

@EXPLORESIDNEY | JANUARY 2022

SOCIAL MEDIA REPORT



FACEBOOK

Current Stats

Total Page Followers	Total Page Likes
10,178	9,523

Facebook Page Performance

Page Followers ¹	Page Likes ²	Page Views ³
+22	+26	328

Facebook Content Performance

# of Posts	Accounts Reached ⁴	Post Engagement ⁵	Average Engagement Rate per Post ⁶
19	23,592	4,666	5.62%

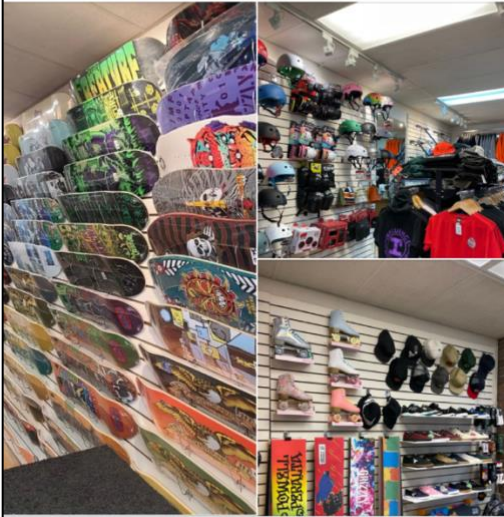
Top Performing Organic Post

Explore Sidney
Published by Marcela Restrepo · January 17 at 1:00 PM · 🌐

New business alert! 🌟 Locally owned and operated, [Influence Boardshop](#) has recently expanded to Sidney and is ready to meet your local skateboarding needs!

Their friendly and knowledgeable staff will happily help you find the right gear to make sure you are riding the best skateboard possible. They also carry longboards, rollerskates, scooters, safety gear, apparel and much more.

Visit them at 2378 Beacon Ave., or learn more at influenceboardshop.com. Open Tuesday to Sunday, 11am to 5pm.



4,514 People reached 616 Engagements [Boost post](#)

¹ **Page Followers:** The number of new people who have followed your Page, broken down by paid and non-paid.

² **Page Likes:** The number of new people who have liked your Page, broken down by organic and paid Page likes.

³ **Page Views:** The number of times a Page has been viewed by logged-in and logged-out people.

⁴ **Accounts Reached:** The number of people who saw any content from your Page or about your Page, including posts, stories, ads, and more.

⁵ **Post Engagement:** The number of times people engaged with your posts through reactions, comments, shares, and clicks.

⁶ **Engagement Rate:** The Engagement metric measures the effectiveness of your posts and how much you are connecting with your fans. It is calculated by post engagement over post reach. Statistically, anything over 1% is considered a good Facebook engagement.

INSTAGRAM

Current Stats

Total Page Followers	Page Engagement Rate ⁷
7,330	2.65%

Instagram Profile Activity⁸

Profile Visits	Website Taps	Email Button Taps	Business Address Taps	Call Button Taps
716	19	0	3	0

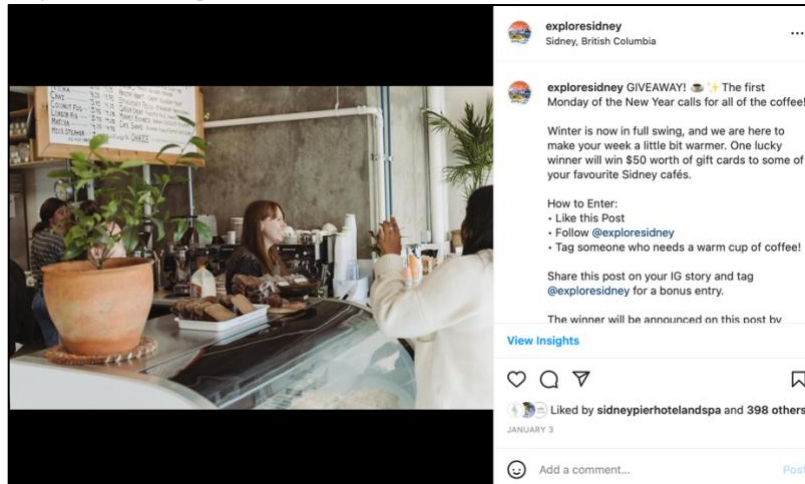
Instagram Page Performance

Page Followers	Accounts Reached ⁹	Impressions ¹⁰
+14	9,333	50,951

Instagram Content Performance¹¹

Post Interactions	Story Interactions	Reels Interactions	Video Interactions
2,357	88	3	0

Top Performing Post



⁷ **Engagement Rate:** The sum of the likes and comments that you receive per post, divided by the number of followers that you have. Statistically, a good engagement rate on Instagram falls between 1% and 3.5%

⁸ **Profile Activity:** These insights measure the number of actions people take when they engage with your profile.

⁹ **Accounts Reached:** The number of unique accounts that have seen your content, at least once, including promoted content.

¹⁰ **Impressions:** Total times your content (posts, stories, reels, and videos) have been seen.

¹¹ **Content Performance (Interactions):** The number of actions people take when engaging with your content, including promoted content. Interactions include actions such as likes, saves, comments, share or replies.

Top Performing Story



*All metrics are derived from Facebook's Insights page, Instagram's Insight page and Later's Analytics page.
Prepared by Marcela Restrepo for the Sidney Business Improvement Area Society*