

SOCIAL MEDIA

ANALYTICS

REPORT

INSTAGRAM

OVERVIEW & KEY METRICS

FOLLOWERS: 15,307 (-3)
IMPRESSIONS: 46,384 (+11,191)
AVG. REACH: 2,179 (+170)
PROFILE VIEWS: 766 (+3)
WEBSITE CLICKS: 38 (-66)

AUDIENCE ACTIVITY

HIGHEST ACTIVE AUDIENCE

MONDAY – THURSDAY 8-10PM

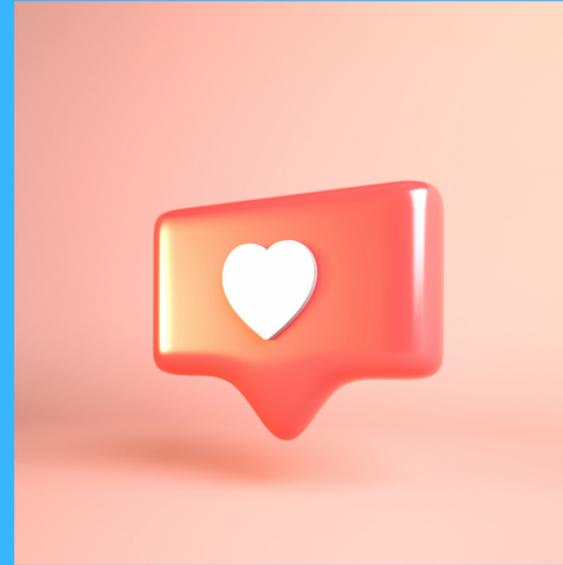
HOTSPOT: MON. 7-8 PM

DATA DELAYED BY A WEEK – IG RESTRICTIONS

LOWEST ACTIVE AUDIENCE

SATURDAY

TOP PERFORMING POST



engagement rate: 2.043%
impressions: 2,489
reach: 2,178
likes: 225
comments: 6
saves: 0 & shares: 10

STORIES

TIME POSTED	IMPRESSIONS	REACH	REPLIES	BACK	FORWARD	EXITED	COMPLETION RATE	AVG. VIEWS / USER
FEB 25, 2021 8:16 AM	1.4K	1.4K	1	165	1.3K	55	96%	1
FEB 25, 2021 8:12 AM	1.6K	1.5K	4	54	1.1K	165	90%	1
FEB 25, 2021 5:11 PM	620	619	0	29	548	22	96%	1
FEB 25, 2021 5:11 PM	645	643	1	21	574	19	97%	1
FEB 25, 2021 5:10 PM	673	675	0	46	549	22	97%	1

INSIGHTS

- very small drop in followers this week – nothing to stress about here but focusing on engagement to boost followers
- huge jump in impressions is awesome to see as well. reels reach doesn't show on analytics but great to see an increase in reach as well!
- haven't had as many web clicks which isn't surprising – focusing more on engagement in comments/shares etc.
- stories doing really well this week! story takeover went well – 5pm stories did a little worse than usual but still high completion rates across all of them and lots of good story reactions/comments, also have only been up for a bit

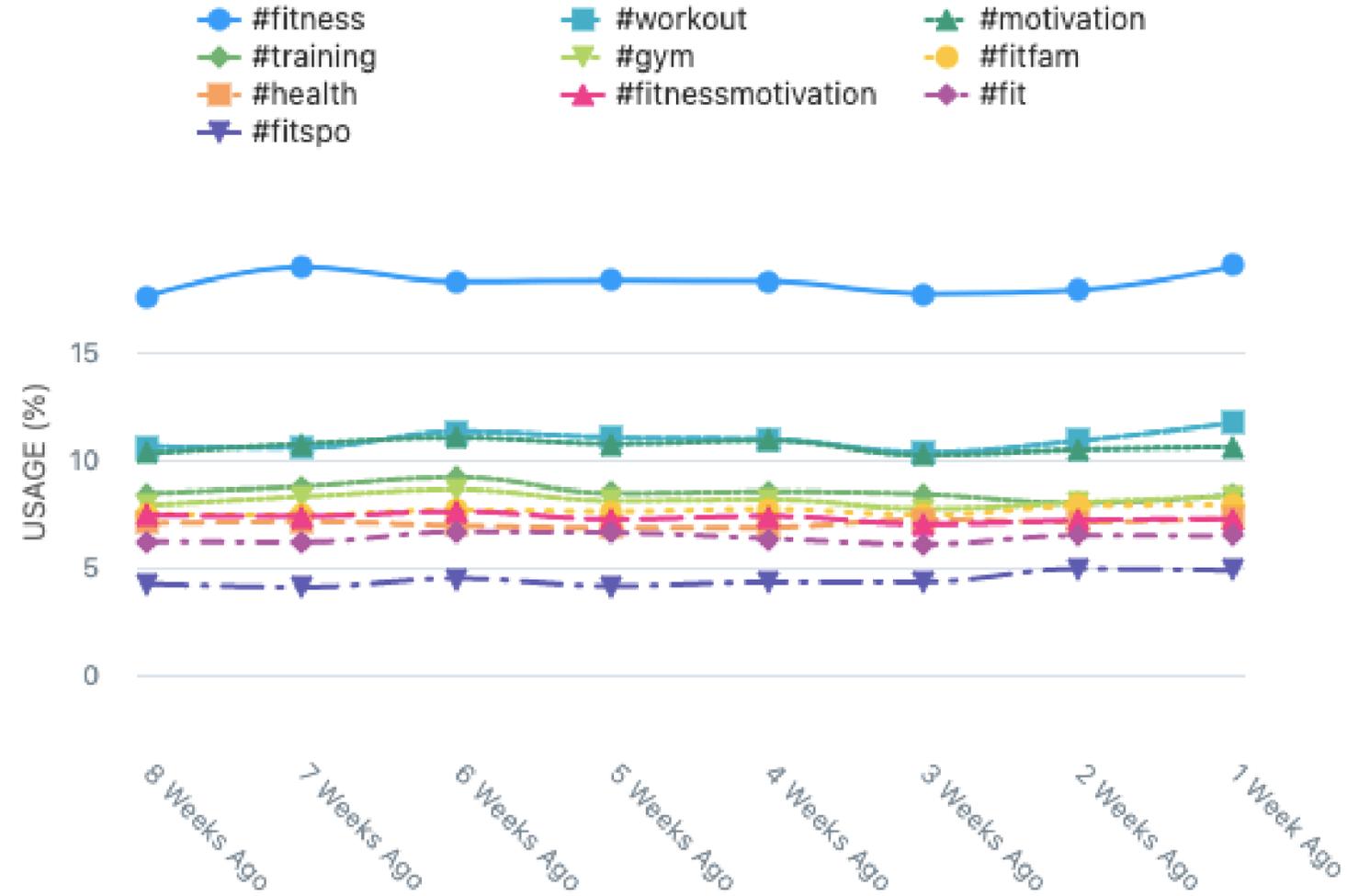
INSTAGRAM

INDUSTRY HASHTAG TRENDS

TOP HASHTAGS

#tophashtag
#tophashtag
#tophashtag

TOP 50 INDUSTRY HASHTAGS



LAST WEEK'S RANKING

Top hashtags from Feb 14, 2021 - Feb 21, 2021

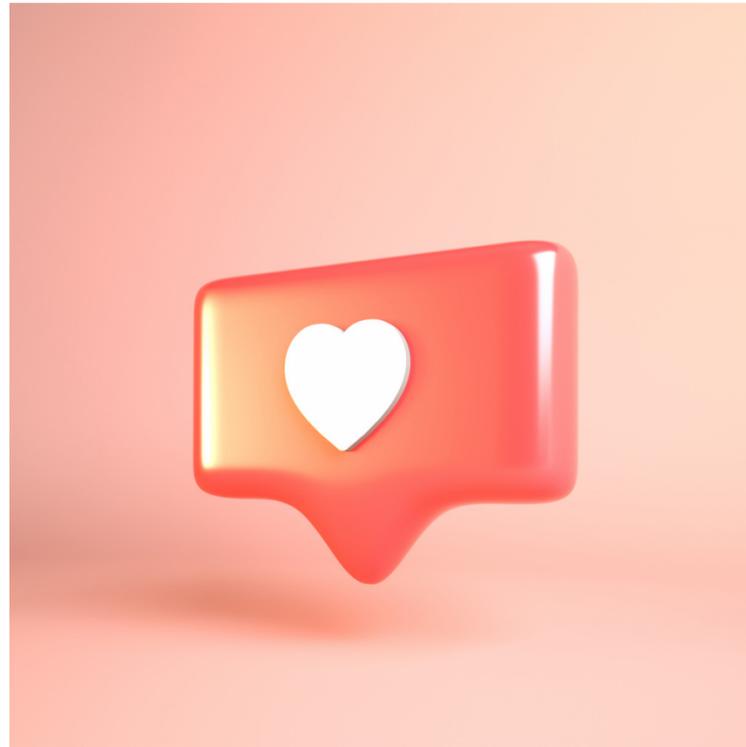
RANK	USAGE (%)
1 #fitness	19.0 ↗
2 #workout	11.7 ↗
3 #motivation	10.6 ↗
4 #training	8.4 ↗
5 #gym	8.3 ↗
6 #fitfam	7.9 ↗
7 #health	7.3 ↗
8 #fitnessmotivation	7.3 ↗
9 #fit	6.5 ↘
10 #fitspo	4.9 ↘

HASHTAG INTERACTIONS

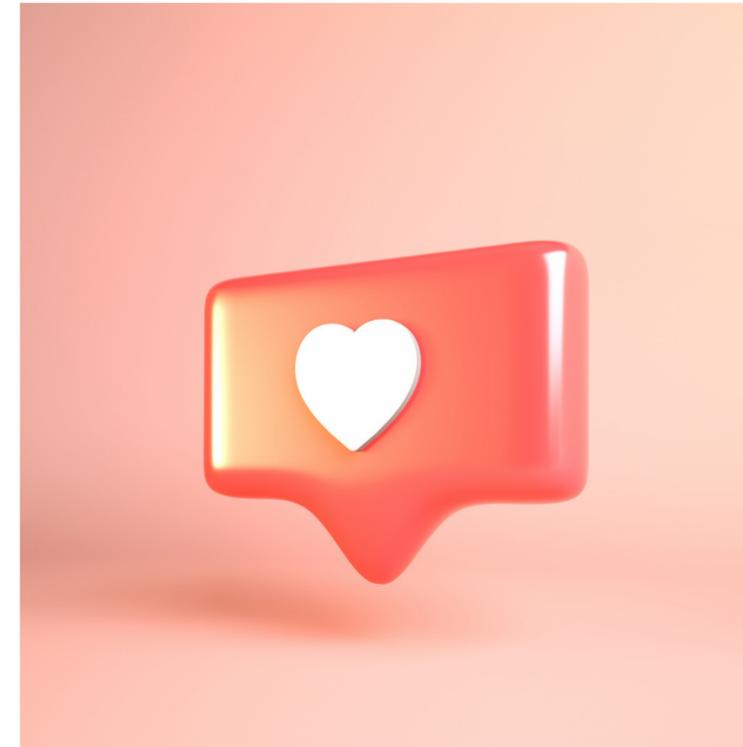
#hashtaginteraction
#hashtaginteraction
#hashtaginteraction

INSTAGRAM REELS

THIS WEEK'S POSTS



LIKES: 240
COMMENTS: 27
PLAYS: 6,076



LIKES: 168
COMMENTS: 24
PLAYS: 4,871

INSIGHTS

- reels did really well this week, especially for the first one being more TikTok specific! Let's make sure to get cover photos for each of these videos
- plays will likely continue to go up over time – longevity of reels
- so good to see tons of comments – CTAs are so so successful, can't wait to see more!
- so good to see a wider range of people featured on the feed

FACEBOOK

OVERVIEW & KEY METRICS

PAGE VIEWS: 30 **+12**

PAGE LIKES: 8 **+6**

POST REACH: 429 **+287**

ENGAGEMENT: 11 **-23**

PAGE FOLLOWS: 8 **+6**

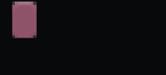
AUDIENCE ACTIVITY

Highest engagement: Sunday,
Monday, & Thursday 7-8pm

Hotspot: Monday 7pm

Lowest engagement: Wednesday
& Saturday

THIS WEEK'S POSTS

Published	Post	Type	Targeting	Reach	Engagement
24/03/2021 20:15				347 	25 5 
23/03/2021 20:50				130 	0 0 
19/03/2021 12:22				342 	21 4 

STORIES

Unique opens: 439 **(-34)**

Engagements: 44 **(+7)**

Stories published: 41 **(+3)**

Story reach: 206 **(+62)**

INSIGHTS

- lower metrics on FB this week but only 1 post went up
- would really love to see our reels and other video content go up on Facebook as well! get on that FB video scrolling feature
- stories did quite well on Facebook this week which is awesome to see, lots of engagement, reach, slight drop in unique opens though (not too worrisome)

TWITTER

PAGE 1

- Likes: 6 (-4)
- Replies: 2 (+2)
- Retweets: 6 (+4)
- Mentions: 0 (-2)
- Followers: 811 (-1)

PAGE 2

- Likes: 4 (-4)
- Replies: 0 —
- Retweets: 0 (-1)
- Mentions: 0 (-2)
- Followers: 1000 —

INSIGHTS

- Twitter didn't do amazing this week — opportunity to try out some more threads like the successful ones we've done in the past
- getting good replies, retweets, etc., more specific, personal interactions on page 1
- top tweets on both pages are focused on our main 2 pillars which we will continue with in the future
- going to work more on following, liking, retweeting, etc. other accounts, local, industry related, etc.

PAGE 1 TOP TWEET

The image shows the Twitter logo in its characteristic blue color, rendered in a rounded, lowercase font. It is centered within a light gray rectangular background.

PAGE 2 TOP TWEET

The image shows the Twitter logo in its characteristic blue color, rendered in a rounded, lowercase font. It is centered within a light gray rectangular background.

TIKTOK

OVERALL METRICS

Video views: 2,745 (+2,212)

Followers: 2343 (+7) !!!!

Profile views: 114 (+87)



Video views: 2032

Likes: 103 Comments: 12

Shares: 11

**Video too new for other data but
will check back next week!**

THIS WEEK'S POSTS



Video views: 1,137

Likes: 52 Comments: 6

Shares: 5

Average watch time: 5.7s

Reached audience: 1,054

Audience: 94% Canada, 5% US

**Traffic Source: 91% FYP, 6%
profile, 2% following**



Video views: 1,185

Likes: 38 Comments: 1

Shares: 3

Average watch time: 5.4s

Reached audience: 1,078

Audience: 54% Canada, 45% US

**Traffic Source: 92% FYP, 4%
profile, 2% following**

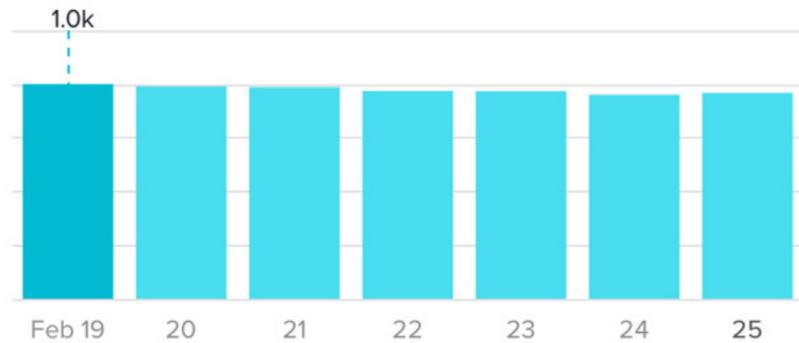
TIKTOK

FOLLOWER INSIGHTS

Follower activity ⓘ

Hours Days

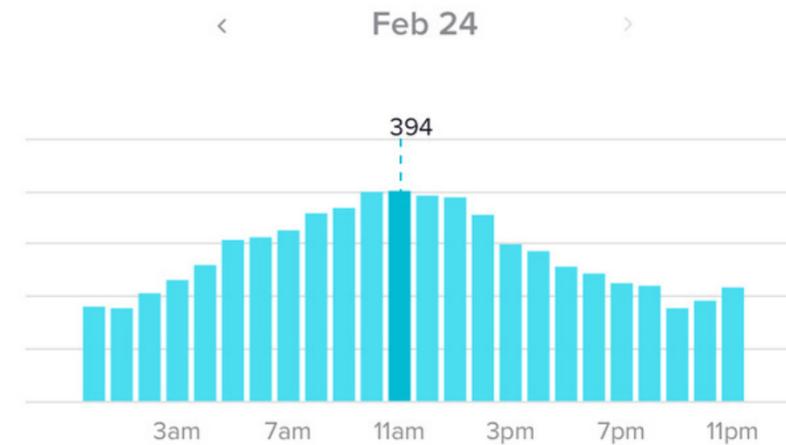
Feb 19



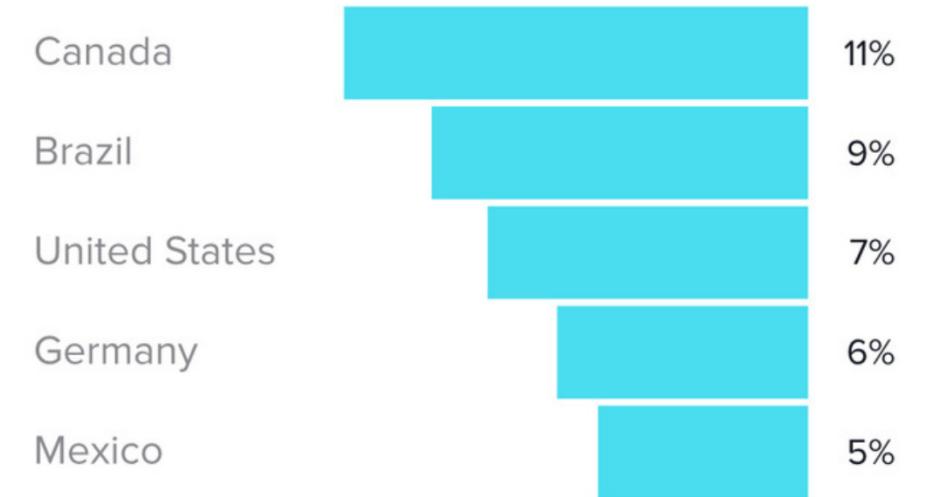
Follower activity ⓘ

Hours Days

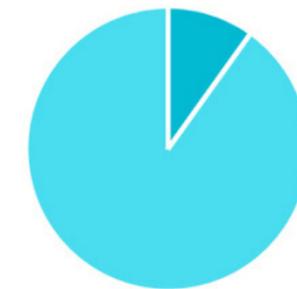
11am



Top Territories ⓘ



Gender ⓘ



90.1%
Female

9.9%
Male

INSIGHTS

- TikTok is doing amazing this week WOOH0000 !!!! so happy/proud to see the reels and TikToks that we've been working hard on do so well!
- sticking to later posting time 8:30-9pm, making sure that we hit that prime TikT0k time rather than when our followers are online bc they are a smaller percentage of our audience
- going to try to post on TikTok every 2 days - consistency is very helpful with TikTok; can we make sure whenever possible when we meet up with people for shoots that we ask them to film quick tiktoks too to make sure we always have lots of content here
- switched to creator profile this week and seems to be paying off but will keep a close eye