

Profile Performance

January 1, 2022 - May 31, 2022

Understand growth and health of your social profiles

Included in this Report

 @visit_sidmouth

 Visit Sidmouth

 visitsidmouth

Performance Summary

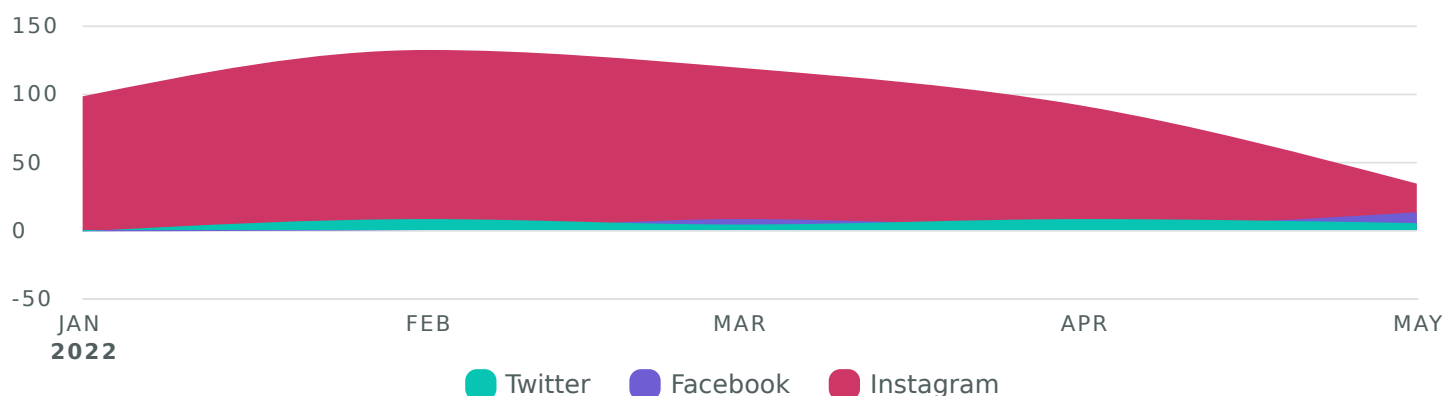
View your key profile performance metrics from the reporting period.

<div>Impressions</div> <div>534,433 ↘13.9%</div>	<div>Engagements</div> <div>47,528 ↘5.8%</div>	<div>Post Link Clicks</div> <div>1,739 ↘58.5%</div>
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Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month



Audience Metrics

Totals

% Change

Total Audience

8,784

↗6.1%

Total Net Audience Growth

474

↘6.5%

Twitter Net Follower Growth

24

→0%

Facebook Net Page Likes

23

↘39.5%

Instagram Net Follower Growth

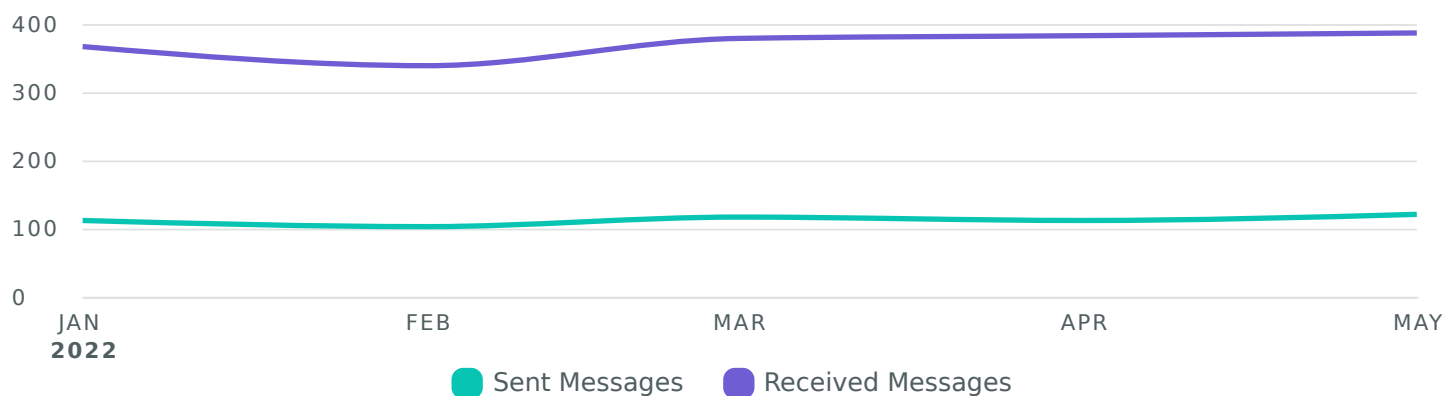
427

↘4%

Message Volume

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

Messages per Month



Sent Messages Metrics

Totals

% Change

Total Sent Messages

565

↘ 5.8%

Twitter Sent Messages

158

↘ 6%

Facebook Sent Messages

193

↘ 9.4%

Instagram Sent Messages

214

↘ 2.3%

Received Messages Metrics

Totals

% Change

Total Received Messages

1,855

↘ 6.8%

Twitter Received Messages

239

↘ 12.8%

Facebook Received Messages

207

↘ 48.5%

Instagram Received Messages

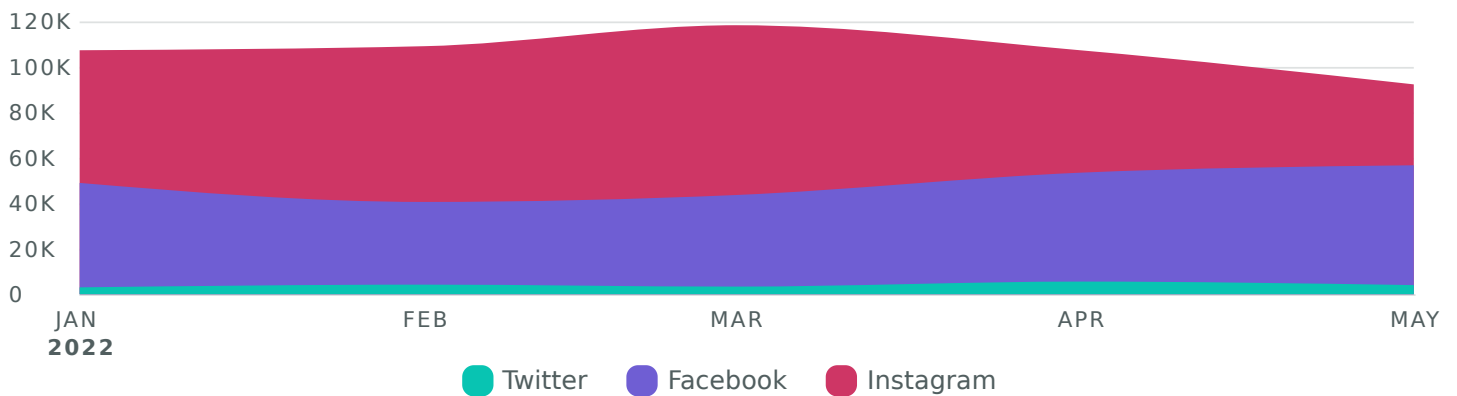
1,409

↗ 7.2%

Impressions

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

Impressions, by Month



Impression Metrics

Totals

% Change

Total Impressions

534,433

↘ **13.9%**

Twitter Impressions

20,165

↘ 21.7%

Facebook Impressions

223,248

↘ 39.2%

Instagram Impressions

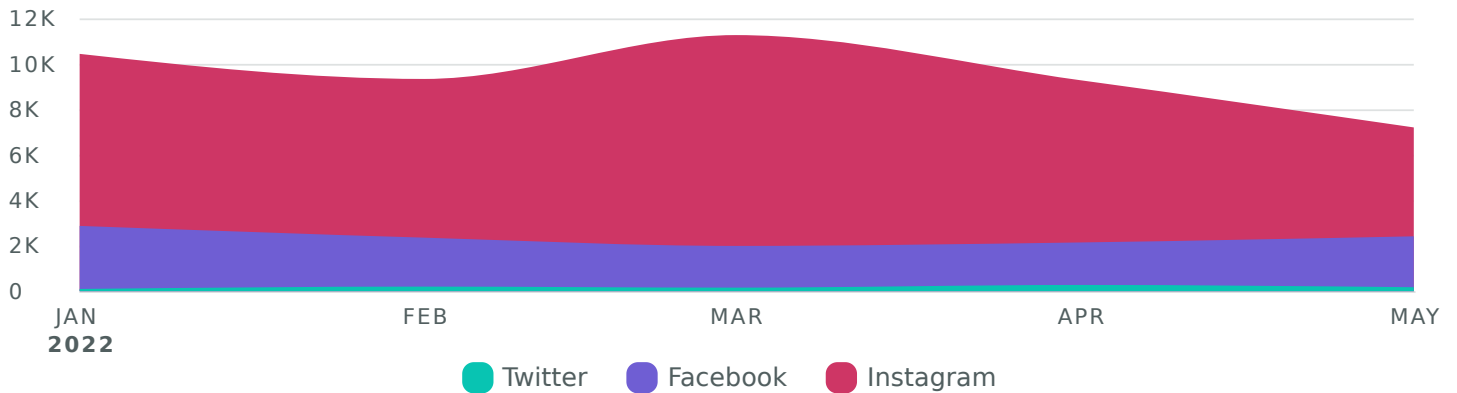
291,020

↗ 27.5%

Engagement

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

Engagements, by Month

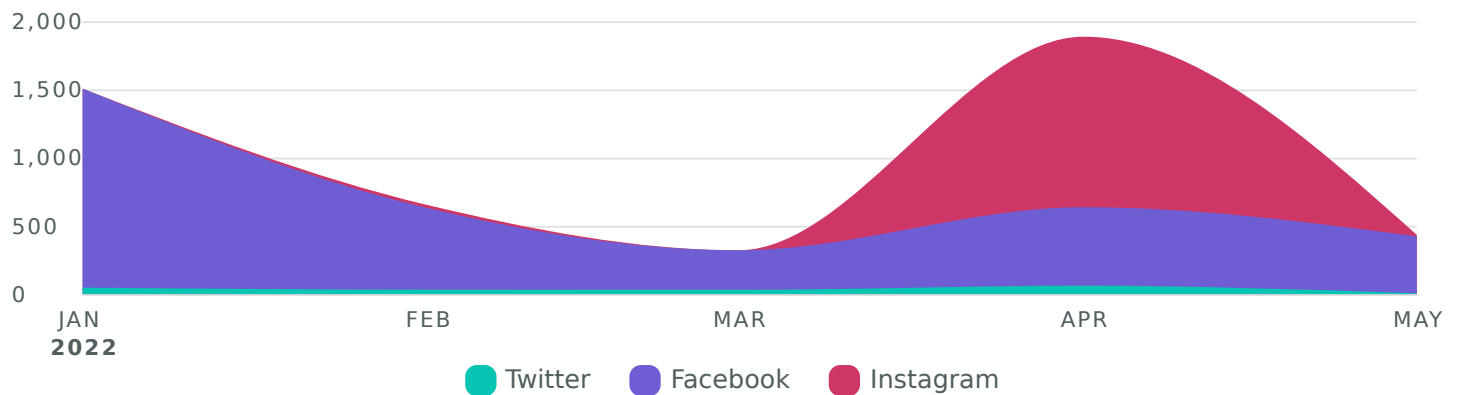


Engagement Metrics	Totals	% Change
Total Engagements	47,528	↘5.8%
Twitter Engagements	903	↘8%
Facebook Engagements	10,874	↘51.2%
Instagram Engagements	35,751	↗31.5%
Engagement Rate (per Impression)	8.9%	↗9.5%

Video Views

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

Video Views, by Month



Video Views Metrics

Totals

% Change

Video Views

4,801**↘ 90.7%**

Twitter Video Views

176

↗ —

Facebook Video Views

3,342

↘ 93.4%




Instagram Post Video Views

1,283

↗ 64.1%

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	8,784	474	552	534,433	47,528	8.9%	4,801
Jan 1, 2022 – May 31, 2022	↗ 6.1%	↘ 6.5%	↘ 2.8%	↘ 13.9%	↘ 5.8%	↗ 9.5%	↘ 90.7%
Compare to	8,276	507	568	621,054	50,456	8.1%	51,509
Aug 3, 2021 – Dec 31, 2021							
 @visit_sidmouth	194	24	158	20,165	903	4.5%	176
 Visit Sidmouth	5,732	23	180	223,248	10,874	4.9%	3,342
 visitsidmouth	2,858	427	214	291,020	35,751	12.3%	1,283