



Social Media KPI Summary

7/22/2024

Grand Total



Channels Detailed - Instagram

Social Media Channel

Instagram

Season

23-24

Date

7/1/2022

7/22/2024

Valuation



Avg. e-score



Count of Posts

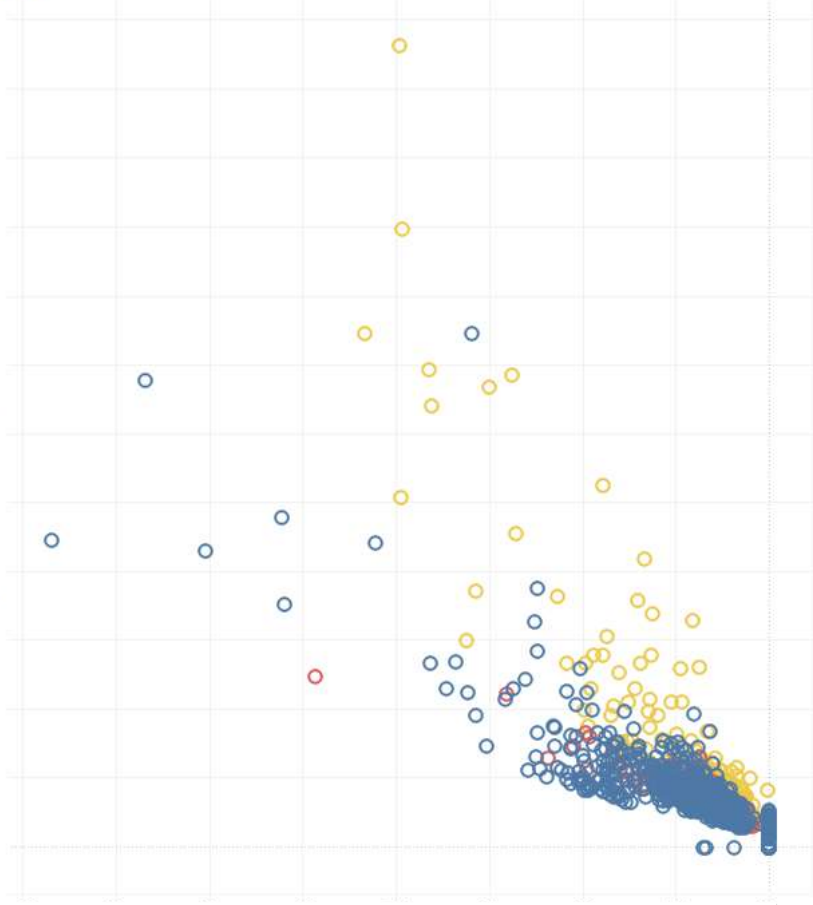
		23-24	Grand Total
Instagram	ig_reel	image video	
	post	image mixed video	
	story	image video	
	Grand Total		

Asset (assets)	Number of Posts	Valuation assets	Avg. Valuation
Broadcast Logo Bug			
Cap			
Car			
Chair			
Dasher Board			
Glass Decal			

Media Type

(All)

Engagement vs. Impressions



Impressions

*You Tube and Threads do not show Impressions



Brands

Highmark

Season

(All)

Avg. Valuation

24-25 23-24 22-23 24-25 23-24 22-23

Count of Posts

24-25 23-24 22-23 24-25 23-24 22-23

Highmark

Car

Chair

Dasher Board

Jumbotron

On Ice - O/D Zone

Shoe

Step And Repeat

Top

Uniform

Grand Total

Total Valuation



Social Media Channel

Brands	Social Media Channel	Media Detail	Variety Detail	Impressions	Engagement	Likes, Reactions, +1's	Comments, Replies	Reach	Link Clicks
Highmark	Facebook								
	Instagram								
	LinkedIn								
	TikTok								
	X								
	YouTube								
Grand Total									

Post Valuation With No Assets

Highmark

Mentions

Mentions

@ Mentions

Branded Content

Video Mentions

Visual Mentions

Grand Total

Highmark