

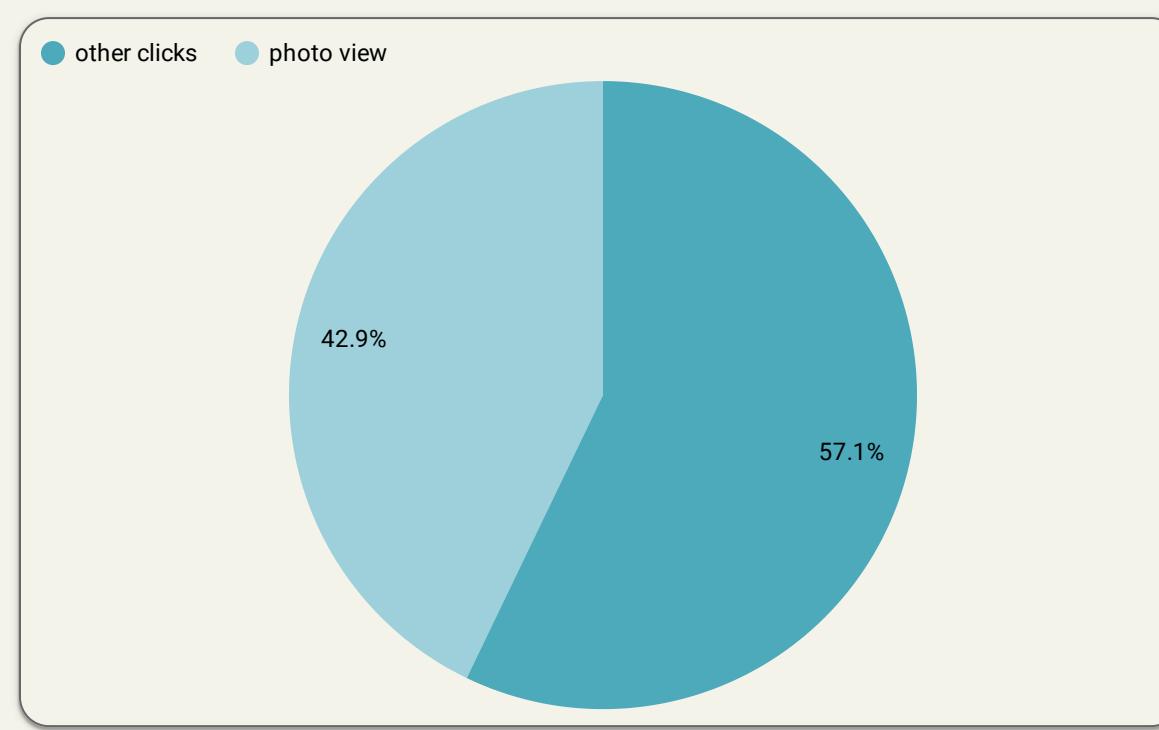
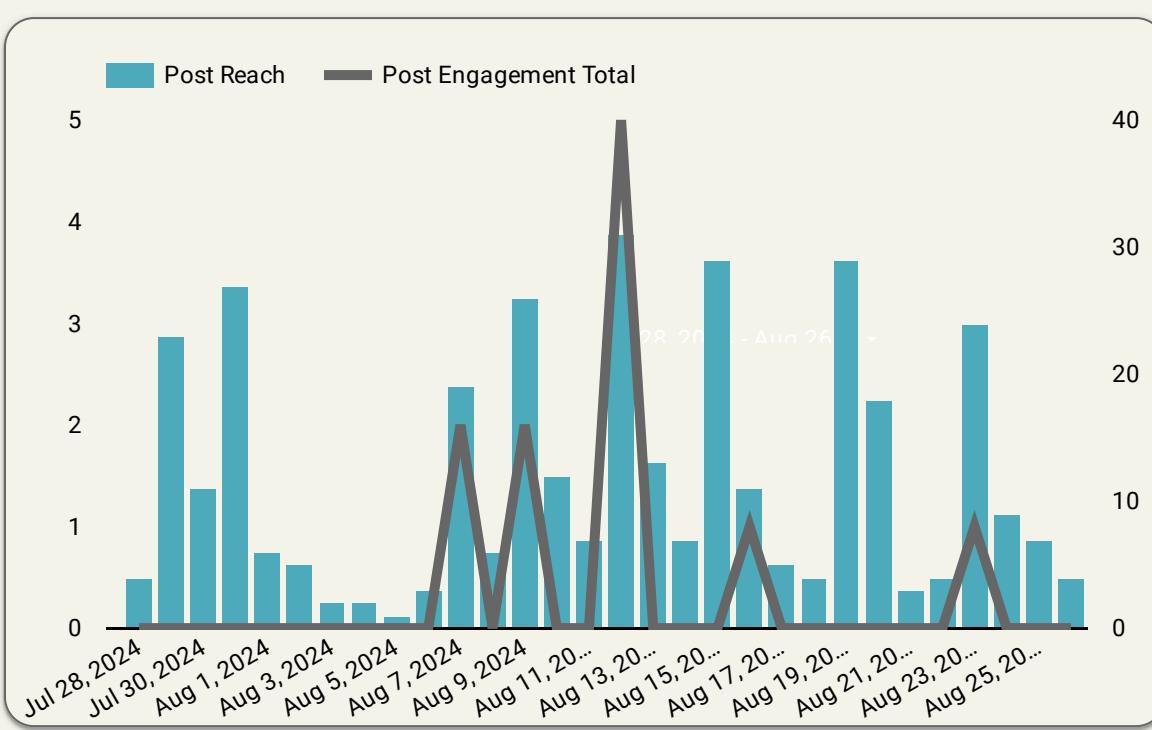
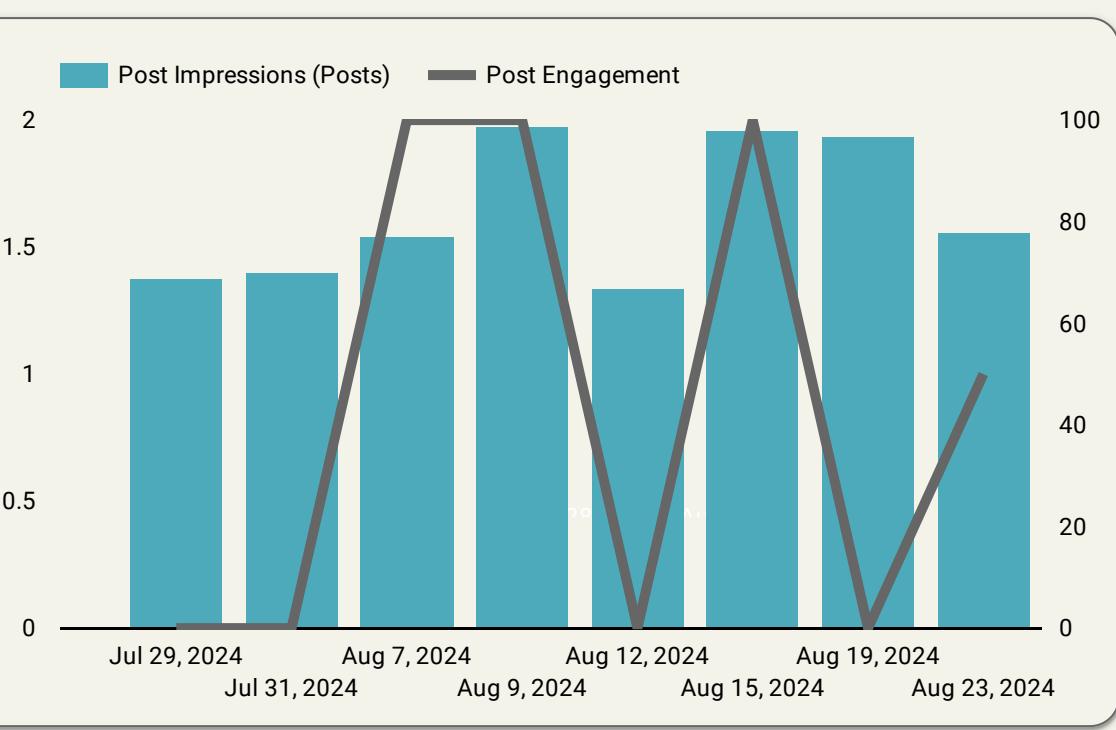


Account Name

Post

Type

**Total Views**  
**899**  
-25.9%
**Post Reach (lifetime)**  
**623**  
+77.0%
**Post Engagement Total**  
**11**  
-63.3%
**Post Impressions (Posts)**  
**655**  
+84.0%
**Post Link Clicks**  
**No data**  
No data

**Reactions**  
**0**  
-100.0%
**Page Views**  
**148**  
+21.3%
**Page Likes**  
**0**  
-100.0%
**Post Engagement Rate**  
**1.12%**  
-20.9%
**Total Page Followers (Lifetime)**  
**660**  
No data
**Post Impressions Vs Post Engagement Over Time****Post Reach Vs Post Engagement Over Time****Post Clicks By Different Medium****Total Post Outreach****Post**

Transforming rooms into stunning spaces with our virtual staging magic! 🌟 #InteriorDesign #RealEstateMarketing #BeforeAndAfter #VirtualStaging #Backbone  
Elevate your home with sleek lines and natural light. 🌟 Backbone helps you capture the perfect harmony between nature and architecture. #InteriorDesign #HomeInspiration #ModernLiving  
🌍 Celebrating the power of photography on #WorldPhotographyDay! 📸 Our talented photographers know how to make your property shine. 📸🌟 #instarealestate #propertyphotography #realestategoals #wo...  
Bringing the outdoors in with seamless indoor-outdoor flow. 🌳 #interiorphotography #homedesign #naturallight #livingspace  
Dine in style with a blend of rustic charm and modern elegance. 🍽️ #diningroomgoals #rusticstyle #homeinspiration  
Always in action, always creating—Camille keeps our brand shining bright! 💡 #TeamWork #MarketingMinds #CreativeEnergy #OfficeLife #Backbone  
Meet Camille, the creative force behind our marketing magic! 🌟 #TeamBackbone #MarketingExcellence #BehindTheScenes #CreativeTeam #Backbone  
Embrace the seamless blend of indoor and outdoor living with this open-plan design. 🌳 We are all about the details! #ModernArchitecture #MinimalistLiving #SeamlessDesign  
📸 On #WorldPhotographyDay, we celebrate the artists behind the lens who turn spaces into dream homes. 📸🌟 Let's make your property the next success story. 📸 #realestatevisuals #dreamhomes #photogra...  
Creating a vision of what could be—virtual staging at its finest. 🎬 #VirtualStaging #PropertyMarketing #InteriorStyling #DigitalTransformation #Backbone

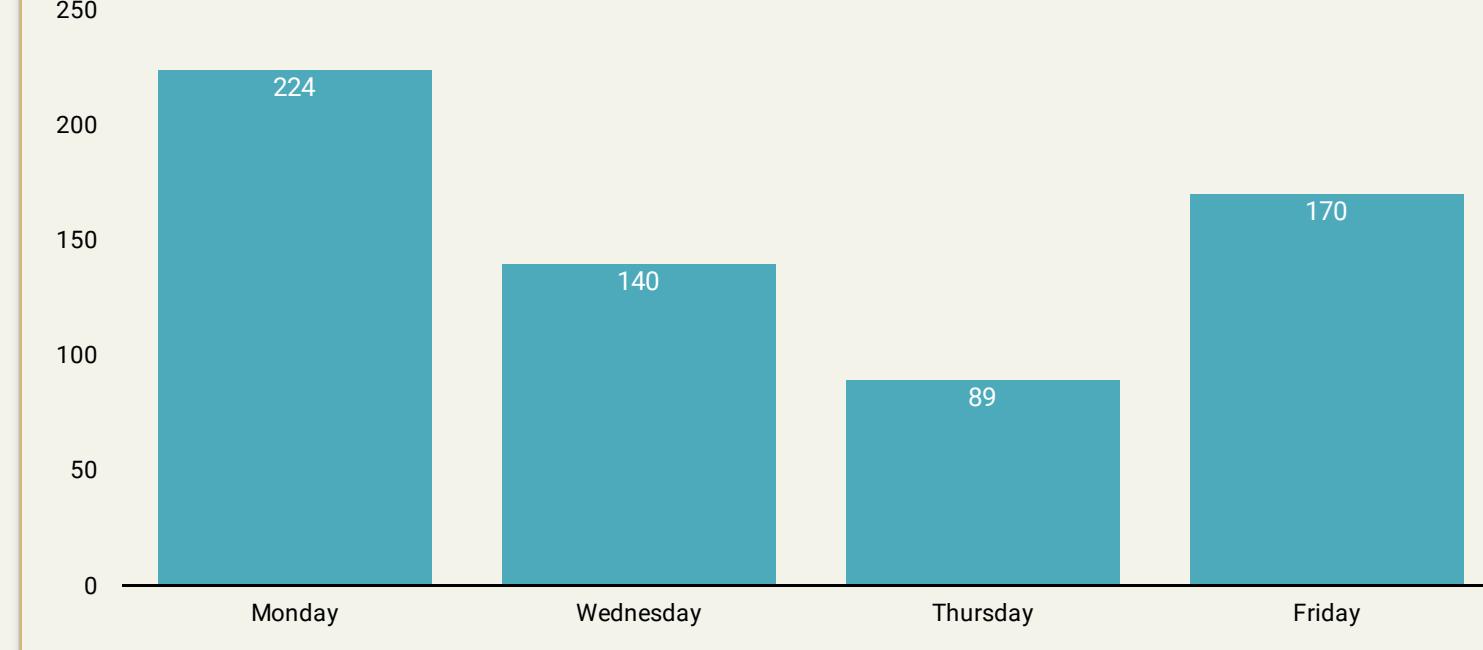
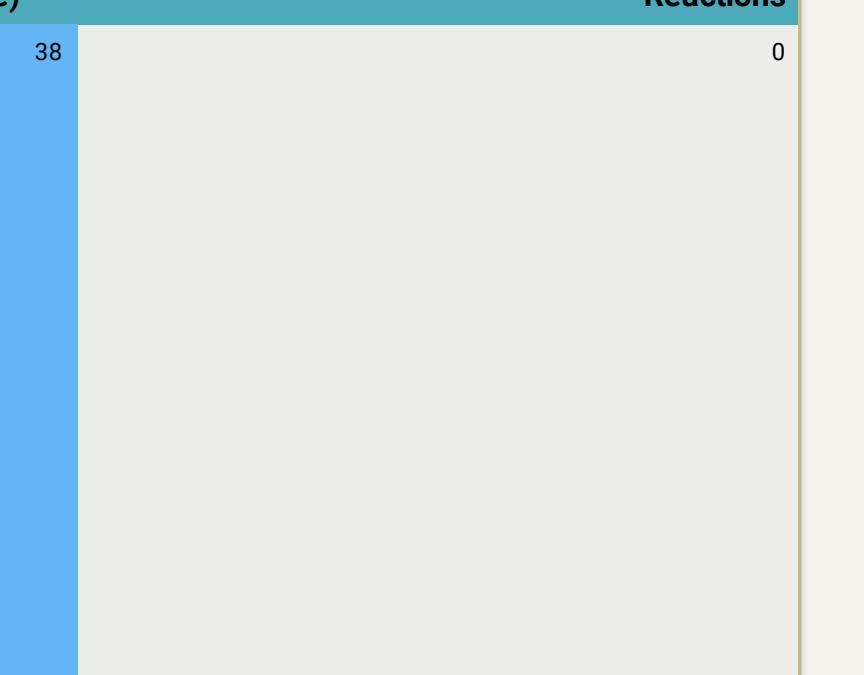
**Post Impressions (Posts)...****Post Engagement****Reactions**

1 - 22 / 22 &lt; &gt;

**Page Likes By City****Post Reach By Weekday****Page Likes by City - dimensions [collection] ▾****Page Likes by City - metrics [collection]**

Amsterdam, Netherlands  
Bangkok, Thailand  
Basel, Switzerland  
Beirut, Lebanon  
Berlin, Germany  
Bordeaux, France  
Brussels, Belgium  
Budapest, Hungary  
Chêne-Bougeries, Switzerland  
Copenhagen, Denmark  
Delhi, India  
Farnham, United Kingdom

1 - 45 / 45 &lt; &gt;

**Post Reach (lifetime)****Post Reach & Reactions By Images****Full Picture****Post Reach (lifetime) ▾****Reactions**

1 - 22 / 22 &lt; &gt;



Caption

Media Type

## Major KPIs Performance

## Impressions Vs Reach Over Time

New Posts

24

↑ 166.7%

Impressions

5,717

↑ 37.6%

Reach

2,581

↑ 81.4%

Followers

2,403

No data

Comments Count

24

↑ 166.7%

Likes Lifetime

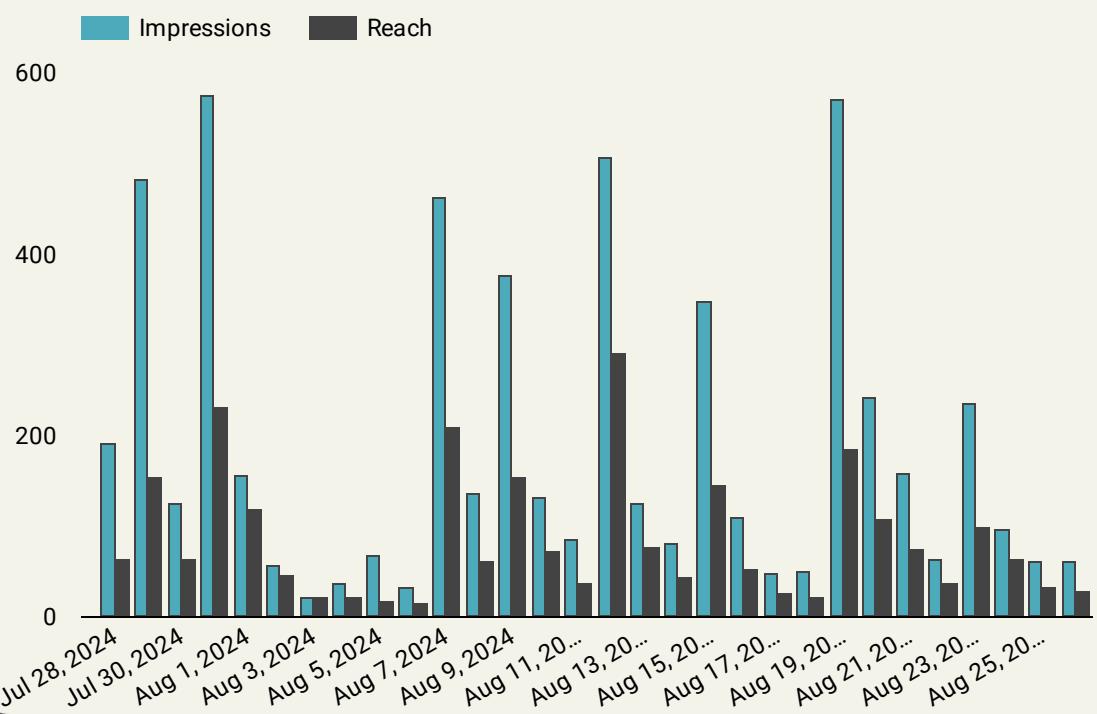
141

↑ 48.4%

Likes Lifetime

141

↑ 48.4%



## Performance of Recent Posts

Caption	Media Type	Thumbnail URL	Lifetime Reach	Lifetime Impressions	Likes Lifetime	Shares Lifetime
📍 On #WorldPhotographyD...	IMAGE		182	192	11	1
🌐 Celebrating the power of ...	IMAGE		261	365	9	2

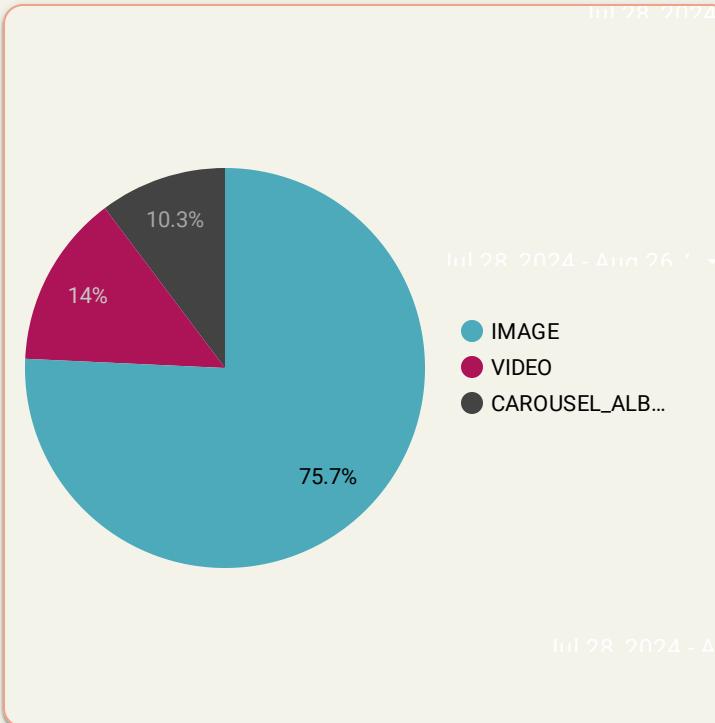
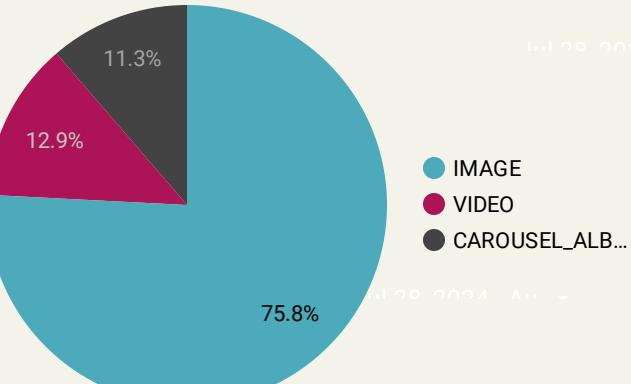
1 - 24 / 24

&lt;

&gt;

## Impressions By Media Type

## Reach By Media Type





Total followers

**12,944**

No data

New followers

**188**

⬇ -28.8%

Organic followers

**188**

⬇ -28.8%

Total Comments

**14**

⬆ 366.7%

Total Post

**5**

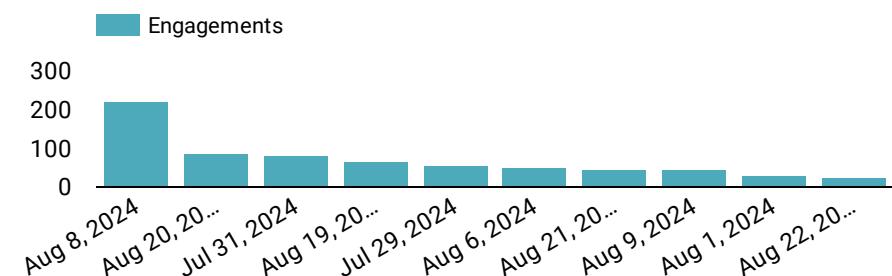
⬆ 66.7%

**Visibility**

Impressions

**9,081**

⬆ 58.0%



Unique impressions

**4,246**

⬆ 62.2%

Careers page views

**192**

⬇ -15.4%

Custom button clicks

**3**

⬇ -50.0%

Video views

**1,946**

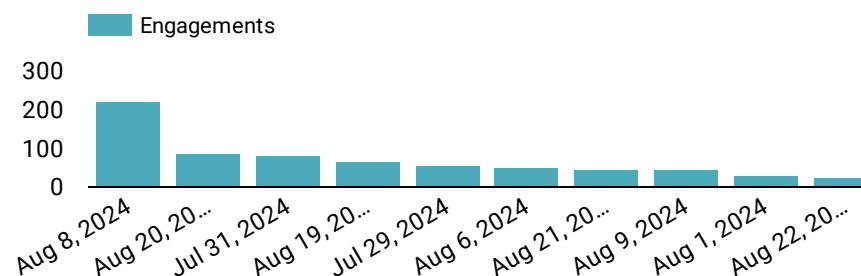
⬆ 331.5%

**Engagements**

Engagements

**970**

⬆ 63.6%



Engagement rate

**10.68%**

⬆ 3.5%

Comments

**14**

⬆ 366.7%

Reactions

**130**

⬆ 75.7%

Shares

**5**

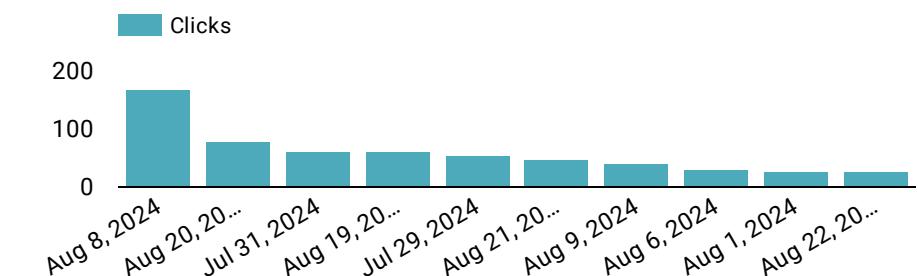
⬆ N/A

**Conversions**

Clicks

**821**

⬆ 59.1%



Jobs page views

**192**

⬇ -15.4%

Careers page views

**192**

⬇ -15.4%

Custom button clicks

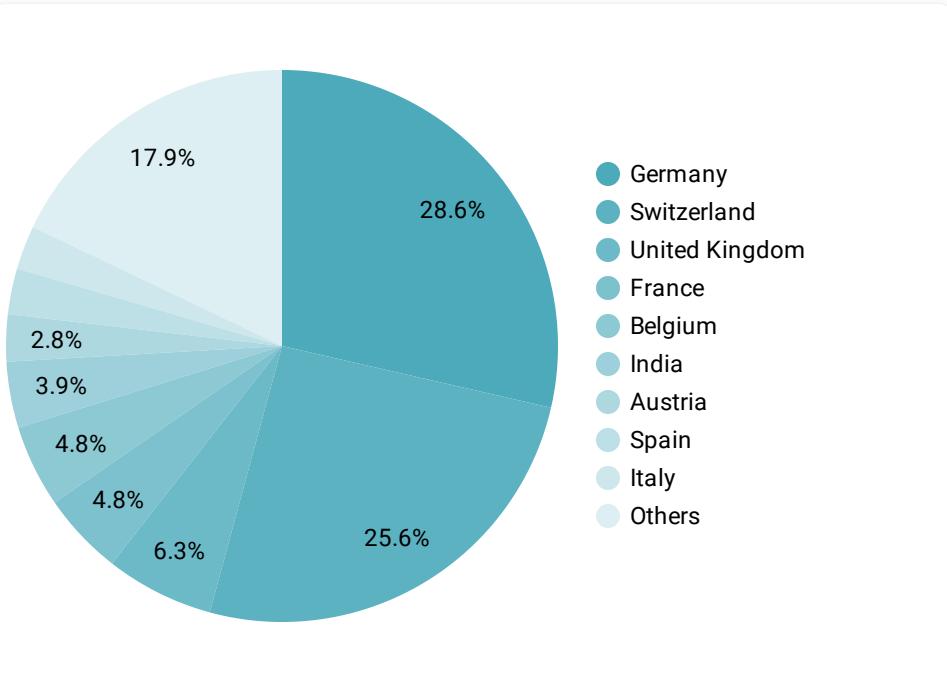
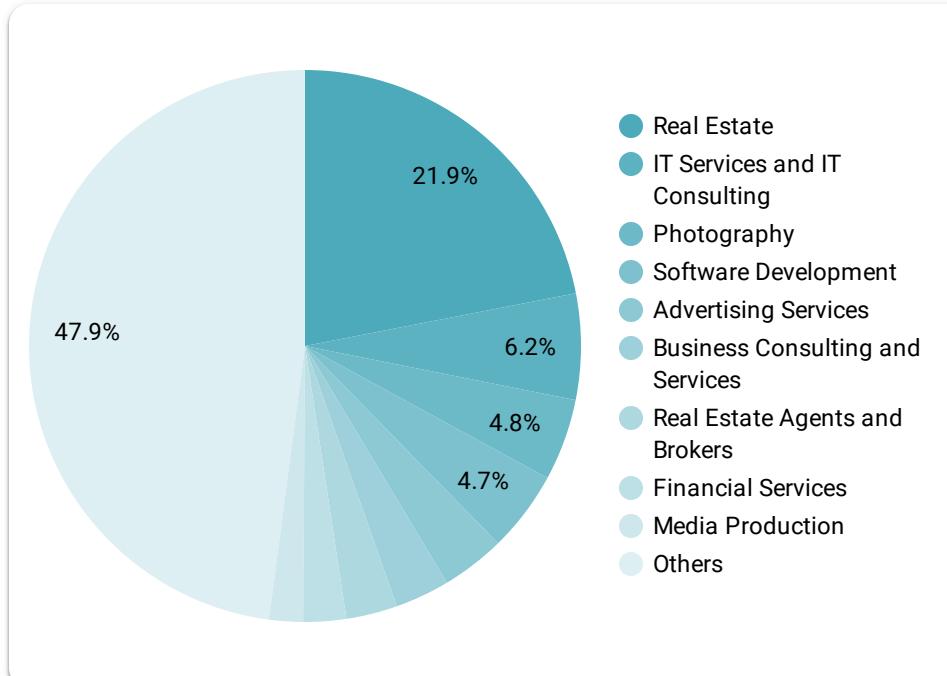
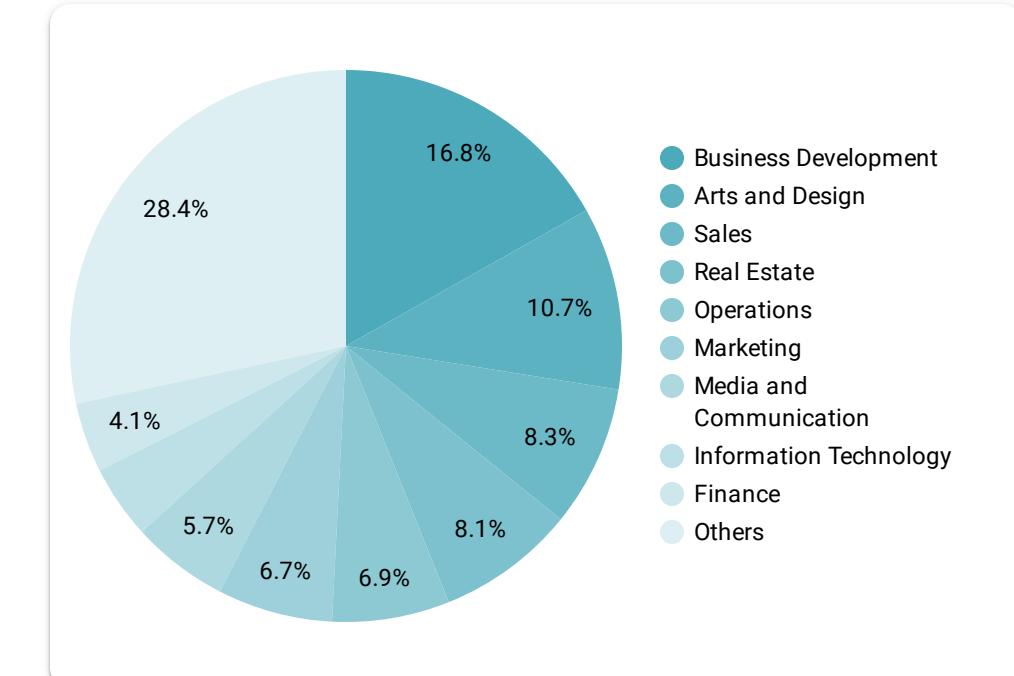
**3**

⬇ -50.0%

Click through rate

**9.04%**

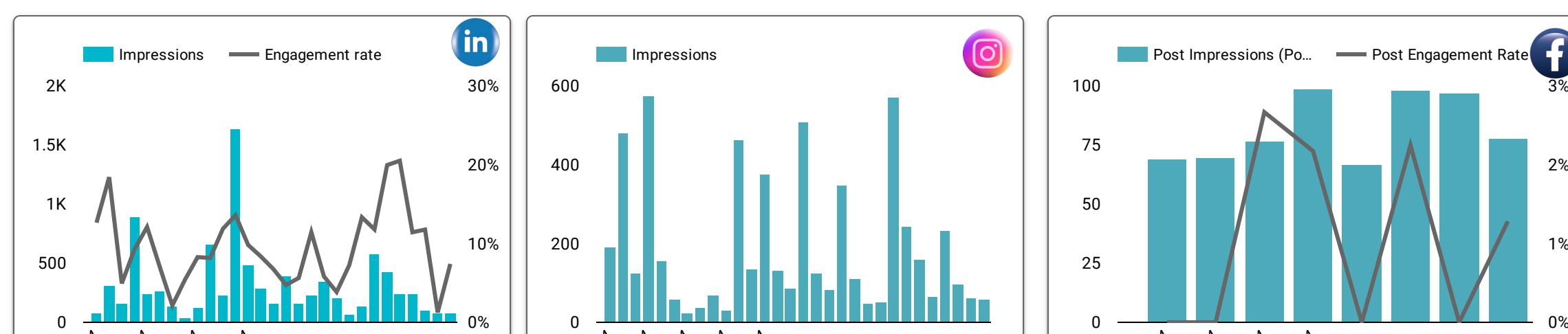
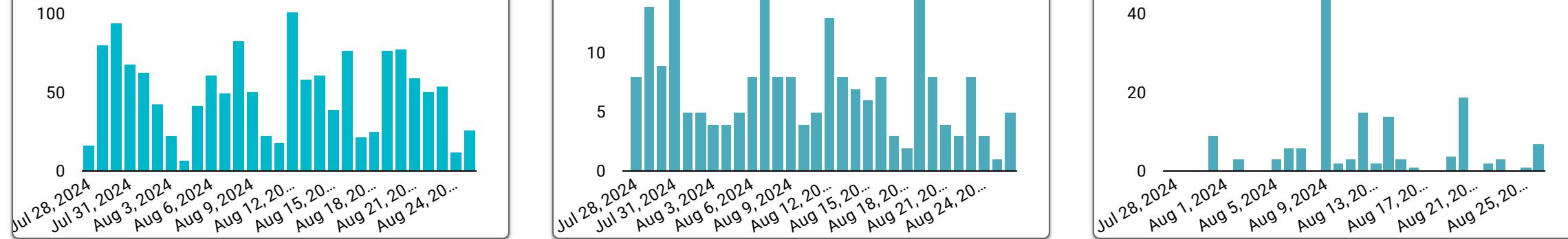
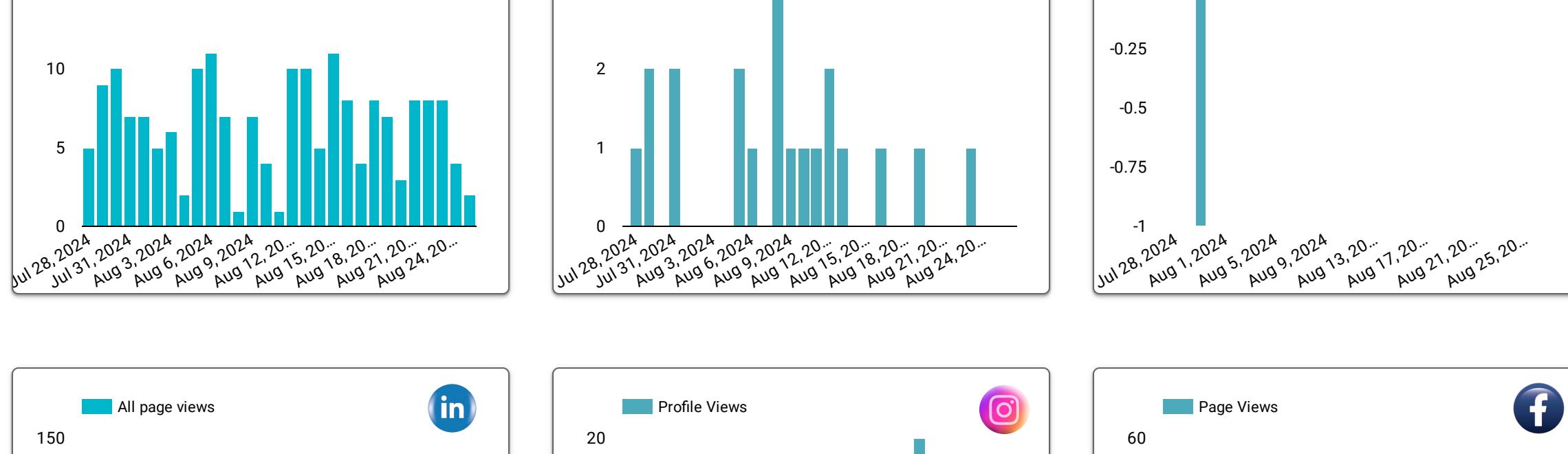
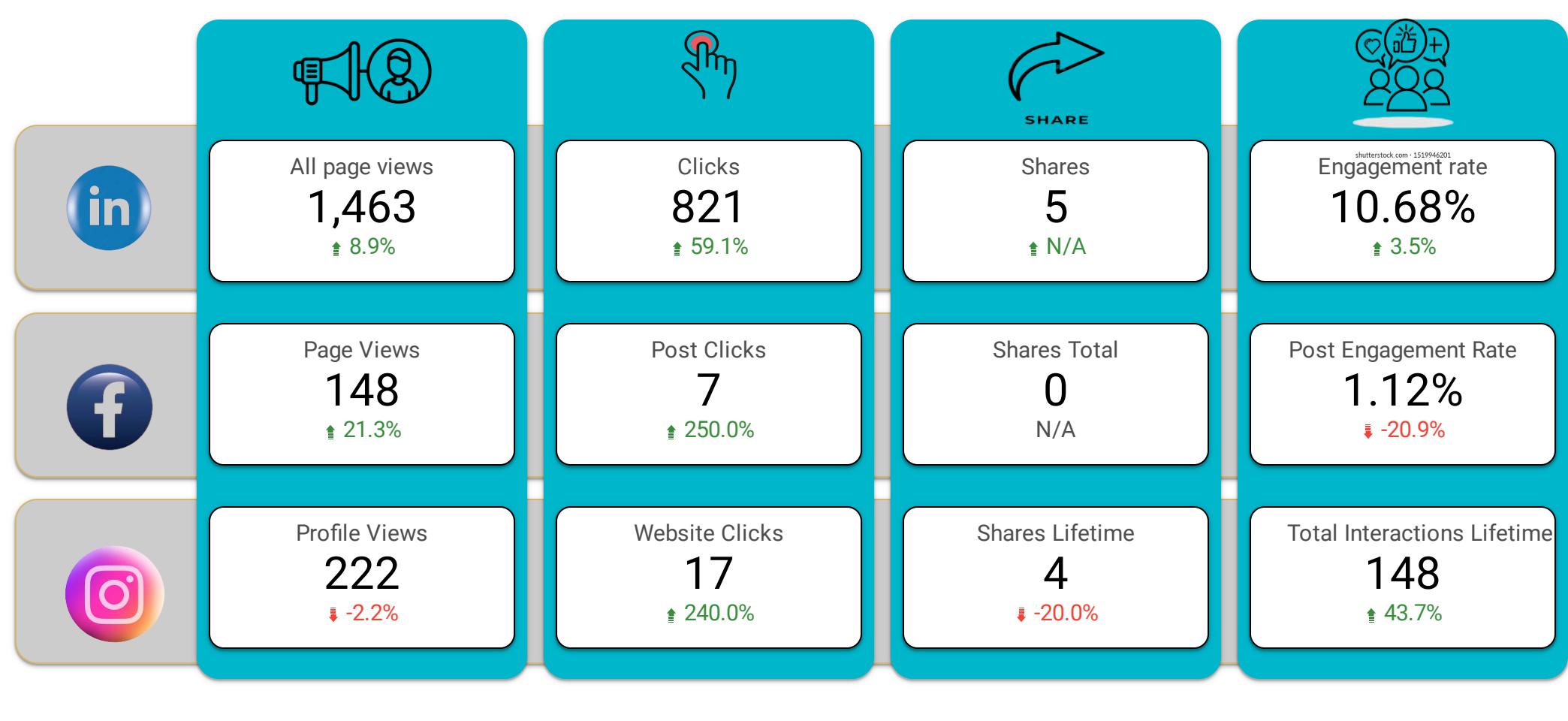
⬆ 0.7%

**Followers By Country****Followers By Industry****Followers By Job Function****Post Performances**

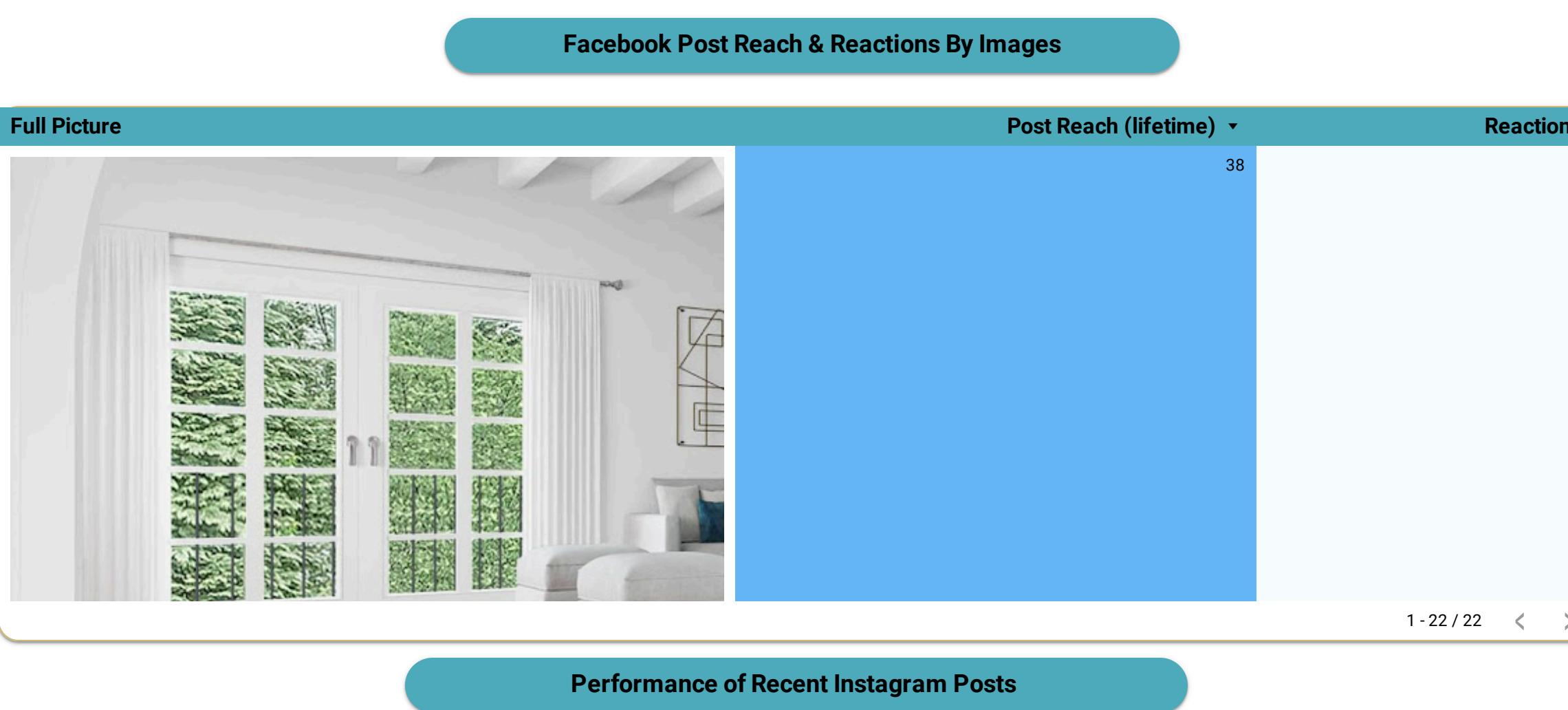
Post Link	Engagements	Impressions	Clicks	Click through rate	Comments
<a href="https://www.linkedin.com/feed/update/urn:li:ugcPost:7226975...">https://www.linkedin.com/feed/update/urn:li:ugcPost:7226975...</a>	342	2,751	267	9.71%	12
<a href="https://www.linkedin.com/feed/update/urn:li:ugcPost:7231318...">https://www.linkedin.com/feed/update/urn:li:ugcPost:7231318...</a>	213	869	197	22.67%	1
<a href="https://www.linkedin.com/feed/update/urn:li:ugcPost:7224041...">https://www.linkedin.com/feed/update/urn:li:ugcPost:7224041...</a>	131	1,676	105	6.26%	1
<a href="https://www.linkedin.com/feed/update/urn:li:share:722650753...">https://www.linkedin.com/feed/update/urn:li:share:722650753...</a>	89	1,096	59	5.38%	0
<a href="https://www.linkedin.com/feed/update/urn:li:share:722948650...">https://www.linkedin.com/feed/update/urn:li:share:722948650...</a>	43	627	36	5.74%	0

# Overview of Social Media

Jul 28, 2024 - Aug 26, 2024



## Facebook Post Reach & Reactions By Images



## Performance of Recent Instagram Posts

Caption	Media Type	Thumbnail URL	Lifetime Reach	Lifetime Impressions	Likes Lifetime	Shares Lifetime
On #WorldPhotography...	IMAGE		182	192	11	1
Celebrating the power of ...	IMAGE		261	365	9	2

## Performance of Recent LinkedIn Posts

Post Link	Engagements	Impressions	Clicks	Click through rate	Comments
<a href="https://www.linkedin.com/feed/update/urn:li:ugcPost:7226975956924538882">https://www.linkedin.com/feed/update/urn:li:ugcPost:7226975956924538882</a>	342	2,751	267	9.71%	12
<a href="https://www.linkedin.com/feed/update/urn:li:ugcPost:7231318902989819906">https://www.linkedin.com/feed/update/urn:li:ugcPost:7231318902989819906</a>	213	869	197	22.67%	1
<a href="https://www.linkedin.com/feed/update/urn:li:ugcPost:7224041654800818176">https://www.linkedin.com/feed/update/urn:li:ugcPost:7224041654800818176</a>	131	1,676	105	6.26%	1
<a href="https://www.linkedin.com/feed/update/urn:li:share:7226507531307667457">https://www.linkedin.com/feed/update/urn:li:share:7226507531307667457</a>	89	1,096	59	5.38%	0
<a href="https://www.linkedin.com/feed/update/urn:li:share:7229486504132198400">https://www.linkedin.com/feed/update/urn:li:share:7229486504132198400</a>	43	627	36	5.74%	0