

## **Insights from Facebook and Instagram Performance Metrics**

### **Facebook Performance Overview**

**Total Impressions:** The report shows 2 million total impressions, indicating a strong reach.

**Engagement:** 35,812 page post engagements suggest a moderate level of interaction with content.

**Followers:** The number of page followers has seen fluctuations over time. Growth trends should be analysed in relation to content strategies and promotional efforts.

**Paid Reach Contribution:** Paid reach accounted for a significant portion of the total impressions, showing a reliance on paid promotions.

**Trends Over Time:** Metrics show variations across different time periods, suggesting seasonal or campaign-based changes.

### **Instagram Performance Overview**

**Profile Impressions & Reach:** Instagram profile impressions also reached 2 million, with 50,499 profile reaches, suggesting a wide but possibly passive audience.

**Engagement Metrics:**

**Profile Visits:** 875 visits indicate how many users actively explored the profile.

**Shares & Reel Engagements:** 156 reel shares and 446 total shares highlight some level of content virality.

**Quarterly Performance:** Total impressions and reach fluctuate across quarters, requiring further analysis to understand what content performs best.

### **Key Takeaways**

1. Both platforms have significant impressions but engagement could improve analysing content types that drive more interactions can help.
2. Paid reach is crucial on Facebook, while Instagram may benefit from organic strategies to improve engagement.
3. Reels and shared content play a role in Instagram's engagement, so focusing on video content may yield better results.
4. Periodic fluctuations suggest the impact of campaigns, trends, or algorithmic changes, requiring deeper insights into peak and low-performing periods.