



Profile Performance

April 15, 2021 - May 24, 2021

Understand growth and health of your social profiles

Included in this Report

 The City Menus

 The City Menus

 The City Menus

 thenewnanmenu

 The Carrollton Menu

 The Newnan Menu

 thecarrolltonmenu

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

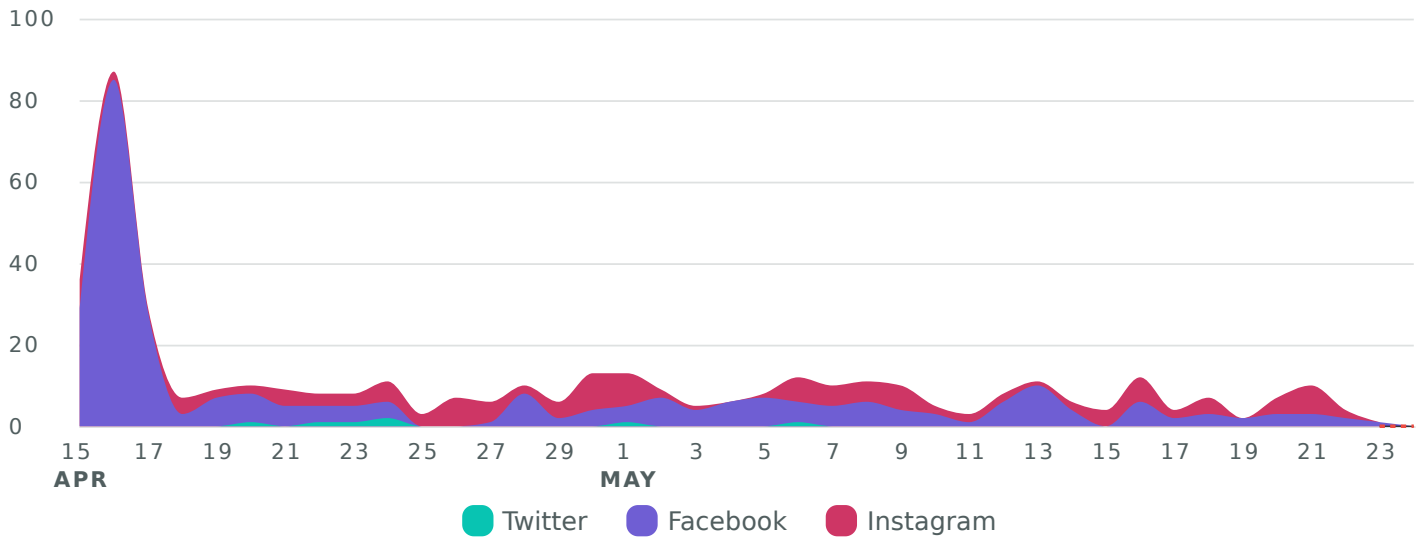
<p>Impressions ⓘ</p> <p>724,208 ↗6%</p>	<p>Engagements ⓘ</p> <p>66,050 ↗17.9%</p>	<p>Post Link Clicks ⓘ</p> <p>26,047 ↗49.7%</p>
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Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

⚠ We are unable to retrieve all of your data at this time.

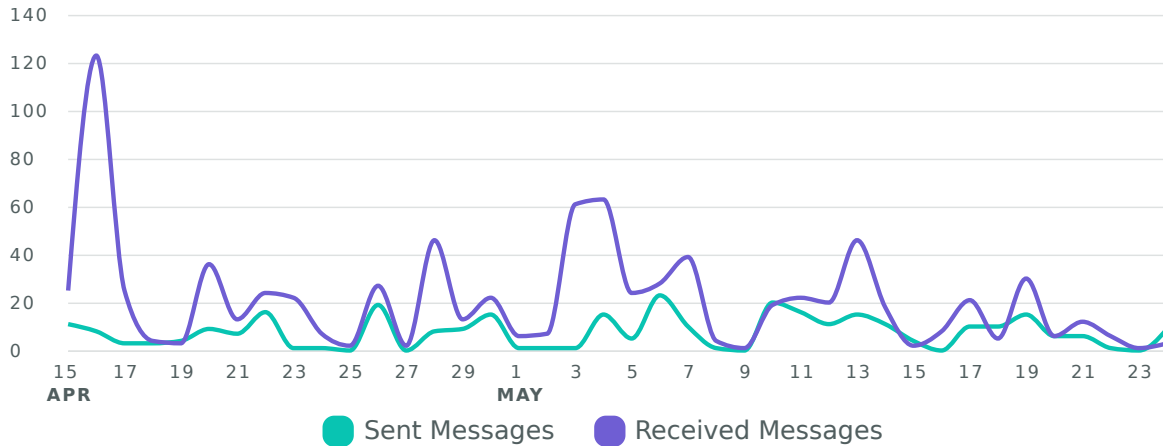


Audience Metrics	Totals	% Change
Total Audience ⓘ	73,932	↗10.3%
Total Net Audience Growth ⓘ	158	↘58.3%
Twitter Followers Gained	7	→0%
Facebook Page Likes	285	↘16.4%
Instagram Followers Gained	135	↘38.4%

Cross-Network Message Volume

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

Messages per Day



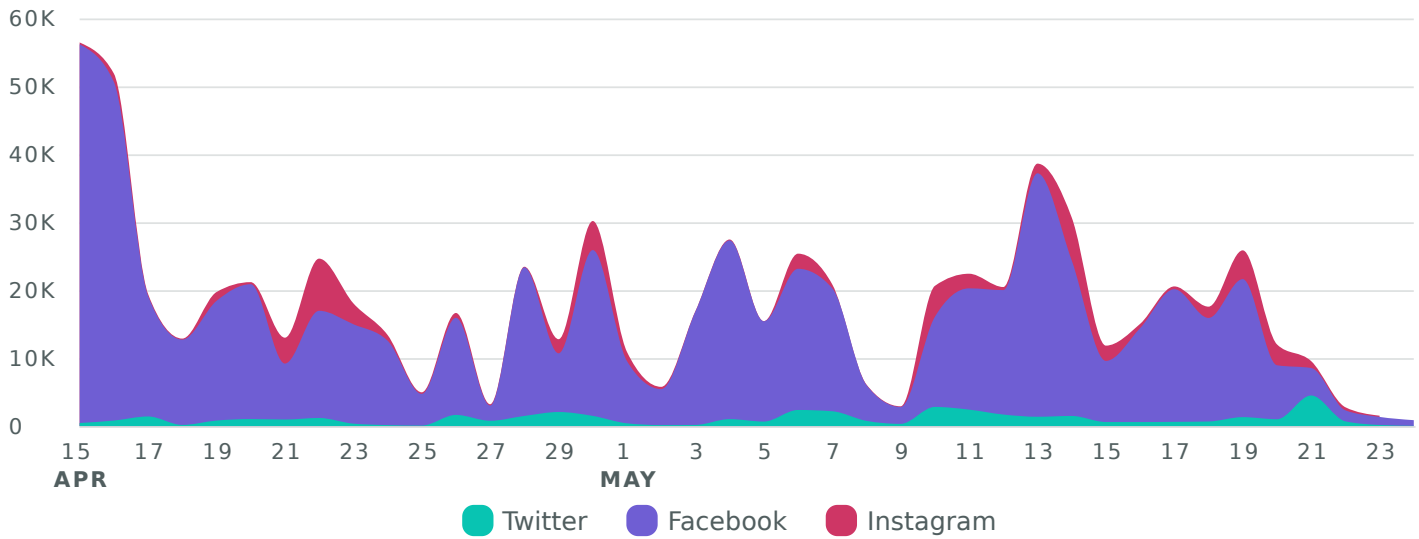
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	305	↗ 19.6%
Twitter Sent Messages	121	↗ 37.5%
Facebook Sent Messages	153	↗ 19.5%
Instagram Sent Messages	31	↘ 20.5%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	846	↗ 305%
Twitter Received Messages	140	↗ 35.9%
Facebook Received Messages	675	↗ 589%
Instagram Received Messages	31	↗ 288%

Cross-Network Impressions

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

Impressions, by Day

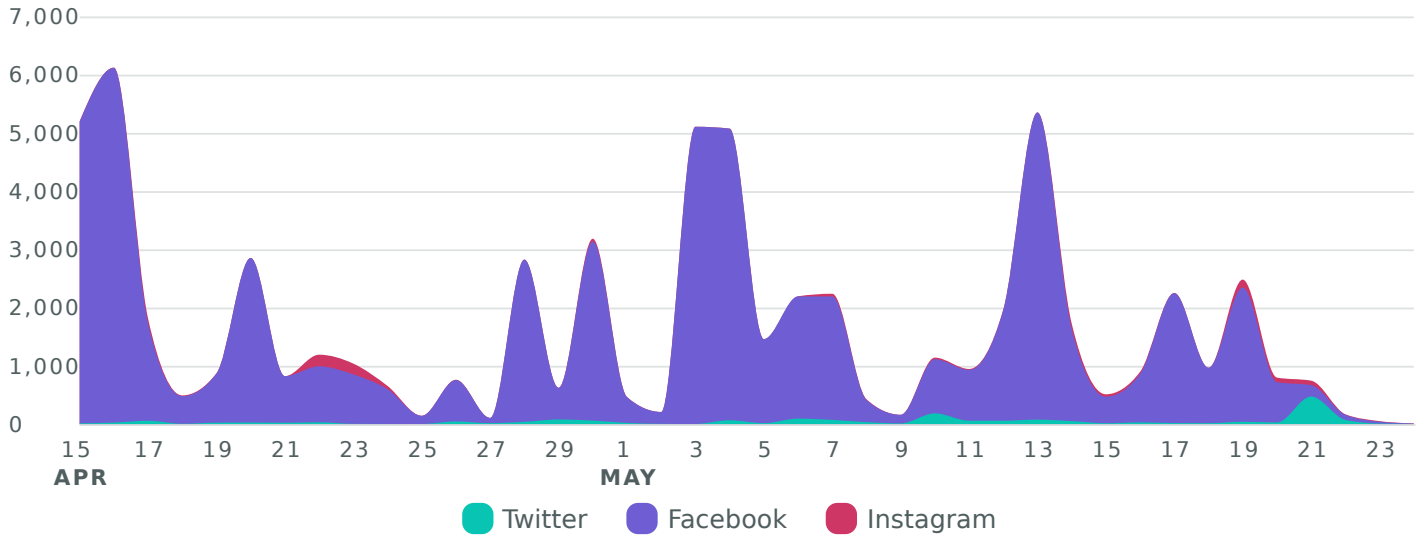


Impression Metrics	Totals	% Change
Total Impressions ⓘ	724,208	↗6%
Twitter Impressions	42,774	↗24.3%
Facebook Impressions	621,305	↗7.6%
Instagram Impressions	60,129	↘16%

Cross-Network Engagement

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

Engagements, by Day

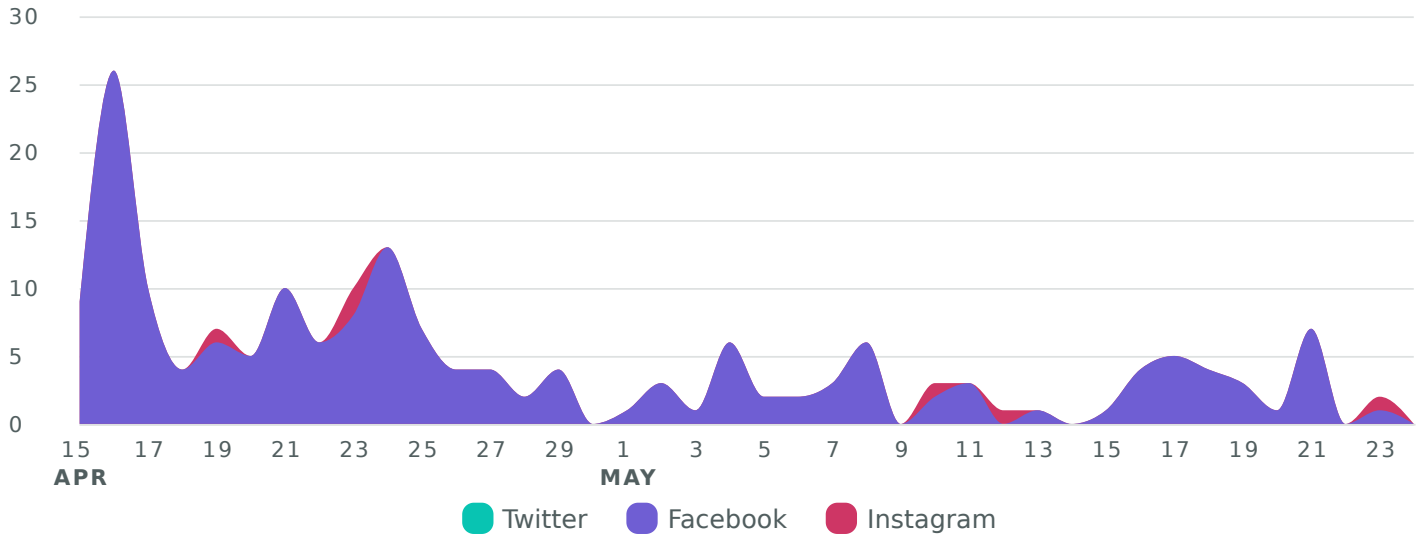


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	66,050	↗ 17.9%
Twitter Engagements	1,858	↗ 71.1%
Facebook Engagements	62,972	↗ 18.8%
Instagram Engagements	1,220	↘ 36.8%
Engagement Rate (per Impression) ⓘ	9.1%	↗ 11.2%

Cross-Network 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 ⓘ	180	↘97%
Twitter Video Views	0	→0%
Facebook Video Views	174	↘97.1%
Instagram Post Video Views	6	↘96.6%

Cross-Network 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 Apr 15, 2021 – May 24, 2021	73,932 ↗ 0.3%	158 ↘ 58.3%	302 ↗ 19.8%	724,208 ↗ 6%	66,050 ↗ 17.9%	9.1% ↗ 11.2%	180 ↘ 97%
Compare to Mar 6, 2021 – Apr 14, 2021	73,717	379	252	683,532	56,043	8.2%	6,093
 The Carrollton Menu	33,329	43	83	448,173	42,409	9.5%	57
 The City Menus	6,762	15	33	18,786	1,168	6.2%	0
 The City Menus	2,531	30	4	8,249	174	2.1%	0
 The City Menus	4,999	-59	121	42,774	1,858	4.3%	0
 The Newnan Menu	10,272	122	34	154,346	19,395	12.6%	117
 thecarrolltonmenu	13,411	4	20	43,601	799	1.8%	0
 thenewnanmenu	2,628	3	7	8,279	247	3%	6