



# Profile Performance

May 27, 2021 - June 29, 2021

Understand growth and health of your social profiles

## Included in this Report

 @thecitymenus

 The City Menus

 thecarrolltonmenu

 thenewnanmenu

 The Carrollton Menu

 The Newnan Menu

 thecitymenus

### Performance Summary

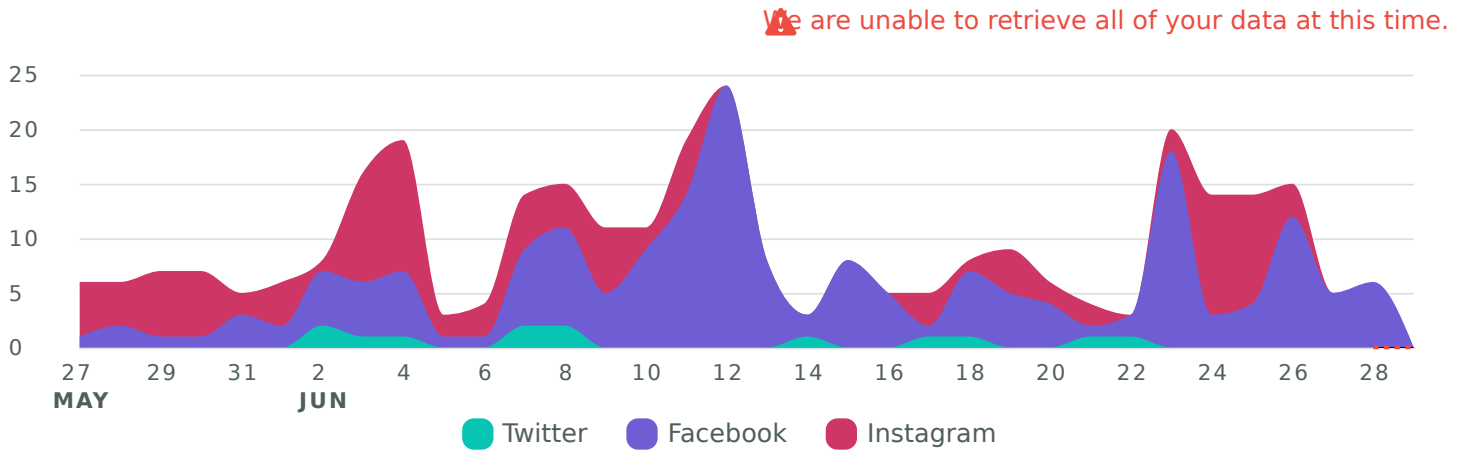
View your key profile performance metrics from the reporting period.

|   |  |  |
|---|--|--|
| <p>Impressions ⓘ</p> <p><b>620,014</b> ↗16.4%</p> | <p>Engagements ⓘ</p> <p><b>54,996</b> ↗15.5%</p> | <p>Post Link Clicks ⓘ</p> <p><b>24,132</b> ↗8.5%</p> |
|---|--|--|

### Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

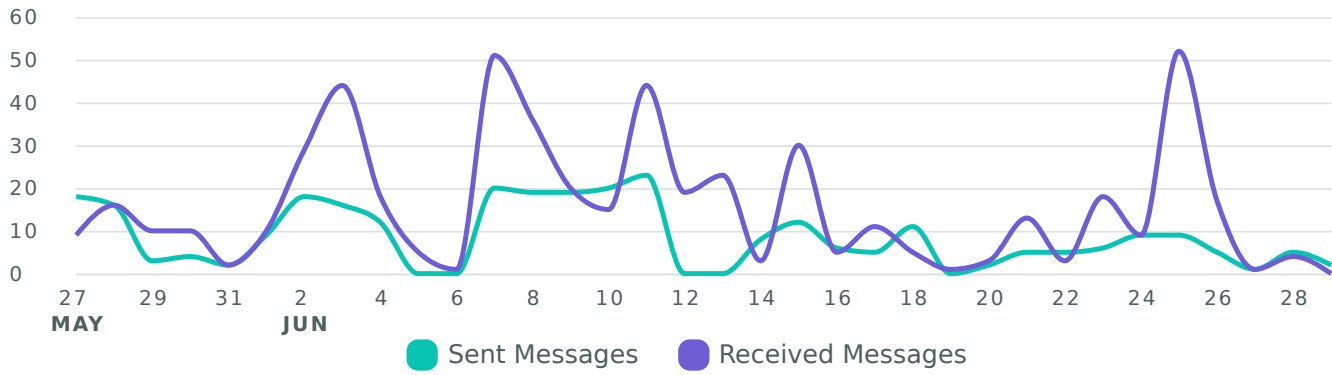


| Audience Metrics                   | Totals        | % Change         |
|------------------------------------|---------------|------------------|
| <b>Total Audience</b> ⓘ            | <b>74,026</b> | <b>↗0.2%</b>     |
| <b>Total Net Audience Growth</b> ⓘ | <b>104</b>    | <b>↗1,633.3%</b> |
| Twitter Followers Gained           | 13            | ↗160%            |
| Facebook Page Likes                | 186           | ↗55%             |
| Instagram Followers Gained         | 115           | ↘2.5%            |

## 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

|                              |            |              |
|------------------------------|------------|--------------|
| <b>Total Sent Messages</b> ⓘ | <b>290</b> | <b>↗ 12%</b> |
| Twitter Sent Messages        | 82         | ↘ 24.1%      |
| Facebook Sent Messages       | 149        | ↗ 17.3%      |
| Instagram Sent Messages      | 59         | ↗ 145.8%     |

### Received Messages Metrics

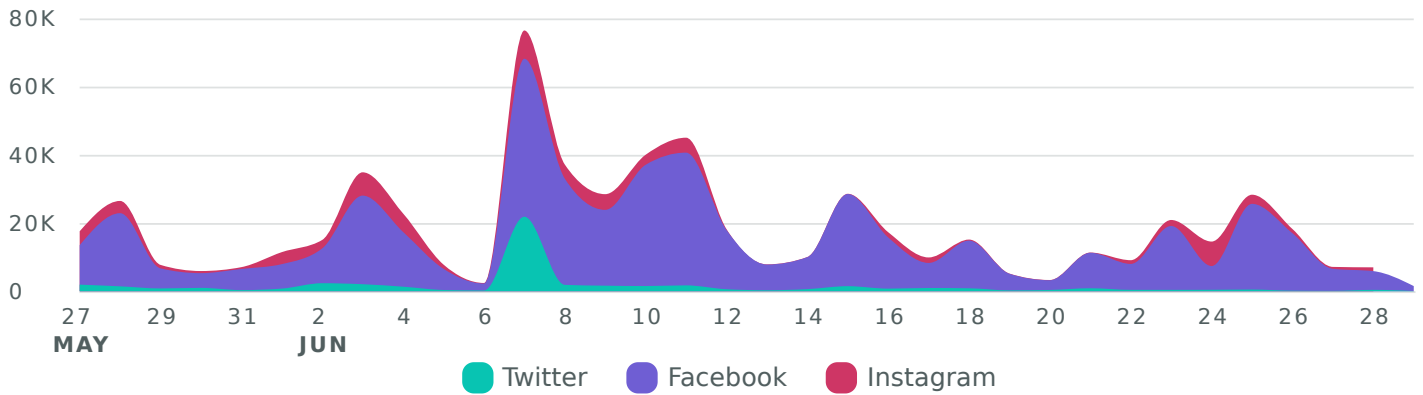
Totals % Change

|                                  |            |                |
|----------------------------------|------------|----------------|
| <b>Total Received Messages</b> ⓘ | <b>537</b> | <b>↘ 11.4%</b> |
| Twitter Received Messages        | 121        | ↘ 4.7%         |
| Facebook Received Messages       | 403        | ↘ 13.1%        |
| Instagram Received Messages      | 13         | ↘ 13.3%        |

## Impressions

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

### Impressions, by Day

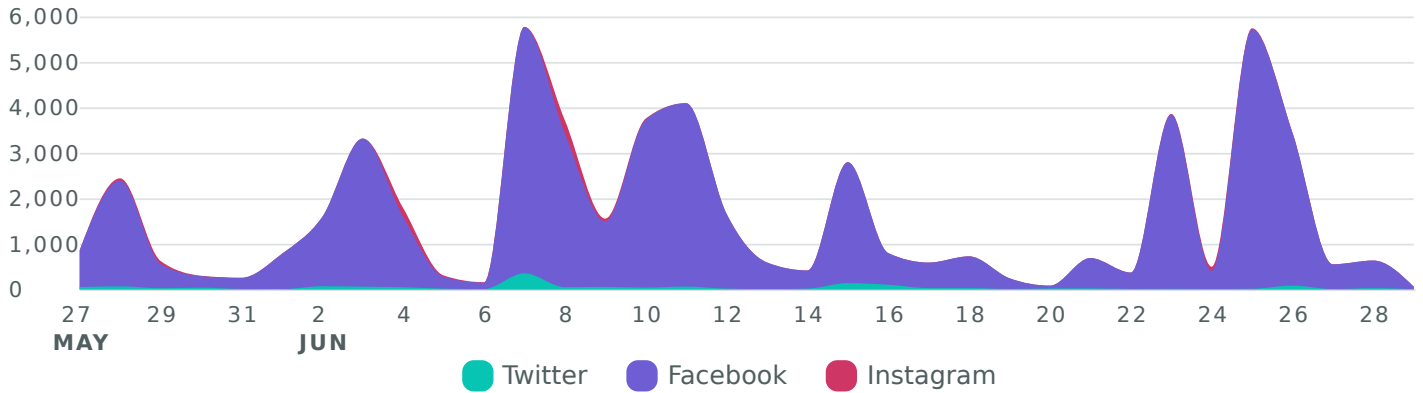


| Impression Metrics         | Totals         | % Change       |
|----------------------------|----------------|----------------|
| <b>Total Impressions ⓘ</b> | <b>620,014</b> | <b>↗ 16.4%</b> |
| Twitter Impressions        | 50,602         | ↗ 29%          |
| Facebook Impressions       | 495,934        | ↗ 11.1%        |
| Instagram Impressions      | 73,478         | ↗ 55.9%        |

## Engagement

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

Engagements, by Day

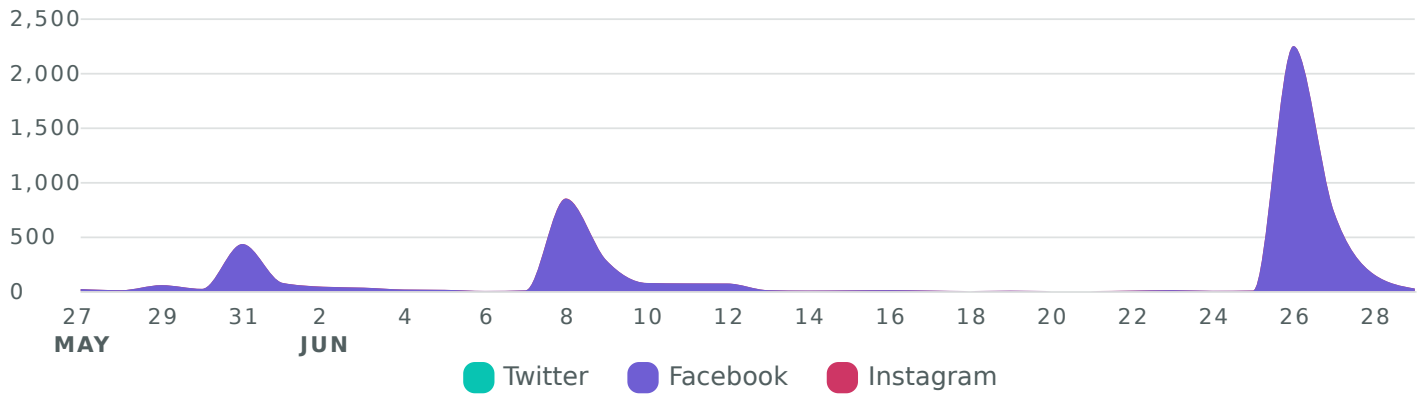


| Engagement Metrics                        | Totals        | % Change       |
|---|---------------|----------------|
| <b>Total Engagements</b> ⓘ                | <b>54,996</b> | <b>↗ 15.5%</b> |
| Twitter Engagements                       | 1,381         | ↘ 19.1%        |
| Facebook Engagements                      | 52,741        | ↗ 17.2%        |
| Instagram Engagements                     | 874           | ↘ 3%           |
| <b>Engagement Rate (per Impression)</b> ⓘ | <b>8.9%</b>   | <b>↘ 0.7%</b>  |

## Video Views

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

Video Views, by Day










| Video Views Metrics        | Totals       | % Change          |
|----------------------------|--------------|-------------------|
| <b>Video Views</b> ⓘ       | <b>5,253</b> | <b>↗ 1,449.6%</b> |
| Twitter Video Views        | 0            | → 0%              |
| Facebook Video Views       | 5,247        | ↗ 1,471%          |
| Instagram Post Video Views | 6            | ↗ 20%             |



## Profiles

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

| Profile <sup>▲</sup>   | Audience               | Net Audience Growth     | Published Posts   | Impressions              | Engagements             | Engagement Rate (per Impression) | Video             |
|--|------------------------|-------------------------|-------------------|--------------------------|-------------------------|----------------------------------|-------------------|
| <b>Reporting Period</b><br>May 27, 2021 – Jun 29, 2021   | <b>74,026</b><br>↗0.2% | <b>104</b><br>↗1,633.3% | <b>279</b><br>↗9% | <b>620,014</b><br>↗16.4% | <b>54,996</b><br>↗15.5% | <b>8.9%</b><br>↘0.7%             | <b>5</b><br>↗1,44 |
| <b>Compare to</b><br>Apr 23, 2021 – May 26, 2021   | <b>73,853</b>          | <b>6</b>                | <b>256</b>        | <b>532,843</b>           | <b>47,613</b>           | <b>8.9%</b>                      |                   |
|  <b>@thecitymenus</b>       | 4,967                  | -29                     | 80                | 50,602                   | 1,381                   | 2.7%                             |                   |
|  <b>The Carrollton Menu</b> | 33,366                 | 49                      | 62                | 377,277                  | 35,982                  | 9.5%                             | :                 |
|  <b>The City Menus</b>      | 6,773                  | 12                      | 48                | 27,854                   | 3,095                   | 11.1%                            |                   |
|  <b>The Newnan Menu</b>    | 10,305                 | 30                      | 30                | 90,803                   | 13,664                  | 15%                              | :                 |
|  <b>thecarrolltonmenu</b> | 13,408                 | -3                      | 35                | 52,917                   | 616                     | 1.2%                             |                   |
|  <b>thecitymenus</b>      | 2,564                  | 32                      | 10                | 7,558                    | 120                     | 1.6%                             |                   |
|  <b>thenewnanmenu</b>     | 2,643                  | 13                      | 14                | 13,003                   | 138                     | 1.1%                             |                   |