



Profile Performance

August 2022

Understand growth and health of your social profiles

Included in this Report

 @visit_sidmouth

 Visit Sidmouth

 visitsidmouth

Performance Summary

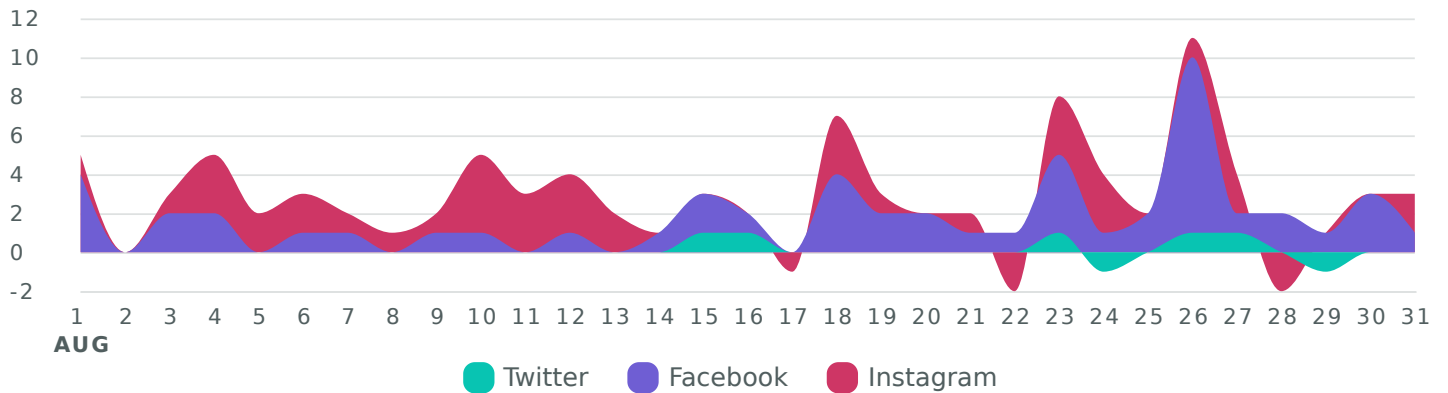
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>197,494 ↘ 1.8%</p>	<p>Engagements</p> <p>18,099 ↗ 81%</p>	<p>Post Link Clicks</p> <p>1,469 ↘ 17.7%</p>
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Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

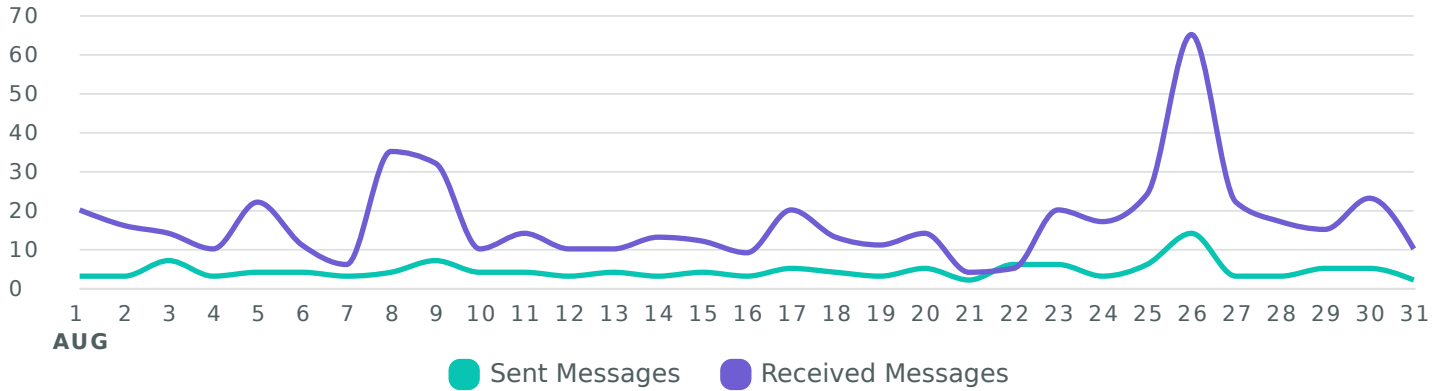


Audience Metrics	Totals	% Change
Total Audience	9,124	↗ 1.6%
Total Net Audience Growth	89	↗ 18.7%
Twitter Net Follower Growth	3	↘ 62.5%
Facebook Net Page Likes	51	↗ 45.7%
Instagram Net Follower Growth	35	↗ 9.4%

Message Volume

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

Messages per Day



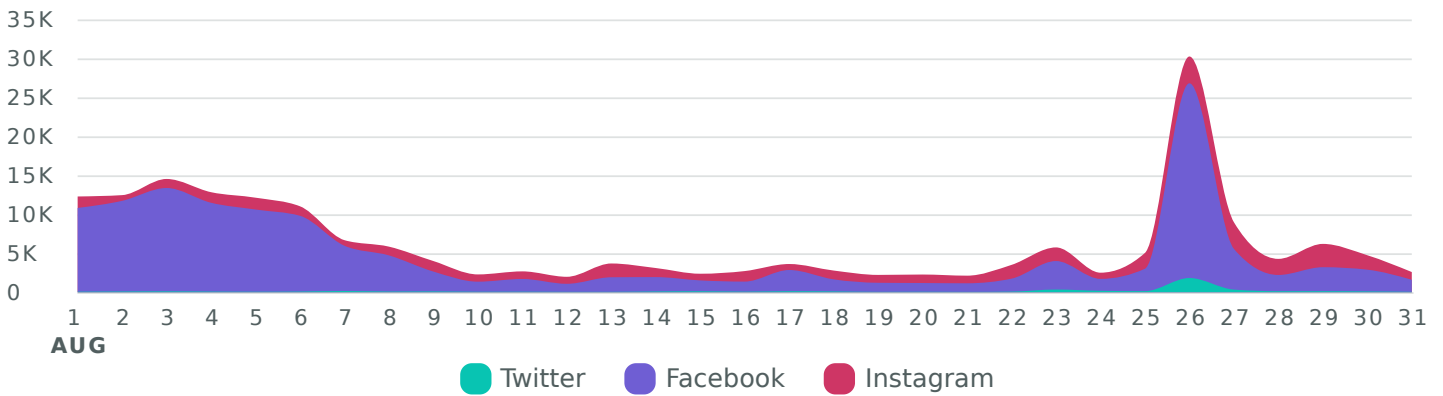
Sent Messages Metrics	Totals	% Change
Total Sent Messages	135	↗ 23.9%
Twitter Sent Messages	37	↗ 19.4%
Facebook Sent Messages	53	↗ 39.5%
Instagram Sent Messages	45	↗ 12.5%

Received Messages Metrics	Totals	% Change
Total Received Messages	524	↗ 44.8%
Twitter Received Messages	45	↗ 7.1%
Facebook Received Messages	137	↗ 101.5%
Instagram Received Messages	342	↗ 35.7%

Impressions

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

Impressions, by Day

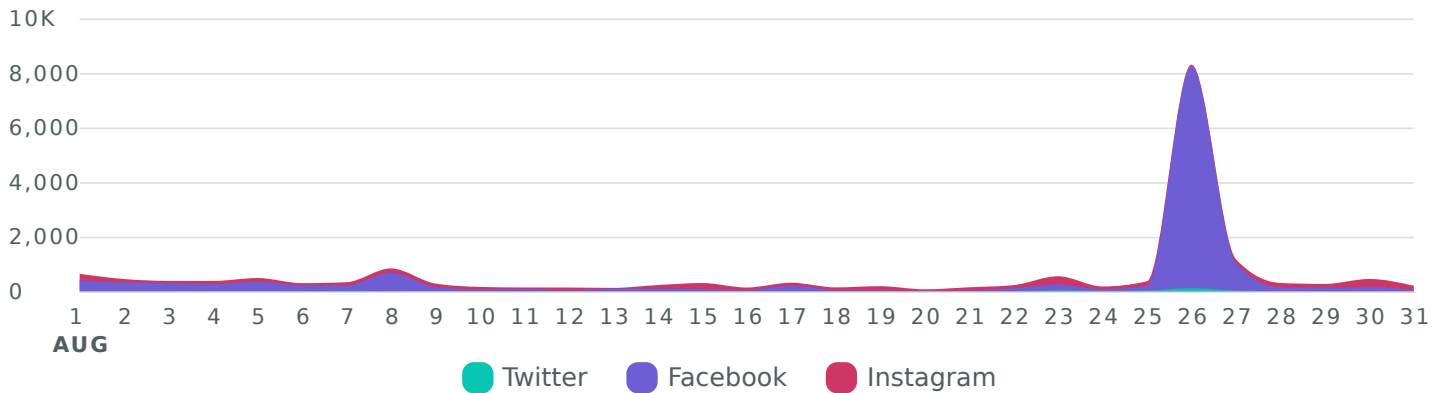


Impression Metrics	Totals	% Change
Total Impressions	197,494	↘ 1.8%
Twitter Impressions	5,080	↗ 50%
Facebook Impressions	147,763	↘ 10.6%
Instagram Impressions	44,651	↗ 37.5%

Engagement

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

Engagements, by Day

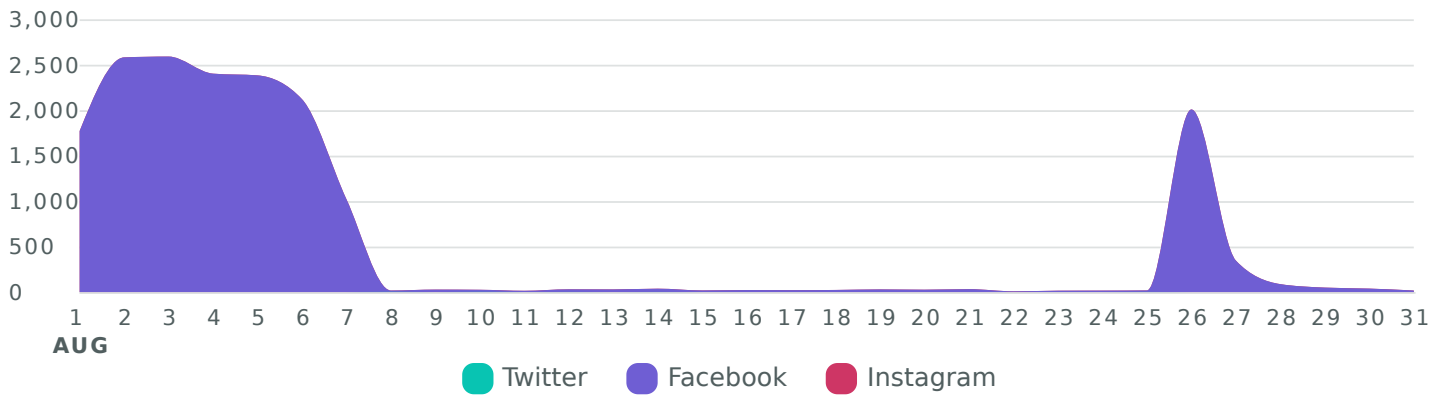


Engagement Metrics	Totals	% Change
Total Engagements	18,099	↗ 81%
Twitter Engagements	285	↗ 69.6%
Facebook Engagements	13,787	↗ 128.6%
Instagram Engagements	4,027	↗ 5.9%
Engagement Rate (per Impression)	9.2%	↗ 84.3%

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	17,820	↘ 40.2%
Twitter Video Views	7	↘ 94.9%
Facebook Video Views	17,813	↘ 40%
Instagram Post Video Views	0	↘ 100%

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 Aug 1, 2022 - Aug 31, 2022	9,124 ↗ 1.6%	89 ↗ 18.7%	125 ↗ 17.9%	197,494 ↘ 1.8%	18,099 ↗ 81%	9.2% ↗ 84.3%	17,820 ↘ 40.2%
Compare to Jul 1, 2022 - Jul 31, 2022	8,982	75	106	201,155	10,002	5%	29,809
 Visit Sidmouth	5,956	51	44	147,763	13,787	9.3%	17,813
 visitsidmouth	2,961	35	44	44,651	4,027	9%	0
 @visit_sidmouth	207	3	37	5,080	285	5.6%	7