

Profile Performance


August 1, 2021 - September 27, 2021

Understand growth and health of your social profiles

Included in this Report

 @thecitymenus

 The City Menus

 The Newnan Menu

 The Carrollton Menu

 The LaGrange Menu

 thecitymenus

Performance Summary

View your key profile performance metrics from the reporting period.

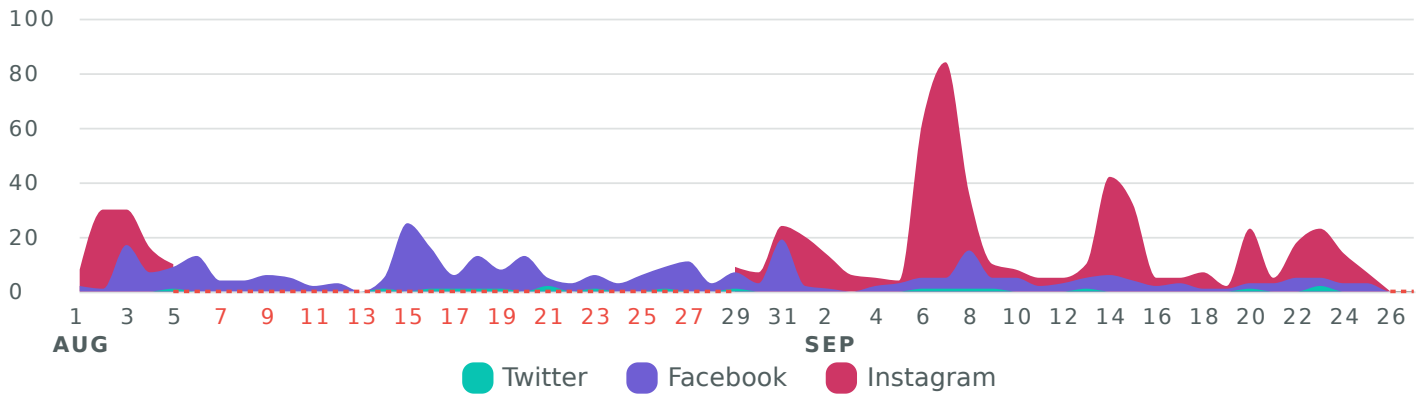
<p>Impressions ⓘ</p> <p>1,082,332</p> <p>↗ 22.5%</p>	<p>Engagements ⓘ</p> <p>121,952 ↗ 58.7%</p>	<p>Post Link Clicks ⓘ</p> <p>43,205 ↗ 30.7%</p>
-------------------------------------------------------------	----------------------------------------------------	--------------------------------------------------------

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.

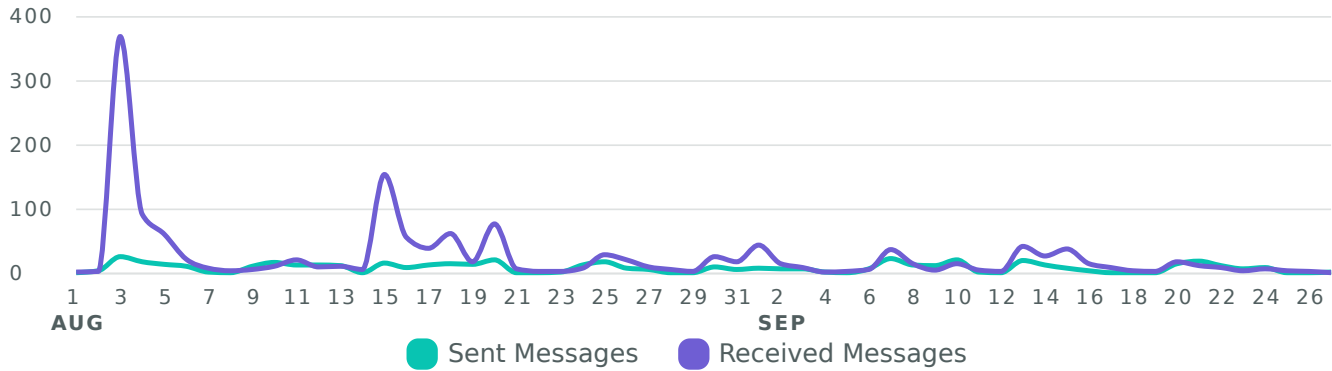


Audience Metrics	Totals	% Change
Total Audience ⓘ	59,087	↗10.3%
Total Net Audience Growth ⓘ	578	↘26.6%
Twitter Followers Gained	19	↘13.6%
Facebook Page Likes	307	↘15.9%
Instagram Followers Gained	428	↘31.6%

Message Volume

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

Messages per Day



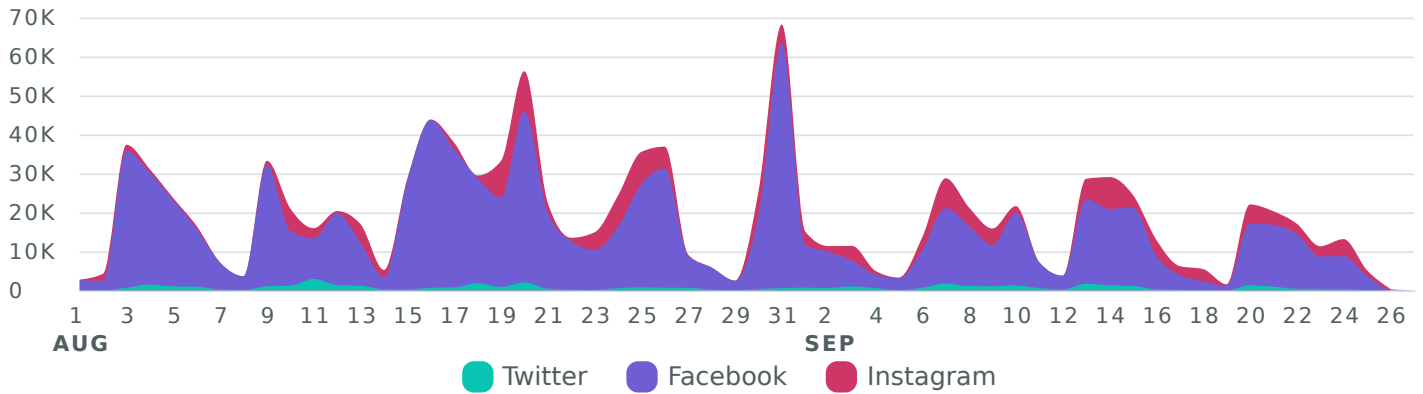
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	459	↗ 33.4%
Twitter Sent Messages	141	↗ 46.9%
Facebook Sent Messages	298	↗ 30.7%
Instagram Sent Messages	20	→ 0%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	1,463	↗ 89%
Twitter Received Messages	159	↗ 20.5%
Facebook Received Messages	1,235	↗ 96.3%
Instagram Received Messages	69	↗ 430.8%

Impressions

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

Impressions, by Day

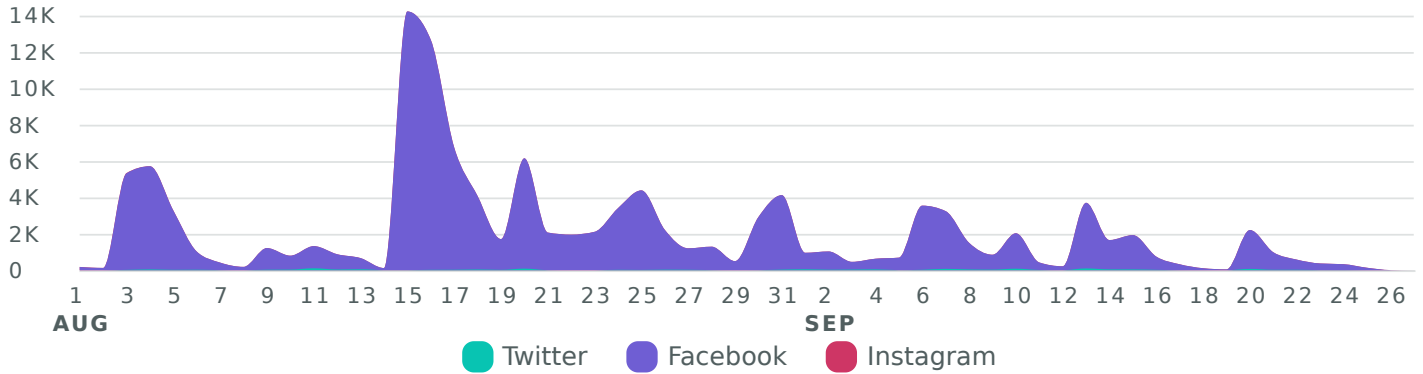


Impression Metrics	Totals	% Change
Total Impressions ⓘ	1,082,332	↗ 22.5%
Twitter Impressions	40,577	↘ 30.4%
Facebook Impressions	878,867	↗ 9.1%
Instagram Impressions	162,888	↗ 723%

Engagement

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

Engagements, by Day

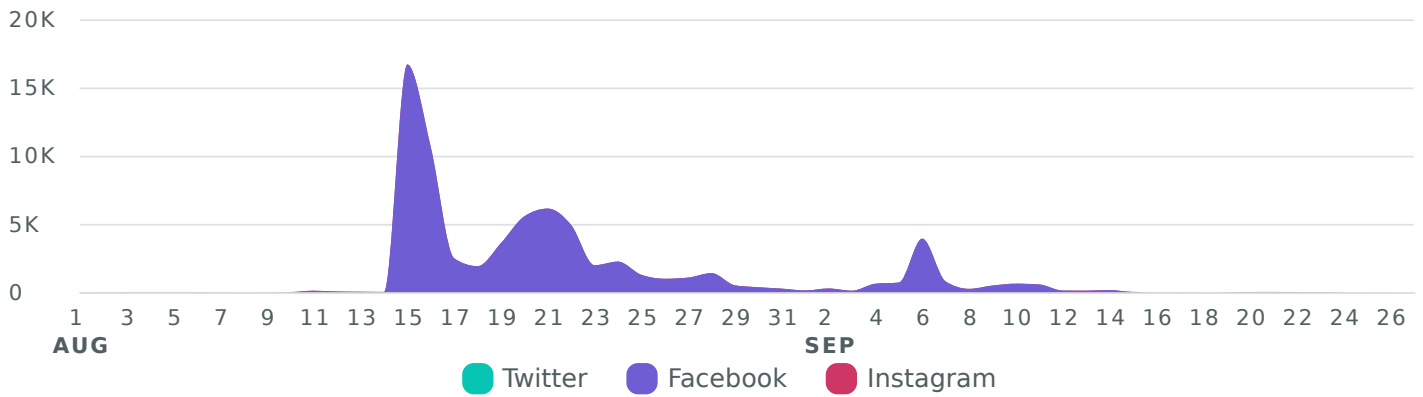


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	121,952	↗ 58.7%
Twitter Engagements	1,545	↘ 26.9%
Facebook Engagements	120,378	↗ 61.7%
Instagram Engagements	29	↘ 89.6%
Engagement Rate (per Impression) ⓘ	11.3%	↗ 29.5%

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 ⓘ	70,912 ↗	1,396.7%
Twitter Video Views	0	→0%
Facebook Video Views	70,912	↗1,396.7%
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 Aug 1, 2021 - Sep 27, 2021	59,087 ↗ 0.3%	578 ↘ 26.6%	424 ↗ 30.5%	1,082,332 ↗ 22.5%	121,952 ↗ 58.7%	11.3% ↗ 29.5%	70,912 ↗ 1,396.7%
Compare to Jun 4, 2021 - Jul 31, 2021	58,917	788	325	883,601	76,852	8.7%	4,738
 @thecitymenus	4,964	0	141	40,577	1,545	3.8%	0
 The Carrollton Menu	33,328	19	105	576,259	84,155	14.6%	70,864
 The City Menus	6,819	49	95	54,225	4,695	8.7%	3
 The LaGrange Menu	406	29	13	2,404	724	30.1%	2
 The Newnan Menu	10,373	59	51	245,979	30,804	12.5%	43
 thecitymenus	3,197	422	19	162,888	29	0%	0