

Q1 Analytics Report (January 1, 2024 – March 31, 2024)

Reach

Export

Facebook reach ⓘ

64.7K ↓ 72.7%



Instagram reach ⓘ

1.7K ↑ 99.6%

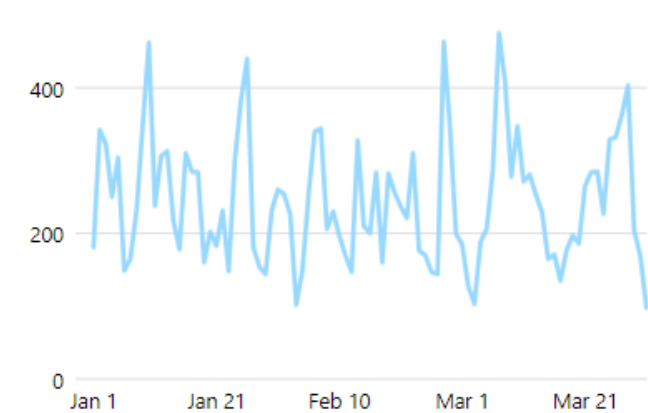


Visits

Export

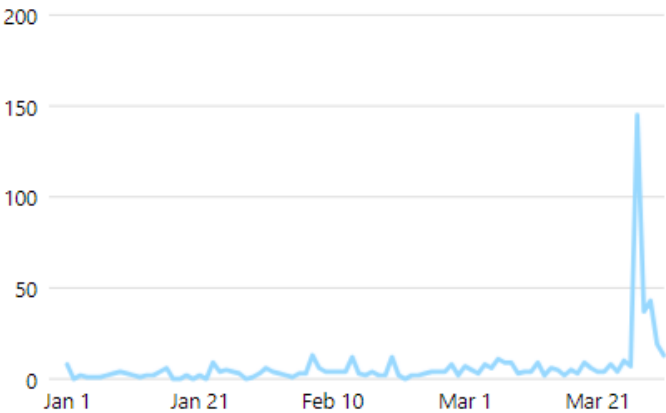
Facebook visits ⓘ

22.3K ↓ 18.3%



Instagram profile visits ⓘ

610 ↑ 97.4%

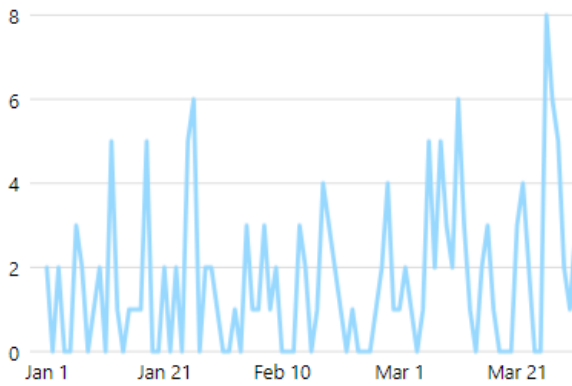


## Follows

Export

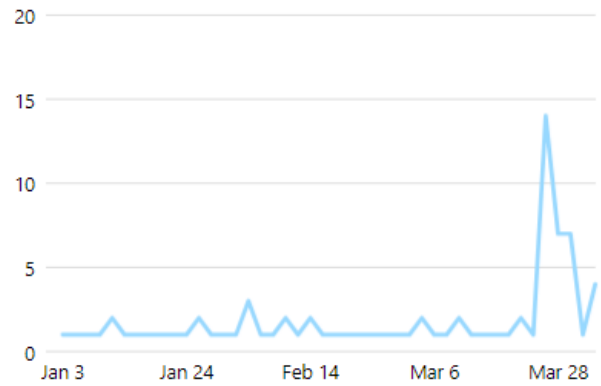
### Facebook follows ⓘ

154 ↓ 45.8%



### Instagram follows ⓘ

81 ↑ 80%



## Performance

Daily Cumulative ⓘ

### Reach ⓘ

64.7K ↓ 72.7%

### Content interactions ⓘ

4.5K ↓ 43.4%

### Followers ⓘ

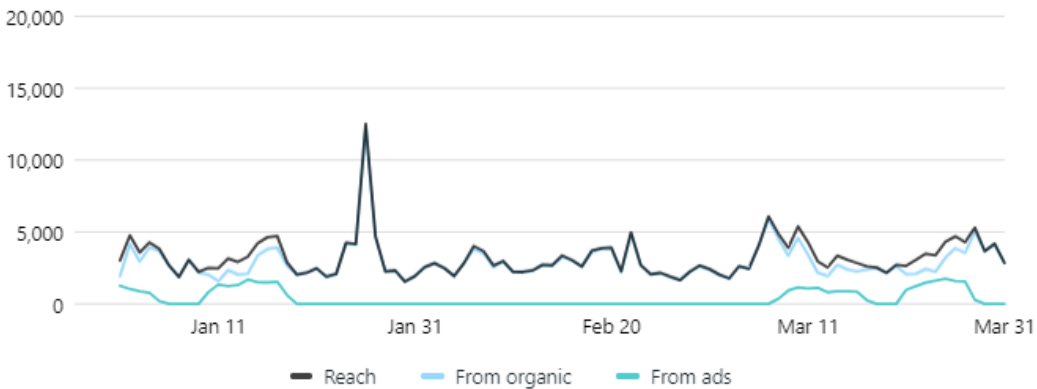
Lifetime  
7.2K

### Link clicks ⓘ

3K ↓ 68.9%

### Minutes viewed ⓘ

105 ↓ 22.5%



### Reach breakdown

#### Total

64,712 ↓ 72.7%

#### From organic

64,307 ↓ 72.8%

#### From ads

9,153 ↓ 28.6%

## Audience

[Export](#)[Current audience](#)[Potential audience](#)

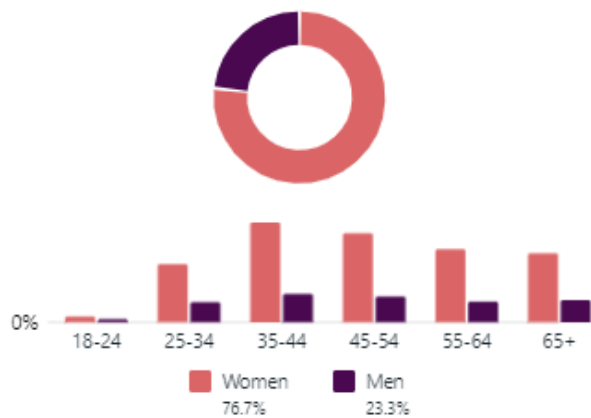
Facebook followers ⓘ

7,193

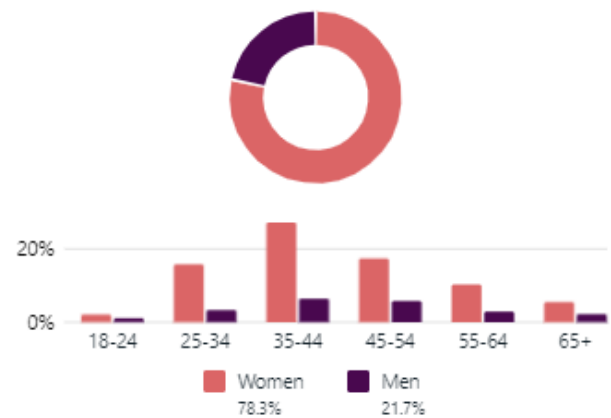
Instagram followers ⓘ

2,055

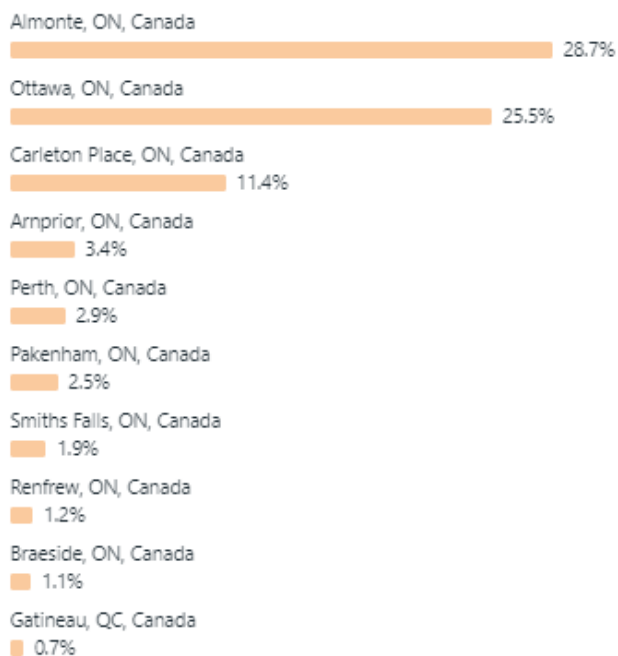
Age & gender ⓘ



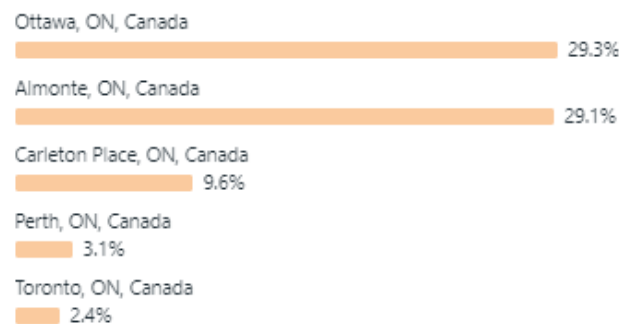
Age & gender ⓘ



Top cities



Top cities



# Facebook Content Overview

## Content overview

Explore noteworthy trends from the content you recently created and shared.

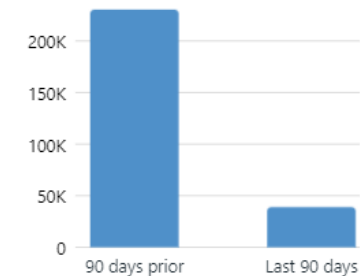
- Facebook posts
- Facebook stories
- Instagram posts
- Instagram stories

## Reach

### Post reach ⓘ

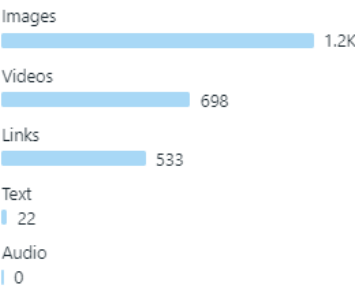
38.9K ↓ 83.1%

Total from last 90 days vs 90 days prior



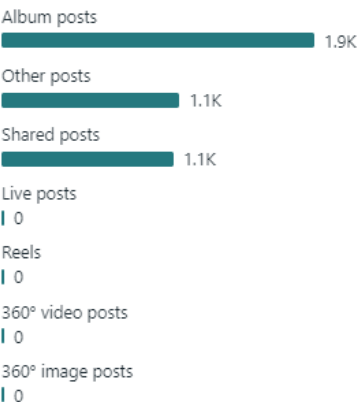
### Median post reach per media type ⓘ

For posts created in the last 90 days



### Median post reach per content format ⓘ

For posts created in the last 90 days



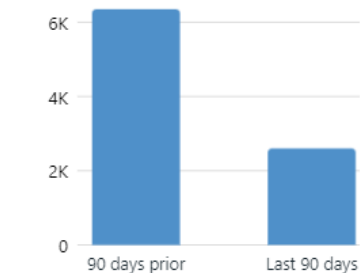
# Facebook Engagement and Post Reach

## Engagement

### Post reactions, comments and shares ⓘ

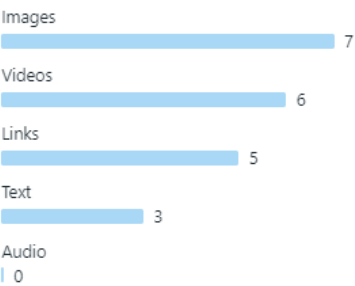
2.6K ↓ 59.1%

Total from last 90 days vs 90 days prior



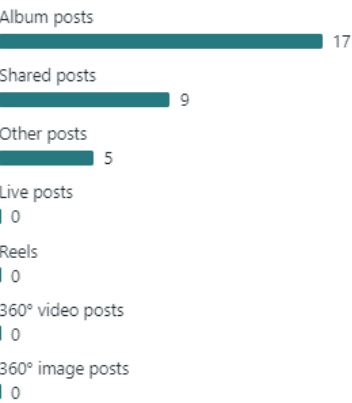
### Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



### Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days



## Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

### Highest reach on a post ⓘ



Facebook post  
The Mississippi Mills Public Libr  
Seed Library officially opened c  
Mar 27, 2024, 3:00 PM

This post's reach (10,101) is **807%** higher than your median post reach (1,114) on Facebook.

### Highest reactions on a post ⓘ



Facebook post  
International Women's Day is  
approaching on March 8. W...  
Mar 6, 2024, 10:00 AM

This post received **5,180%** more reactions (264 reactions) than your median post (5 reactions) on Facebook.

### Highest comments on a post ⓘ



Facebook post  
International Women's Day is  
approaching on March 8. W...  
Mar 6, 2024, 10:00 AM

This post received 23 comments compared to your median post (0 comments) on Facebook.

# Instagram Content Overview

## Content overview

Explore noteworthy trends from the content you recently created and shared.

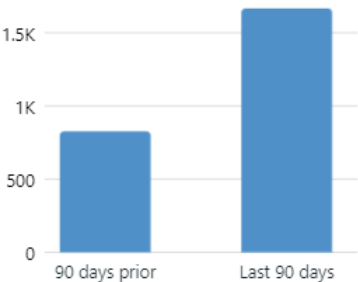
Facebook posts   Facebook stories   **Instagram posts**   Instagram stories

### Reach

#### Post reach ⓘ

1.7K ↑ 101.7%

Total from last 90 days vs 90 days prior



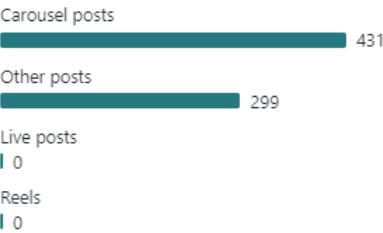
#### Median post reach per media type ⓘ

For posts created in the last 90 days



#### Median post reach per content format ⓘ

For posts created in the last 90 days



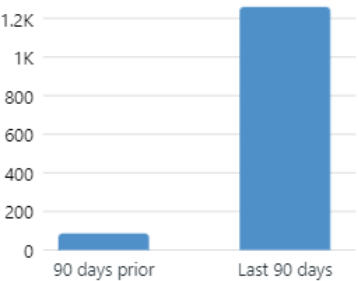
# Instagram Engagement and Post Reach

### Engagement

#### Post likes, comments and shares ⓘ

1.3K ↑ 1.4K%

Total from last 90 days vs 90 days prior



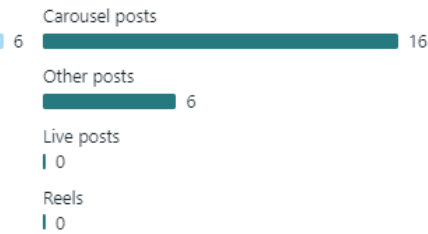
#### Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days



#### Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days



### Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

#### Highest reach on a post ⓘ



Instagram post  
The Municipality of Mississippi Mi  
reopened Main Street to alternati  
Feb 13, 2024, 8:56 AM

This post's reach (1,008) is **230%** higher than your median post reach (305) on Instagram.

#### Highest likes on a post ⓘ



Instagram post  
Have you heard the news? A  
Meal for All is opening a...  
Feb 7, 2024, 12:35 PM

This post received 50 likes.

#### Highest comments on a post ⓘ



Instagram post  
Happy International Women's Day  
week of spotlights on Women in E  
Mar 8, 2024, 10:00 AM

This post received 1 comment compared to your median post (0 comments) on Instagram.