

SOCIAL METRICS

2021

Q2 (APR - JUNE) METRICS

REACH 63,963
IMPRESSIONS 264,821
ENGAGEMENT 6,699

2.5 %

Engagement Rate

Instagram is not included as
metrics were unavailable
Can assume we are at ~3%

+181%

REACH INCREASE
BETWEEN Q2+Q3

2021

Q3 (JULY - SEPT) METRICS

REACH 351,562
IMPRESSIONS 584,665
ENGAGEMENT 19,088

3.3 %

Engagement Rate

Instagram is not included as
metrics were unavailable
Can assume we are at ~3%

+67%

REACH INCREASE
BETWEEN Q3 + Q4

2021

Q4 (OCT - DEC) METRICS

REACH 524,679
IMPRESSIONS 807,604
ENGAGEMENT 32,470

4.0 %

Engagement Rate

Instagram is not included as
metrics were unavailable
Can assume we are at ~3%

YTD

From Jan 1st to Aug. 13th

REACH 990,836
IMPRESSIONS 1,874,594
ENGAGEMENT 65,482

3.5 %

We've cleared 1M Impressions by
a landslide whilst exceeding the
average engagement rate by .5%!

466,130 Springhills.com Page Views

+82%

INCREASE IN PAGE
VIEWS WITH NEARLY
HALF BEING RETAINED

SOCIAL METRICS BREAKDOWN



YTD 2021

	FACEBOOK	INSTAGRAM	TWITTER	YOUTUBE	LINKEDIN
REACH	840,187	55,392	9,378	393,529	70,479
ENGAGEMENT	45,419	986	5,282	2,059	11,736
TRAFFIC TO WEB	3,048	406	N/A	N/A	562
IMPRESSIONS	1,160,837	162,236	55,946	474,531	161,044
FOLLOWERS	5,947	39	20	315	5,908
VIEWS	N/A	N/A	N/A	58,340	N/A

Note:

Twitter & Instagram only retain metrics up to three months prior (May, 2021).

Information is partial from Q1 & Q2 but for Q3 and on, their metrics are updated monthly and accurately on a separate spreadsheet