

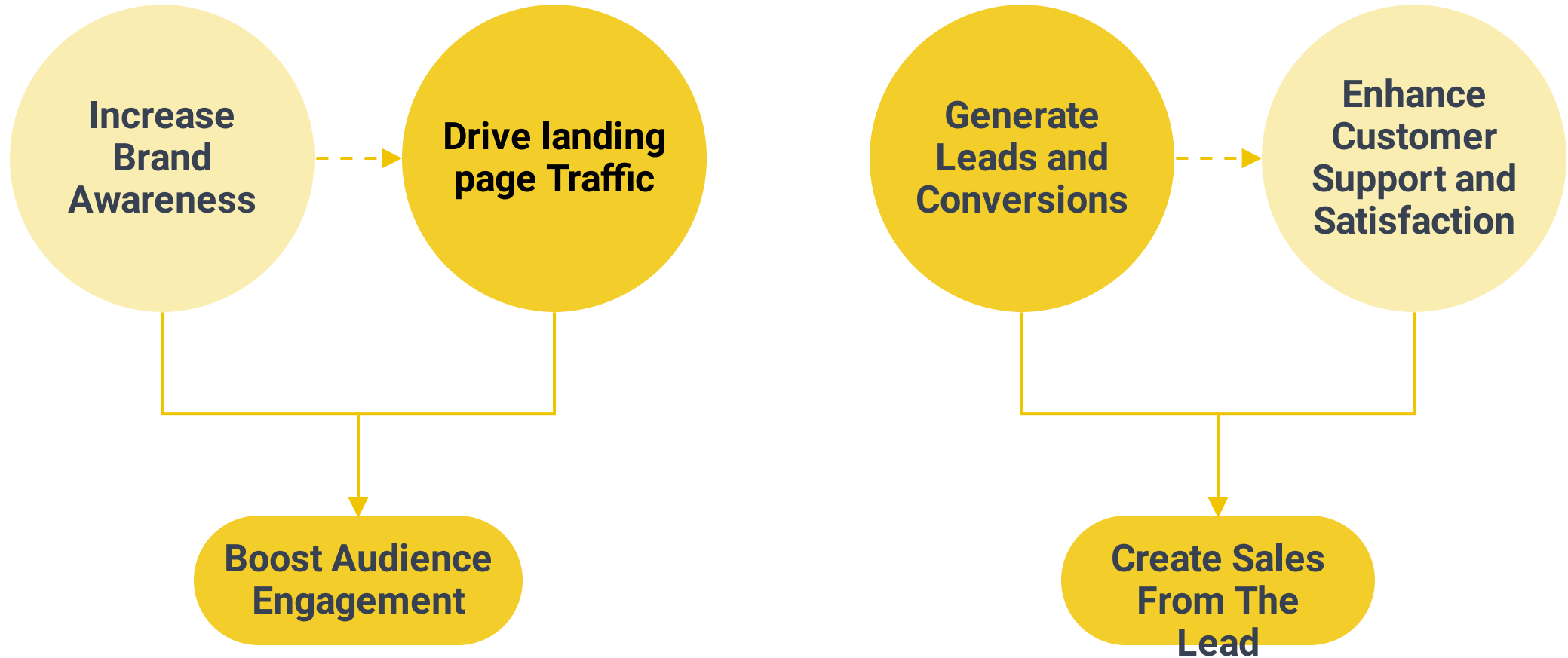
# Social Media Report - August

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# Alef School

## August's Objectives




# TOTAL CAMPAIGN GOALS

Snapshot of the campaign’s performance of the most important results:



## Reach ⓘ

Compare your reach from this period to the previous one.

 See more about your content performance

### Facebook reach ⓘ

346,033 ↑ 23.4%

### Instagram reach ⓘ

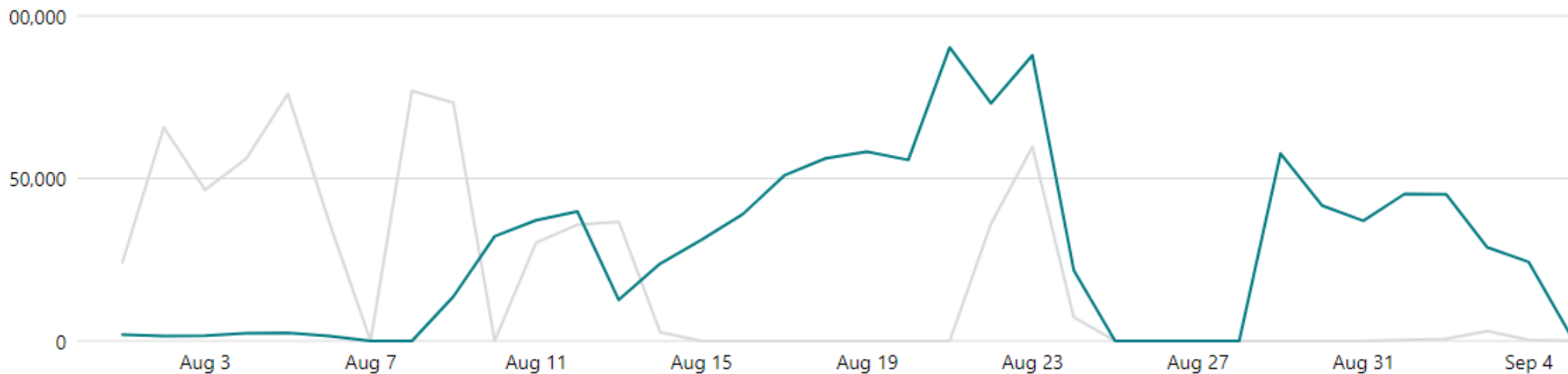
298,017 ↑ 67.7%

### Paid reach ⓘ

220,047 ↑ 722.1%

Daily

Cumulative



Ways to help grow your reach

## Audience ⓘ

📄 See audience report

📘 Facebook Page likes ⓘ

225

📘 Facebook followers ⓘ

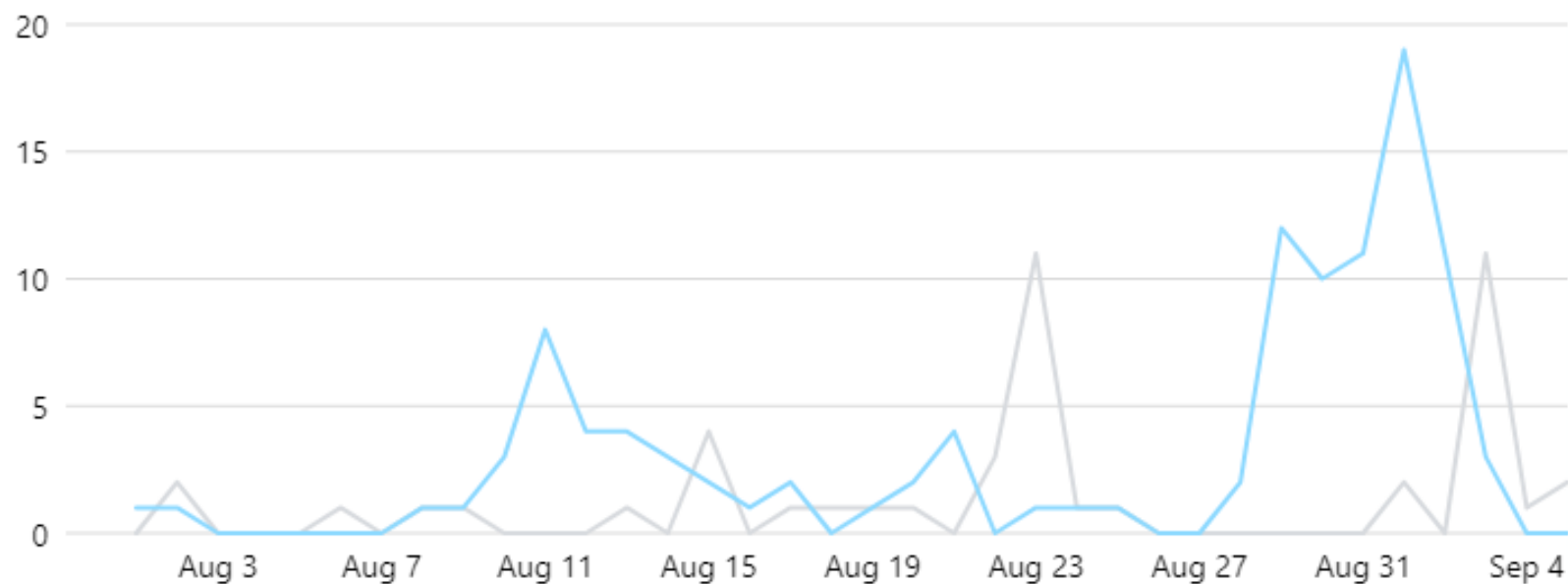
273

📷 Instagram followers ⓘ

30,704

New Facebook Page likes ⓘ

109 ↑ 137%



Try reaching people who may like your Page with an ad

New Facebook Page likes ⓘ

109 ↑ 137%



Organic 109  
Paid 0

Your new Facebook Page likes when advertising have not increased compared to no ads. Try selecting a different audience when you promote your Page.

Promote Page likes again

## Reach

Facebook reach ⓘ

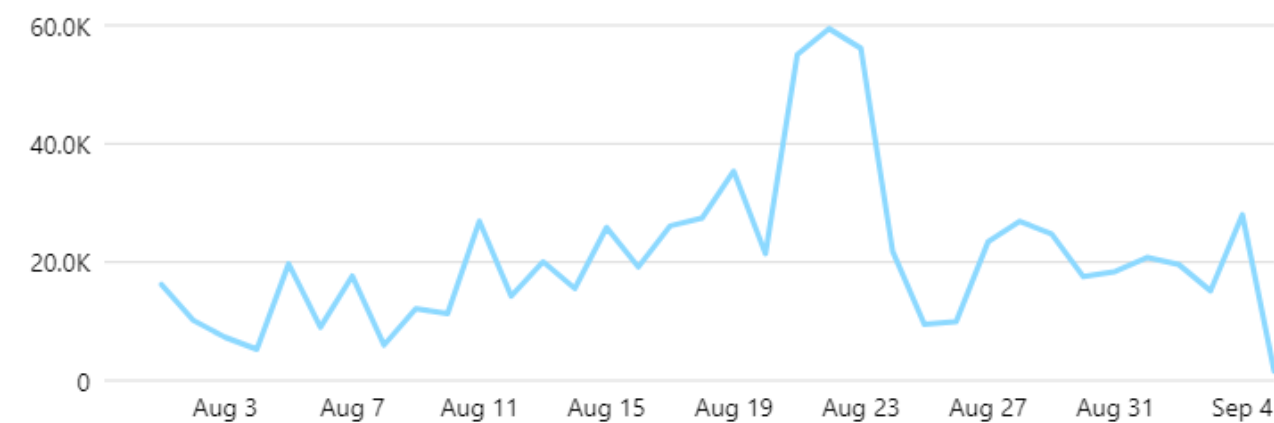
346,033 ↑ 23.4%



↓ Export ▾

Instagram reach ⓘ

298,017 ↑ 67.7%



## Audience ⓘ

[See audience report](#)

**f Facebook Page likes ⓘ**

225

**f Facebook followers ⓘ**

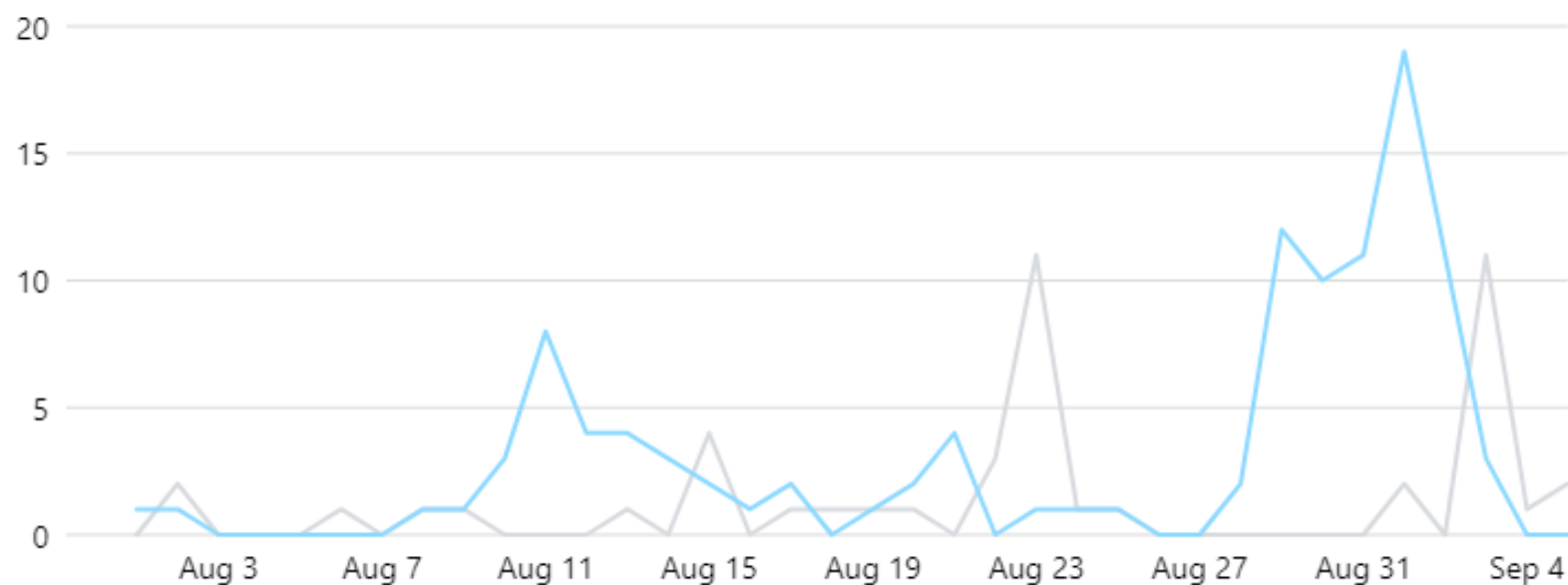
273

**📷 Instagram followers ⓘ**

30,704

**New Facebook Page likes ⓘ**

109 ↑ 137%



Try reaching people who may like your Page with an ad

**New Facebook Page likes ⓘ**

109 ↑ 137%



36 days prior

Organic 109

Paid 0

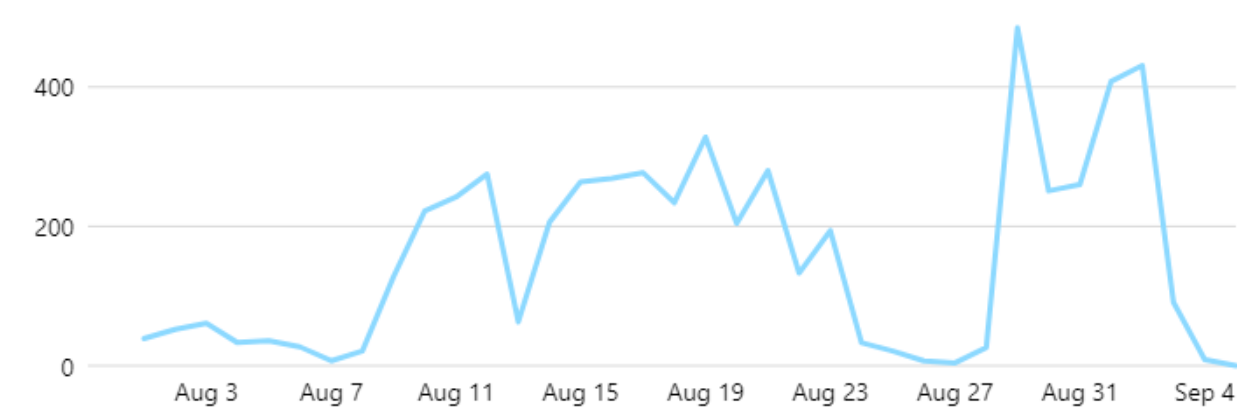
Your new Facebook Page likes when advertising have not increased compared to no ads. Try selecting a different audience when you promote your Page.

[Promote Page likes again](#)

Page and profile visits

Facebook visits ⓘ

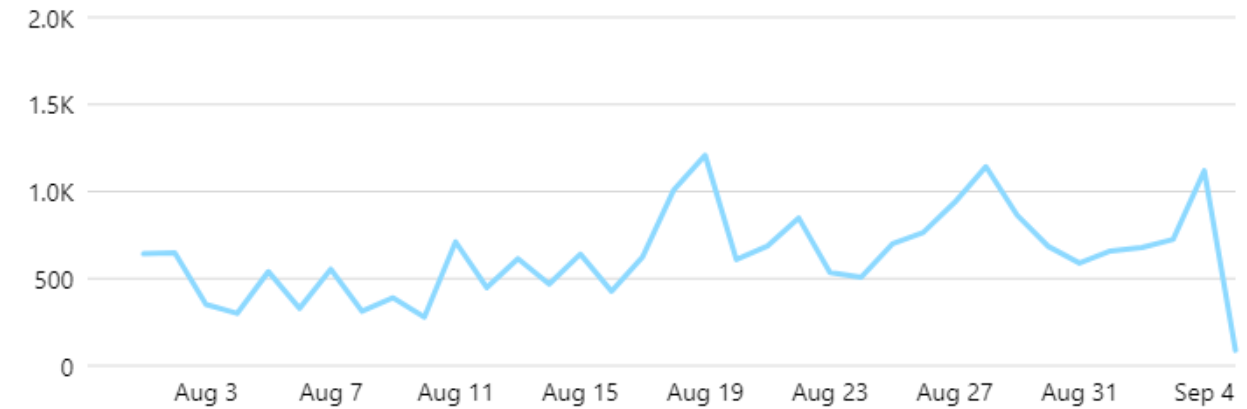
5,621 ↑ 66.3%



Export ▾

Instagram profile visits ⓘ

22,646 ↑ 28.5%



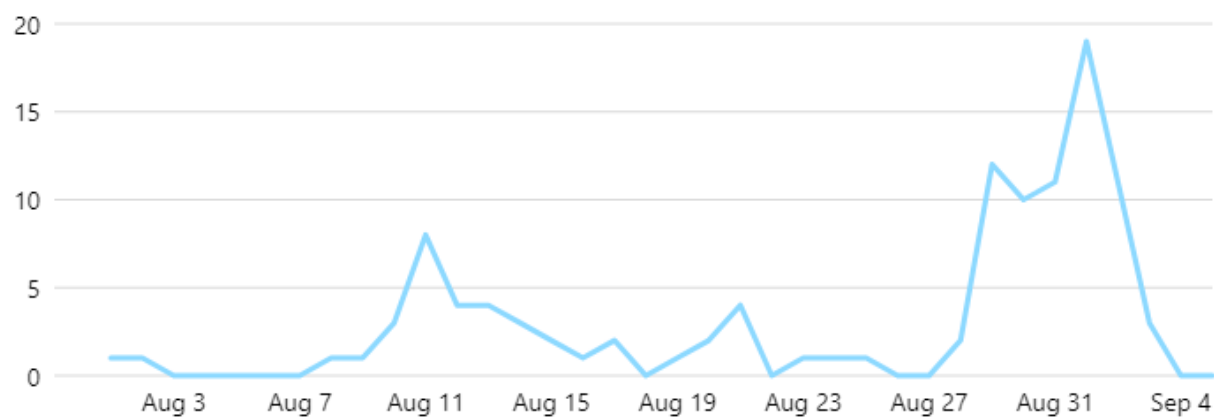


## New likes and follows

Download Export

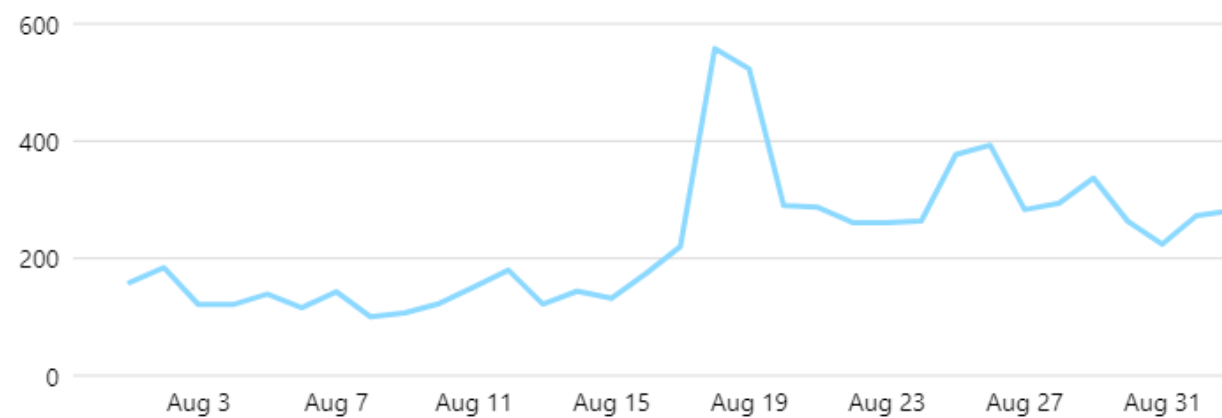
Facebook Page new likes ⓘ

109 ↑ 137%



New Instagram followers ⓘ

7,605 ↑ 12.8%



Ad trends

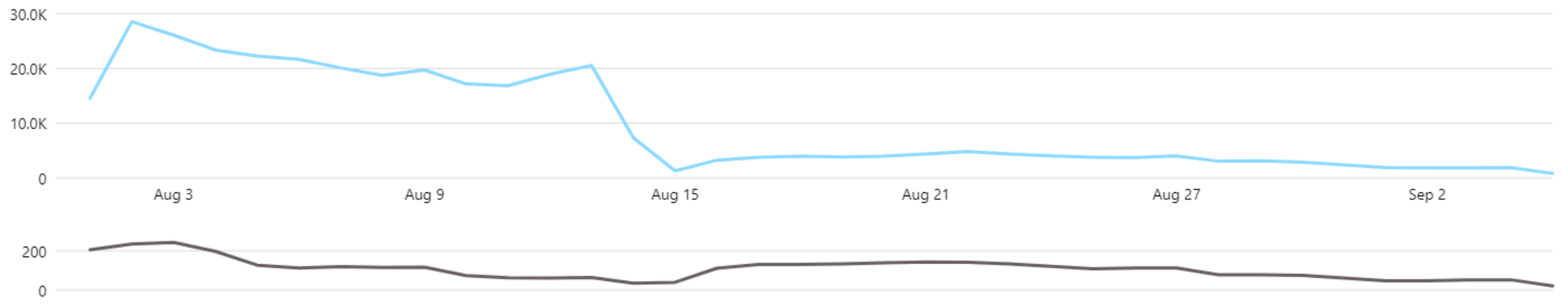
Export

Paid reach ⓘ

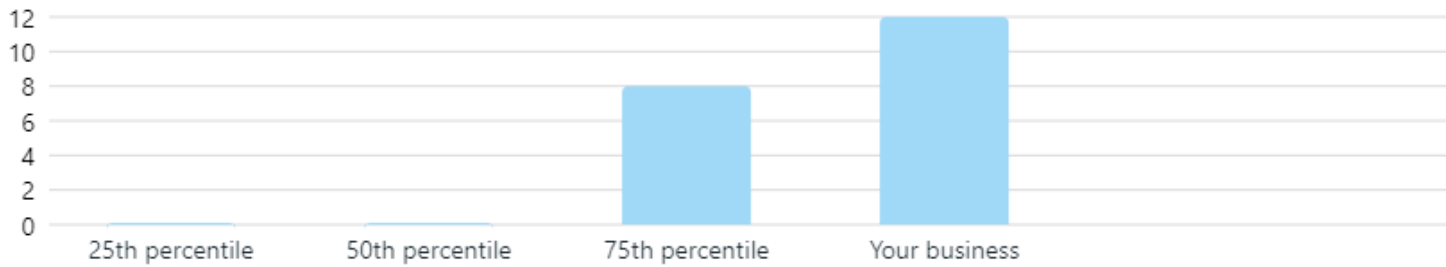
220,047 ↑ 722.1%

Paid impressions ⓘ

385,024 ↑ 276.4%



How often your business published versus others in this category



Facebook followers ⓘ

273

Similar to others

Typically: 43

New Facebook followers ⓘ

122

Higher than others

Typically: 14

Content interactions ⓘ

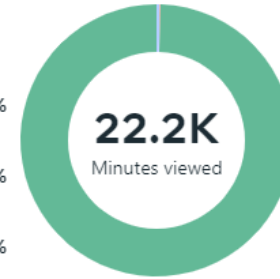
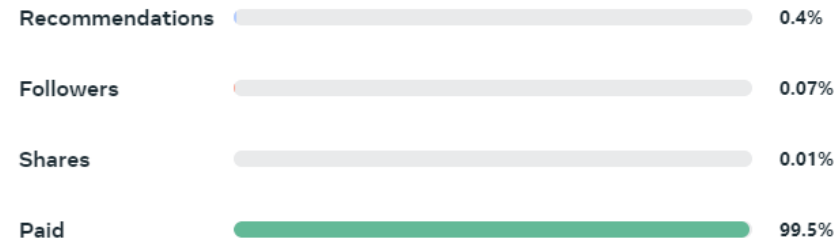
3.5K

Higher than others

Typically: 168

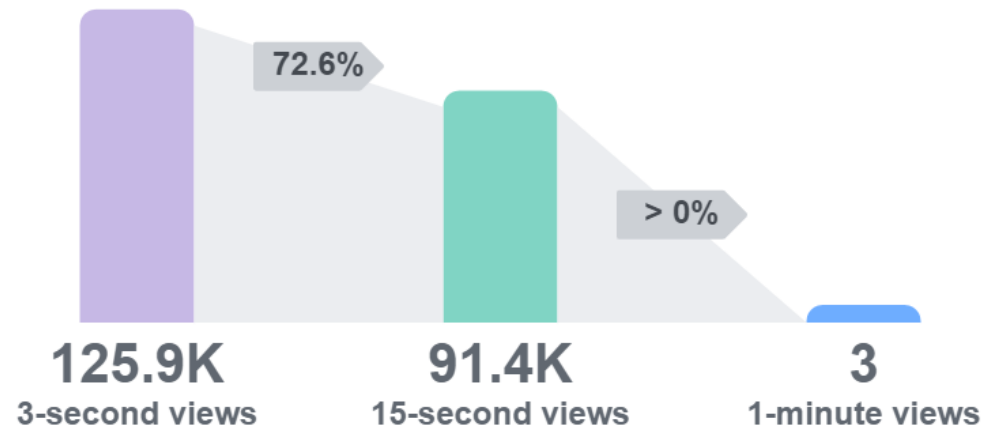
## Where your views are coming from

Traffic sources from Aug 1, 2023 - Sep 5, 2023



## How long people are watching

The breakdown of your video views this period.



# Budget Allocation:

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Jobs Ads

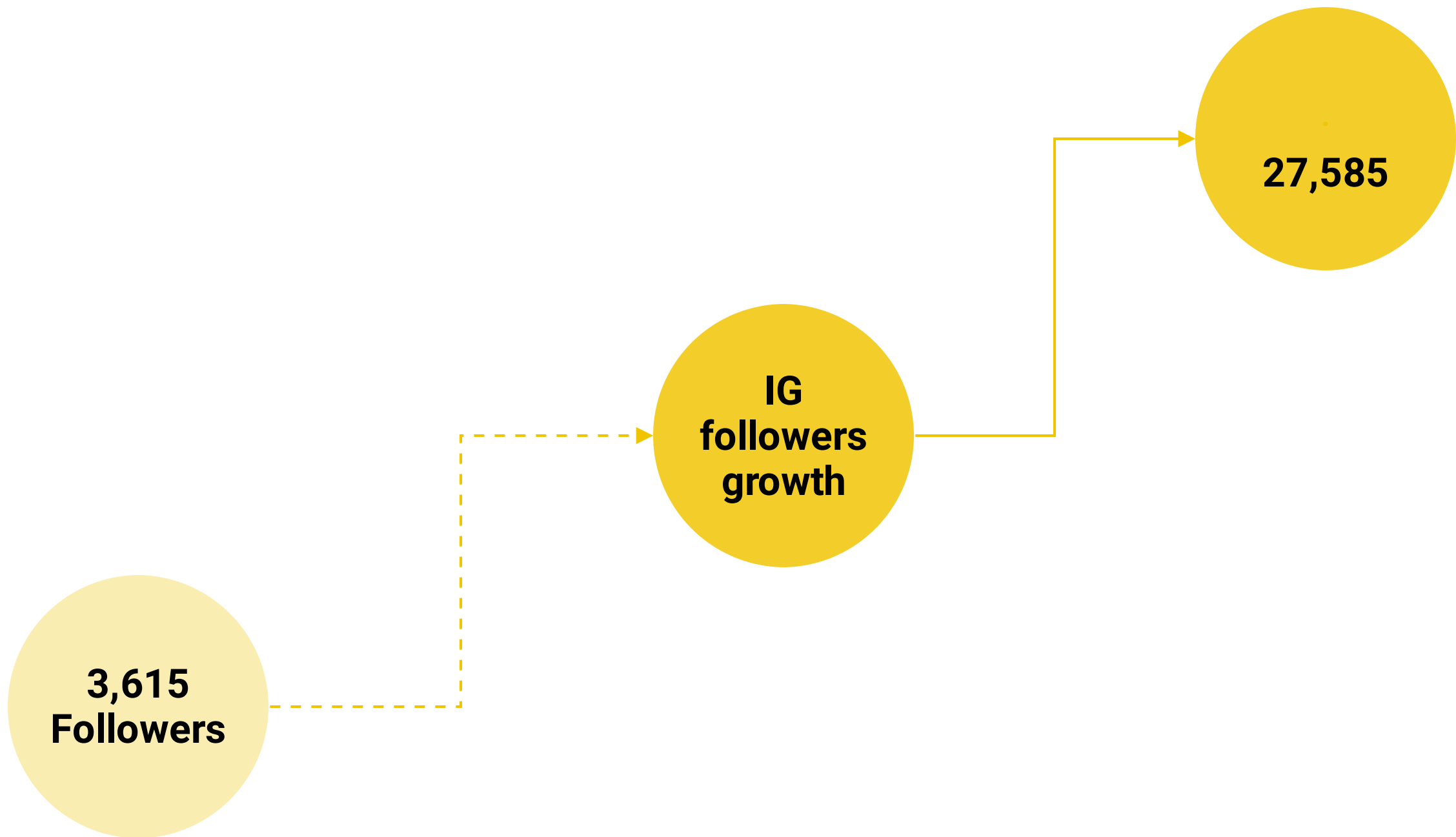
435 NIS

Alef Campaigns

2,935 NIS

TOTAL SPENT (1/8 - 5/9)

**3,370 NIS**



# Campaign performance

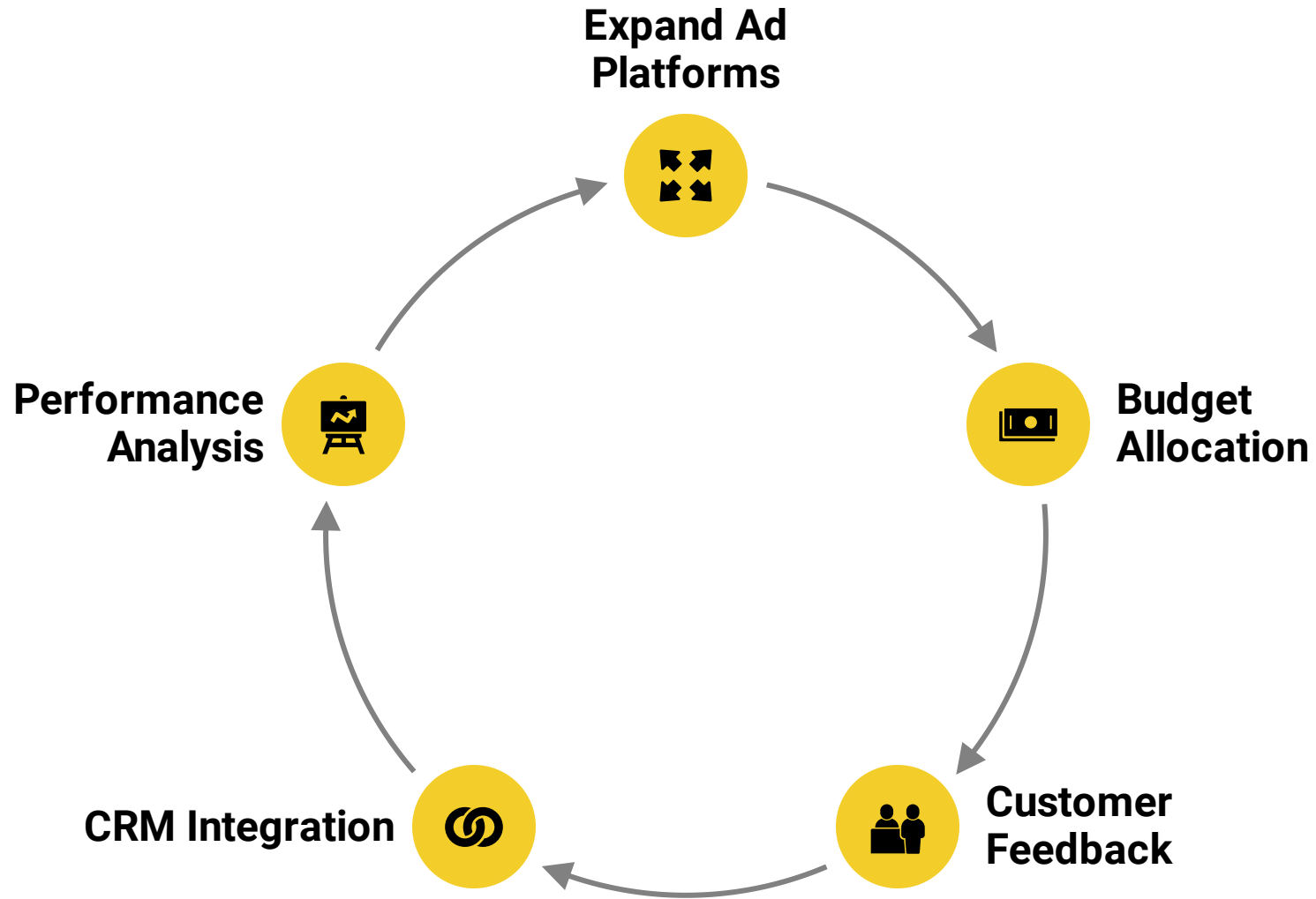
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Alef campaigns for August have been a resounding success, delivering remarkable results that demonstrate our campaign's exceptional effectiveness. Our efforts resulted in the acquisition of 345 new leads, which is a clear indicator of our ability to reach and engage with our target audience and potential customers successfully.

One of the most significant achievements of this campaign was the substantial growth of our Instagram following, where we gained an impressive 7,605 new followers. This boost in our social media presence is a testament to our commitment to building a strong online community. Furthermore, our campaign had a notable impact on our Facebook presence, as we witnessed a significant increase of 109 likes on our page.

# Next Steps

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**Thank you**