

Instagram Analytics Report

September 2023 in comparison to August 2023

Reach

Accounts Reached-6,652

- Followers 947 +6.76%
- Non-Followers 5,705 +791%
- Impressions 20,333 +117%

Non-follower reach has expanded, this is due to a change in strategy focusing on SFV rather than static post, for this next month, plan on balancing static and SFV.

Top Content

- Posts-5,490 +132.4% *Highest post was the distribution day post
- Reels- 2,750 +136.8 *Highest reach was our "Bid day" SFV
- Stories- 456 -24.5%

While SFV and static have been doing really well, stories have been struggling, I'm going to try a new attempt with user generated content for stories.

Profile Activity 412 +40.1%

- Profile Visit- 394 +44.3%
- External Link Taps- 18 -14.3%

This next month, I'm going to try using call of action to get more social viewers to our website.

Engagement

Accounts Engagement- 438 +93.9%

- Followers- 292 +41%
- Non-followers- 126 +240%

Top Content

- Post- 437 +168%
- Reels- 204 +39.7%
- Stories 2 -66.7% * Stories transitioning to user generated content

Content Interactions- 1137 +168%

Followers

Total followers- 1,380 +2.4%

Growth

- Follows +46
- Unfollows- 13
- Overall +33

Facebook Analytics Report

*I don't have a previous metric to compare too

Reach-3,874 +700.2%

Audience

- Likes- 5,652
- Followers -5.629

- New followers-8 +60%

Engagement

- Post comments, reactions and shares-29
- Highest performing post- pre-ring ceremony

Twitter (X) Analytics Report

*No previous metric

- Tweet Impressions- 3,690 +3,704+
- Followers 2.655 -5%
- Highest engagement is the pre-ring day tweet
- Average engagement rate is 2.7%
- External link clicks is 1 *Try conversion method
- Retweets-5
- Likes- 18

Website Analytics Report

- Page views- 3,974
- Stories read- 3,222
- Bounce rate- 57.09%- When users click one link and leave right after
- Average session rate- 82.53
- Event count-16,750
- Most viewed story- Zodiac Killer possibility identified 223 reads