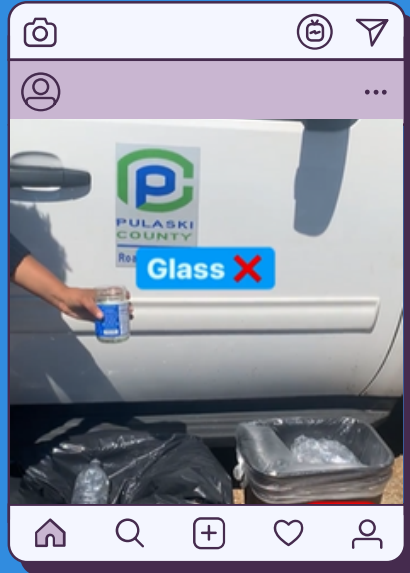


Top Performing Post

Facebook






Instagram Reel






LinkedIn






24,620 Engagement

-  395
-  74
-  14

2,464 Reach

-  42
-  2
-  7

35 Engagement & 10.1% Engagement Rate

-  16
-  1
-  12

Facebook was the most popular platform for our audience.

The top engaging post from October to December 2022 featured an employee's retirement with 24,620 people engaged, 395 reactions, 74 comments, and 14 shares

Instagram Reels and LinkedIn

Reels do well. The top reel during this time period reached 2,464 people and received 42 likes. More Instagram Reels should be made to increase the reach and contribute to engagement. More time on LinkedIn should be spent focusing on partners, grants, and ceremonies to increase interactions and shares.

Social Media Insight

At a Glance



Facebook
Followers

13,526



Instagram
Followers

1,206



LinkedIn

325