

WESTON BID

01

SOCIAL MEDIA REPORT

SEPTEMBER 2024



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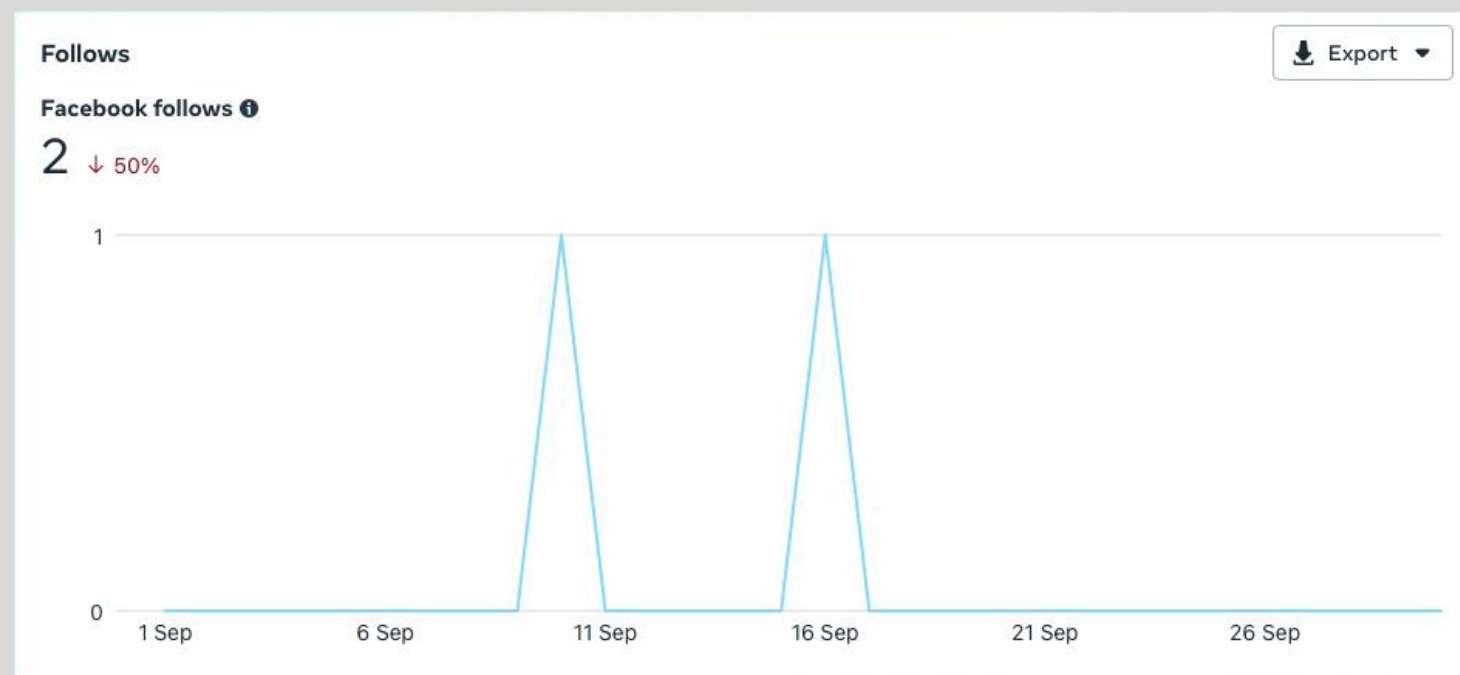
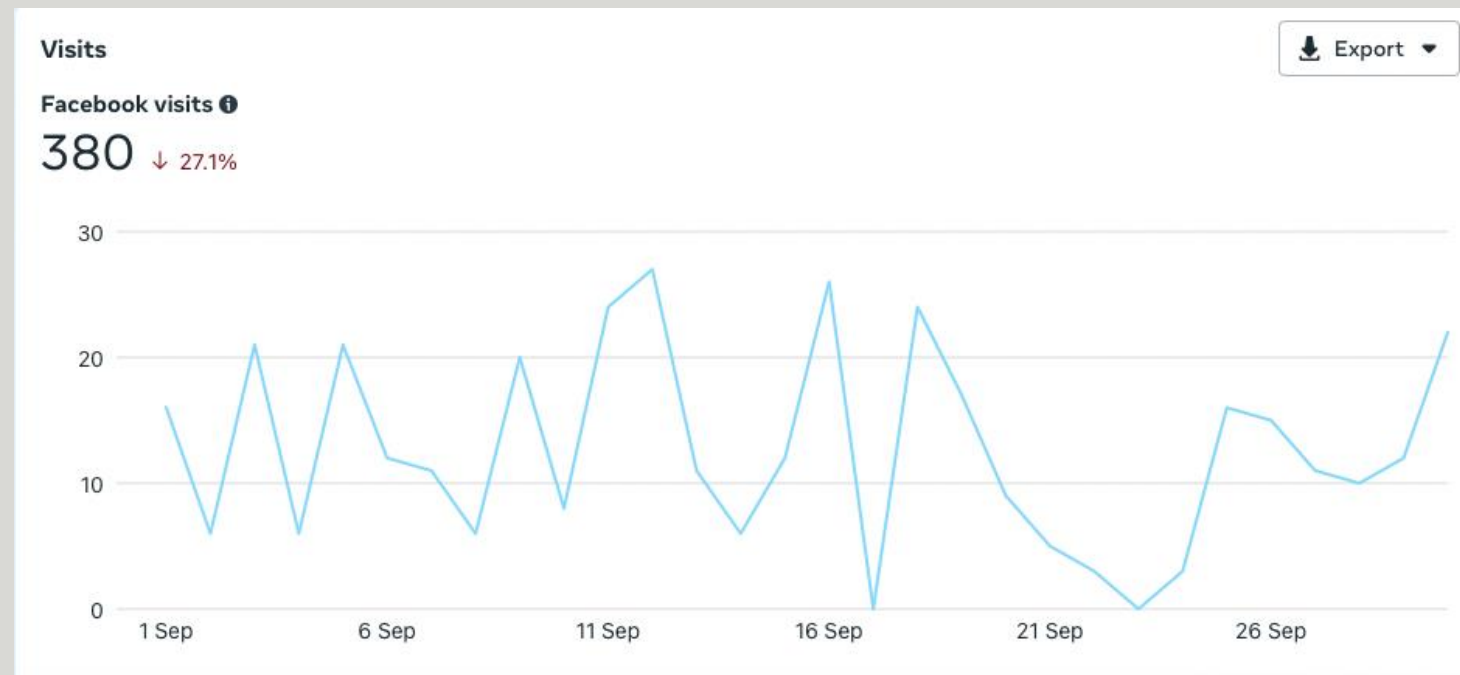
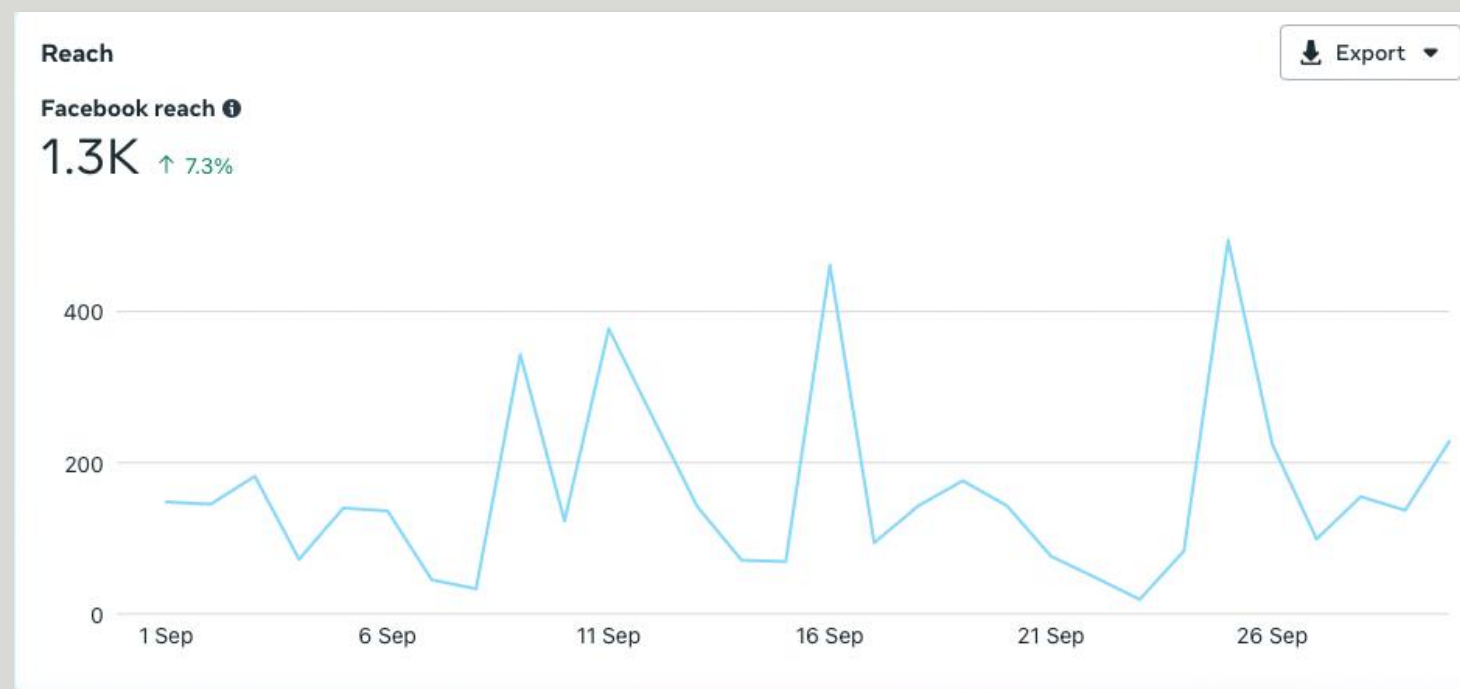


02

Reach Likes Visits

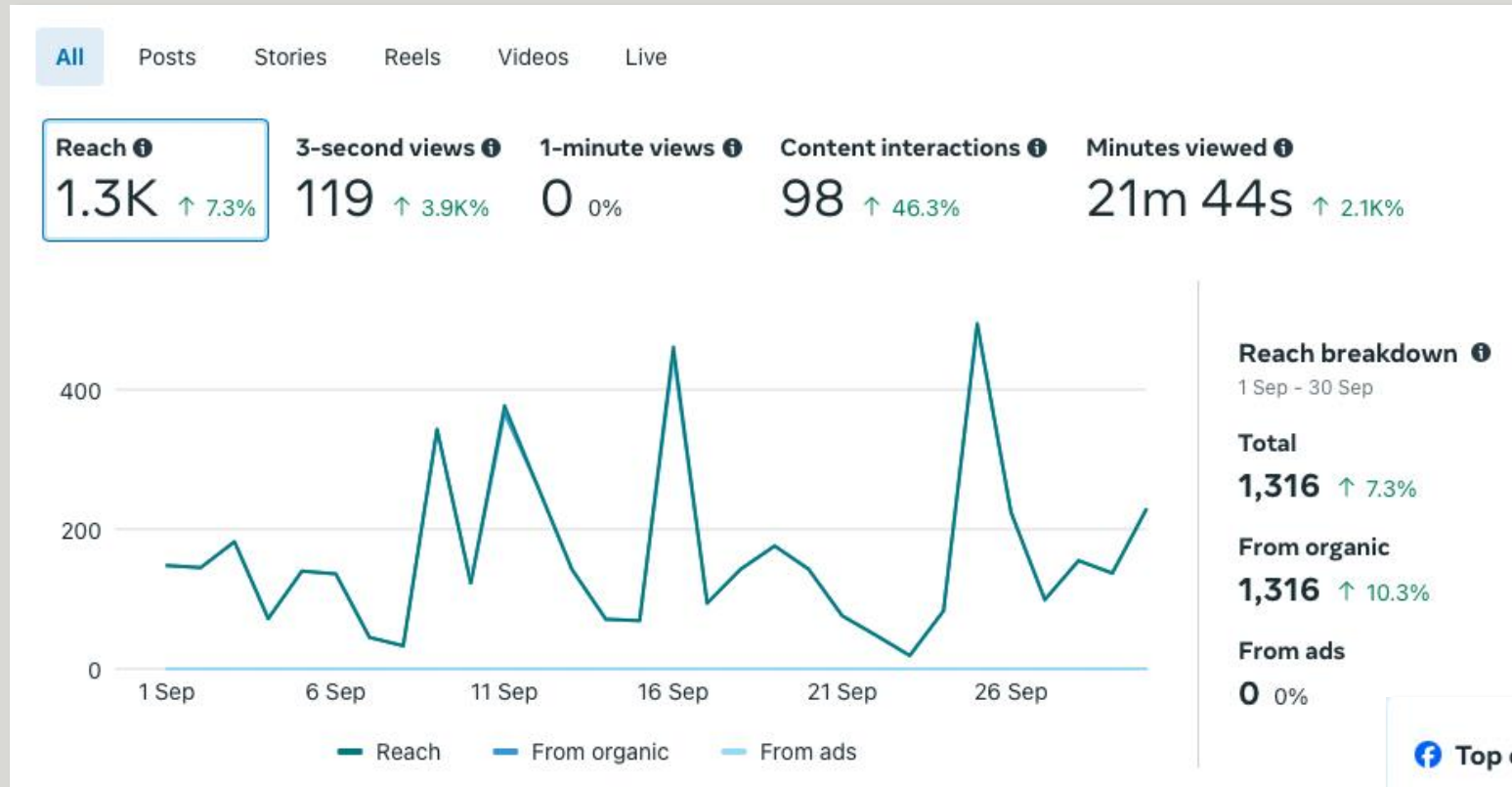
In September we have seen the start of the post-summer performance climb, which reach and visibility of the Facebook page increasing month-on-month.

We have seen a slight dip in direct page visits, but based on the increased visibility this will be because the majority of users digested content in-feed.





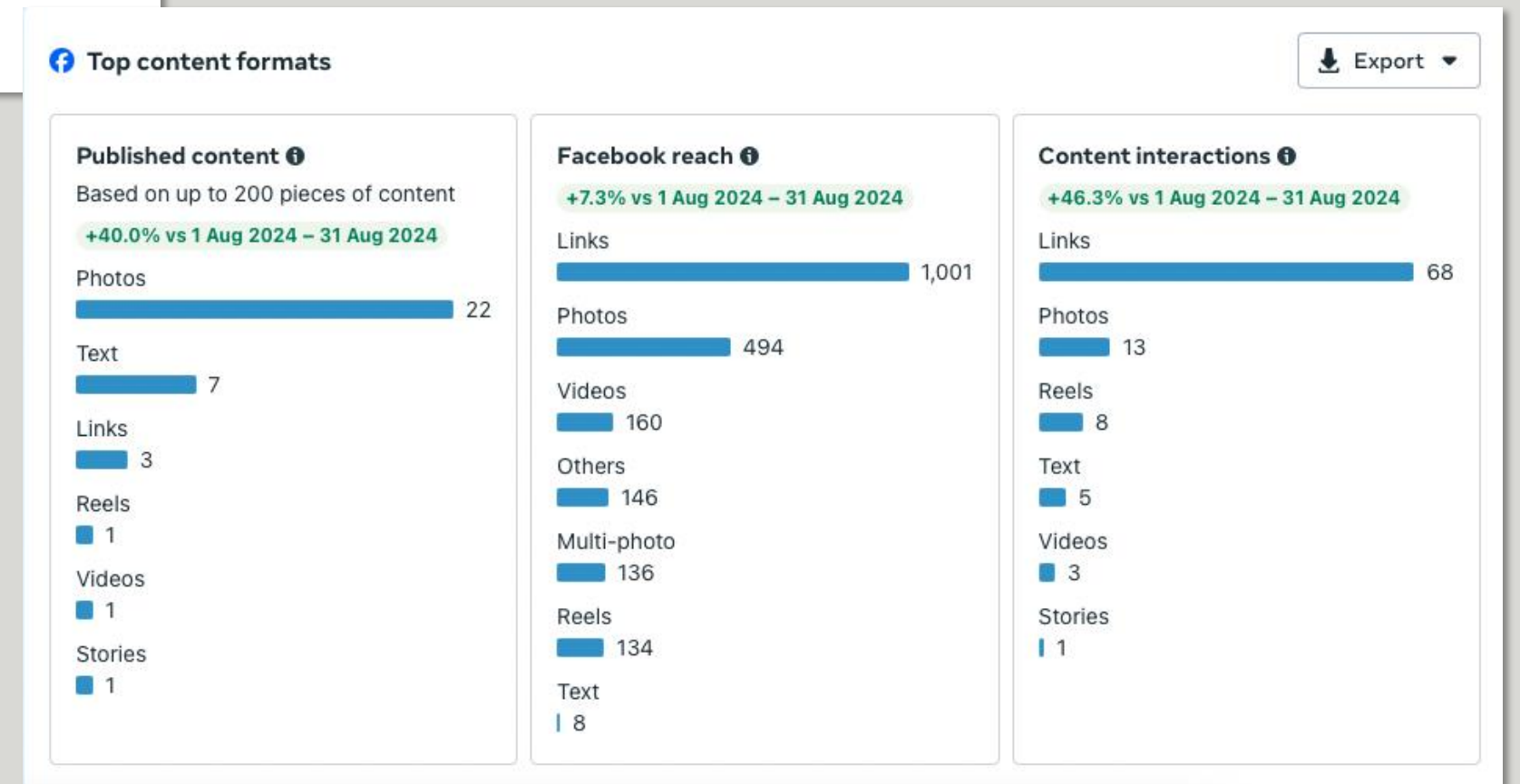
03



Following the competitive newsfeed congestion in the summer we have now seen channel performance return to previous levels.

As a result we have seen an increase across all metrics, including all post types, with image and link drivers acting as our top performers in September.

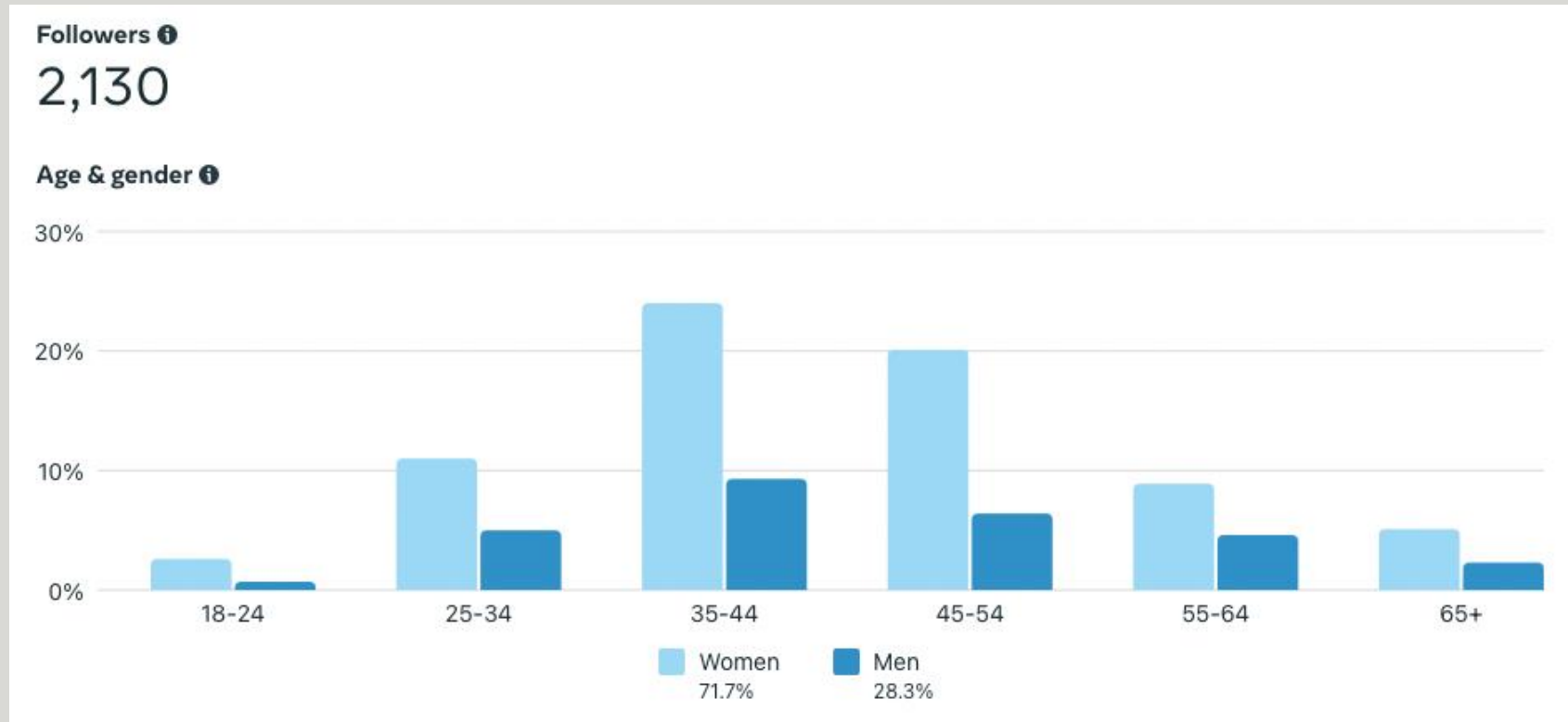
Reach & Engagement





04

Audience & Pages with similar content



Page	Page likes	Page likes...	Published content
The Grand Pier The Grand Pier is an iconic landmark in WSM that provides fun and e...	50.7K	↑ 28	14
North Somerset Council Welcome to the North Somerset Council Facebook page. Report issu...	16.1K	↑ 11	43
Help, It's The School Holidays Family Fun Times, In And Around North, South, East, West & Central ...	5.2K	↑ 15	11
Weston BID All the latest news and events from Weston BID	1.9K	↓ 2	32







05

Summary

This month we've seen how the increase in posting frequency and consistency on feed content improves the performance of Instagram.

With recent algorithm changes consistency in posting is key with the platform, which is reflected in this month's performance..

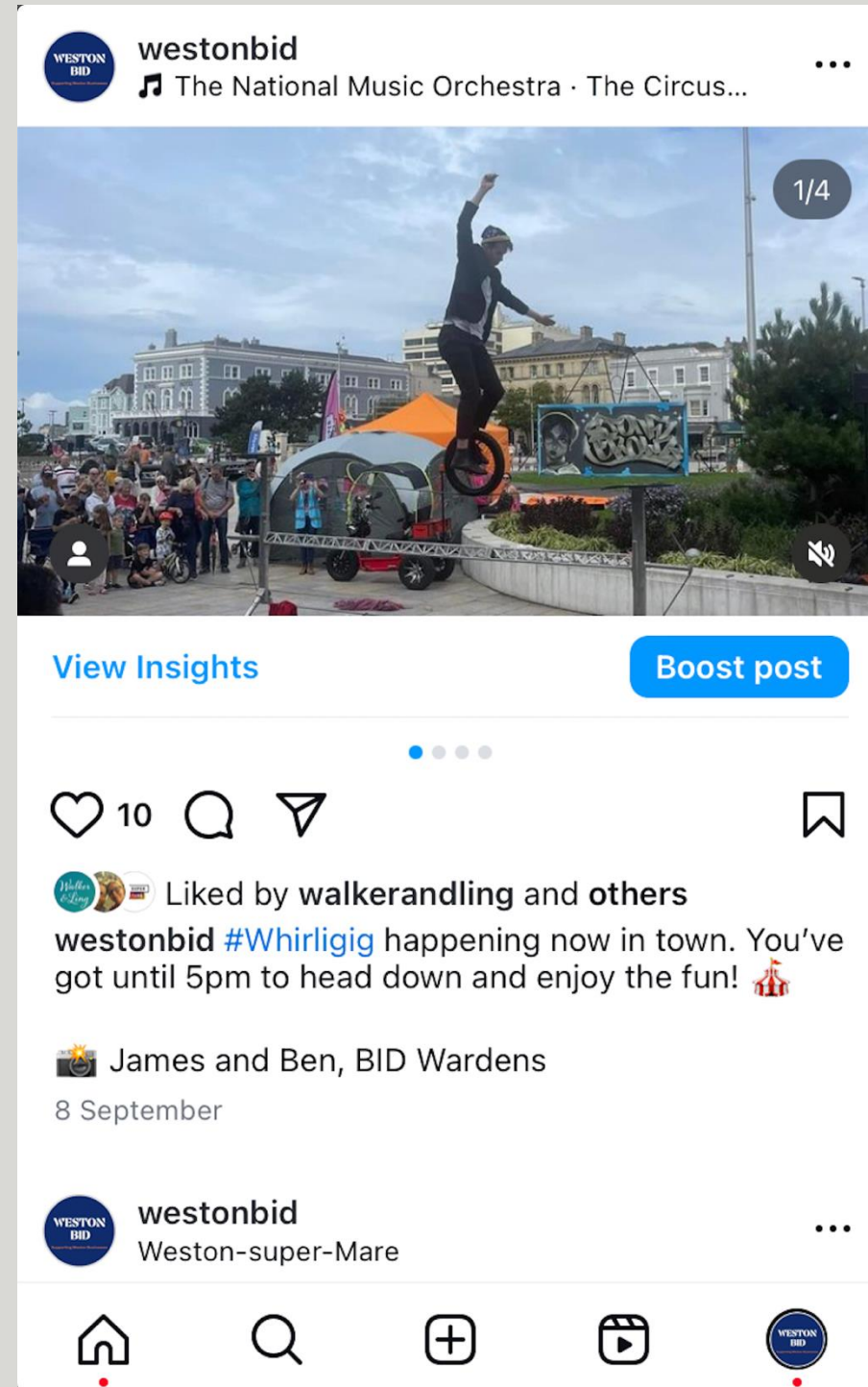
	POSTS 	IMPRESSIONS 	ENGAGEMENT 	FOLLOWERS 
August	2	341	17	240
September	4	316	42	250
Difference	+2	-25	+25	+10

With our consistency in posting and variety of content we are also seeing a constant growth in terms of audience size, with at least 10 new followers being gained per month.

This month's Engagement Rate of **13.29%** continues to exceed the current Instagram benchmark of 4.59%, as well as the 4.99% achieved in August.



At the top

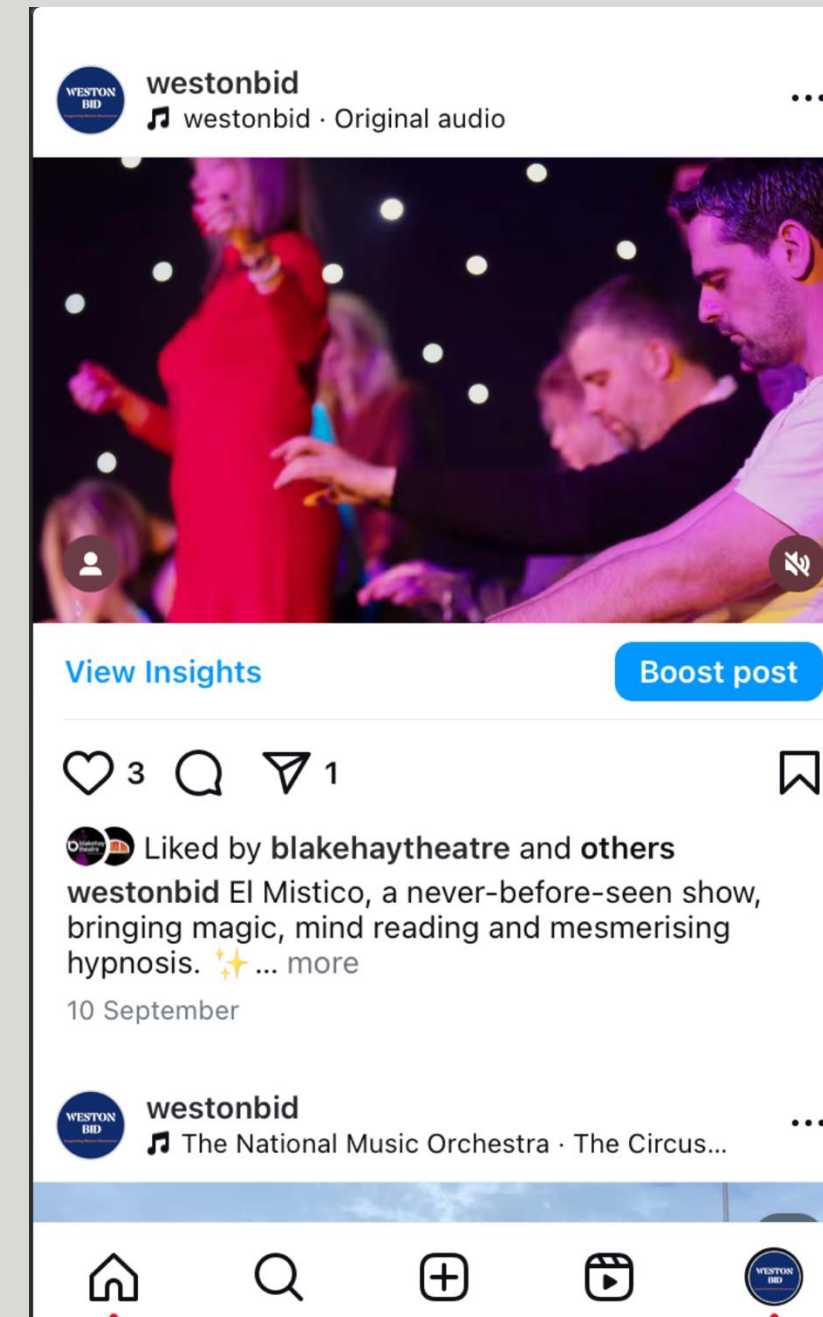


Impressions: 74

Likes: 10

Engagement Rate: 13.51%

We continue to see how different visual types perform well with the audience. Video content and carousels continue to drive high Engagement Rates.



Impressions: 81

Likes: 18

Engagement Rate: 22.2%



07

At the top

Top Impressions Tweet:
62 Impressions

Most Engaged Tweet:
2 Engagements

Weston BID @WestonBID · Sep 29 Promote

☕ Where is your favourite place in Weston for coffee?

We have an abundance of places to get a good coffee, but we want to know your recommendations.

Comment below and help support our businesses. ↓

[#coffee](#) [#Recommendations](#) [#cafe](#) [#westonsupermare](#) [#NationalCoffeeDay](#)

National Coffee Day

WESTON BID
Supporting Weston Businesses

Sovereign Centre WSM and 3 others





1 62



08

Summary

In September we have seen a similar post-by-post performance on X, with the increase in metrics performance due to more content going out than in the pervious month.

	TWEETS 	IMPRESSIONS 	ENGAGEMENT 	CLICKS 
August	1	58	0	0
September	2	120	3	1
Diff	+1	+62	+3	+1

We still see levels of engagement on the platform despite the inactivity. With an increase in posting volume, this would increase over time as the speed of the X newsfeed requires a higher posting frequency than other platforms.

This month we have seen the Engagement Rate increase to 2.5%. This is similar to the levels we have seen in previous months, demonstrating the need to maintain the channel as a third option