represent Us





Content interactions 6

534.5K ↑ 459.9% 68.8K ↑ 170.7%

Followers 1

77.3K

Link clicks 1

1.5K ↑ 166.8%

Reach breakdown

Total

Reach 6

534,486 ↑ 459.9%

From organic

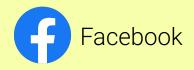
514,503 ↑ 544.9%

From ads

18,036 ↓ 4.1%

Reels are the best performing content pieces

- J-Law content was the best performing pieces of content this month
- Adding link to Stories don't affect their performance
- Resharing timely videos has also been a good strategy. Those videos perform well.
- Some tweet graphics perform super well. Some did not compared to Reels.
- Reel memes perform a lot better than graphic ones.
- 93.5% of accounts reached this month were non-followers, indicating we are reaching a new audience.



Reach 6

249.3K ↑ 9.3% 28.6K ↑ 50.9%

Content interactions 6

Followers A Lifetime

777.6K

Link clicks 6

6.7K 1 422.9%

Reach breakdown

Total

249,340 ↑ 9.3%

From organic

189,234 ↓ 16%

From ads

68,873 ↑ 290.9%

- Tweet Graphics performed super well
- State victory announcements also performed super well
- I suggest we reshare more community driven post on this channel



Video views

3,859,944

♣ -82,332 (-2%) vs. Mar 31 - Apr 30

Profile views

44,937

♣ -38,843 (-46%) vs. Mar 31 - Apr 30

Likes

284,148

♣ -135,142 (-32%) vs. Mar 31 - Apr 30

Shares

69,816

♣ -6,363 (-8%) vs. Mar 31 - Apr 30

Comments

46,727

♣ -19,751 (-30%) vs. Mar 31 - Apr 30

Unique viewers

3,321,809

↑ +37,180 (+1%) vs. Mar 31 - Apr 30

- J-Law content was the best performing pieces of content this month
- Memes don't perform particularly well on this channel
- Educational style content performs the best on this channel



Total Audience 🕚

50,997

↗ 0.1%

Impressions

98,382 \(\(\) 14.3\%

Engagements

3,882 74.2%

Post Link Clicks

218 \(\(\) 33.7\%

- Resharing our video content to X seems like a good strategy, videos are performing well
- J-Law content was the best performing pieces of content this month
- Community driven post also performed well



64

New followers in the last 30 days ▲77.8%

245
Reactions
• 27.6%

3 Comments ▼25%

Reposts
• 0%

717 Page views **▲ 16.8**%

271
Unique visitors
▲3.4%

- Community driven post, like state wins, perform the best on this channel
- I suggest we keep resharing our video content to Linkedin. Usually it does not perform so well, but there are some high performers still.



Views

81.8K •

20.1K more than usual

Watch time (hours)

2.0K ⊗

About the same as usual

Unique viewers

62.7K •

125% more than Mar 2 - 31, 2024

- Explainers were the best performing Shorts
- Meme content also performs well on this channel

TAKEAWAYS & INSIGHTS

- **Tik-Toks and Instagram Reels** continue to be our **top-performing** content, indicating a strong preference for **video content across platforms**.
- J-Law content consistently stands out as our best-performing content across multiple
 platforms, highlighting the effectiveness of celebrity endorsements in driving
 engagement.
- Resharing timely videos has proven to be a successful strategy across platforms, indicating the value of staying relevant and leveraging trending topics.
- Video Meme's have been an effective way to stay **relevant across all platforms**, except TikTok, where **audiences respond better to educational-style content**.
- Tweet graphics perform well on Facebook & Linkedin, community-driven posts, like state
 victory announcements resonate strongly with our audience, emphasizing the
 importance of localized and community-focused content. If we could start making
 video content surrounding this, it may perform better.