



SOCIAL CAMPAIGN PERFORMANCE FOR A LOCAL BUSINESS

02/06 - 30/06 (28-DAYS)

TOTAL ORGANIC REACH - 120.598



TOTAL ORGANIC ENGAGEMENT - 11.123



| SOCIAL CHANNEL | ORGANIC REACH | ORGANIC ENGAGEMENT |
|-------------------|---------------|--------------------|
| Facebook Page | 59.481 | 7.989 |
| Community Group | 27.221 | 2.508 |
| Instagram Profile | 22.756 | 626 |
| Instagram Stories | 11.140 | - |

NOTES

Number of accounts reached, measured at campaign end in Meta Business Suite. Reported account reach may exceed followers due to sharing in other groups and on other personal account profiles.



PERFORMANCE BY CHANNEL PAGE POSTS

38.0K FOLLOWERS

TOTAL ORGANIC REACH - 59.481

■ PHOTO - 45.812 (77.0%) VIDEO - 13.669 (23.0%) ■

TOTAL ORGANIC ENGAGEMENT - 7.989

■ PHOTO - 7.100 (88.9%) VIDEO - 889 (11.1%) ■

| PUBLISH DATE | MEDIA TYPE | ORGANIC REACH | ORGANIC ENGAGEMENT |
|--------------|------------|---------------|--------------------|
| 02/06 | VIDEO | 5.128 | 390 |
| 10/06 | VIDEO | 3.572 | 172 |
| 11/06 | PHOTO | 20.027 | 3.862 |
| 17/06 | VIDEO | 4.969 | 327 |
| 18/06 | PHOTO | 11.202 | 822 |
| 26/06 | PHOTO | 14.583 | 2.416 |

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PERFORMANCE BY CHANNEL COMMUNITY GROUP POSTS

63.1K MEMBERS

TOTAL ORGANIC REACH - 27.221

■ PHOTO - 22.730 (83.5%) VIDEO - 4.491 (16.5%) ■



TOTAL ORGANIC ENGAGEMENT - 2.508

■ PHOTO - 2.452 (97.8%) VIDEO - 56 (2.2%) ■



| PUBLISH DATE | MEDIA TYPE | ORGANIC REACH | ORGANIC ENGAGEMENT |
|--------------|------------|---------------|--------------------|
| 02/06 | VIDEO | 1.639 | 25 |
| 10/06 | VIDEO | 1.253 | 8 |
| 11/06 | PHOTO | 11.146 | 1.957 |
| 17/06 | VIDEO | 1.599 | 23 |
| 18/06 | PHOTO | 8.275 | 293 |
| 26/06 | PHOTO | 3.309 | 202 |

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PERFORMANCE BY CHANNEL INSTAGRAM PROFILE

11.8K FOLLOWERS

TOTAL ORGANIC REACH - 22.756

CAROUSEL - 11.458 (50.4%) REEL - 11.298 (49.6%)



TOTAL ORGANIC ENGAGEMENT - 626

CAROUSEL - 389 (62.1%) REEL - 237 (37.9%)



| PUBLISH DATE | MEDIA TYPE | ORGANIC REACH | ORGANIC ENGAGEMENT |
|--------------|------------|---------------|--------------------|
| 02/06 | REEL | 4.664 | 102 |
| 10/06 | REEL | 3.294 | 65 |
| 11/06 | CAROUSEL | 4.969 | 181 |
| 17/06 | REEL | 3.340 | 70 |
| 18/06 | CAROUSEL | 2.757 | 75 |
| 26/06 | CAROUSEL | 3.732 | 133 |

NOTES

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PERFORMANCE BY CHANNEL INSTAGRAM STORIES

11.8K FOLLOWERS

TOTAL ORGANIC REACH - 11.140

■ PHOTO - 8.102 (72.7%)

VIDEO - 3.038 (27.3%) ■



| PUBLISH DATE | MEDIA TYPE | ORGANIC REACH | ORGANIC ENGAGEMENT |
|--------------|------------|---------------|--------------------|
| 11/06 | PHOTO | 1.982 | - |
| 18/06 | PHOTO | 2.294 | - |
| 26/06 | VIDEO | 883 | - |
| 26/06 | VIDEO | 962 | - |
| 26/06 | VIDEO | 1.193 | - |
| 27/06 | PHOTO | 2.024 | - |
| 27/06 | PHOTO | 1.802 | - |

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