




Profile Performance

November 2021

Understand growth and health of your social profiles

Included in this Report

 @visit_sidmouth

 visitsidmouth

 Visit Sidmouth

Performance Summary

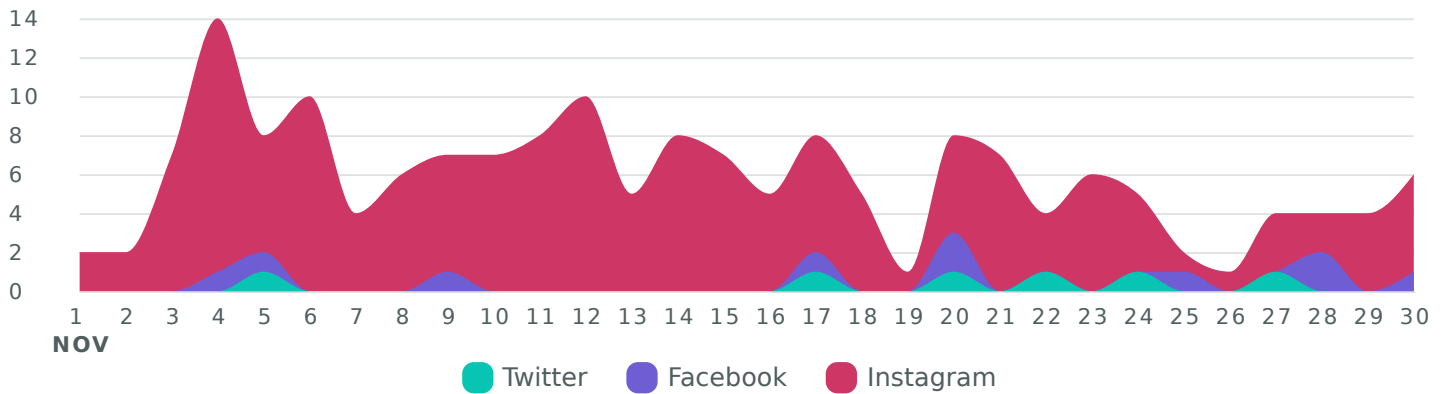
View your key profile performance metrics from the reporting period.

Impressions ⓘ 147,477 ↗63.3%	Engagements ⓘ 11,266 ↗43%	Post Link Clicks ⓘ 909 ↗119%
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Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

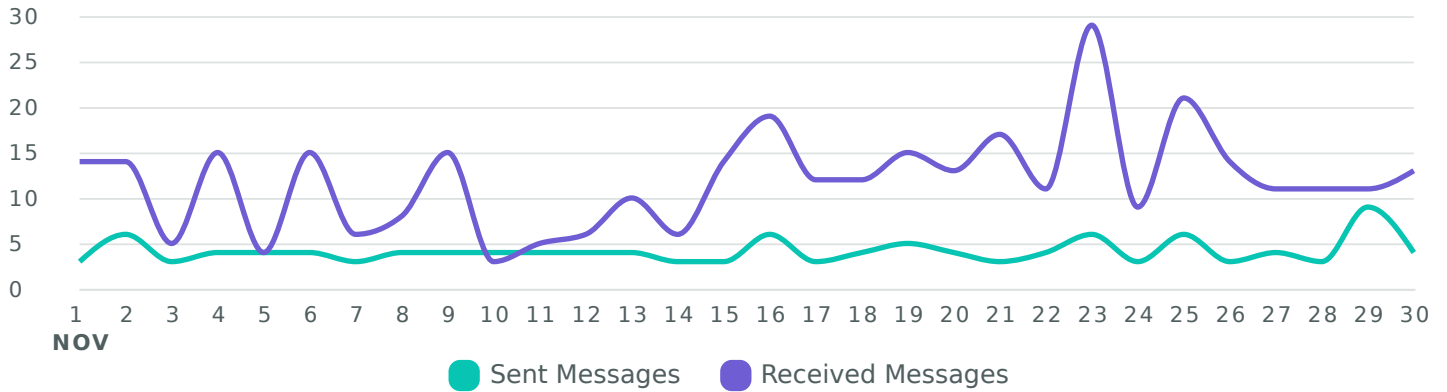


Audience Metrics	Totals	% Change
Total Audience ⓘ	8,196	↗1.8%
Total Net Audience Growth ⓘ	141	↗72%
Twitter Followers Gained	6	↘33.3%
Facebook Page Likes	10	→0%
Instagram Followers Gained	159	↗65.6%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



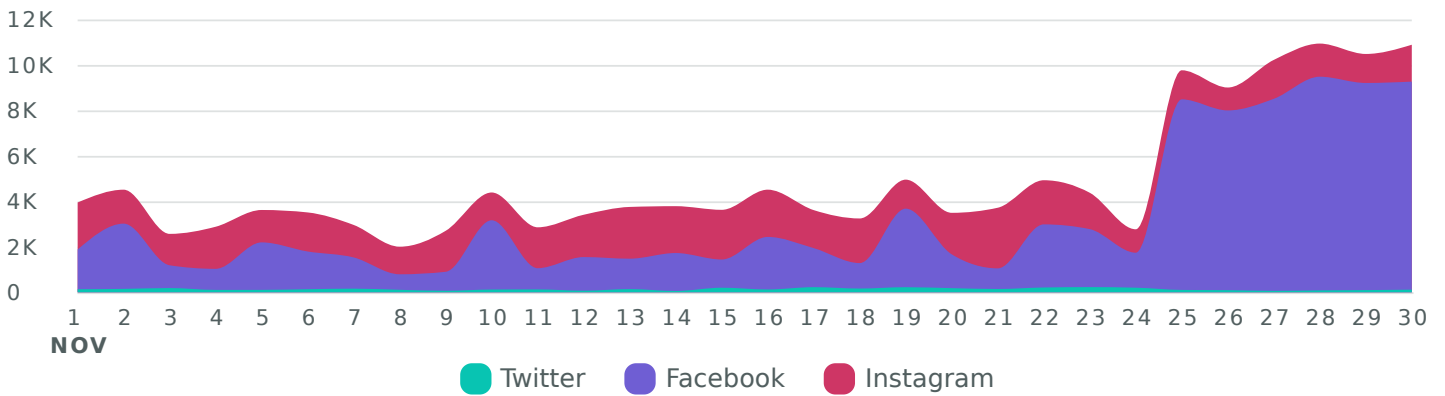
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	124	↗3.3%
Twitter Sent Messages	34	→0%
Facebook Sent Messages	45	↗9.8%
Instagram Sent Messages	45	→0%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	358	↗5%
Twitter Received Messages	36	↘50.7%
Facebook Received Messages	55	↗57.1%
Instagram Received Messages	267	↗14.6%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

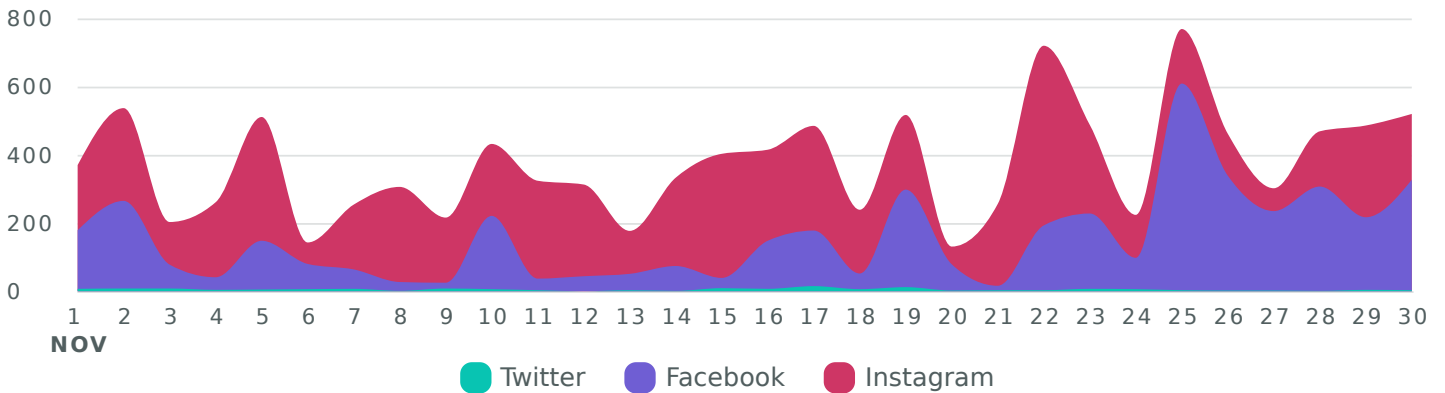


Impression Metrics	Totals	% Change
Total Impressions ⓘ	147,477	↗ 63.3%
Twitter Impressions	4,103	↘ 7.4%
Facebook Impressions	93,178	↗ 120.5%
Instagram Impressions	50,196	↗ 15.1%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

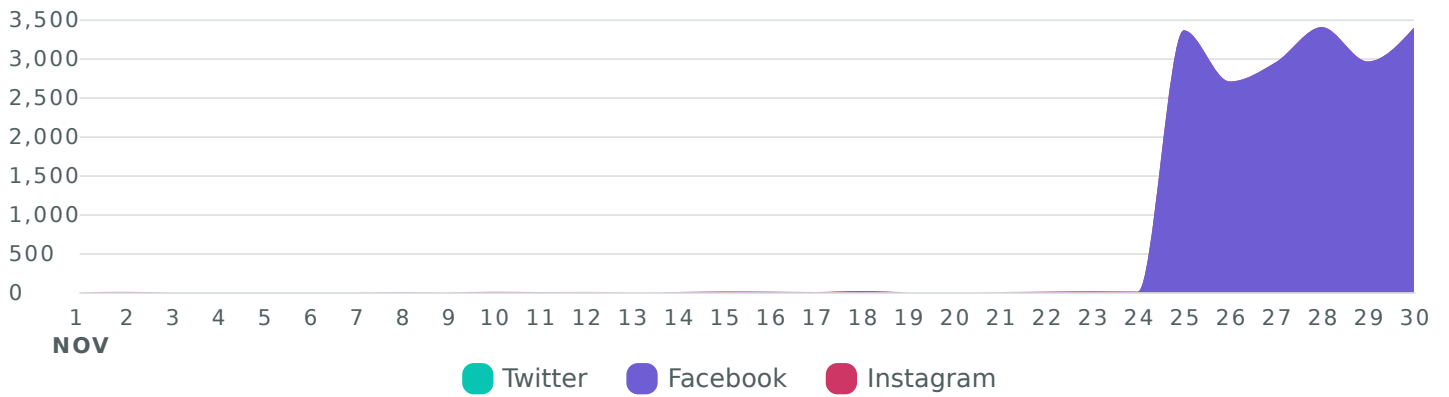


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	11,266	↗43%
Twitter Engagements	152	↘21.6%
Facebook Engagements	4,545	↗128.5%
Instagram Engagements	6,569	↗15.3%
Engagement Rate (per Impression) ⓘ	7.6%	↘12.4%

Video Views

Review how your videos were viewed across networks during the reporting period.




Video Views, by Day



Video Views Metrics	Totals	% Change
Video Views ⓘ	18,812	↗ 5,082.4%
Twitter Video Views	0	→ 0%
Facebook Video Views	18,806	↗ 144,561.5%
Instagram Post Video Views	6	↘ 98.3%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile [▲]	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Nov 1, 2021 - Nov 30, 2021	8,196 ↗ 1.8%	141 ↗ 72%	116 ↗ 1.8%	147,477 ↗ 63.3%	11,266 ↗ 43%	7.6% ↘ 12.4%	18,812 ↗ 5,082.4%
Compare to Oct 1, 2021 - Oct 31, 2021	8,048	82	114	90,302	7,878	8.7%	363
 @visit_sidmouth	171	5	34	4,103	152	3.7%	0
 Visit Sidmouth	5,674	4	39	93,178	4,545	4.9%	18,806
 visitsidmouth	2,351	132	43	50,196	6,569	13.1%	6