# Social Media Performance Dashboard - My Thriving Child

Introduction
This report analyzes the social media performance of Facebook and Instagram over the period from March 2024 to March 2025. The goal is to evaluate key metrics such as engagement, reach, and content effectiveness to provide actionable insights for optimizing future campaigns. By examining post performance, audience interaction, and content formats including Instagram Reels this analysis aims to inform strategic decisions that enhance overall social media impact and drive growth across both platforms.

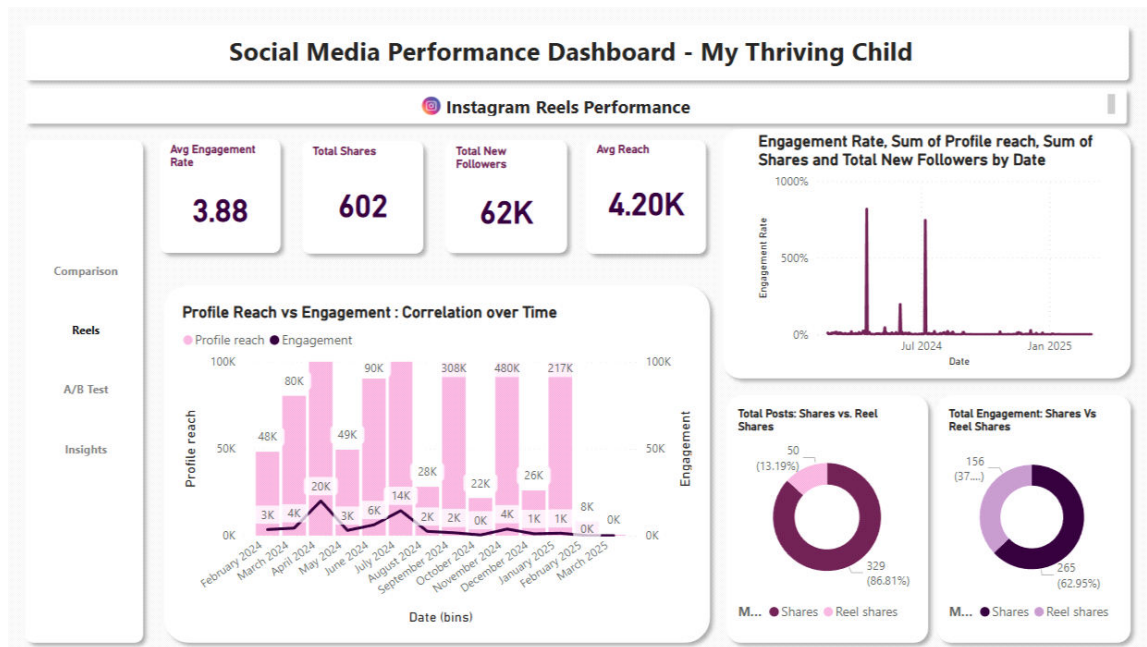## 1. Key Metrics to Track for Facebook and Instagram Performance
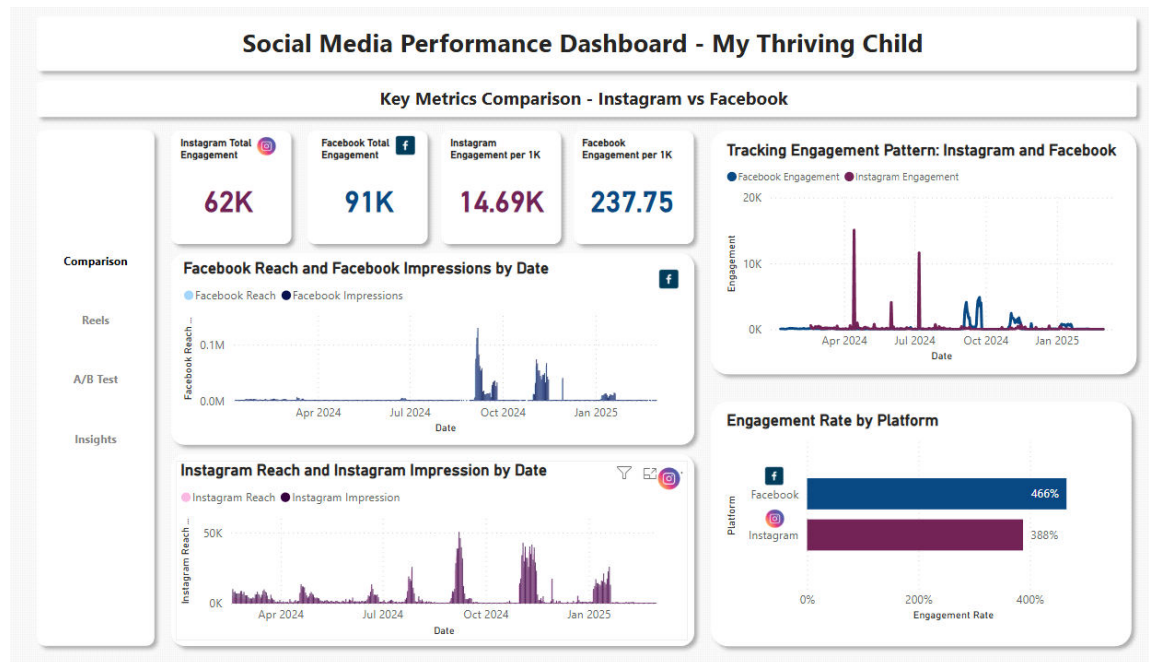
Tracking Facebook and Instagram performance requires focusing on key metrics to understand what's working. Engagement metrics likes, comments, shares, and saves show how well content resonates with the audience. Between March 2024 and March 2025, Facebook generated 91,000 engagements, while Instagram hit 62,000. Though Facebook had higher total engagement, Instagram grew 500% compared to Facebook's 300%, signaling its rising influence.

Reach and impressions also matter. Facebook's impressions jumped from 30K to 140K, a 367% increase, with users seeing content 2.3 times on average up from 1.5 times earlier in the year. Instagram followed a similar trend, just at a smaller scale. The higher impression-to-reach ratio suggests effective content repetition, likely due to better algorithm placement or increased posting frequency.

Engagement rate engagement divided by reach helps compare performance relative to audience size. Instagram's higher rate indicates stronger connection per impression. Seasonal trends also play a role, with both platforms peaking from November 2024 to January 2025, proving holiday campaigns drive better engagement.

The most critical metrics are total engagement, engagement rate, reach, impressions, and seasonal trends. Instagram may not beat Facebook in raw numbers yet, but its efficiency and growth make it a platform worth watching closely.

2. How to Determine if an Instagram Reel is Performing Well

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Instagram Reels Performance

Avg Engagement Rate	Total Shares	Total New Followers	Avg Reach
3.88	602	62K	4.20K

To gauge whether an Instagram Reel is successful, both numbers and context matter. Reels made up 86.8% of total shares (329 shares vs. 50 for regular posts), proving they spread much faster. They also drove 62.9% of total engagement, though the engagement-per-share ratio was slightly lower than regular posts. This means Reels get shared more but may need tweaks to encourage deeper interaction.

The engagement rate averaged 3.88%, beating the industry standard of 3% for non-influencer accounts. This confirms Reels don't just reach more people they also spark real conversations. Another key finding: follower growth spiked during high-Reel-engagement periods, with roughly 62,000 new followers gained when Reels performed best. That makes Reels a strong tool for expanding reach.
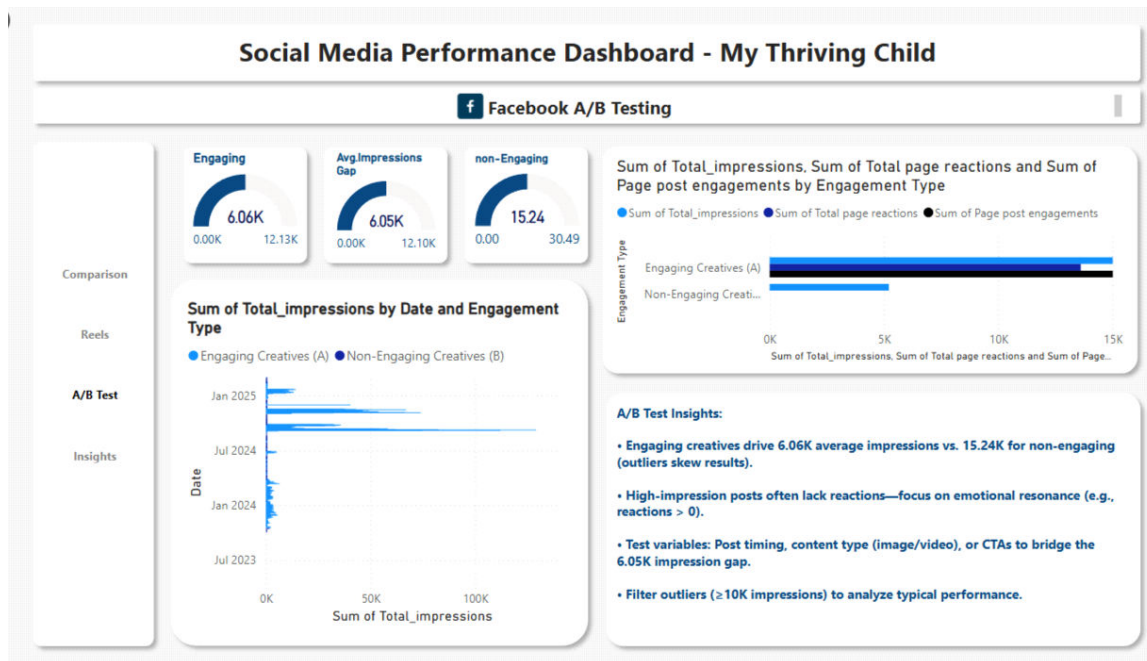
However, reach and engagement don't always move together. Some Reels hit big view counts without matching engagement, meaning they're great for discovery but may not build community as effectively as regular posts.

To judge a Reel's success, track:
- Share-to-engagement ratio (are people interacting or just sharing?)

- Follower growth during posting periods (are Reels bringing in new audiences?)

- Reach compared to the account average (typically 4.2K) (is it outperforming usual numbers?)

For better results, strong calls to action and analyzing top-performing themes and hashtags help refine the strategy. The takeaway? Reels are a powerhouse for growth, but pairing them with engagement focused tactics maximizes their impact.

3. How to A/B Test Different Ad Creatives on Facebook

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f **Facebook A/B Testing**

Comparison

Reels

A/B Test

Insights

Engaging
6.06K
0.00K 12.13K

Avg.Impressions Gap
6.05K
0.00K 12.10K

non-Engaging
15.24
0.00 30.49

Sum of Total_impressions by Date and Engagement Type
● Engaging Creatives (A) ● Non-Engaging Creatives (B)

Jan 2025
Jul 2024
Jan 2024
Jul 2023

Date

0K 50K 100K
Sum of Total_impressions

Sum of Total_impressions, Sum of Total page reactions and Sum of Page post engagements by Engagement Type
● Sum of Total_impressions ● Sum of Total page reactions ● Sum of Page post engagements

Engaging Creatives (A)
Non-Engaging Creati...

Engagement Type

0K 5K 10K 15K
Sum of Total_impressions, Sum of Total page reactions and Sum of Page...

A/B Test Insights:

• Engaging creatives drive 6.06K average impressions vs. 15.24K for non-engaging (outliers skew results).

• High-impression posts often lack reactions—focus on emotional resonance (e.g., reactions > 0).

• Test variables: Post timing, content type (image/video), or CTAs to bridge the 6.05K impression gap.

• Filter outliers (≥10K impressions) to analyze typical performance.

A/B Testing Ad Creatives on Facebook: Reach vs. Engagement
Running A/B tests on Facebook ads helps determine whether reach or engagement drives better performance. Instagram data reveals a key pattern high-engagement creatives (Version A) averaged 6.06K impressions with strong interactions, while high-reach, low-engagement creatives (Version B) hit 15.24K impressions but struggled to connect. This confirms a trade-off: content that spreads far doesn't always resonate.
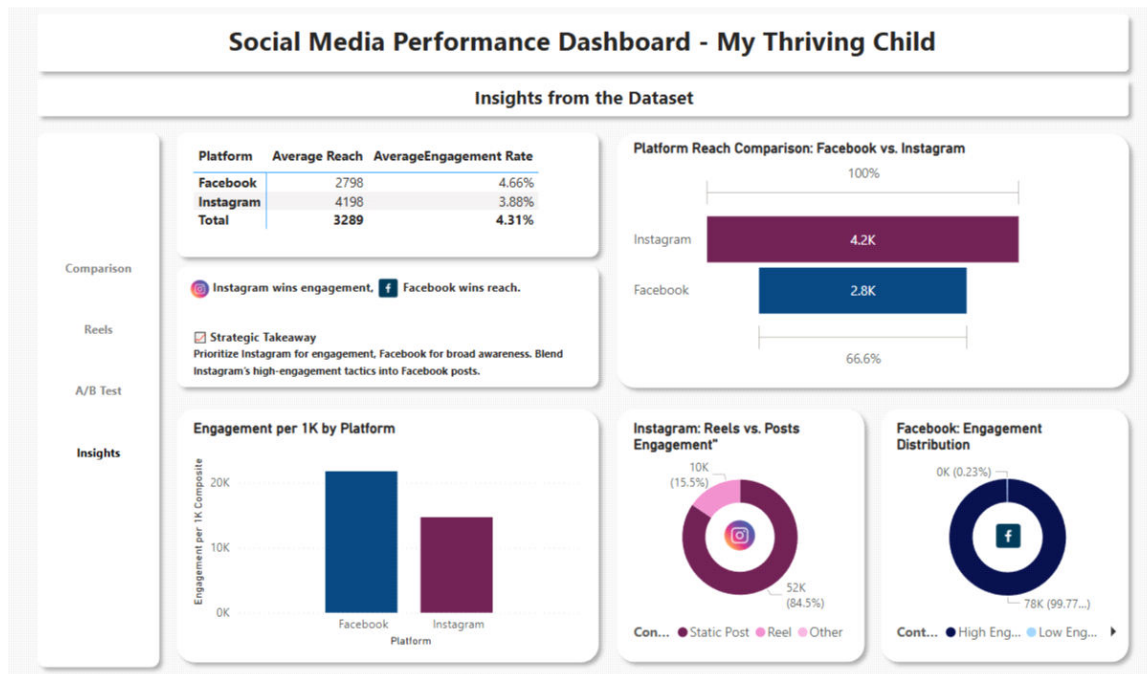
Outliers can distort results. Some posts reached 140K impressions with minimal engagement, but removing these extremes narrows the gap between Version A and B. Another trend: posts with massive impressions often had weak reactions, proving that exposure doesn't guarantee emotional impact.

For a clean A/B test, compare:

Version A: Emotionally compelling content with clear calls to action (prioritizes engagement)

Version B: Simpler, broader-reaching content (maximizes impressions)

4. Key Insights from Facebook vs. Instagram Performance Data

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Insights from the Dataset

Platform	Average Reach	AverageEngagement Rate
Facebook	2798	4.66%
Instagram	4198	3.88%
Total	3289	4.31%

Instagram wins engagement, Facebook wins reach.

☑ Strategic Takeaway
Prioritize Instagram for engagement, Facebook for broad awareness. Blend Instagram's high-engagement tactics into Facebook posts.

The data highlights clear differences between Facebook and Instagram as marketing tools. Facebook delivers stronger reach 4,198 average users per post compared to Instagram's 2,798 making it better for broad visibility. But engagement tells a different story: 99.77% of Facebook posts get little to no interaction, indicating most content fails to connect.

Instagram, while reaching 33% fewer people, achieves a 4.66% engagement rate, outperforming Facebook's 3.88%. This proves Instagram drives more active participation, especially through Reels 84.5% of total engagement came from Reels, while static posts contributed just 15.5%. Short-form video clearly dominates for audience interaction.

The platforms serve different purposes:

Facebook works for wide-scale awareness but needs content improvements to boost engagement.

Instagram (particularly Reels) generates 20% more interactions per 1,000 users, making it stronger for campaigns focused on conversions and community building.

The takeaway? Facebook should prioritize reach-driven strategies, while Instagram's power lies in video-led engagement. Matching content format to platform strengths is key.

5. Recommended Additional Analyses

To strengthen insights and optimize campaigns, five key analyses should be conducted:

- First, run a time-series analysis of engagement and reach across both platforms to identify long-term patterns beyond seasonal spikes. This enables smarter content scheduling and budget allocation.

- Second, perform a content theme breakdown comparing educational, emotional, and promotional posts. This reveals which messaging styles perform best on each platform.

- Third, execute demographic segmentation to see how different age groups and genders interact with Reels versus static posts versus Facebook content.

- Fourth, conduct a hashtag performance audit to determine which tags generate maximum reach and

engagement.

- Fifth, implement funnel tracking to follow user paths from post engagement through to website conversions, closing the ROI measurement loop.

These analyses move beyond basic metrics to uncover the drivers behind user behavior, enabling data-driven strategy refinement.

Conclusion

The analysis highlights clear distinctions between Facebook and Instagram in terms of reach and engagement. While Facebook excels in broad visibility, Instagram particularly through Reels drives deeper user interaction and follower growth. To maximize social media performance, a dual-platform strategy is essential: leverage Facebook for scale and awareness, and invest in Instagram for meaningful engagement and conversions. With data-driven content optimization and strategic A/B testing, organizations can significantly enhance their social media impact across both platforms.