

# WESTON BID

01

# SOCIAL MEDIA REPORT

MARCH 2024



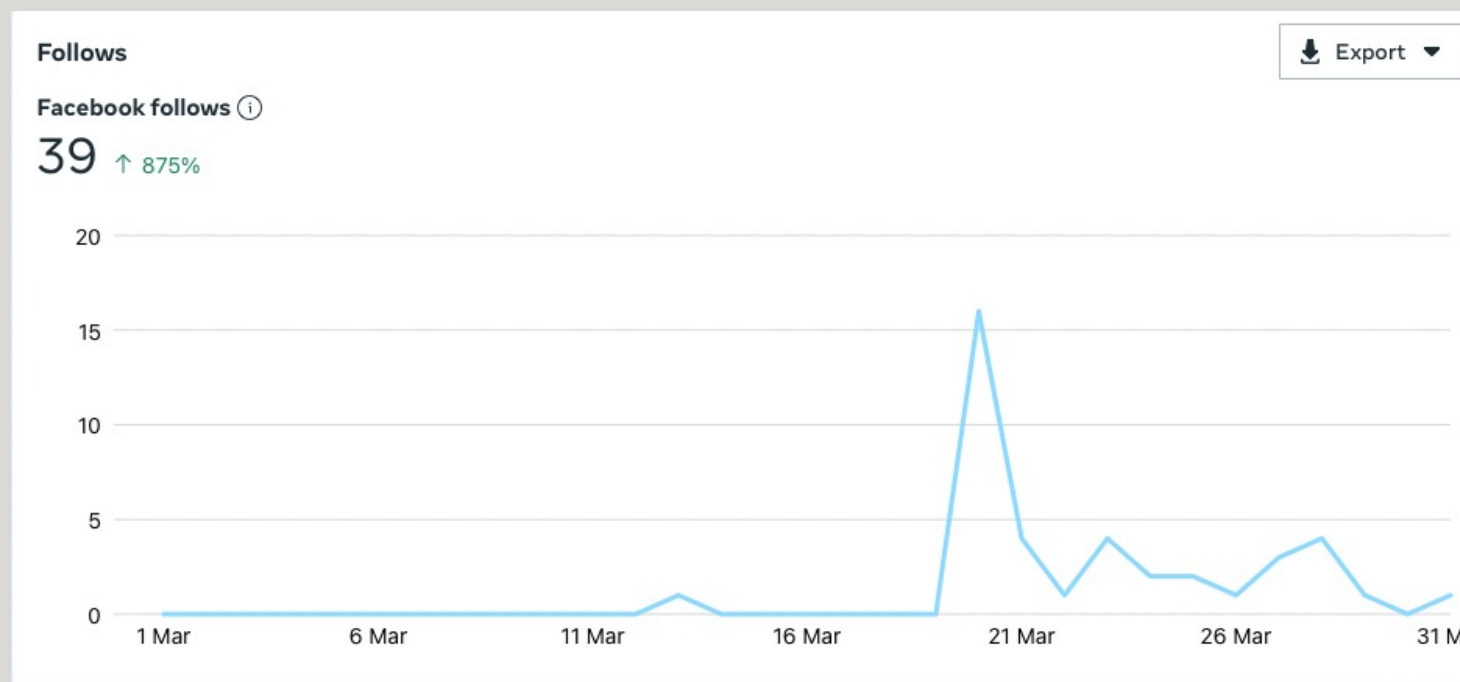
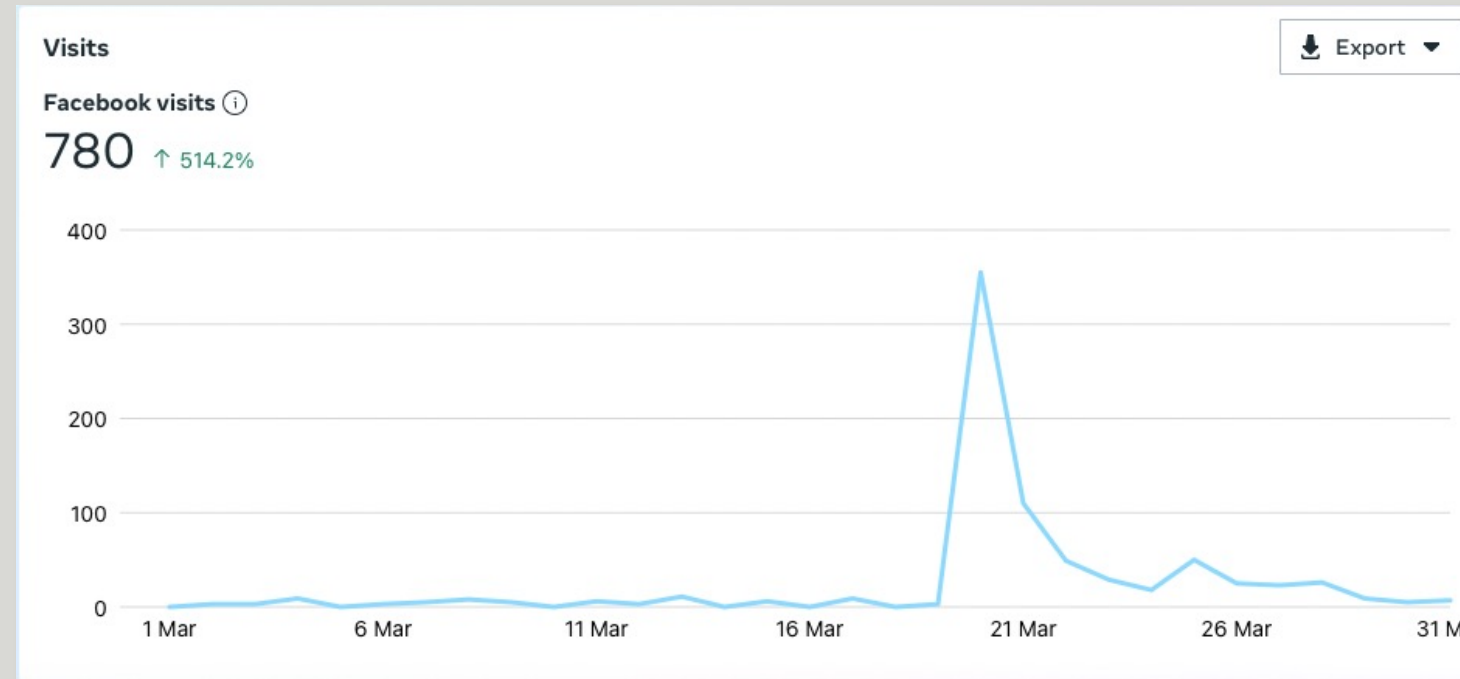
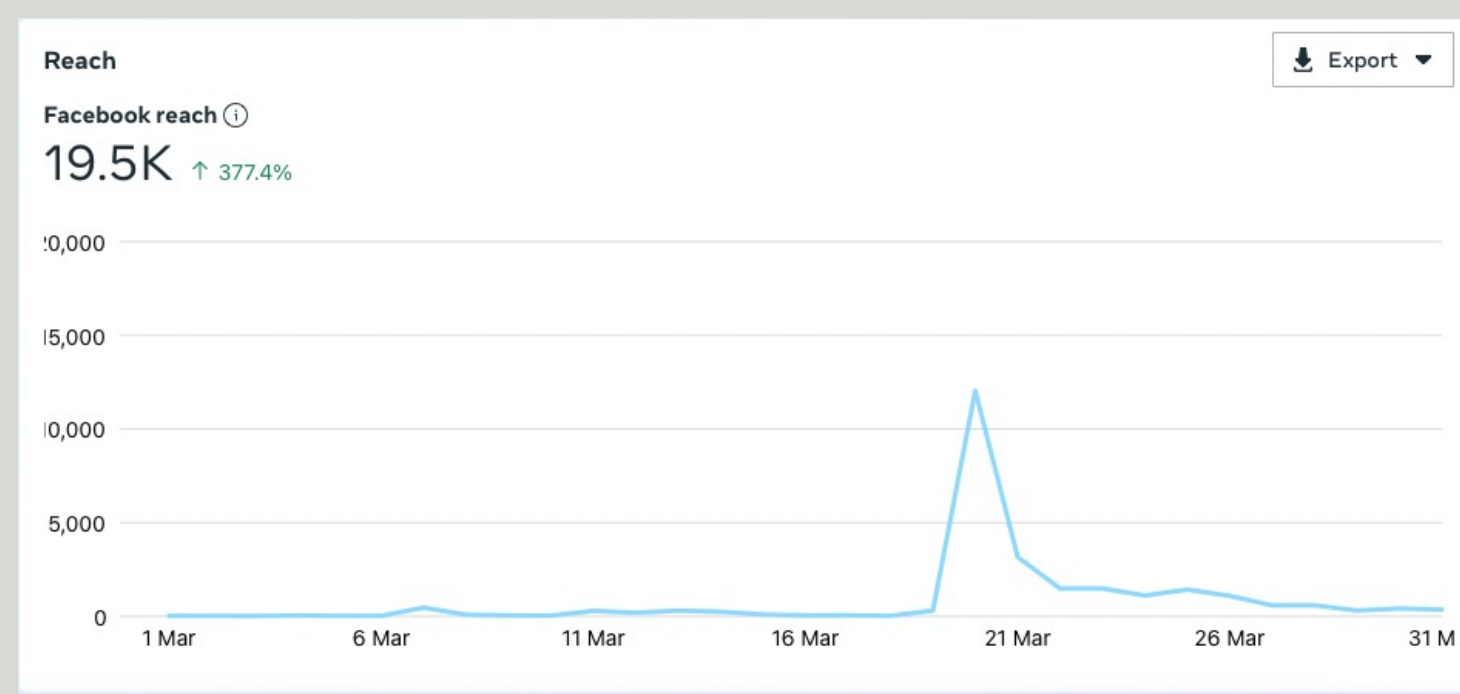


02

# Reach Likes Visits

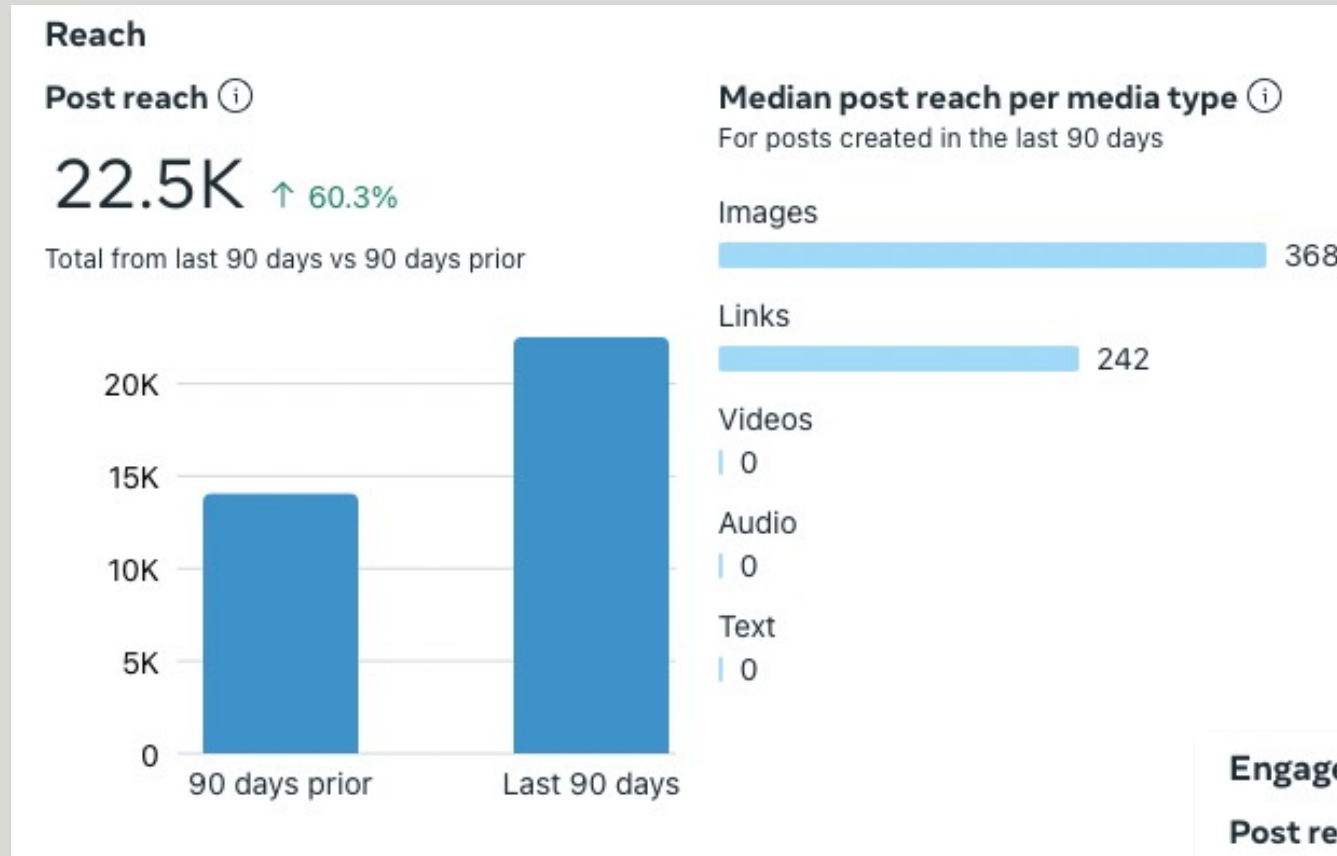
In March we have seen a sharp increase across all metrics, with a spike taking place on 20<sup>th</sup> March.

This follows our continued trend of growth across the Facebook platform with our engaged audience. The use of user and location tagging on the 20<sup>th</sup> March post has ensured increased visibility of the post and channel as a whole this month.



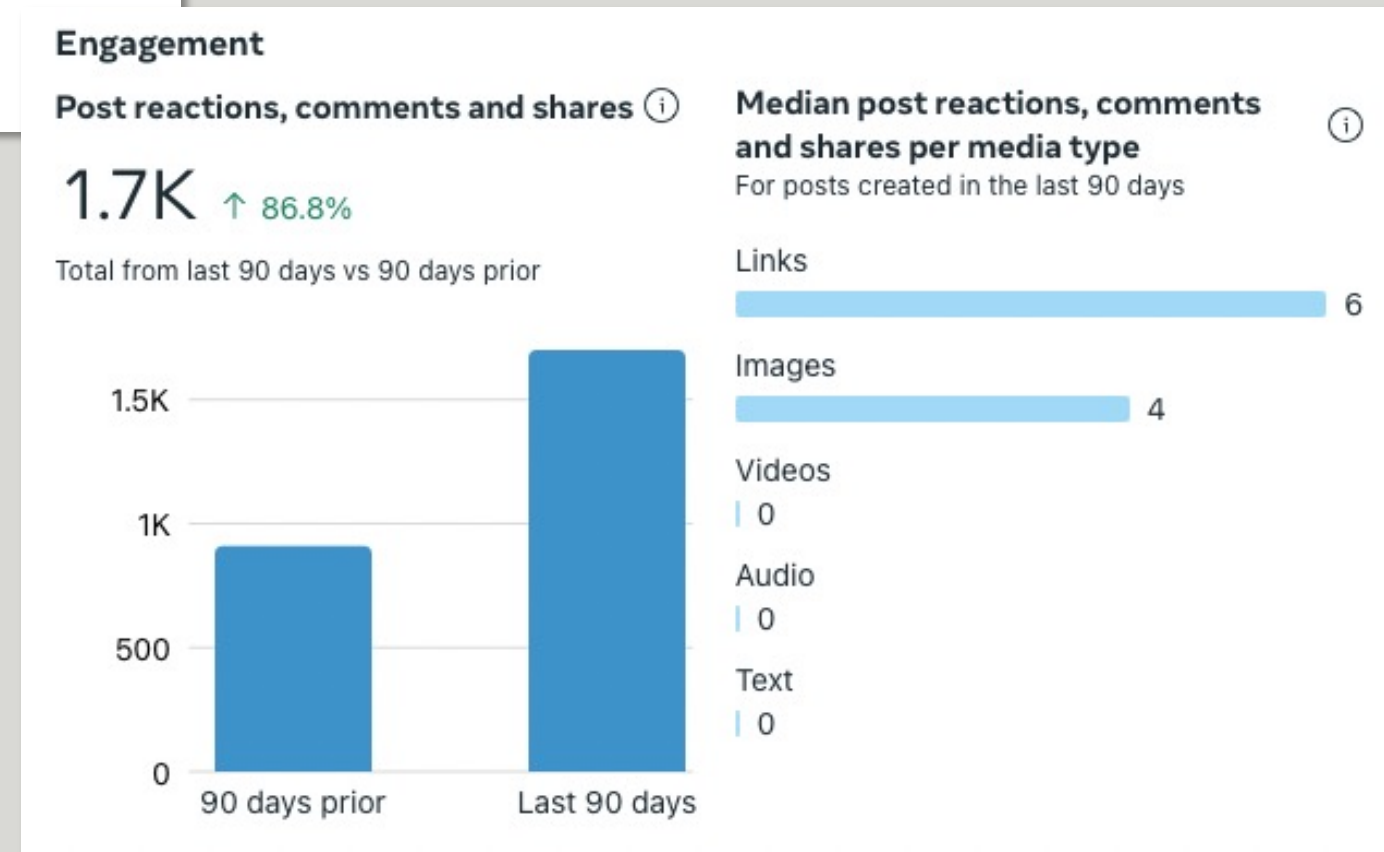


03



The increase performance of the March activity has continued the trend of static imagery over text and video posts being the top performing content type for the brand.

We can also see how the users that are engaging with the content remain relevant to the brand, with volume of engagement increasing at the greater rate than reach/impressions.

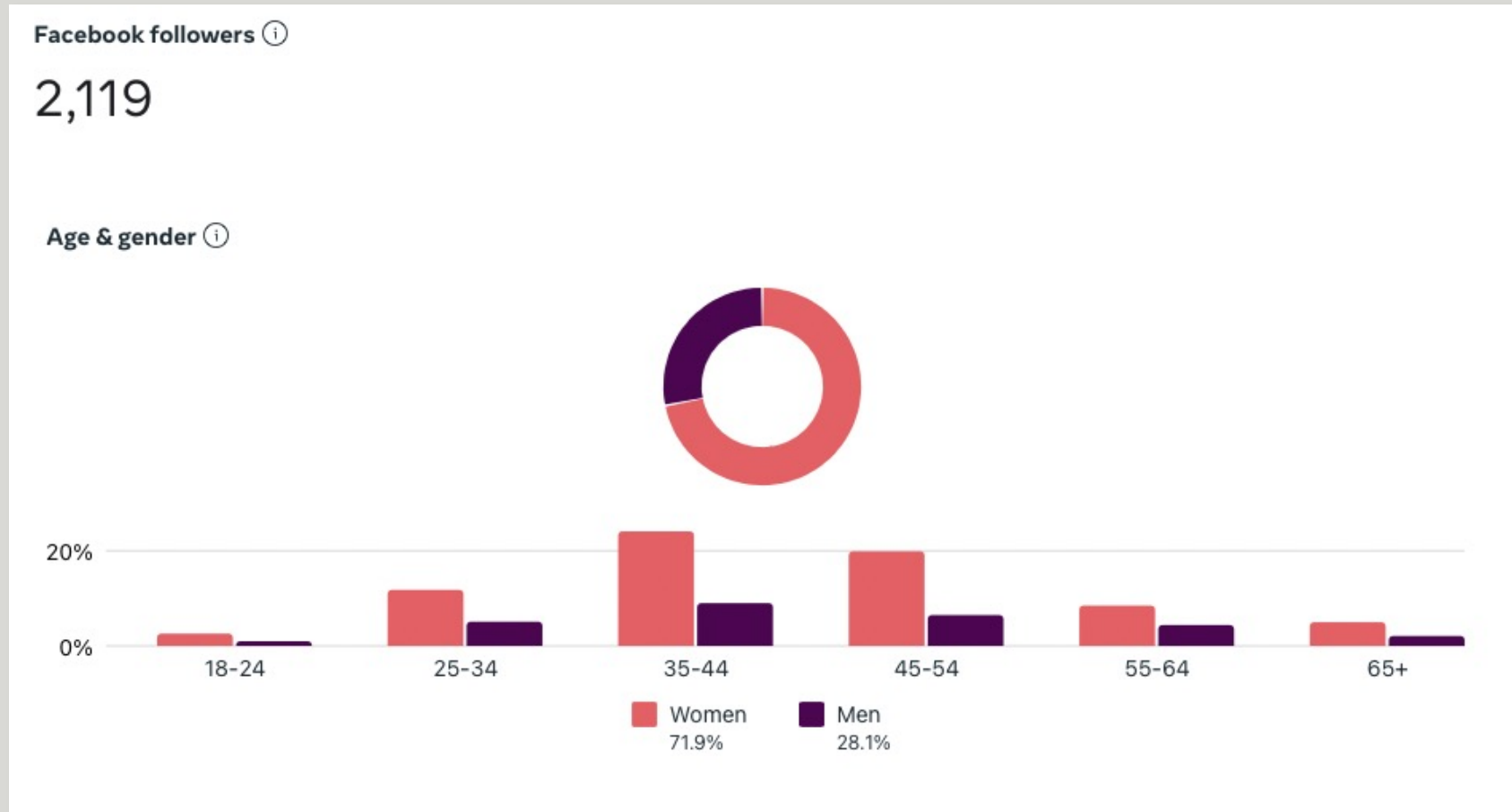


# Reach & Engagement



04

# Audience & Pages with similar content



The Page Benchmark feature, following recent updates to the platform requires reactivation which can only be achieved by a full admin of the page.

Business comparison **Businesses to watch**

**You've opted out of this feature**  
Benchmarking lets you compare the performance of your business with businesses like yours. You can access this feature by opting back in. Once you do, your Facebook Page or profile will be visible in the suggestions list.





[Get Access](#)



05

## Summary

This month we have seen a similar performance to Facebook, with an increase across all metrics. We can see how the topical and multi-image posts continue to engage with the audience whilst generate higher levels of impressions

	POSTS 	IMPRESSIONS 	ENGAGEMENT 	FOLLOWERS 
February	2	223	26	178
March	4	276	37	192
Difference	+2	+53	+11	+14

In March we have seen positive growth across all metrics on Instagram. This is achieved despite the newsfeed being more congested due to an increase of easter holiday content. From this we can see how the community built on the platform continues to become more engaged month by month.

This month's Engagement Rate of **13.41%** continues to exceed the current Instagram benchmark of 4.59%

# WESTON BID

## SOCIAL MEDIA REPORT



06

# At the top

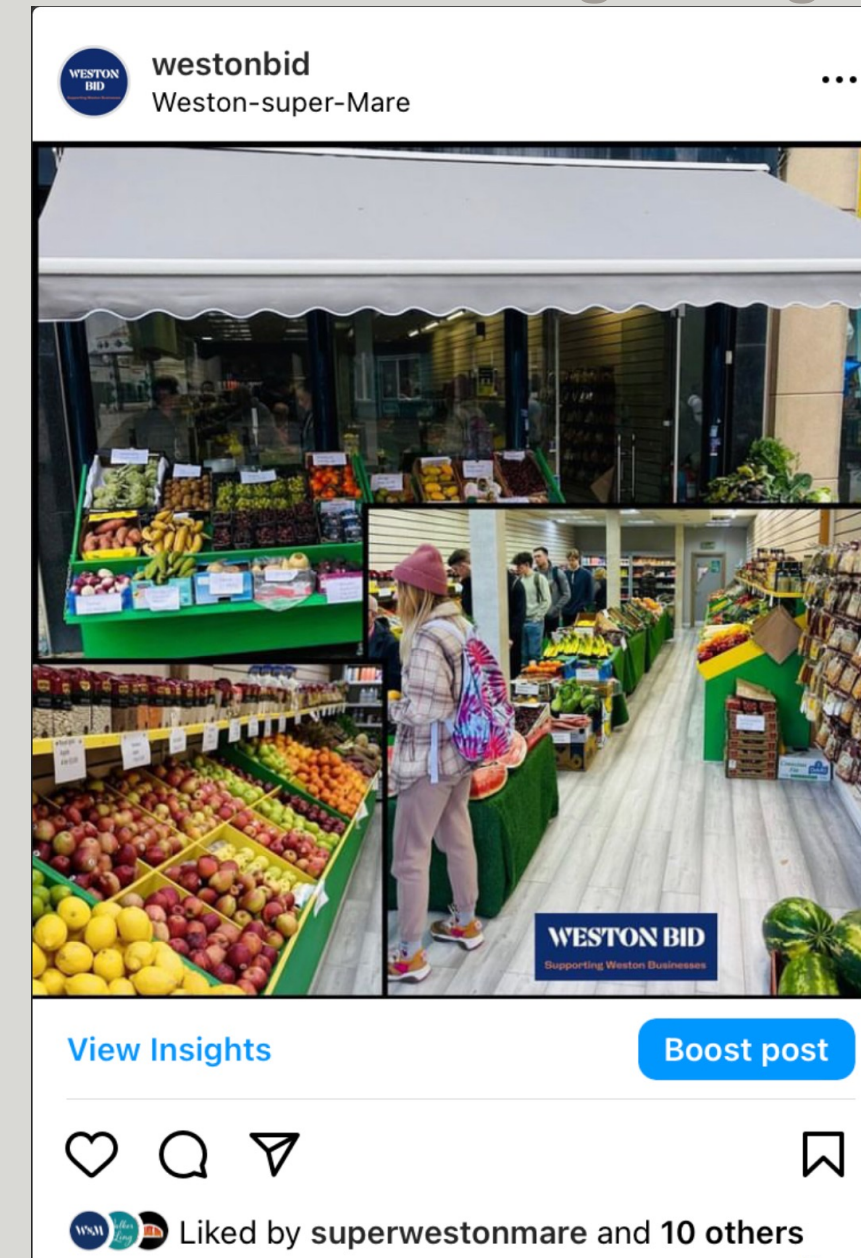


Impressions: 100

Likes: 13

Engagement Rate: 13%

This month we saw a blend of post types performing well. Single Image generated the most Likes, with Carousels achieving the higher Engagement Rate.



Impressions: 85

Likes: 12

Engagement Rate: 14.11%

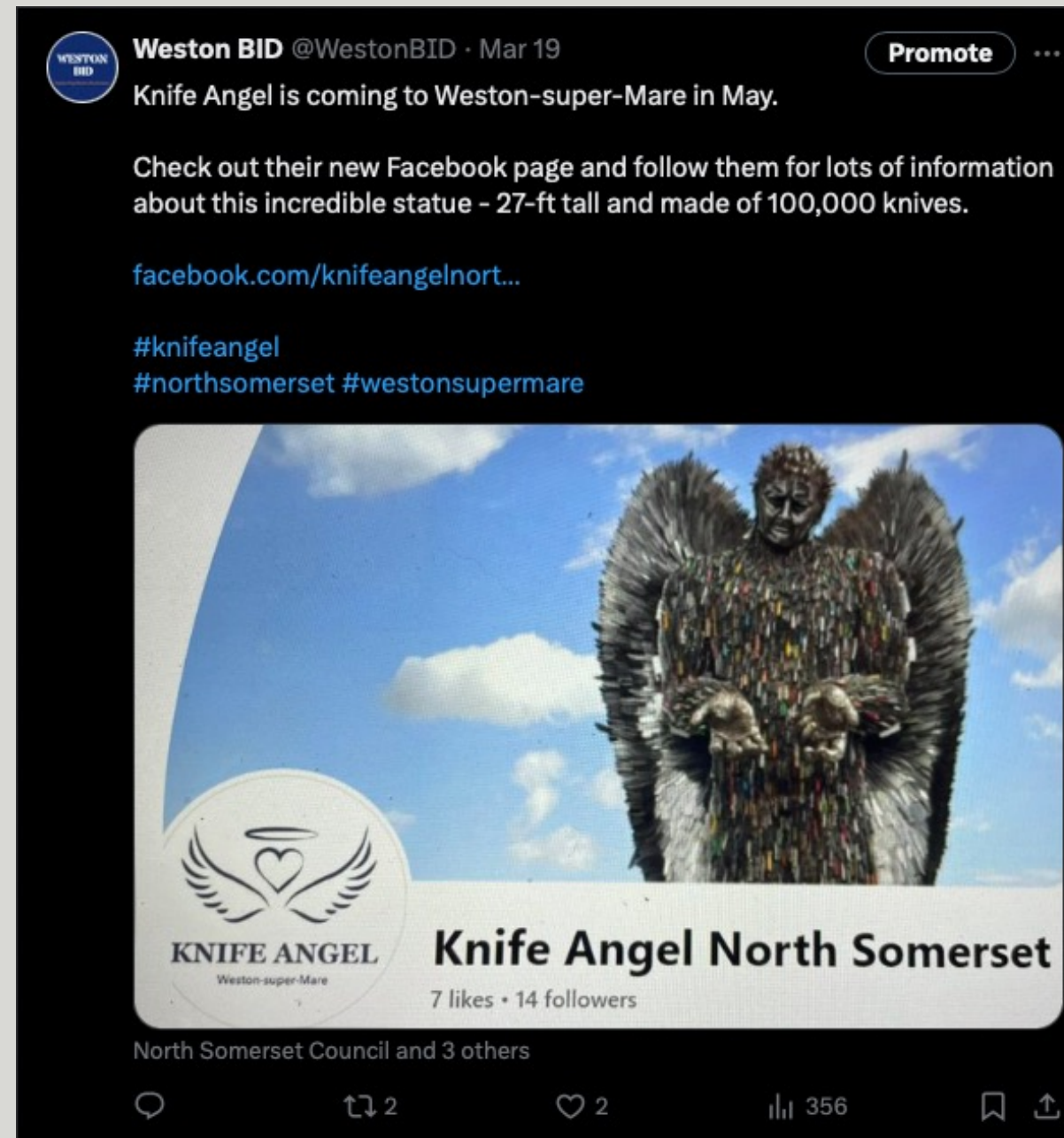


07

# At the top

Top Impressions Tweet:  
356 Impressions

Most Engaged Tweet:  
8 Engagements









08

## Summary

This month we have seen an increase across all metrics on X/Twitter for the first time this year.

The slight increase in posting has contributed to this, however the optimised content has also improved visibility with impressions going up at a greater rate.

	TWEETS 	IMPRESSIONS 	ENGAGEMENT 	CLICKS 
February	5	574	16	0
March	6	802	18	1
Diff	+1	+228	+2	+1

March has seen a reverse of the outcomes seen in February – all metrics have increased whilst engagement rate has slightly decreased. With the recent changes to the X algorithm it is becoming a channel to read and digest content, meaning the focus is on Impressions rather than generating engagement or driving traffic to a website.

March Engagement Rate: 2.24%

February Engagement Rate: 2.78%