

# Social Media Performance Report

Reporting Period: 6/30/2024 – 7/2/2024

## Summary

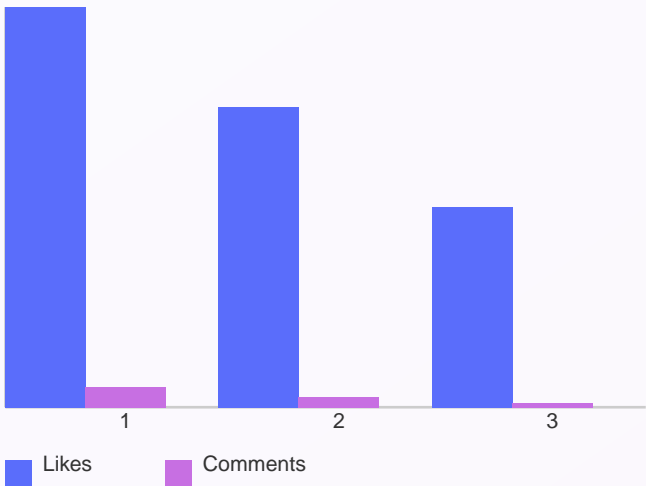
Follower count changed from 1000 to 1100, a 10.0% change.  
Total new followers: 100 (50.0 per day)  
Average likes: 150, Average comments: 5.7 per post



## Follower History

|           |      |
|-----------|------|
| 6/30/2024 | 1000 |
| 7/1/2024  | 1050 |
| 7/2/2024  | 1100 |

## Top Posts Engagement (Likes vs Comments)



## Key Takeaways & Growth Forecast

- Average daily follower growth: 50.0 per day.
- Engagement rate: 14.15% (likes + comments relative to reach).
- Comment-to-like ratio: 3.78%.
- Projected followers in 30 days: 2,600.
- Projected followers in 90 days: 5,600.

## Recommendations

- Growth is strong. Maintain your current posting cadence and continue engaging with your audience to sustain momentum.
- High engagement rate. Capitalize on this by collaborating with influencers or hosting

contests to further boost engagement.

- Comments are relatively low compared to likes. Inspire discussion by inviting followers to share their thoughts or experiences.
- Regularly review your top performing content to identify themes that resonate with your audience, and iterate on these successes.

Top Posts

| Title  | Likes | Comments |
|--------|-------|----------|
| Post A | 200   | 10       |
| Post B | 150   | 5        |
| Post C | 100   | 2        |