

SOCIAL MEDIA DATA

80 days prior to Biography Social Media & 80 Days After

Reach

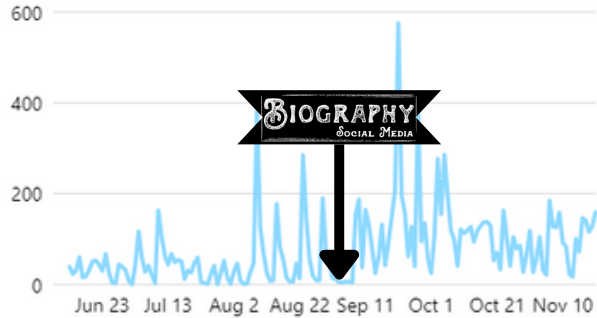
Facebook reach ⓘ

9,144



Instagram reach ⓘ

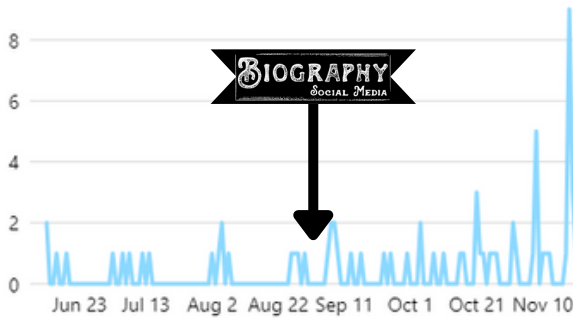
1,789



New likes and follows

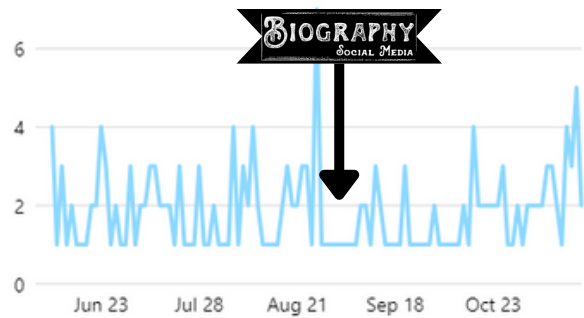
Facebook Page new likes ⓘ

69



New Instagram followers ⓘ

203



Visits

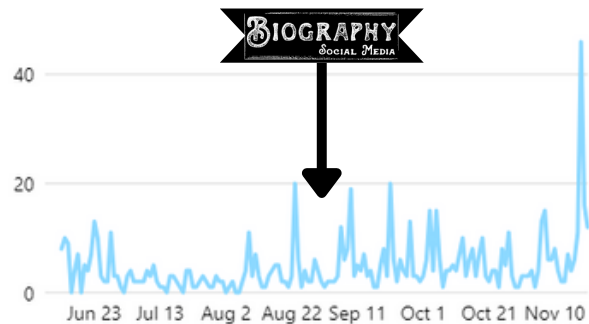
Facebook visits ⓘ

2,064



Instagram profile visits ⓘ

776



SOCIAL MEDIA DATA

80 days prior to Biography Social Media & 80 Days After

Facebook posts

Facebook stories

Instagram posts

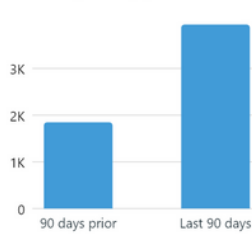
Instagram stories

Reach

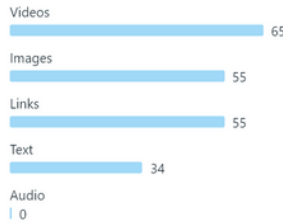
Post reach ⓘ

3.9K ↑ 113.4%

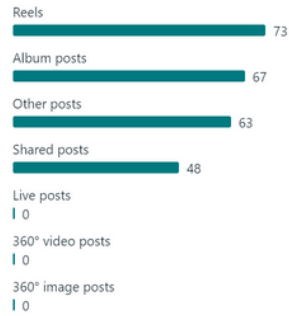
Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ
For posts created in the last 90 days



Median post reach per content format ⓘ
For posts created in the last 90 days

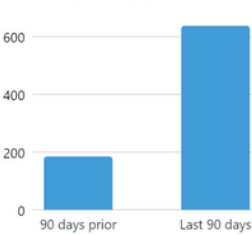


Engagement

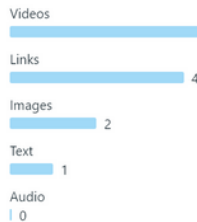
Post reactions, comments and shares ⓘ

638 ↑ 244.9%

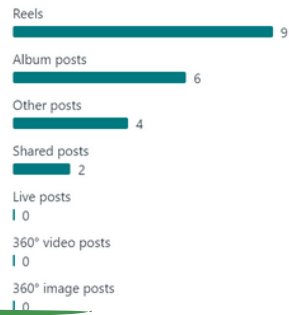
Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type ⓘ
For posts created in the last 90 days



Median post reactions, comments and shares per content format ⓘ
For posts created in the last 90 days



Facebook posts

Facebook stories

Instagram posts

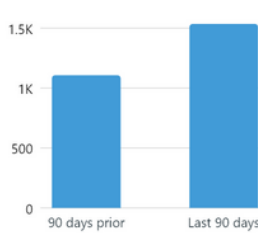
Instagram stories

Reach

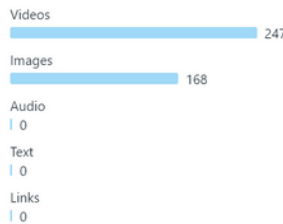
Post reach ⓘ

1.5K ↑ 38.7%

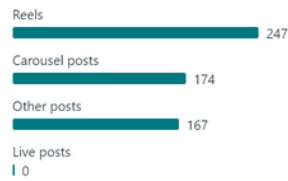
Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ
For posts created in the last 90 days



Median post reach per content format ⓘ
For posts created in the last 90 days

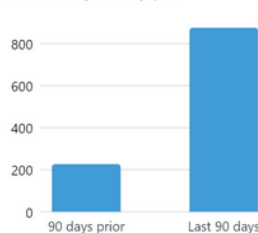


Engagement

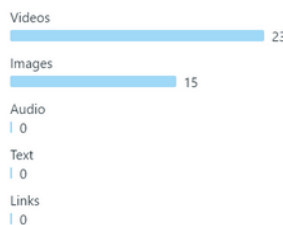
Post likes, comments and shares ⓘ

876 ↑ 285.9%

Total from last 90 days vs 90 days prior



Median post likes, comments and shares per media type ⓘ
For posts created in the last 90 days



Median post likes, comments and shares per content format ⓘ
For posts created in the last 90 days

