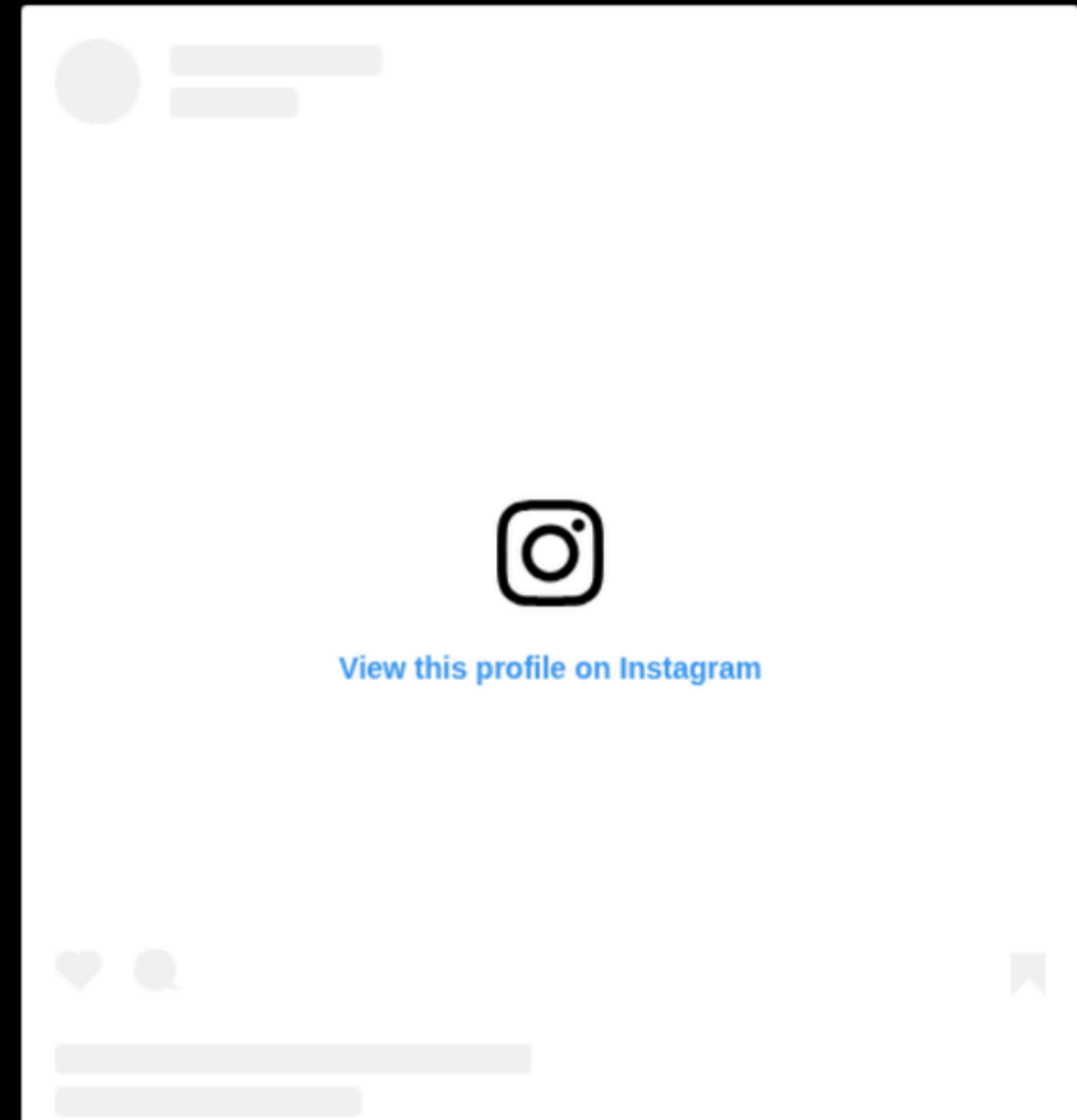


RDB Hospitality Social Report

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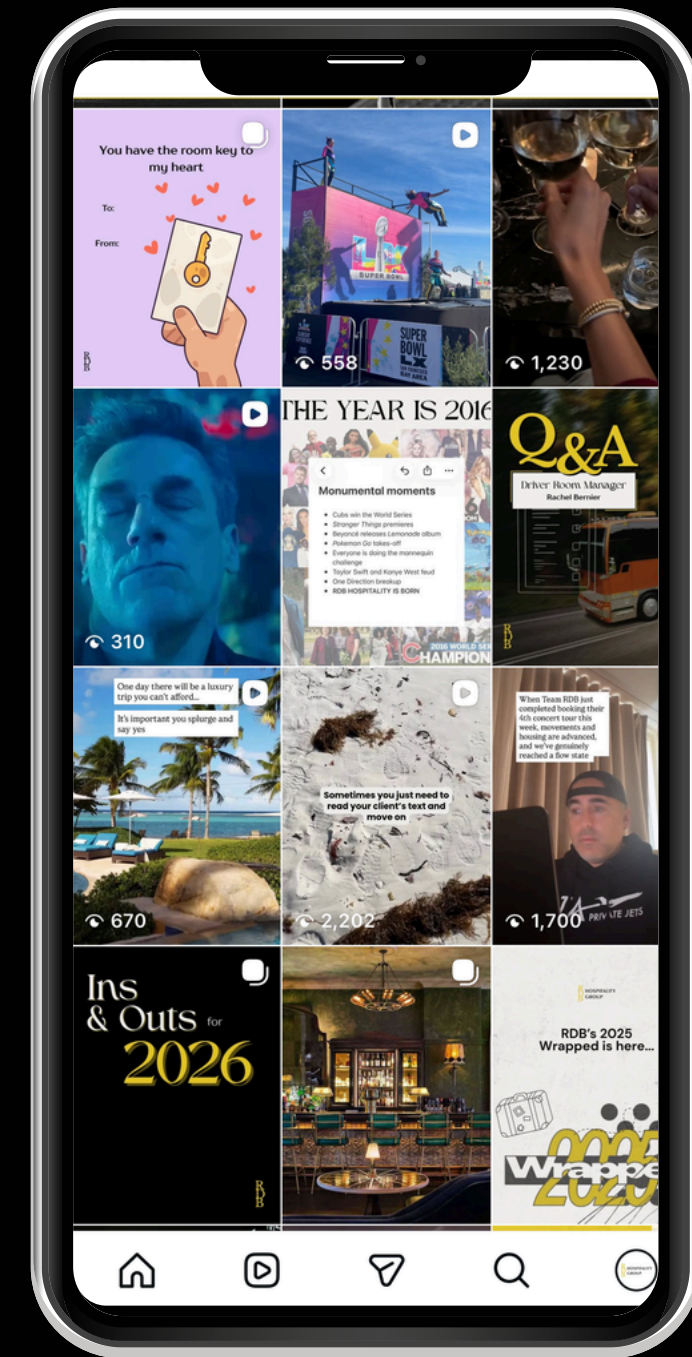
September 2025 – May 2026

RDB Hospitality Social Report

Transformed Instagram grid into a dynamic, video-first channel by increasing Reels, leveraging trends, diversifying content, and creating a more engaging, audience-focused brand presence.



Aug 2025



Feb 2026

RDB

RDB Hospitality Social Report

First months growth report as Marketing Assistant (Sept 2025)

612% increase in views
530% increase in views from non-followers
134 new followers (6.5% increase over 90 days)



You crushed it in
September! Here's what
that looked like.

17K

Reels and post views
+612% from August

51%

Views from non-followers
+530% from August

273

Followers
+134 from August



RDB Hospitality Social Report

Continued growth into second month (Oct 2025)

26% increase in views

8% increase in views from non-followers

31 new followers



You crushed it in October!
Here's what that looked like.

12K

Reels and post views
+26% from September

47%

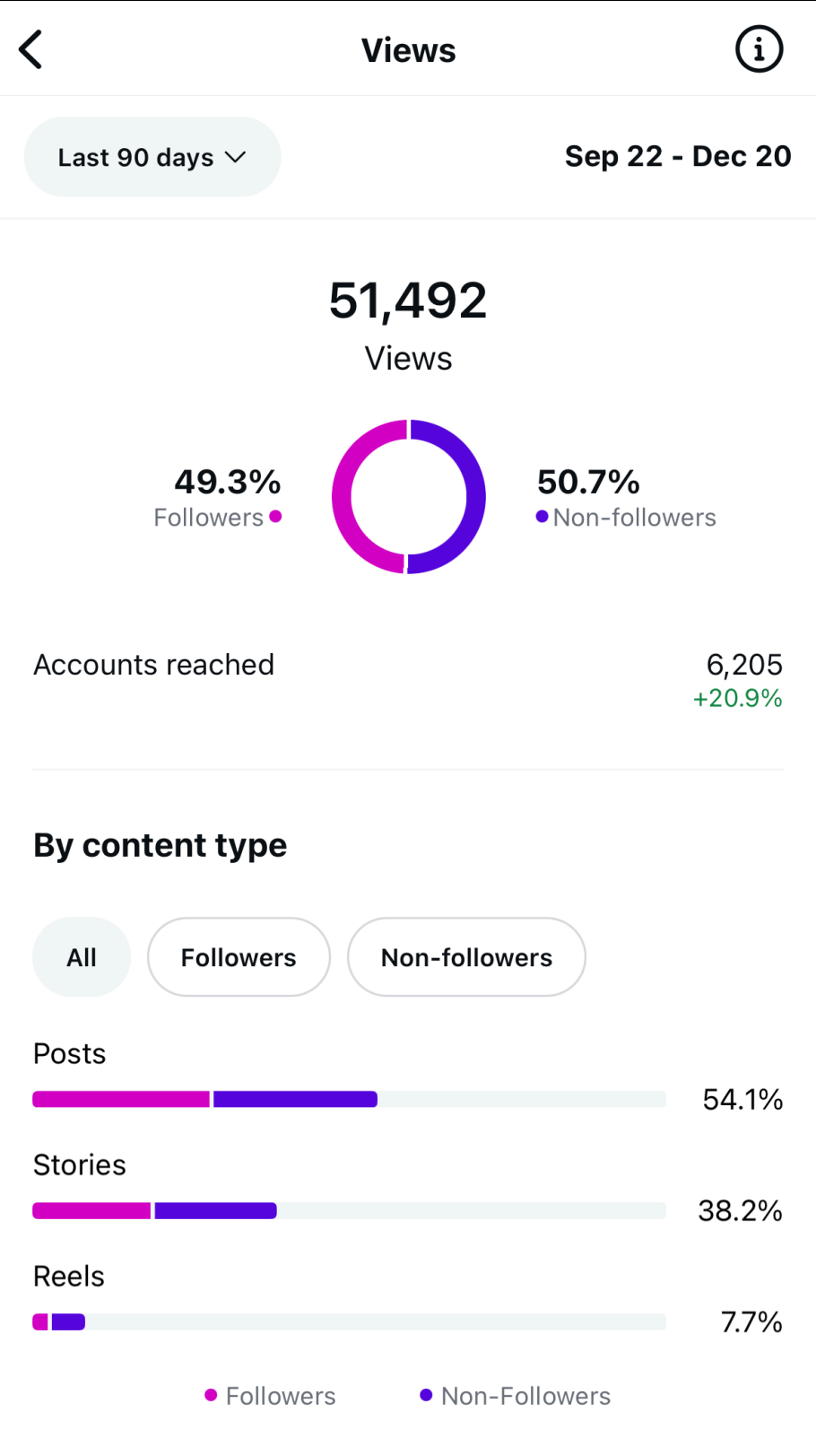
Views from non-followers
+8% from September

982

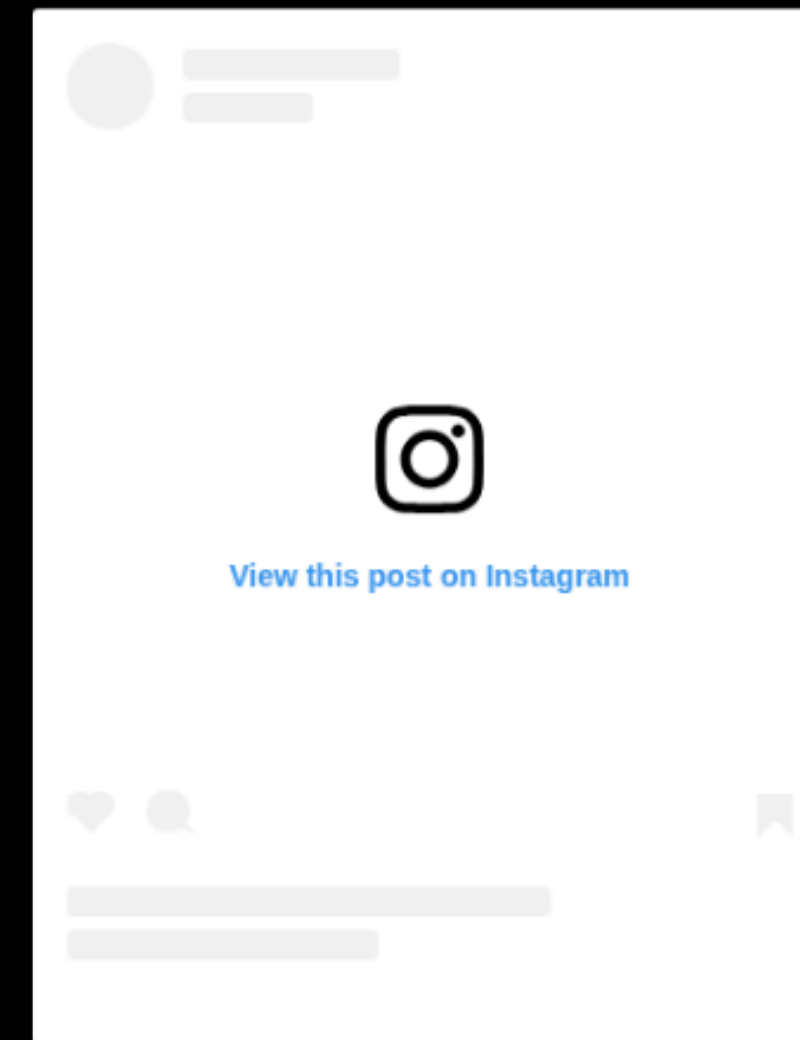
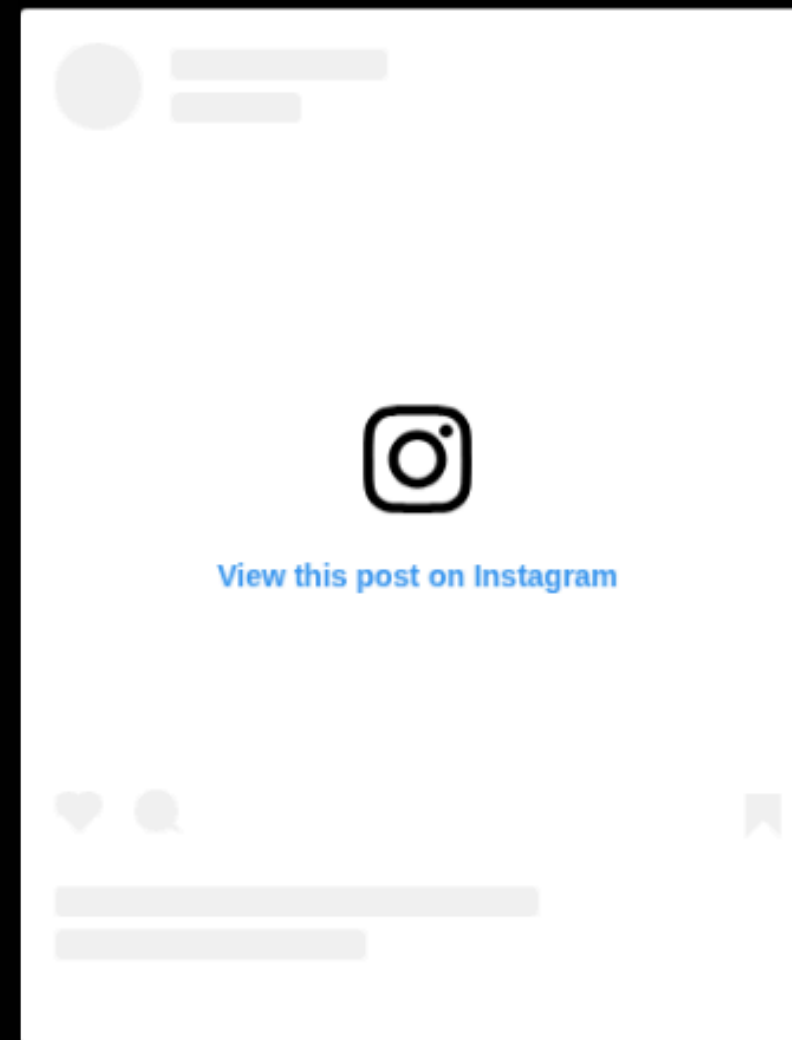
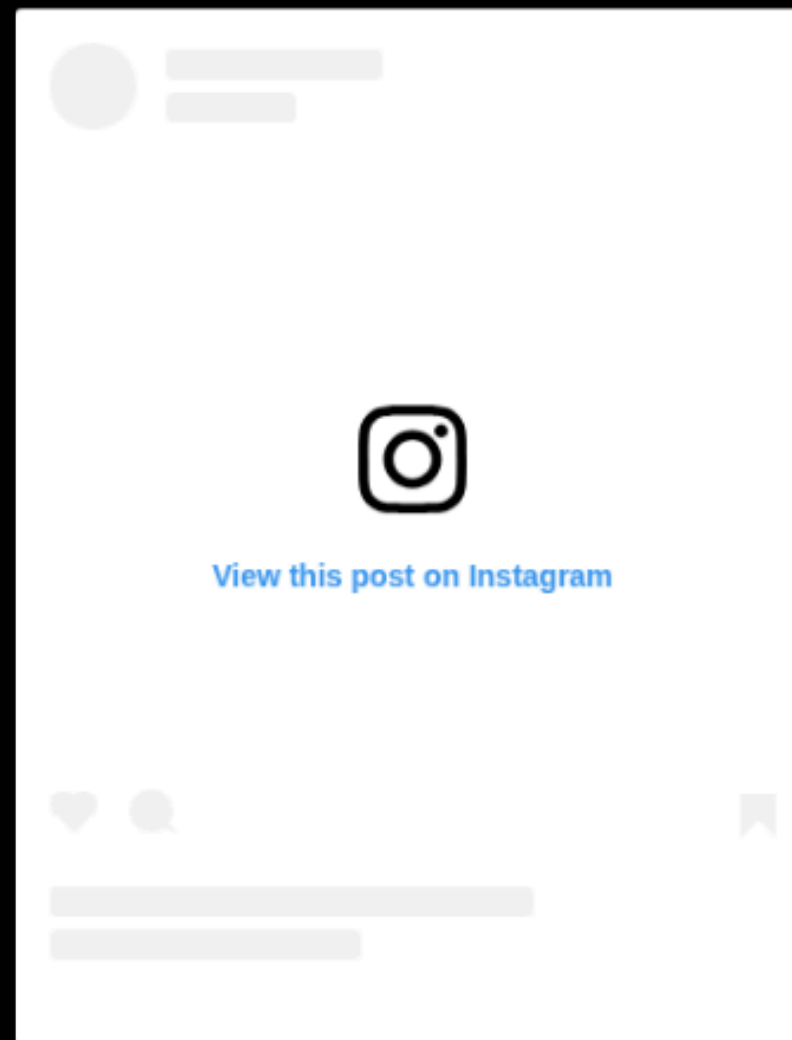
Followers
+31 from September

RDB Hospitality Social Report

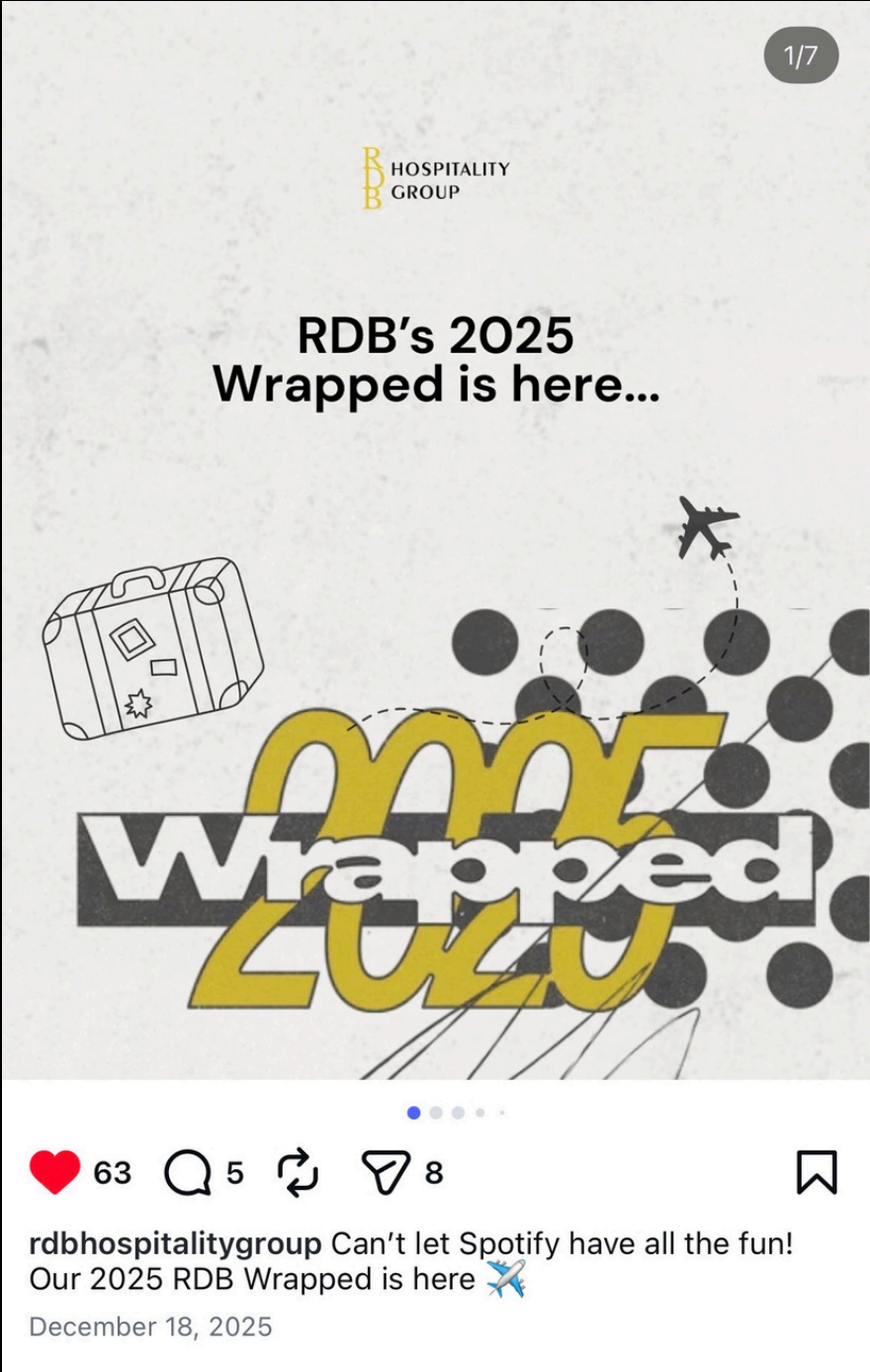
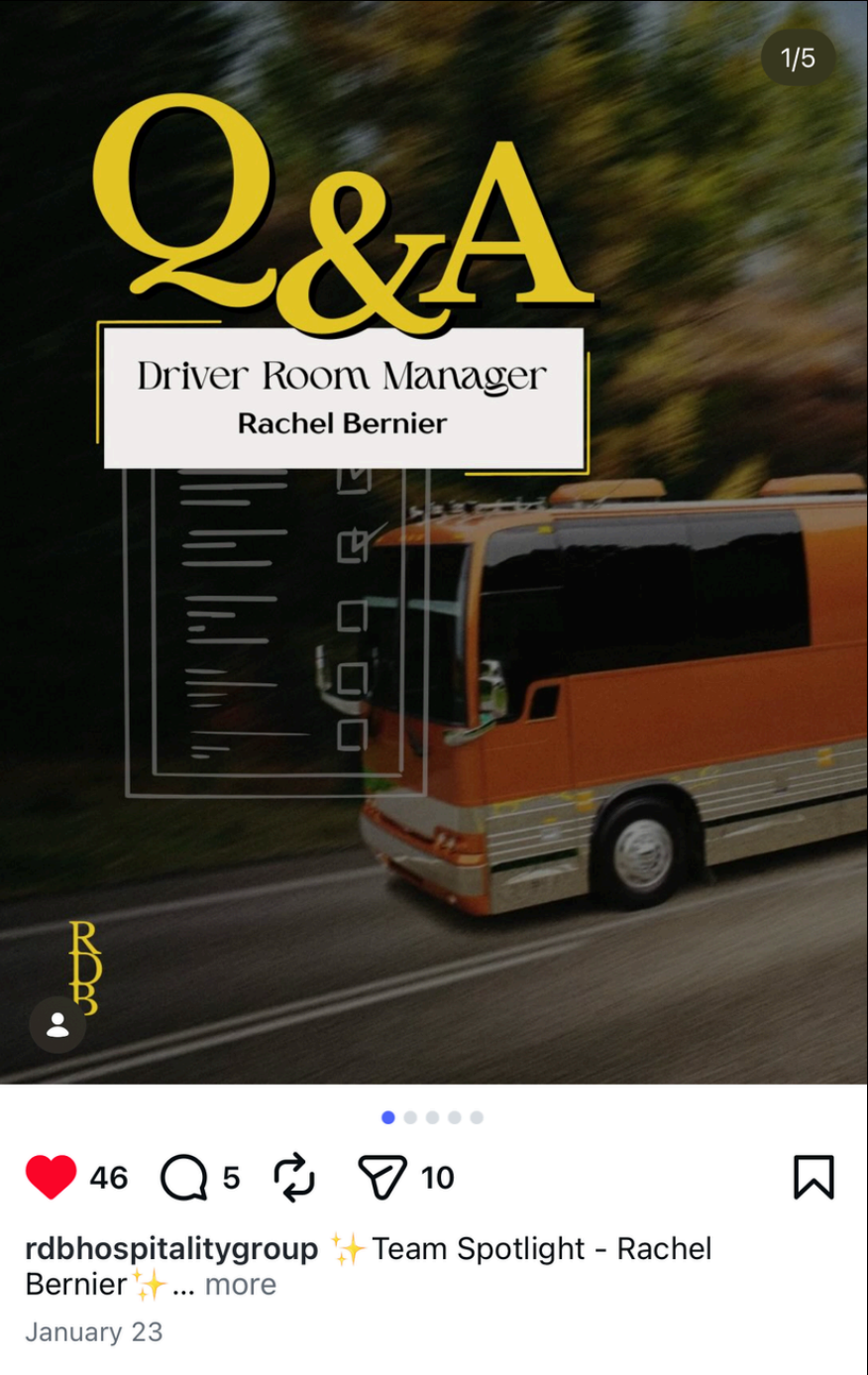
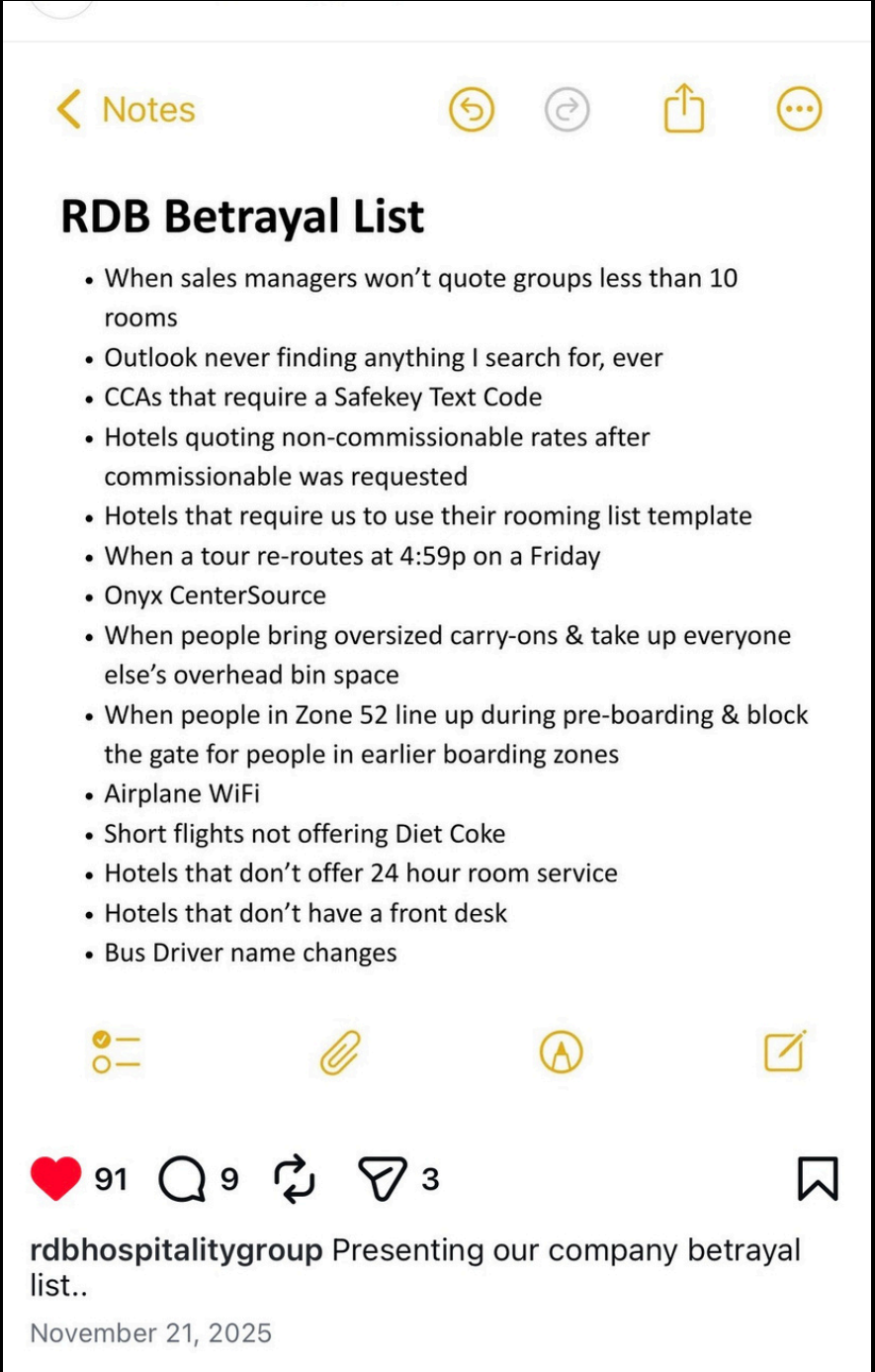
Generated 51,492 views over first 90 days while increasing accounts reached by 20.9%. Successfully expanded brand visibility beyond existing audiences, with 50.7% of views coming from non-followers, demonstrating stronger content discoverability and audience growth.



Top Reels Content



Top Static Content



See full display of work

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