

APRIL 24

represent Us

2024

SOCIAL REPORT



Instagram

Followers ⓘ

Lifetime

77.3K

Reach ⓘ

534.5K ↑ 459.9%

Content interactions ⓘ

68.8K ↑ 170.7%

Link clicks ⓘ

1.5K ↑ 166.8%

Reach breakdown

Total

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.



Facebook

Reach ⓘ

249.3K ↑ 9.3%

Content interactions ⓘ

28.6K ↑ 50.9%

Followers ⓘ

Lifetime

777.6K

Link clicks ⓘ

6.7K ↑ 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



TikTok

Video views

3,859,944

↓ -82,332 (-2%) vs. Mar 31 - Apr 30

Shares

69,816

↓ -6,363 (-8%) vs. Mar 31 - Apr 30

Unique viewers

3,321,809

↑ +37,180 (+1%) vs. Mar 31 - Apr 30

Profile views

44,937

↓ -38,843 (-46%) vs. Mar 31 - Apr 30

Comments

46,727

↓ -19,751 (-30%) vs. Mar 31 - Apr 30

Likes

284,148

↓ -135,142 (-32%) 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 ↗ 4.2%

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



Linkedin

64

New followers in the last 30 days

▲ 77.8%

245

Reactions

▲ 27.6%

3

Comments

▼ 25%

4

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.



YouTube

Subscribers

+255

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**.