



# Profile Performance

January 1, 2024 - August 31, 2024

Understand growth and health of your social profiles

**Included in this Report**

X @visit\_sidmouth

Instagram visitsidmouth

Facebook Visit Sidmouth

## Performance Summary

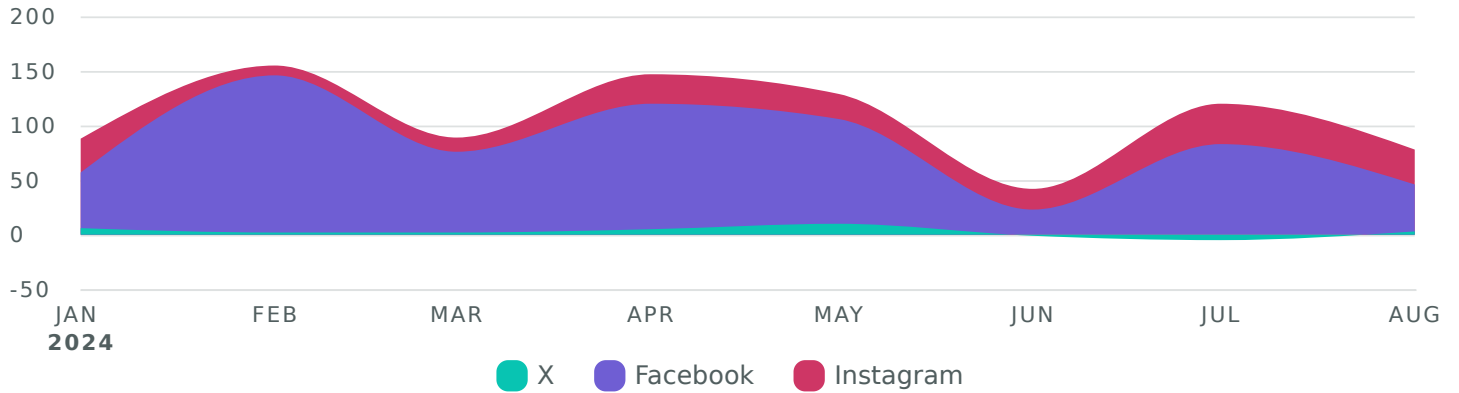
View your key profile performance metrics from the reporting period.

Impressions <b>1,503,894</b>	Engagements <b>69,294</b>	Post Link Clicks <b>2,295</b>
Engagement Rate (per Impression) <b>4.6%</b>		

## Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month

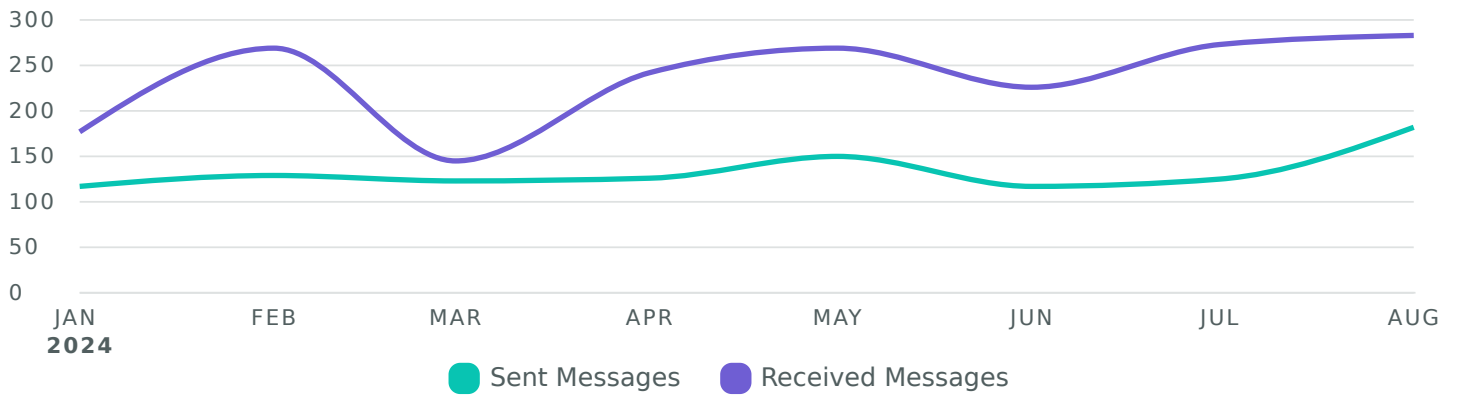


Audience Metrics	Totals
<b>Total Audience</b>	<b>12,266</b>
<b>Total Net Audience Growth</b>	<b>842</b>
X Net Follower Growth	22
Facebook Net Follower Growth	629
Instagram Net Follower Growth	191

## Message Volume

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

Messages per Month



### Sent Messages Metrics

Totals

**Total Sent Messages** **1,061**

X Sent Messages 248

Facebook Sent Messages 369

Instagram Sent Messages 444

### Received Messages Metrics

Totals

**Total Received Messages** **1,876**

X Received Messages 115

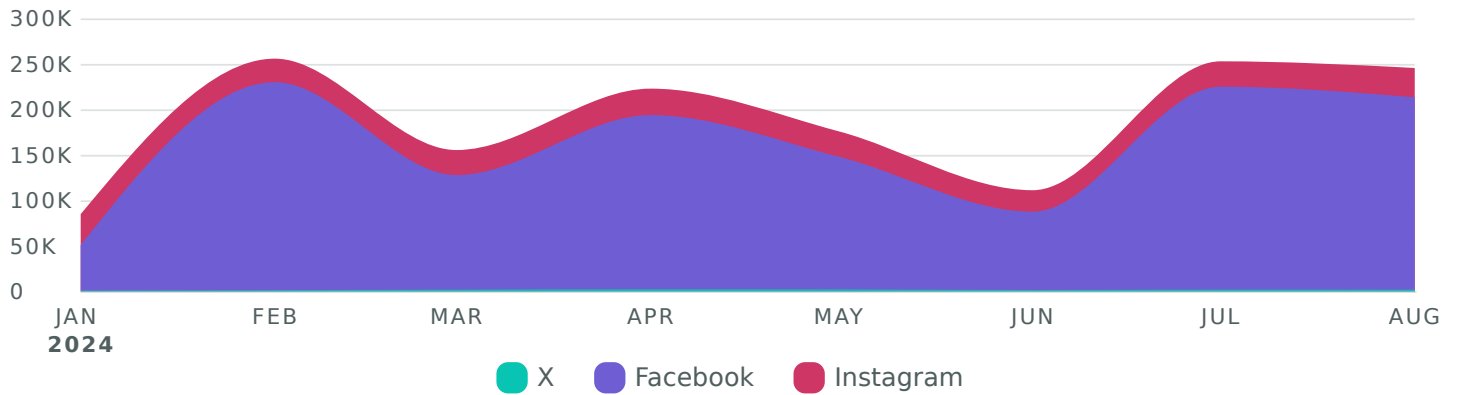
Facebook Received Messages 785

Instagram Received Messages 976

## Impressions

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

Impressions, by Month

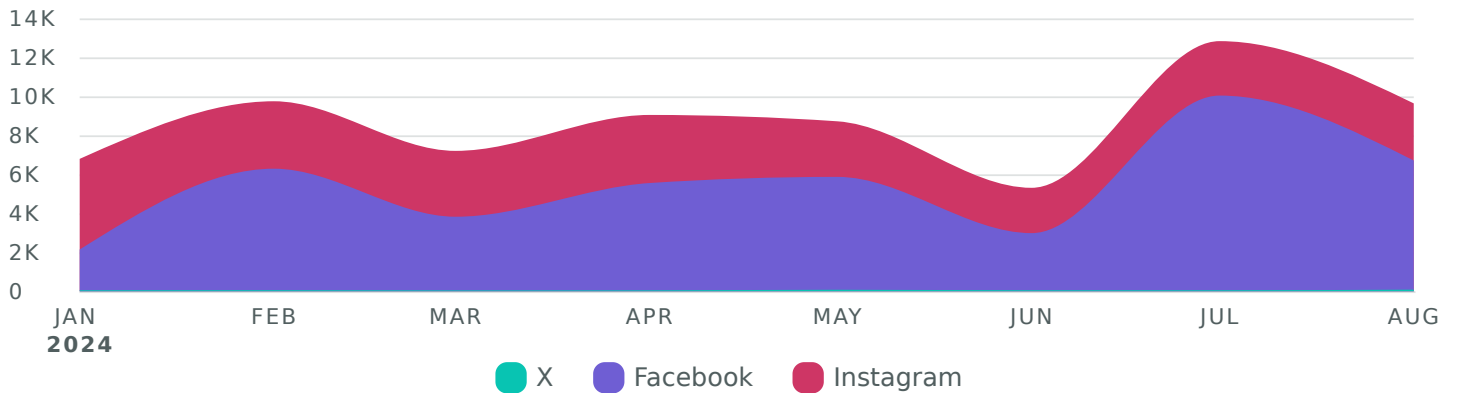


Impression Metrics	Totals
<b>Total Impressions</b>	<b>1,503,894</b>
X Impressions	12,658
Facebook Impressions	1,263,180
Instagram Impressions	228,056

## Engagement

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

Engagements, by Month

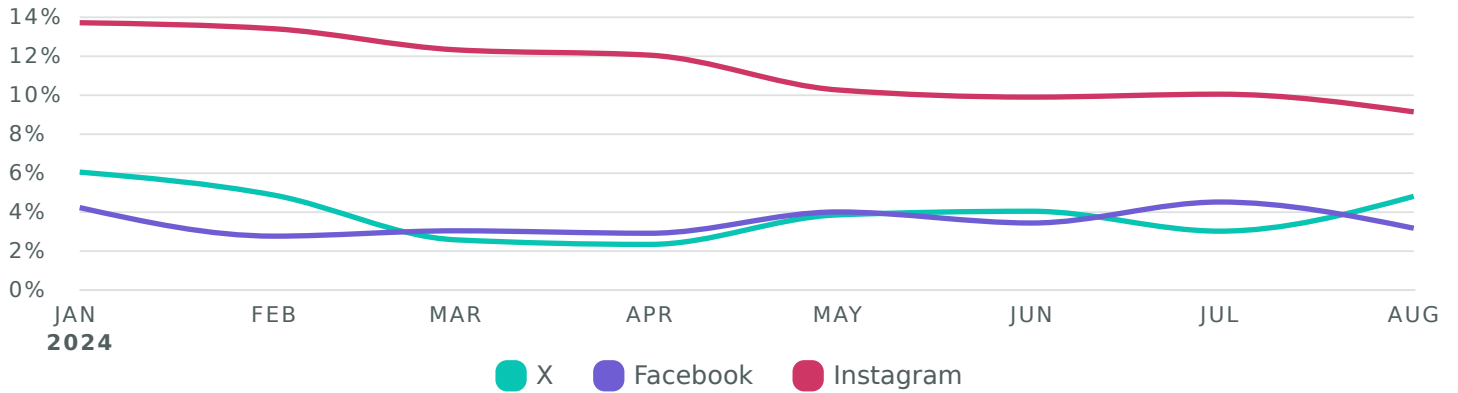


Engagement Metrics	Totals
<b>Total Engagements</b>	<b>69,294</b>
X Engagements	464
Facebook Engagements	42,945
Instagram Engagements	25,885

## Engagement Rate

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

Engagement Rate (per Impression), by Month



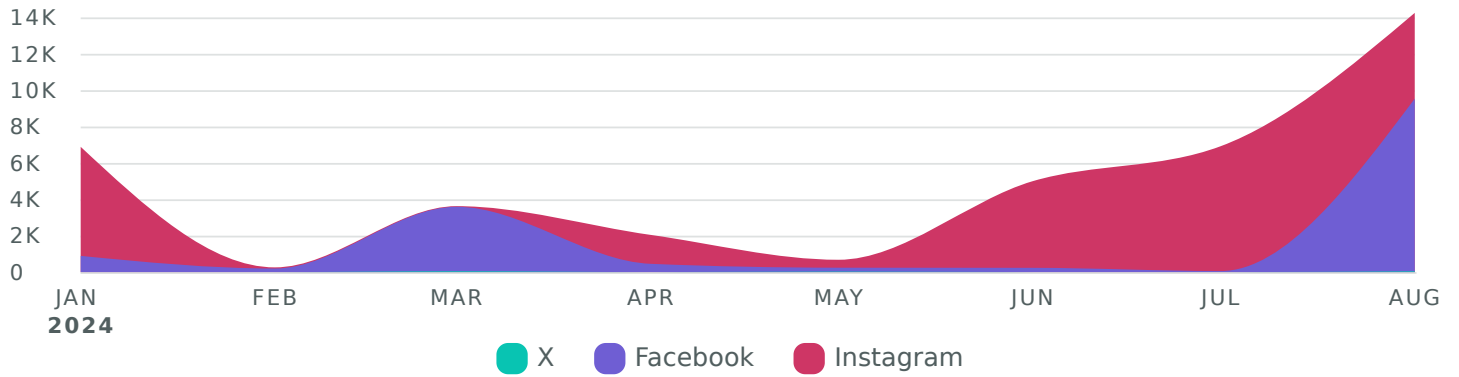
Engagement Rate Metrics	Rate
<b>Engagement Rate (per Impression)</b>	<b>4.6%</b>
X Engagement Rate	3.7%
Facebook Engagement Rate	3.4%
Instagram Engagement Rate	11.4%



## Video Views

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




Video Views, by Month



Video Views Metrics	Totals
<b>Video Views</b>	<b>39,654</b>
X Video Views	111
Facebook Video Views	15,083
Instagram Post Video Views	24,460

## 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
<b>Reporting Period</b> Jan 1, 2024 - Aug 31, 2024	<b>12,266</b>	<b>842</b>	<b>945</b>	<b>1,503,894</b>	<b>69,294</b>	<b>4.6%</b>	<b>39,654</b>
 <b>Visit Sidmouth</b>	8,276	629	318	1,263,180	42,945	3.4%	15,083
 <b>visitsidmouth</b>	3,723	191	379	228,056	25,885	11.4%	24,460
 <b>@visit_sidmouth</b>	267	22	248	12,658	464	3.7%	111