT
#weeknightdinner	4 posts	31%	3.4%
#5ingredientmeals	3 posts	12%	5.1%
#mealprep	0 posts	47%	3.8%
#pantrycooking	1 post	9%	4.6%
#knifeskills	1 post	6%	2.7%

#5ingredientmeals is used by few peers but earns more than the popular tags, and it is where your best theme sits. #mealprep is the most-used peer tag and you have not used it.

YOUR COACH SAYS

You beat your peers on every platform, by the widest margin on Instagram (5.6% against 3.1%). X has the smallest gap and is also where your numbers fell this week, so it is the place to try one new format before cutting anything.

HOW THIS REPORT WAS MADE

What it is built from, and *what it cannot see*

SOURCES USED THIS WEEK

SOURCE	WHAT WE READ	COVERAGE
Instagram	Followers, post reach, engagement, saves (professional account)	Full week; stories included
YouTube	Followers, video views, likes, comments, saves, shares	Full week
X	Followers, impressions, engagements per post	Full week
Tracked links	Clicks by source, time and device type	Links created in FanReceipts
Your input	Newsletter sign-ups this week	Typed in by you

WHAT THIS REPORT DOES NOT CLAIM

- It shows what happened after posts, not what caused it. Growth following a post is an observation.
- People are grouped by what they did on your accounts, never by who they are. Fans are matched across platforms by username only: a good sign, not proof, and short or common names may be different people.
- Clicks are not sales or sign-ups.
- Each platform shares only part of its data, and counts can change after the report is made.
- With less history (a new account, a first week) the report shows what the data covers and says so; it never invents a trend.
- We read this data to prepare your report and do not keep a copy of it afterwards. The finished report stays in your account.

This is an example. The creator, handles and every number are made up to show the layout and the kind of findings a real report contains.