

Noozhawk

Social Media Monthly Report

February 1st 2024 to February 29th 2024

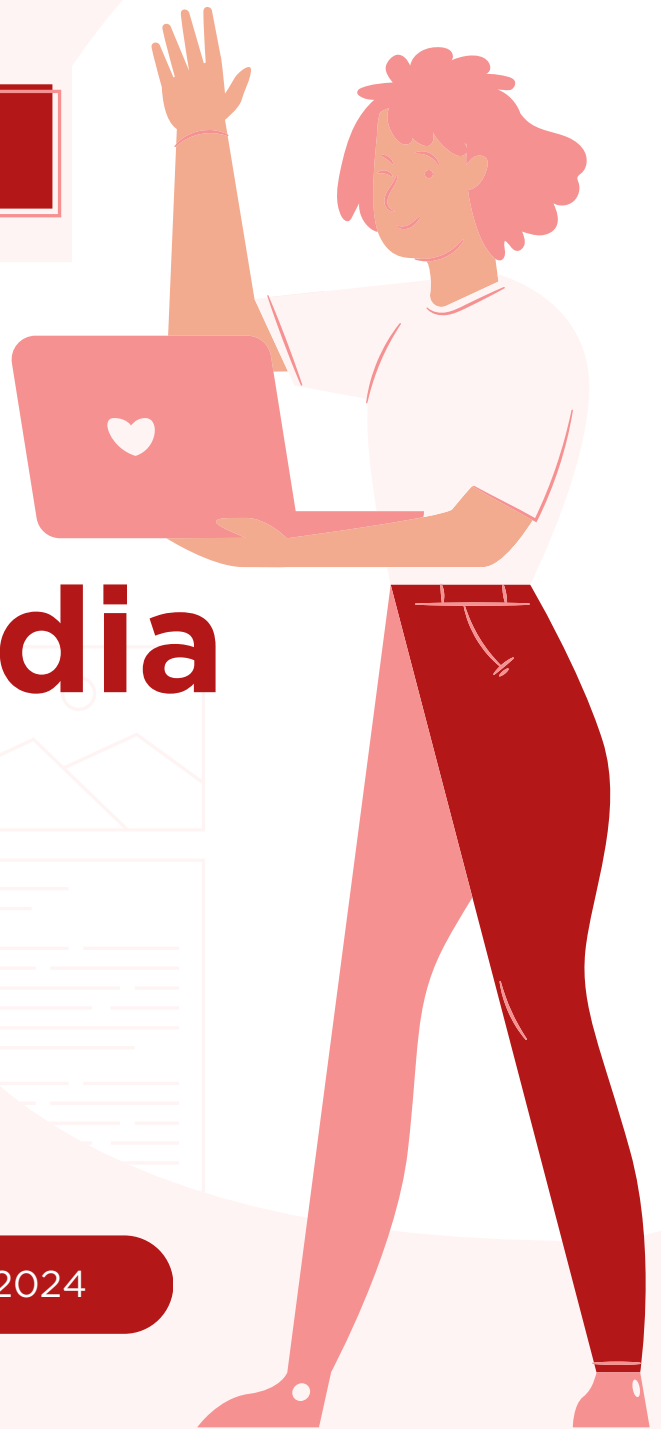
Arranged by

Robyn Weber

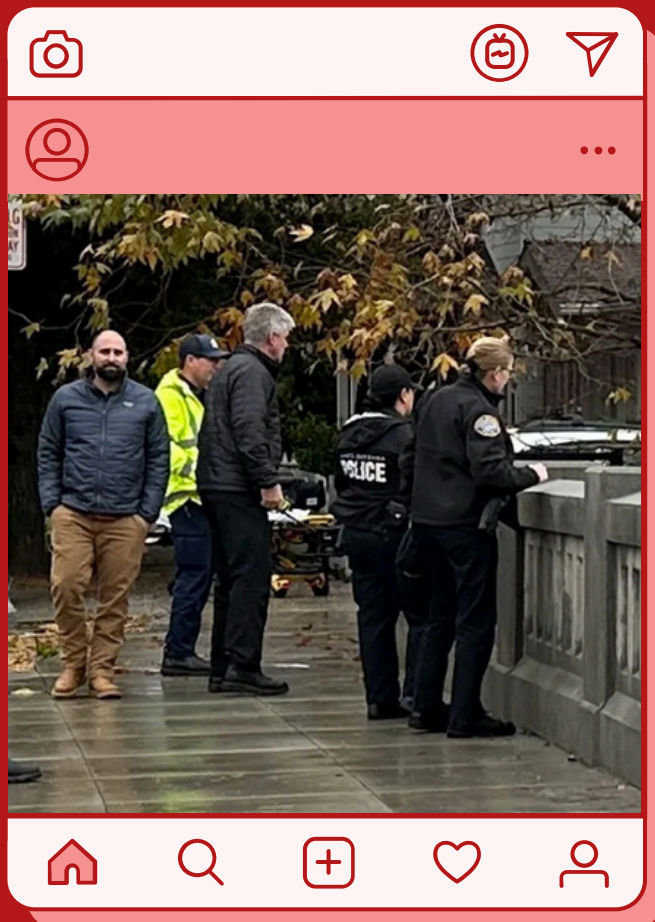
Sales & Marketing
Assistant

Prepared for

Sales & Marketing
Team



Top Performing Post Instagram (by reach)



“Woman’s Body Discovered in Storm-Swollen Mission Creek in Santa Barbara”

 364

 15

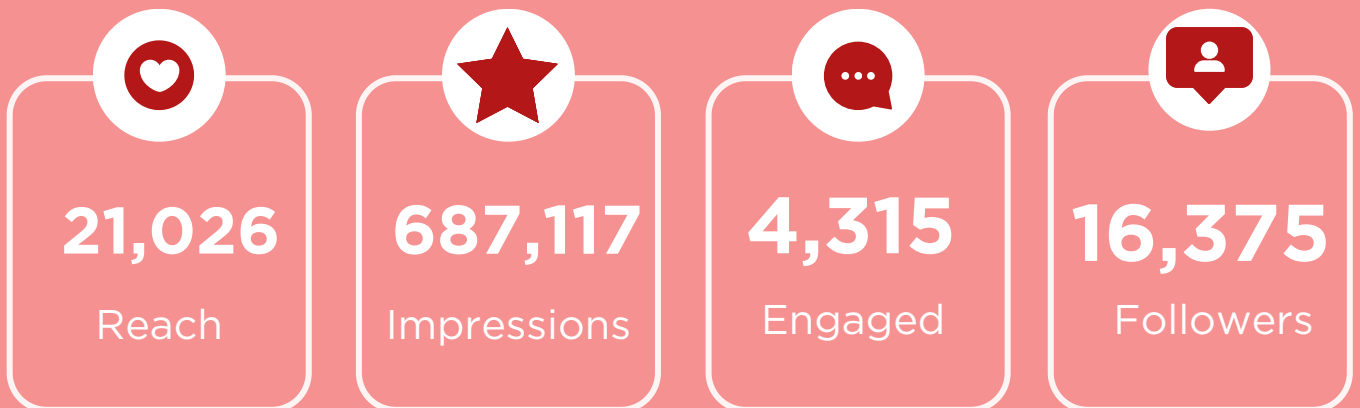
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Instagram Social Media Insight



At a Glance



Top Performing Post Facebook (by reach)



**“Mark Patton:
Diamonds Are
Never It Seems for
Homeless UCSB
Baseball Team”**

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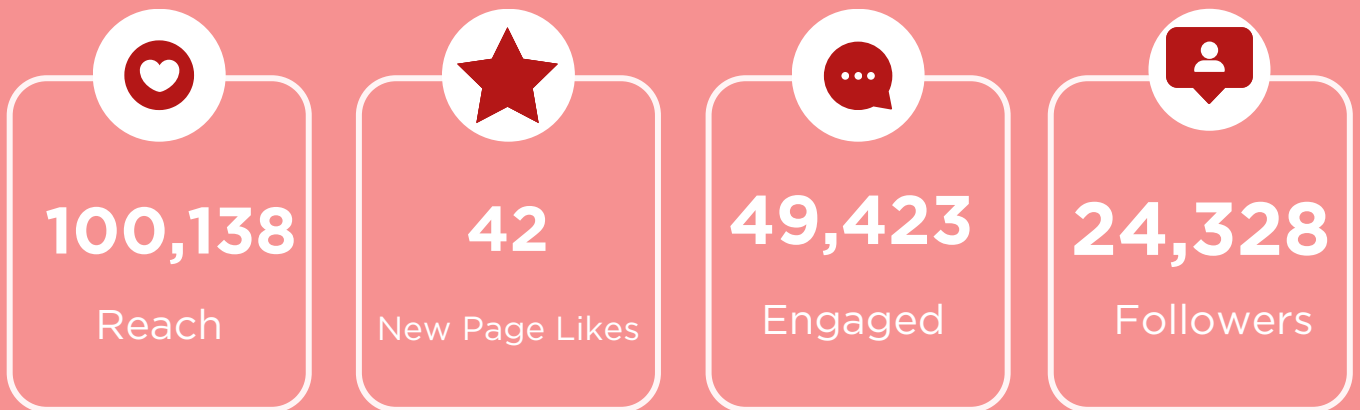
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Facebook Social Media Insight



At a Glance



Summary

Instagram

In comparison to our January Performance...

- Reach is up **+11.5%**
- Impressions are up **+18.7%**
- Engagement levels are up **+32.7%**
- Follower count is up **+2.4%**, and we have gained 393 new followers (way above projection levels)

Facebook

In comparison to our January Performance...

- Reach is down **-2.5%**
- New Page Likes are down **-40.0%**
- Engagement levels are up **+22.0%**
- Follower count is up **+0.37%**, and we have gained 102 new followers

- While reach is down, engagement with our content has increased
- Very slow platform growth overall

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Thank you.

**For any
questions or
comments:**

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