



INSTAGRAM SOCIAL MEDIA MONITORING REPORT



JAN. 15TH-FEB 11 2024.

4,288 FOLLOWERS +23, 43% DECREASE

REACH

2,044

41%

DECREASE

PROFILE VISITS

212

33%

DECREASE

NUMBER OF POSTS

8



PERCENT MALE



48%

NUMBER OF STORIES

13

TOP AGE RANGE

35-44

YEARS OLD

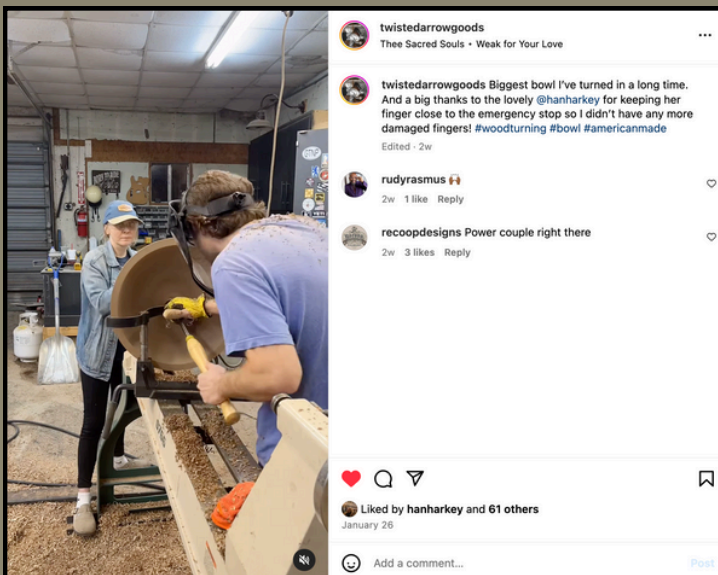
PERCENT WOMEN

52%



TOP CITY

HOUSTON,
TEXAS



TOP POST

THE MOST POPULAR POST THIS MONTH WAS A REEL ON JAN. 26TH. THE POST HAD A REACH OF 893, 62 LIKES, 2 COMMENTS, AND 2 SHARES. OUR AUDIENCE SEEMS TO ENJOY VIDEO CONTENT, AS WELL AS AESTHETICALLY PLEASING CONTENT. IT WOULD BE BENEFICIAL FOR OUR BRAND TO CREATE MORE VIDEO CONTENT IN THE FUTURE

AFTER ANALYZING ALL OF THE DATA FROM THIS PAST MONTH, WE BELIEVE IT WOULD BENEFIT THE BRAND TO MAKE MORE VIDEO CONTENT, AS WELL AS TARGETING CONTENT TO SPECIFIC MEMBERS OF THEIR AUDIENCE, SUCH AS HOUSTONIANS, OR WOMEN.