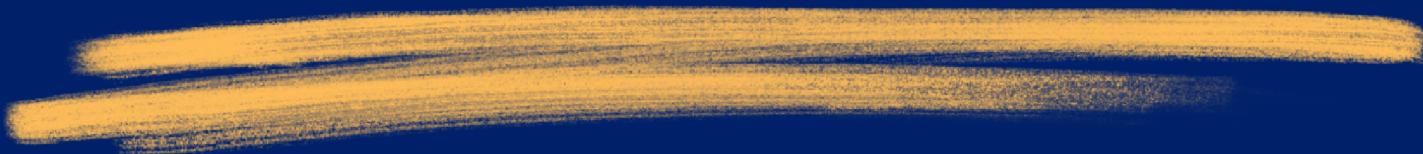


MONTHLY SOCIAL MEDIA REPORT

SEPTEMBER 2022

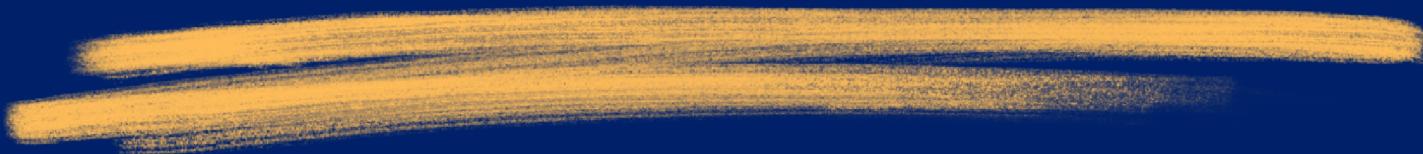
A review of the monthly marketing trends, topics, results, and things that stood out; what we did well; and what our goals are for next month.

TERMINOLOGY



- **Reach**: The amount of people who saw any content at least once.
- **Impressions**: The amount of times a post was displayed no matter if it was clicked or not.
- **Engagement**: The measure of comments, likes, and shares on a post.
- **Visits**: The amount of people who viewed the entire social media profile/page.
- **Page Likes/Follows**: The number of new profiles/loyal audience members who keep up with content from a specific account

TERMINOLOGY



- **Grid-aesthetic:** The layout of posts on an instagram profile; used to make profile visitors captivated by content; usually similar in style, color, and filter



Likes



Replies



Comments



Views/plays



Albums



Saves



Images



Links



Shares



Videos

**STRA
TEGY**

Overview of September Strategy

INSTAGRAM

Similar content was curated on each platform on same days @ different times (content posted after-noon)

Created a highlight system in bio

Implementation of the "grid-aesthetic" by using a uniquely designed lightroom preset

Focus on creating 1 reel on week

FACEBOOK

Similar content was curated on each platform on same days @ different times (content posted before-noon)

Allowed for engagement by letting audience post pictures in the comments

We created a system of social media pillars that guided our content creation and calendar generation.

**RBS
ULTS**

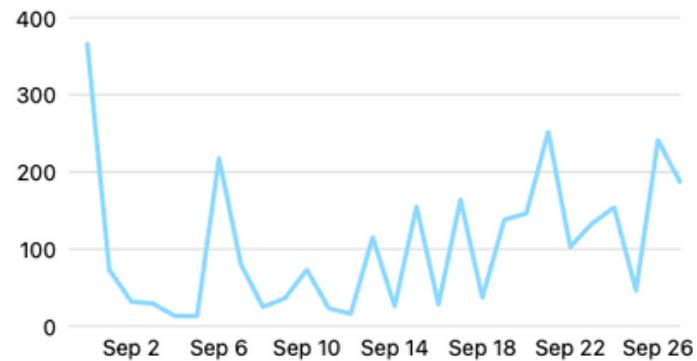
Reach



Reach

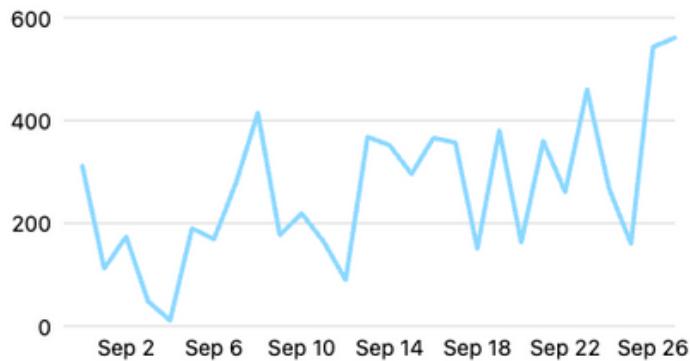
Facebook Page reach ⓘ

869 ↑ 20.7%

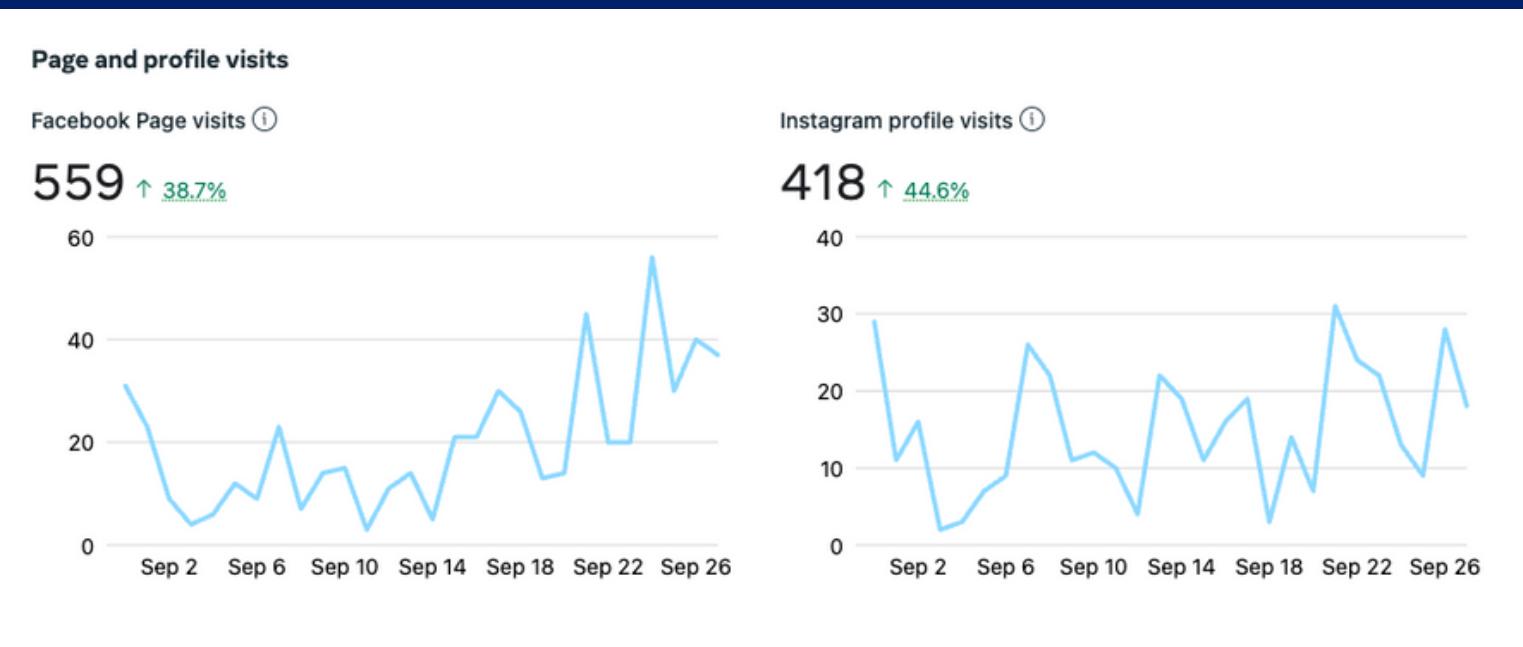


Instagram reach ⓘ

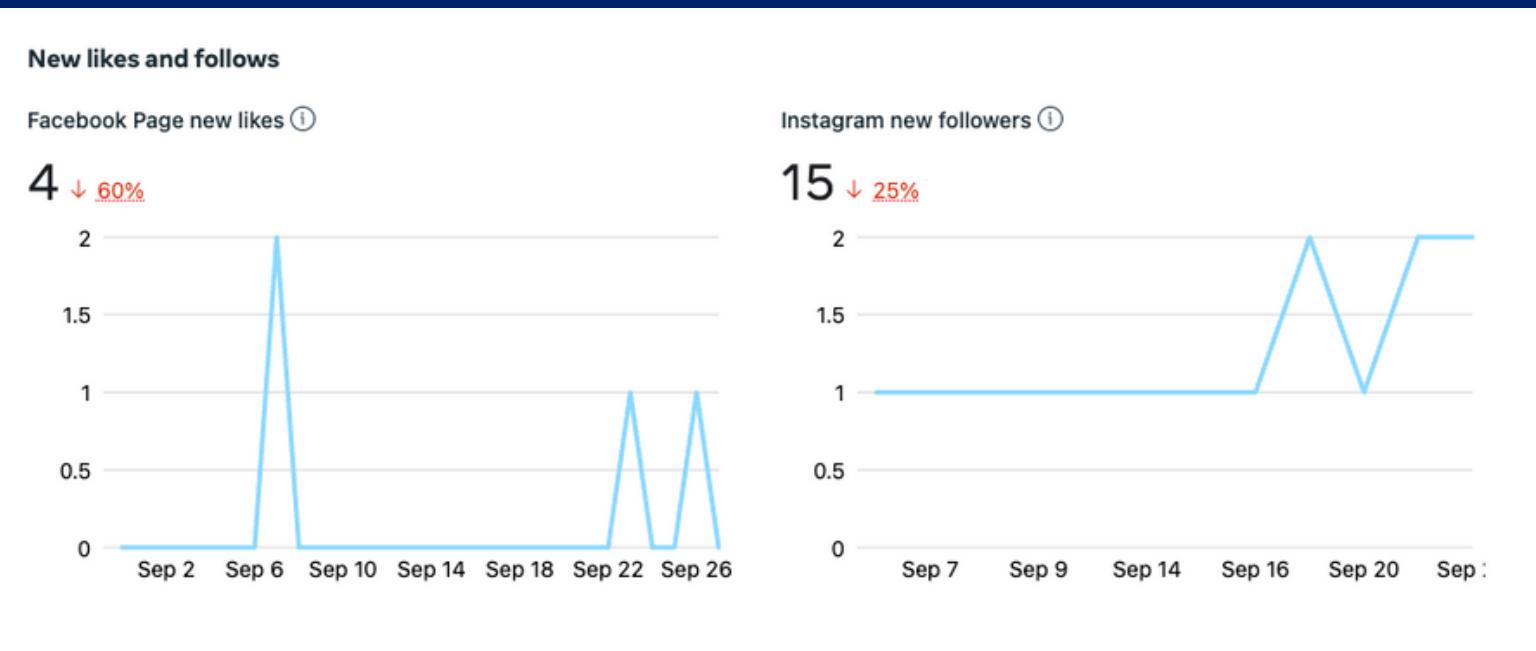
2,480 ↑ 51.5%



Page and Profile Visits



Page Likes and Profile Follows



INSI GHTS



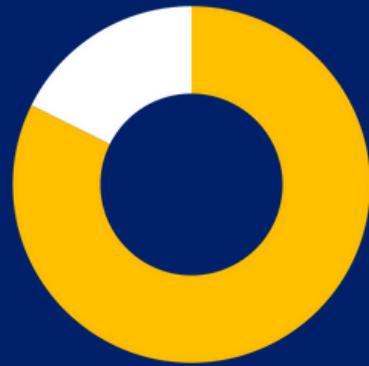
**INSTA
GRAM**

2,525  53%

Accounts reached

262  40.6%

Accounts engaged



74.5% of accounts reached
were **non-followers**.

446 followers

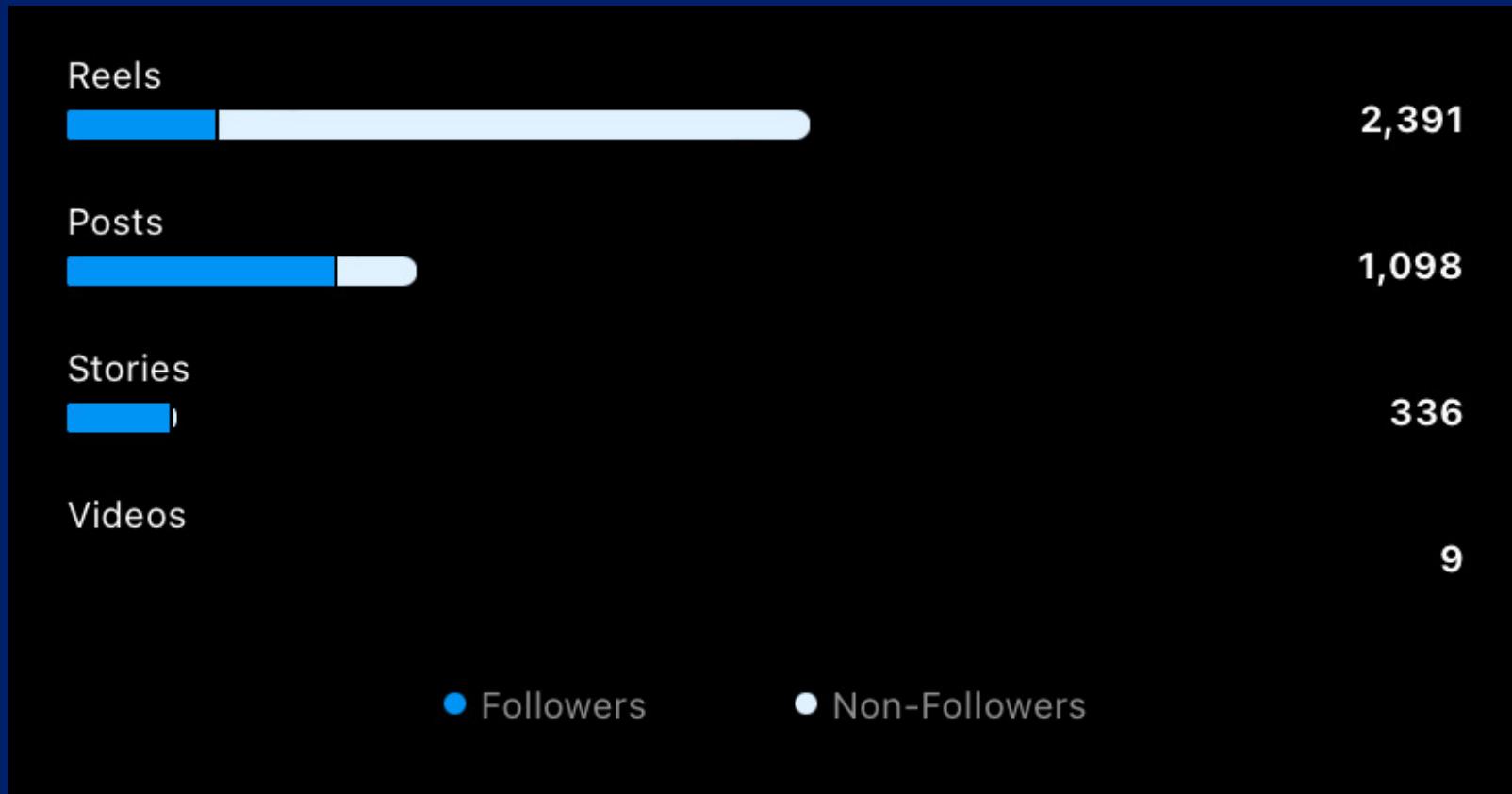
2,079 non-followers

344% more accounts were
not following us.

219 followers

40 non-followers

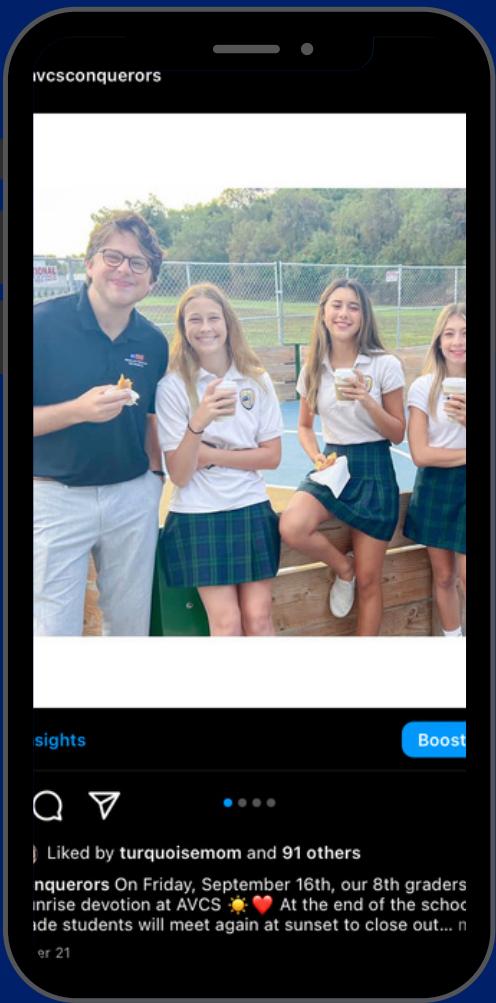
Content Reach



****Note:** All comparisons are from AUG 1 - AUG 30

Content Reach

POST



420
Accounts reached

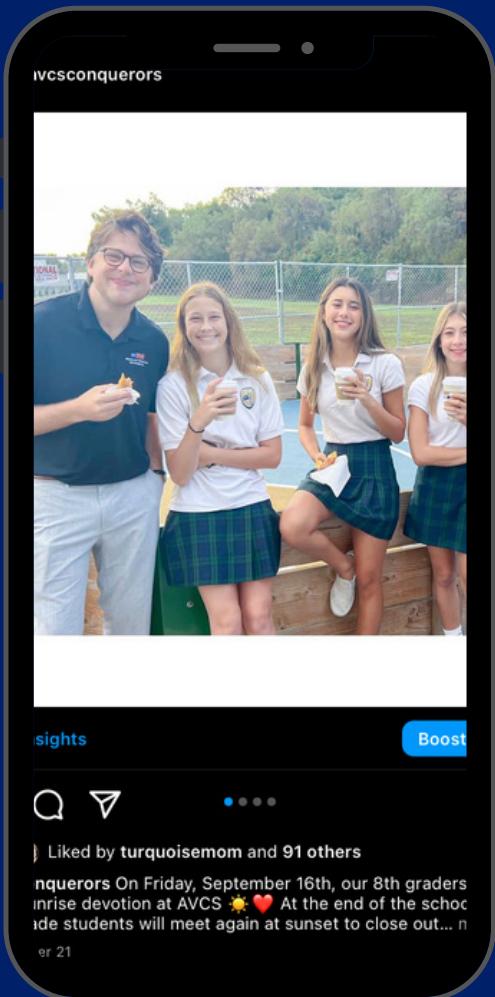
96
Accounts engaged



382 followers
38 non-followers

****Note: All comparisons are from AUG 1 - AUG 30**

POST



Content Reach

IMPRESSIONS

517 Home

46 Profile

16 Explore

2 Other

****Note: All comparisons are from AUG 1 - AUG 30**

STORY



Content Reach

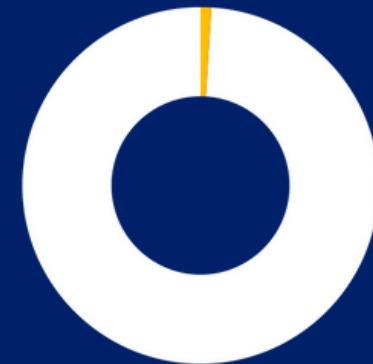
202

Accounts reached

1

Accounts engaged

"replies"



200 followers
2 non-followers

STORY



Content Reach

IMPRESSIONS

206

***Note: All comparisons are from AUG 1 - AUG 30*

REEL



Content Reach

1,134
Accounts reached

1,243 Plays

60 Likes

5 Shares

4 Saves

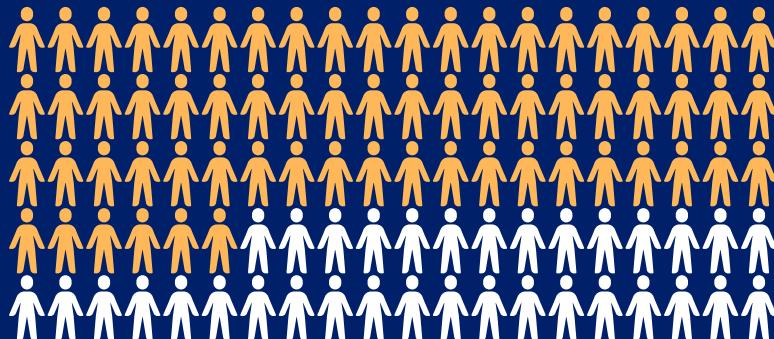
****Note:** All comparisons are from AUG 1 - AUG 30

Audience Reach

GENDER

66.1% ➔ Women

33.8% ➔ Men



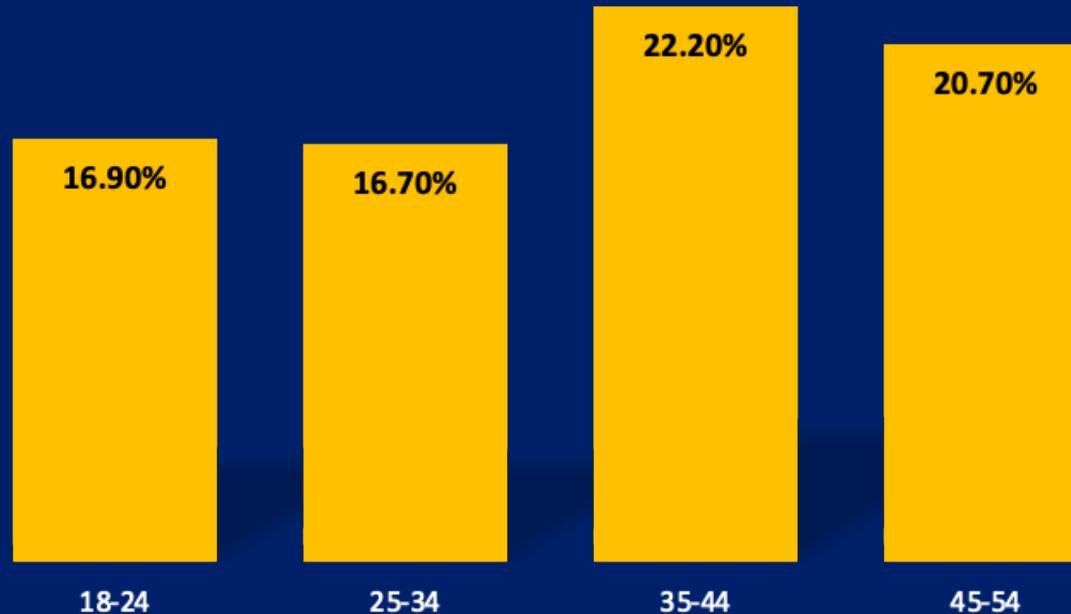
TOP CITIES



****Note:** All comparisons are from AUG 1 - AUG 30

Audience Reach

TOP AGE RANGES



*****Note: All comparisons are from AUG 1 - AUG 30***

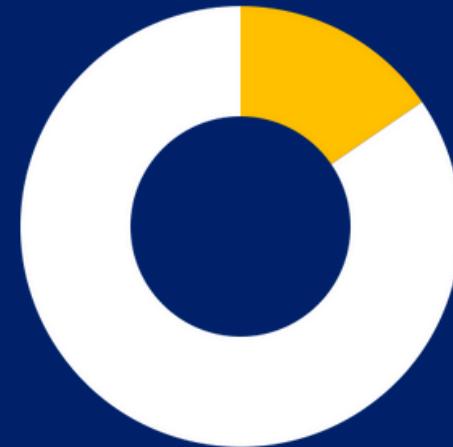
Content Engagement

833

Content interactions



45.8%



217 followers
39 non-followers

Content Engagement

370  35%

Post interactions

 337 likes

 7 comments

 19 saves

 1 share

18  5.8%

Story interactions

 12 replies

 6 shares

445  58.9%

Reels interactions

 402 likes

 3 comments

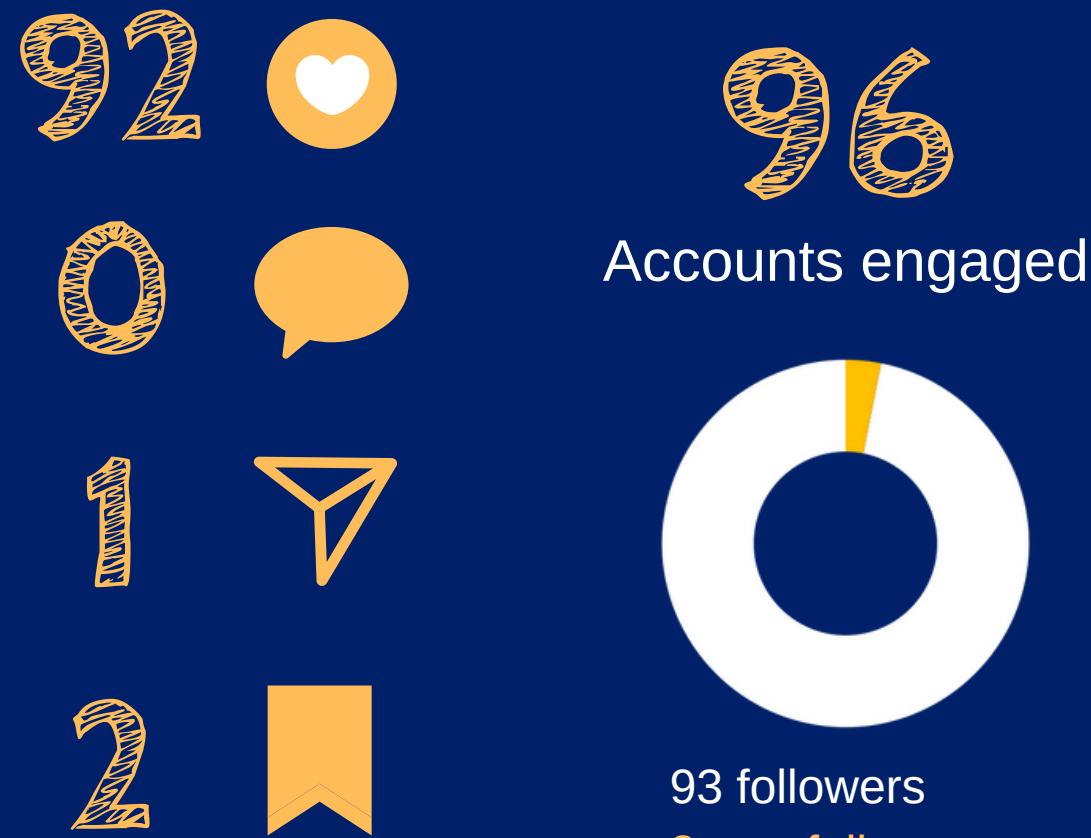
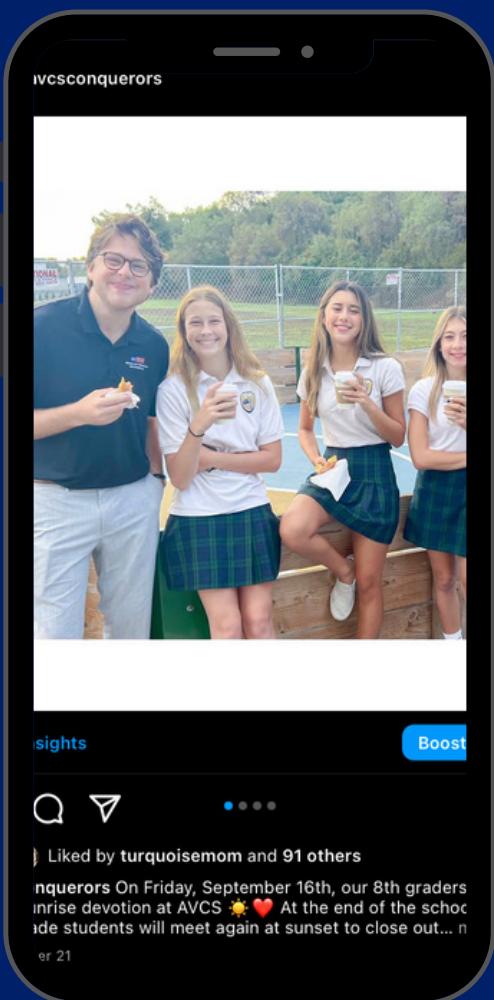
 17 saves

 23 share

****Note:** All comparisons are from AUG 1 - AUG 30

Content Engagement

POST



****Note: All comparisons are from AUG 1 - AUG 30**

Content Engagement

STORY



3
3
Accounts engaged
"replies"

****Note: All comparisons are from AUG 1 - AUG 30**

REEL

Content Engagement



1249

89

0

2

3

1252

Plays from FB and IG

89

IG and FB Likes

****Note: All comparisons are from AUG 1 - AUG 30**



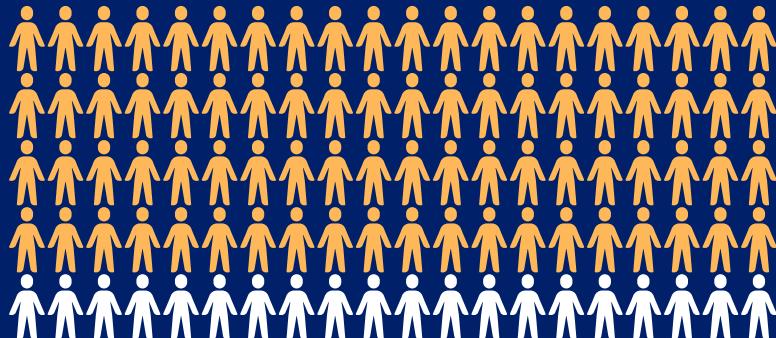
FACE
BOOK

Current Audience

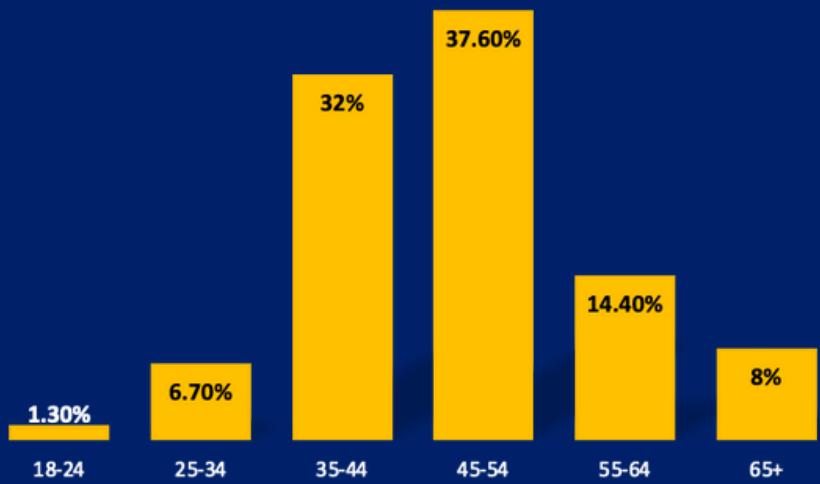
GENDER

79.7% ➔ Women

20.3% ➔ Men



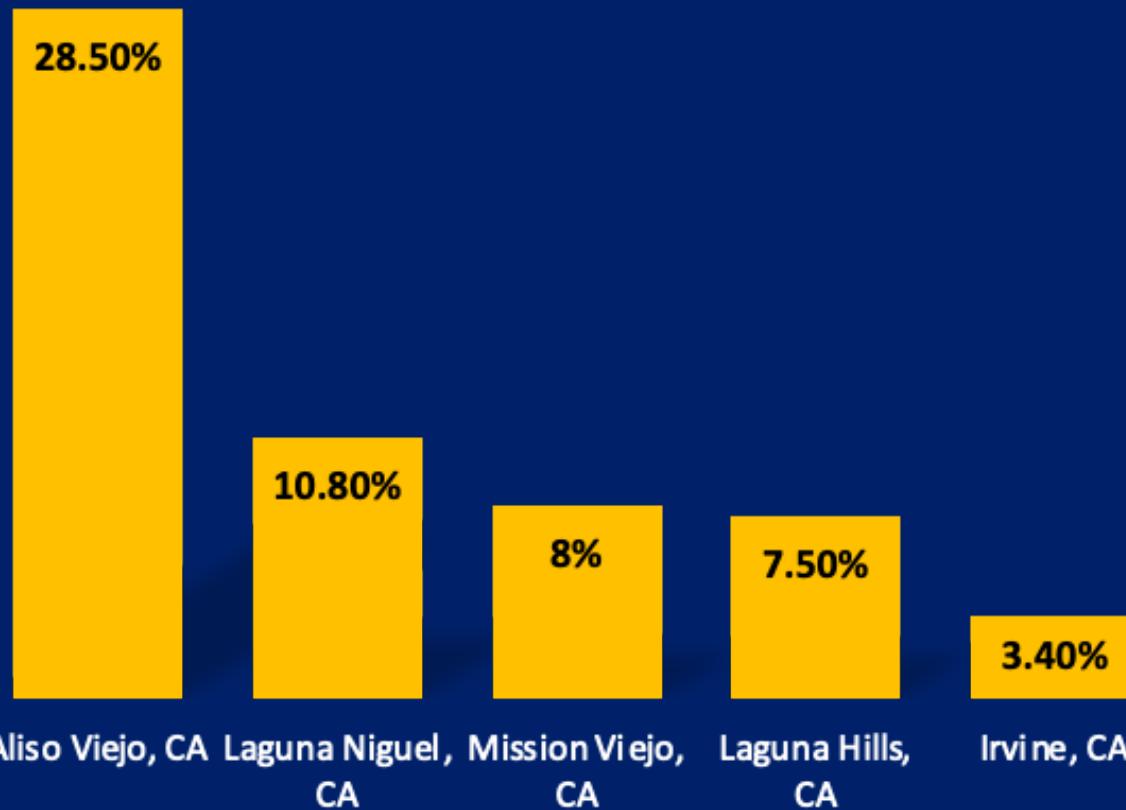
AGE RANGES



****Note:** All comparisons are from the previous 90 days

Current Audience

TOP CITIES

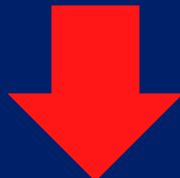


****Note:** All comparisons are from the previous 90 days

Content Reach

1 0 0 0 0

Post reach



29%

Median post reach per media type



211



160



136

Median post reach per content form



213

Other posts = 159

****Note:** All comparisons are from the previous 90 days

Content Reach



We will use this as a benchmark for future posts

539

More people reached
than median post (196)



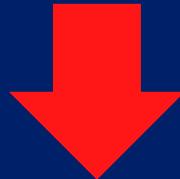
175%

****Note: All comparisons are from the previous 90 days**

Content Engagement

496

Post engagement



34.5%

Median post reactions, comments, and shares per media type



17



15



136

Median post reactions, comments, and shares per content form



25

Other posts = 11

****Note:** All comparisons are from the previous 90 days

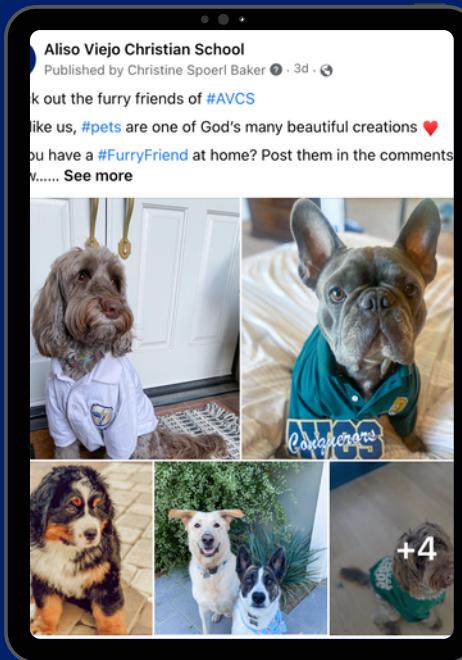
Content Engagement

We will use this as a benchmark for future posts



54
More reactions
than median post
(15).

↑ 260%



12
More reactions
than median post
(0).

****Note: All comparisons are from the previous 90 days**

ANALYSIS

Instagram Profile

2,480  51.5%

Accounts reached

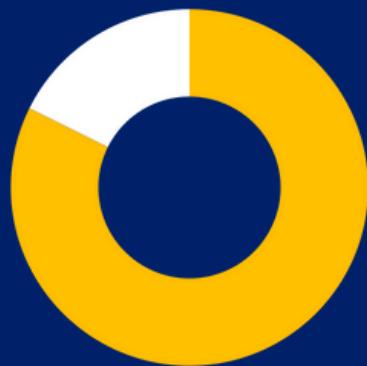


- Being featured on the explore page allowed new audience members to get to know us
- Our profile was visited by more non-followers than followers
- Most of our audience is millennial/gen x women

Instagram Content

2,525 

Accounts reached



74.5% of accounts reached
were **non-followers**.

446 followers
2,079 non-followers

- Reels help increase reach ...
- Instagram algorithm aids in this
- Reels reach more people outside our "loyal audience"
- Our content did appear on the explore page



Instagram Content

262  40.6%
Accounts engaged

- Reels accumulate the highest amount of engagement
- Audience enjoys carousel posts



344% more accounts were not following us.

219 followers

40 non-followers



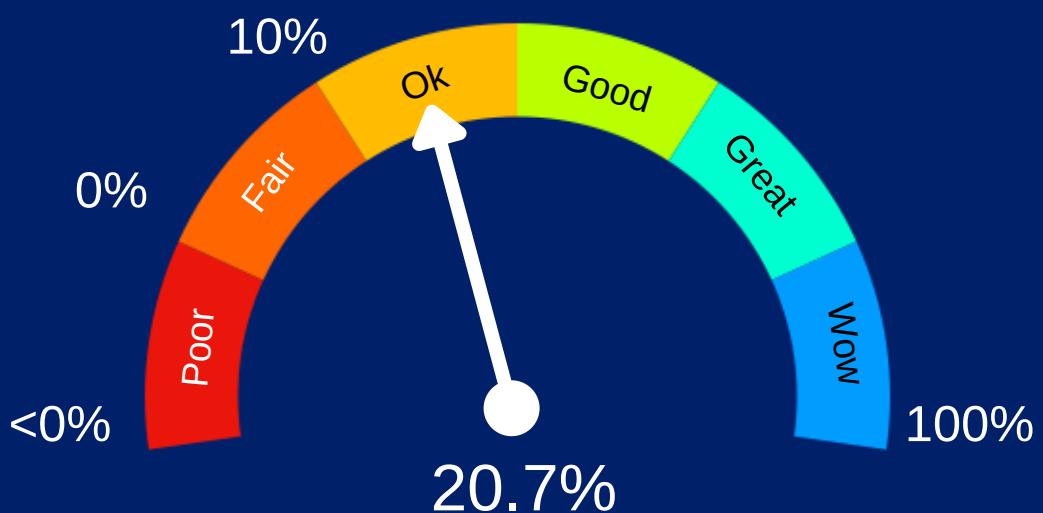
Facebook Page

869

Accounts reached



20.7%

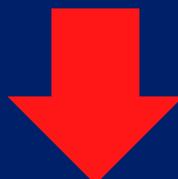


- Majority of our audience is gen x women
- Most audience members were located in CA
- Accounts reached have to do with the number of accounts that are interacting with our overall page

Facebook Reach

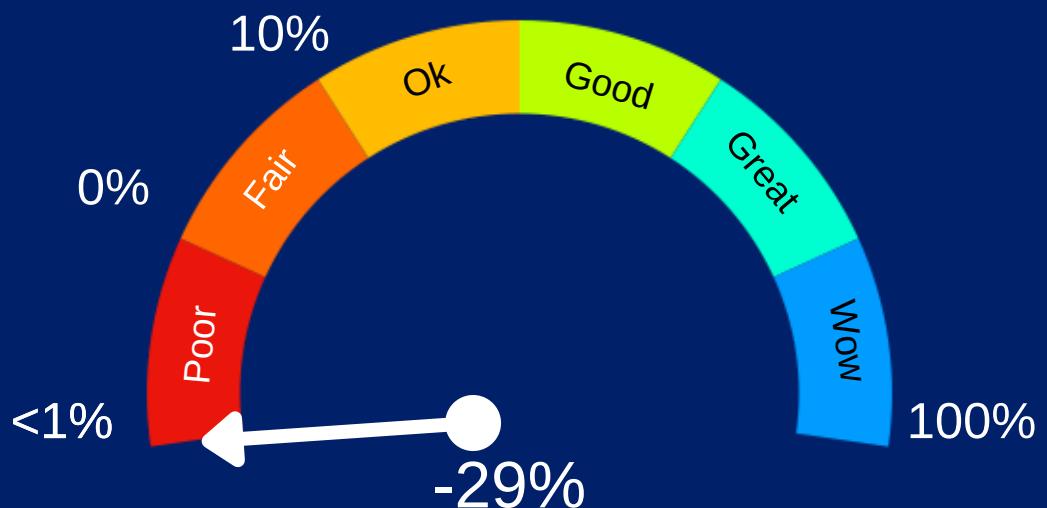
1 0 0 0 0

Post reach



29%

- Majority of our audience is gen x women
- Most audience members were located in CA
- Audience was more active on FB at the end of august (at start of school year)
- Facebook is harder to reach new accounts without paid content
- People use facebook to browse
- Post reach is how much of our individual content pieces are being seen by people at least once



Facebook Content

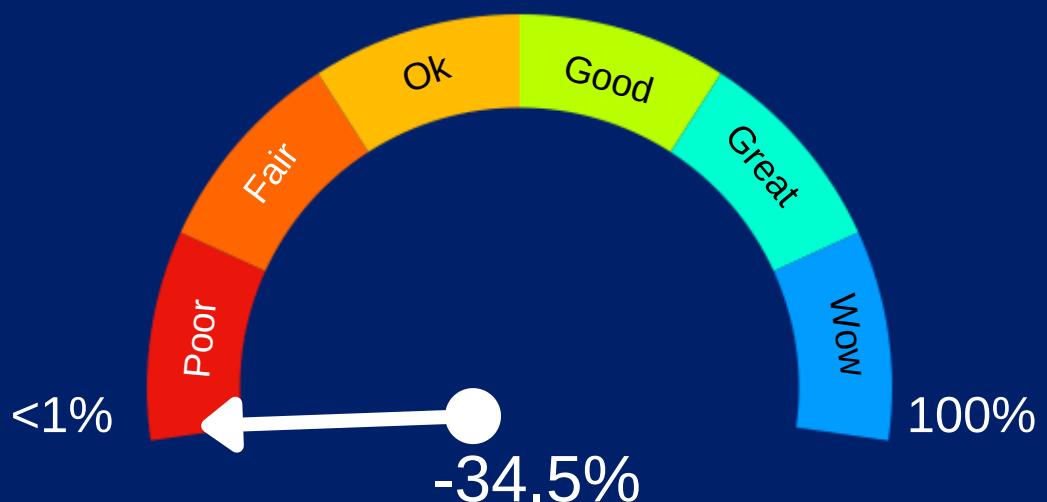
496

Post engagement



34.5%

- Most of our engagement come from still photos rather than videos
- Videos do not perform well on facebook (do not follow facebook algorithm as our focus was on IG this past month)
- Facebook is harder to perform without paid content



OCT. GOALS

Updated Strategy

- Facebook content will be posted on M, W, F @10 AM
- Instagram content will be posted on T, TH, S @ 3 PM
 - One reel posted per week
- This month, there will be less of a focus of videos on facebook, and more of a focus on still images
- One post a day on one platform
 - **Stories not included
- Cut down the use of hashtags in facebook captions
- Use more call-to-action captions for both platforms

October KPIs

- % of content engagement on Instagram
 - are people reacting to what we are posting?
- # of new instagram followers gained
 - are we gaining new audience members?
- # of facebook reactions
 - this includes: likes and emoticon reactions
- % of page reach on Facebook
 - are new audience members discovering us?

October Social Media Goals

Have at least two reels be featured on the explore page

Increase facebook content engagement by 5% -or- have at least 5 likes and 1 comment on every post

Higher reach  Higher engagement

Therefore, we want to reach the right audience and get them to interact.