

Social Media Report

LB Marketing
Consultant



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About Any Social Media Services

With the ubiquity of smartphones nowadays, we cannot deny the huge impact of social media in driving consumer behavior. That's why brands both big and small tap digital platforms in a bid to capture market share. But being online simply isn't enough—brands need to have insights of their consumers' online behavior, and use that data to drive revenue for their business.

This is where social media reports come in. By tinkering with some data points here and there, social media marketers can tell middle managers and top-level companies how their brands are perceived by their customers. More than just the numbers, digital marketers must also create a concise yet effective social media report that is meaningful for all stakeholders involved.

Mission and Vision

To ensure proper insight into all social media platforms owned by the client. I will break down the needs and wants of the client and focus on driving traffic to all Social Media platforms.

Measuring Brand Influence

Analytics

I evaluating external social media influence using analytical tools to see result in tangible data.

These are the metrics that matter and should be tracked to see propertraction:

Follower Growth	the number of people you have reached
Geomgraphic	People that live within a 5km radius of the location
Insight	Top views and Analytics
Reach Rate	the number of users who have seen your post. Follower and non-followers
Total Engagement	how much interaction each post generated

Insights Overview

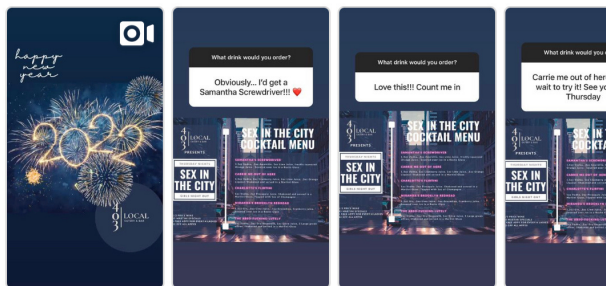
You gained **501** more followers compared to Sep 1 - Oct 31.

Accounts reached	3,145	>
	+56.5%	
Accounts engaged	342	>
	+91%	
Total followers	1,376	>
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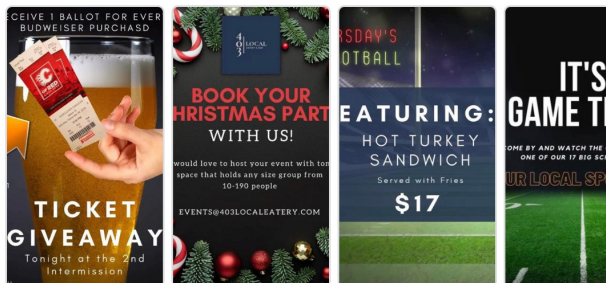
21 Posts >



145 Stories >



4 Videos >



IMPRESSIONS

Impressions
vs Sep 1 - Oct 31

42,106
+79%

Profile Activity ⓘ

Profile Visits **2,244**
+539%

Website Taps **44**
+69.2%

Email Button Taps **1**
--

Business Address Taps **22**
+266%

Impressions

The number of times your posts, stories, reels, videos or live videos were on screen, including when your content was promoted.

Profile activity

These insights measure the number of actions people take when they engage with your profile.

Profile Visits

The number of times your profile was visited.

Website Taps

The number of times the link to your website was tapped.

Business Address Taps

The number of times your business address on your bio was tapped.

Call Button Taps

The number of times your phone number or Call Now button was tapped.

Email Button Taps

The number of times your email button was tapped.

Text Button Taps

The number of times your text button was tapped.

LOCATION

06

Gender

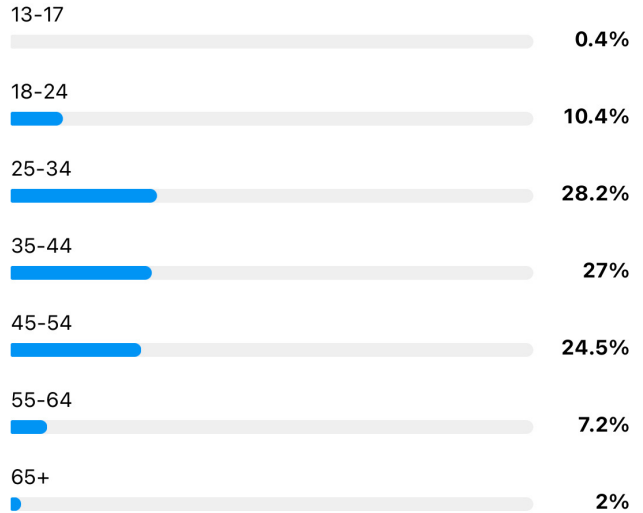
of your followers



Age Range

of your followers

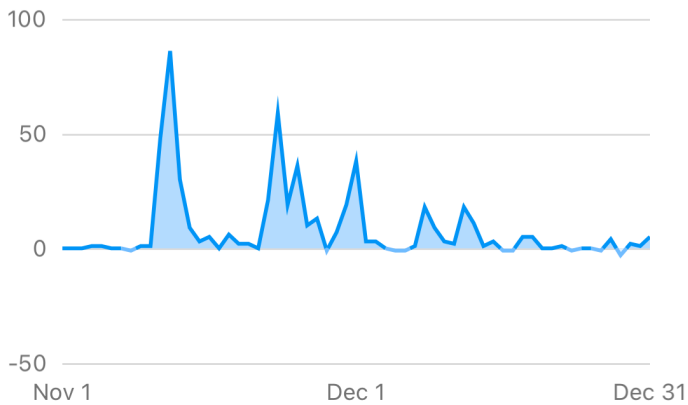
All Men Women



1,376
Followers

Growth

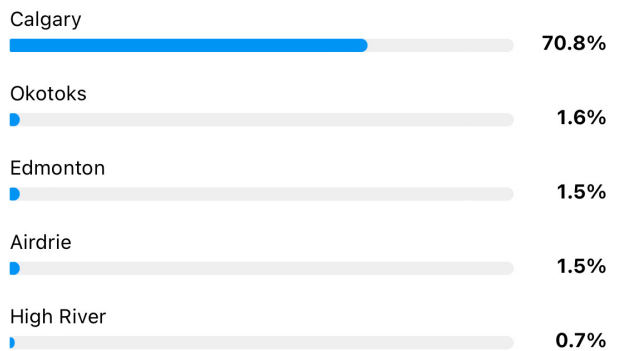
• Overall 501
• Follows 553
• Unfollows 52



Top Locations

of your followers

Cities Countries



TOP POSTS

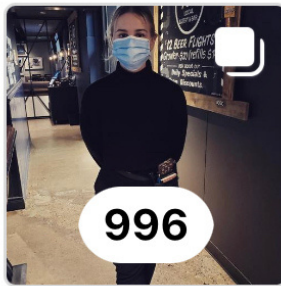
07

Top Posts

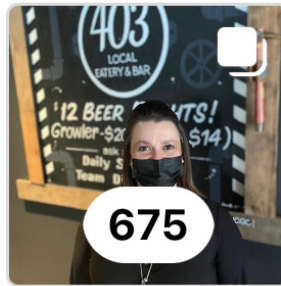
Based on reach



Dec 30



Dec 6



Dec 11



Dec 22

Top Stories

Based on reach



Nov 20



Dec 28



Dec 22



Dec 21

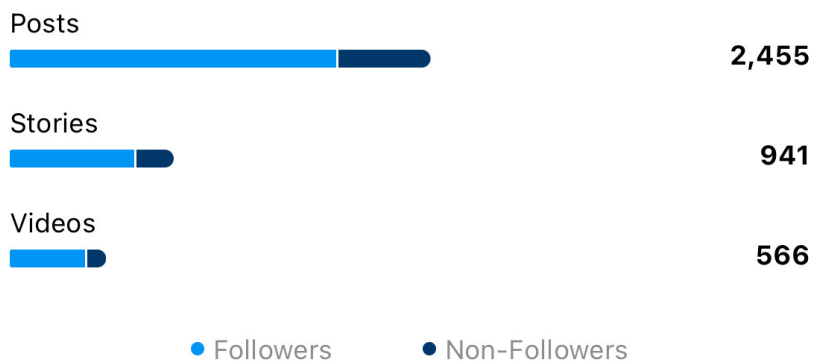
Followers and non-followers

Based on reach



You reached **+62.3%** more accounts that weren't following you compared to Sep 1 - Oct 31.

Content reach ⓘ



Content reach

These insights help you understand which types of content are reaching your audience and which specific content is being seen most. Top performing content is based on the number of unique accounts that have seen your content. These metrics are **estimated**.

Content interactions ⓘ

1,010

Content Interactions

0.9% from ads and promotions

+93.4% vs Sep 1 - Oct 31

Post Interactions

vs Sep 1 - Oct 31

896

+78.4%

Likes

819

Comments

33

Saves

11

Shares

5

Content interactions

The number of actions people take when engaging with your content, including promoted content. Interactions can include actions such as likes, saves, comments, shares or replies.

Post interactions

The number of likes, comments, saves and shares for your posts.

Likes

The number of likes on your posts.

Comments

The number of comments on your posts.

Saves

The number of saves of your posts.

Shares

The number of shares of your posts.

What all this means!

Let's breakdown what these numbers mean and how we can make them work in our favour

Insight & Impressions	We gained 500 new followers in the last 60 days. With 21 posts, 145 stories & 4 videos. We were able to increase the profile visits by 539%
Locations	With focusing on sports we were able increase the male following. We also increased the younger age range (25-34). Because of the trending content
Top posts	We learnt that your followers liked to see the staff and any current promotions. Unfortunately football posts saw the less insight.
Content Reach	We reached 62% of accounts that do NOT follow us. This is great! It means people are coming on to our page to see what is happening. 2057 people in the last 60 days!
Interaction	In the last 60 days we increase the amount of people that interact with our account by 94%. This is a huge win. It means people are noticing us and will help drive foot traffic

Social Strategy

Paid Media vs. Organic Reach

"Strategic spending in digital media can help improve total reach and lifetime impressions."

1

Spend \$5 a day for 15 days= \$75 can increase your insight by 25%. I recommend starting in the new year and during the slow season

2

Continue to post 10 generic posts a month to ensure consistency. Focus on 4-5 store specific Post to create store awareness and get staff more involved.

3

Post 1-3 stories a day consistently. This will help build awareness and drive insight