

@natgeo — National Geographic

✓ Verified Account · Mega (1M+) · Generated July 11, 2026



Overall Grade: C
Score 56/100 — Needs Work



KEY METRICS

Followers 269.1M Mega (1M+)	Following 193 accounts followed	Total Posts 31.8K published	Engagement Rate 0.02% ✗ Below benchmark
Follower Ratio 9999:1 Strong authority signal	Quality Score 100/100 audience quality	Posts Analysed 12 recent posts	ER Benchmark 1.0% for Mega (1M+)

CONTENT MIX



PROFILE HEALTH

- ✓ Bio filled in

✓ Link in bio

✓ Verified account
- ✓ Public account

✓ Business/Creator account

✓ 20+ posts published

RECOMMENDATIONS

- 1

Engagement rate (0.02%) is well below the Mega (1M+) benchmark (1.0%). Focus on Reels — they receive 2–3x more reach than static posts.
- 2

Excellent follower ratio (1394148.0:1), indicating a strong, authentic audience. This is a positive trust signal for brand partnerships.

Prepared by **AuditGram** · hello@auditgram.io

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This report was generated automatically based on publicly available Instagram data. Engagement rate calculated from 12 recent posts. For questions, contact hello@auditgram.io.