



Profile Performance


June 1, 2021 - August 5, 2021

Understand growth and health of your social profiles


Included in this Report

 @thecitymenus

 The City Menus

 thecitymenus

 The Carrollton Menu

 The Newnan Menu

Performance Summary

View your key profile performance metrics from the reporting period.

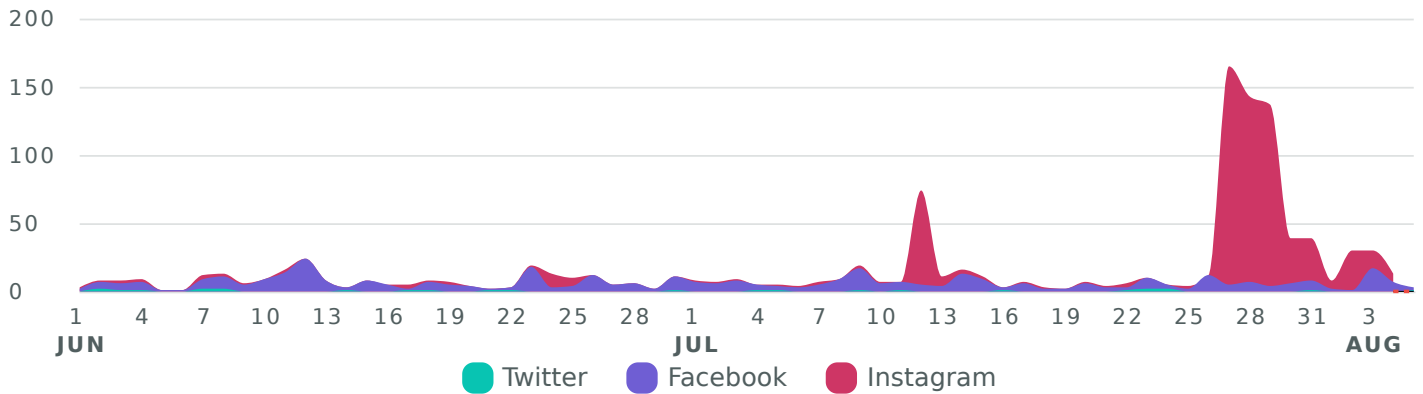
<p>Impressions ⓘ</p> <p>1,011,055</p> <p>↘ 3.9%</p>	<p>Engagements ⓘ</p> <p>94,054 ↘ 3.5%</p>	<p>Post Link Clicks ⓘ</p> <p>40,340 ↗ 4.9%</p>
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Audience Growth

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.

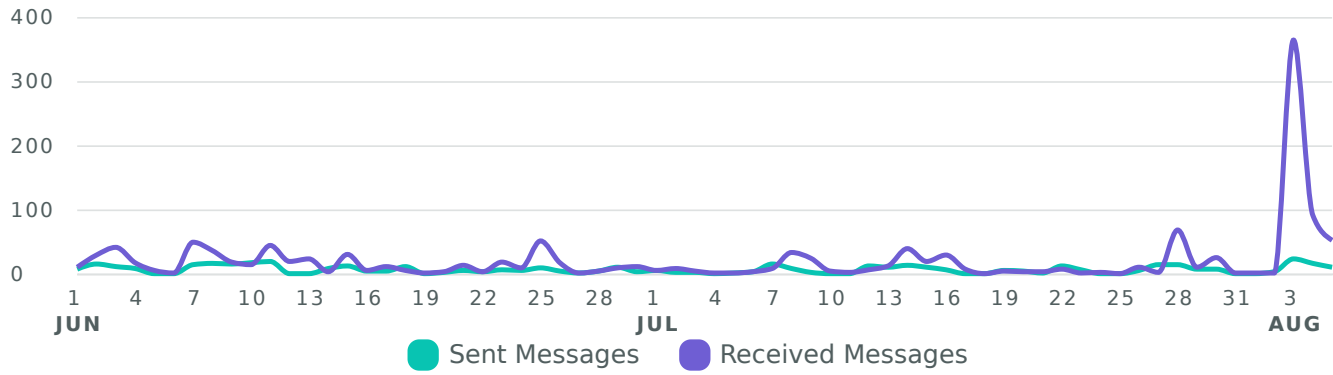


Audience Metrics	Totals	% Change
Total Audience ⓘ	58,695	↗ 1.6%
Total Net Audience Growth ⓘ	854	↗ 252.9%
Twitter Followers Gained	26	↗ 136.4%
Facebook Page Likes	400	↘ 2.4%
Instagram Followers Gained	684	↗ 570.6%

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 ⓘ	429	↘ 7.3%
Twitter Sent Messages	123	↘ 35.9%
Facebook Sent Messages	281	↗ 6.4%
Instagram Sent Messages	25	↗ 257.1%

Received Messages Metrics

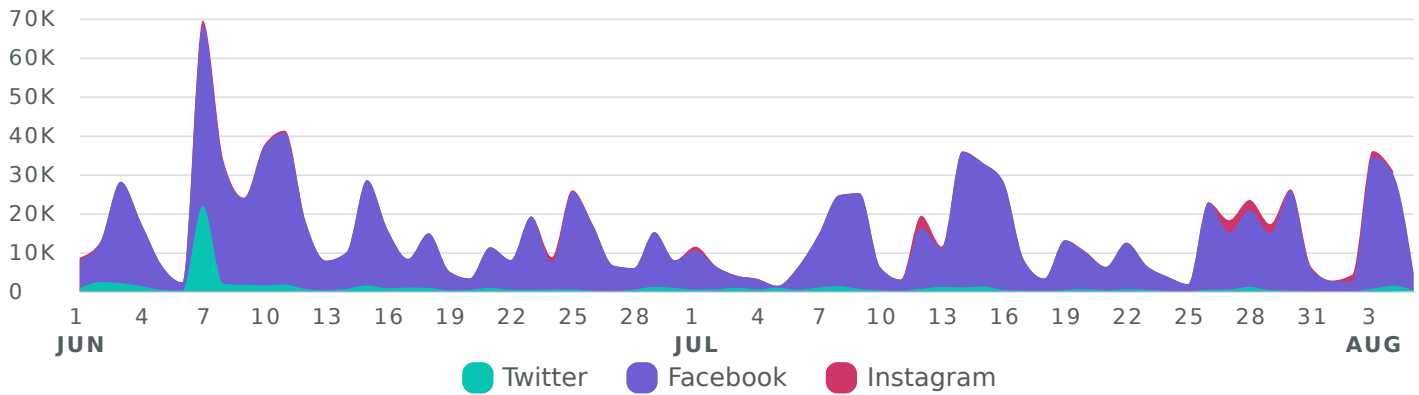
Totals % Change

Total Received Messages ⓘ	1,350	↗ 8.3%
Twitter Received Messages	168	↘ 26.3%
Facebook Received Messages	1,179	↗ 16.8%
Instagram Received Messages	3	↘ 66.7%

Impressions

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

Impressions, by Day

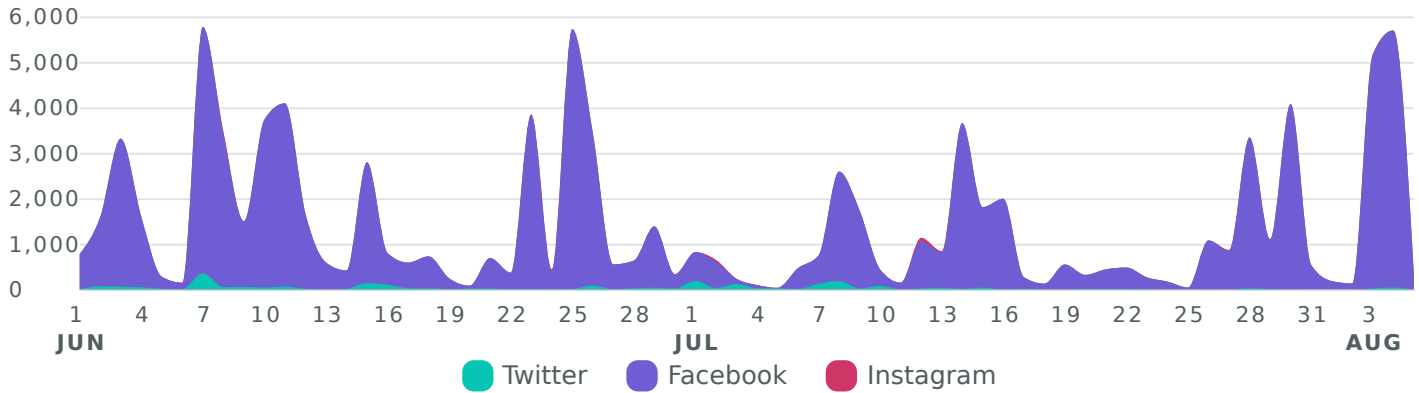


Impression Metrics	Totals	% Change
Total Impressions ⓘ	1,011,055	↘ 3.9%
Twitter Impressions	65,752	↘ 5.2%
Facebook Impressions	920,508	↘ 5.1%
Instagram Impressions	24,795	↗ 88%

Engagement

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

Engagements, by Day

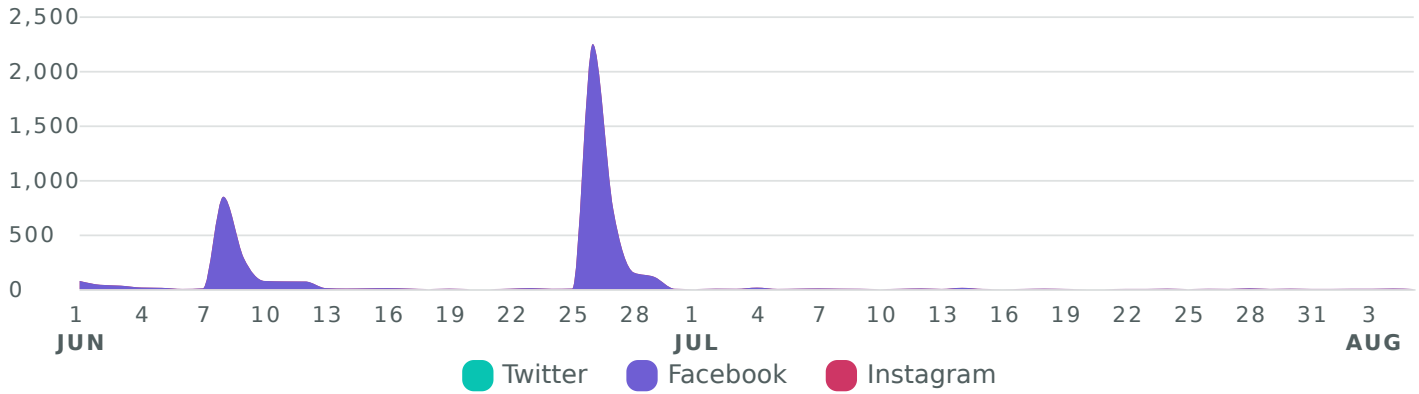


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	94,054	↘ 3.5%
Twitter Engagements	2,287	↘ 15.1%
Facebook Engagements	91,464	↘ 3.2%
Instagram Engagements	303	↗ 3.1%
Engagement Rate (per Impression) ⓘ	9.3%	↗ 0.5%

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 ⓘ	4,891	↗ 106.8%
Twitter Video Views	0	→ 0%
Facebook Video Views	4,891	↗ 106.8%
Instagram Post Video Views	0	→ 0%

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 Jun 1, 2021 - Aug 5, 2021	58,695 ↗ 1.6%	854 ↗ 252.9%	401 ↘ 8.9%	1,011,055 ↘ 3.9%	94,054 ↘ 3.5%	9.3% ↗ 0.5%	4,891 ↗ 106.8%
Compare to Mar 27, 2021 - May 31, 2021	57,791	242	440	1,052,260	97,429	9.3%	2,365
 @thecitymenus	4,963	-15	121	65,752	2,287	3.5%	0
 The Carrollton Menu	33,387	89	118	658,080	52,432	8%	1,972
 The City Menus	6,789	36	78	54,228	4,580	8.4%	135
 The Newnan Menu	10,360	87	61	208,200	34,452	16.5%	2,784
 thecitymenus	3,196	657	23	24,795	303	1.2%	0