

FOREST  RIDGE

THE SACRED HEART SCHOOL OF SEATTLE

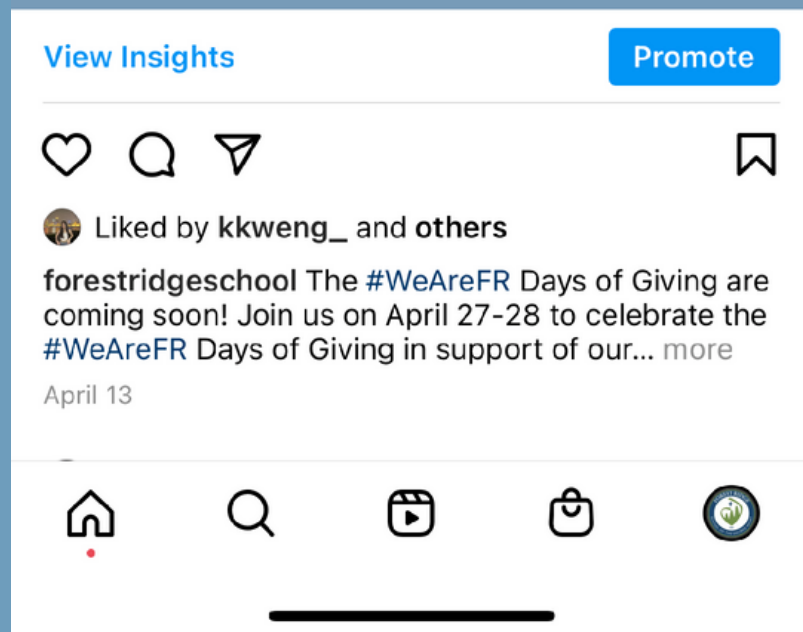
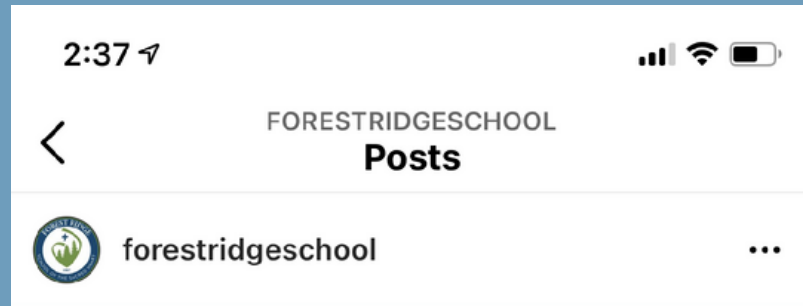


#WEAREFR

Social Media Analytics Summary

Apr. 13 - Two Weeks Out

Time Posted: Mid-day



Facebook

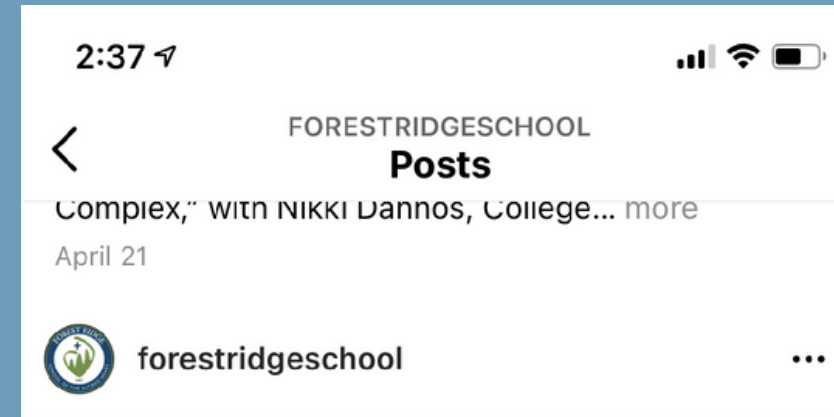
Organic Reach: 198
Paid Reach: 0
Reactions: 9
Views: 69
Link Clicks: 0
Shares: 0

Instagram

Likes: 35
Comments: 0
Shares: 0
Saves: 0

Apr. 20 - 1 Week Out

Time Posted: Mid-day



Facebook

Organic Reach: 166
Paid Reach: 0
Reactions: 7
Views: 67
Shares: 0
Link Clicks: 1

Instagram

Likes: 20
Comments: 0
Shares: 0
Saves: 0

Apr. 27- Day 1

Time Posted: Morning



Facebook

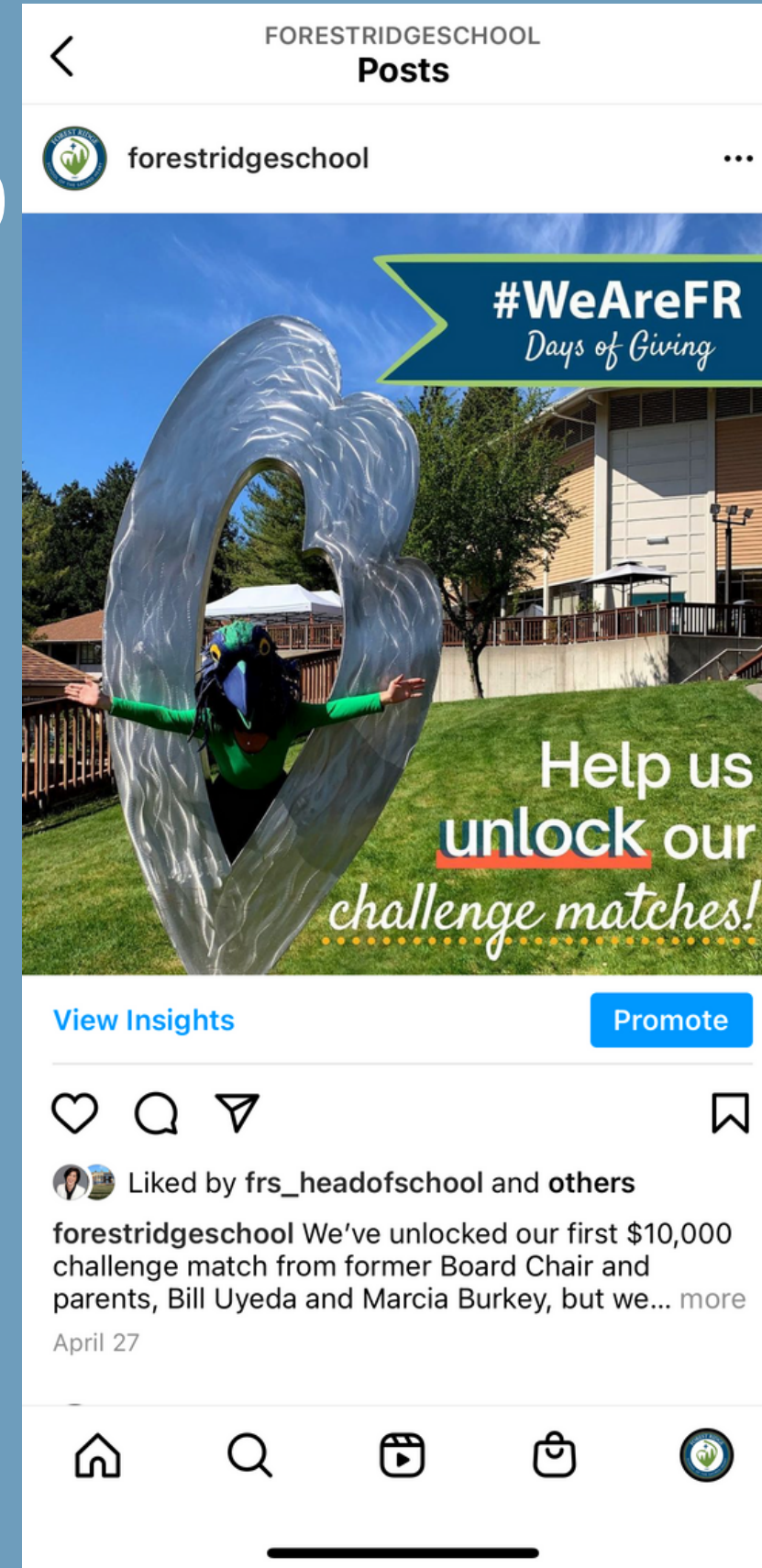
Organic Reach: 1,140
Paid Reach: 0
Reactions: 27
Views: 525
Link Clicks: 8
Shares: 7

Instagram

Likes: 27
Comments: 0
Shares: 5
Saves: 0

Apr. 27 - Day 1

Time Posted: Mid-Morning



Facebook

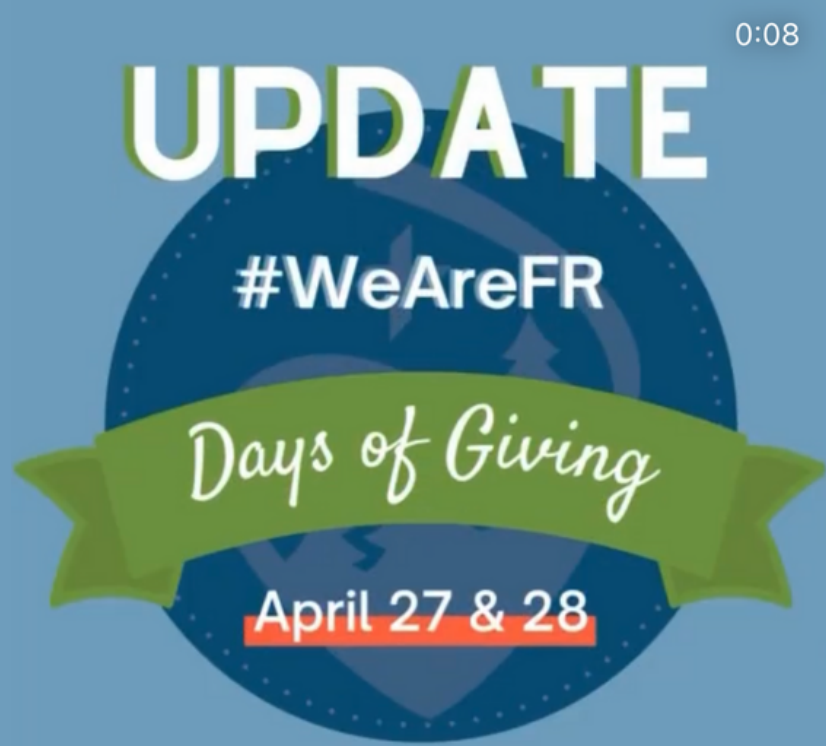
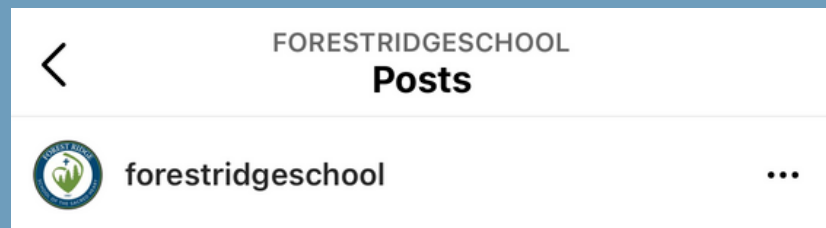
Organic Reach: 312
Paid Reach: 0
Reactions: 22
Shares: 0
Link Clicks: 3

Instagram

Likes: 46
Comments: 0
Shares: 5
Saves: 0

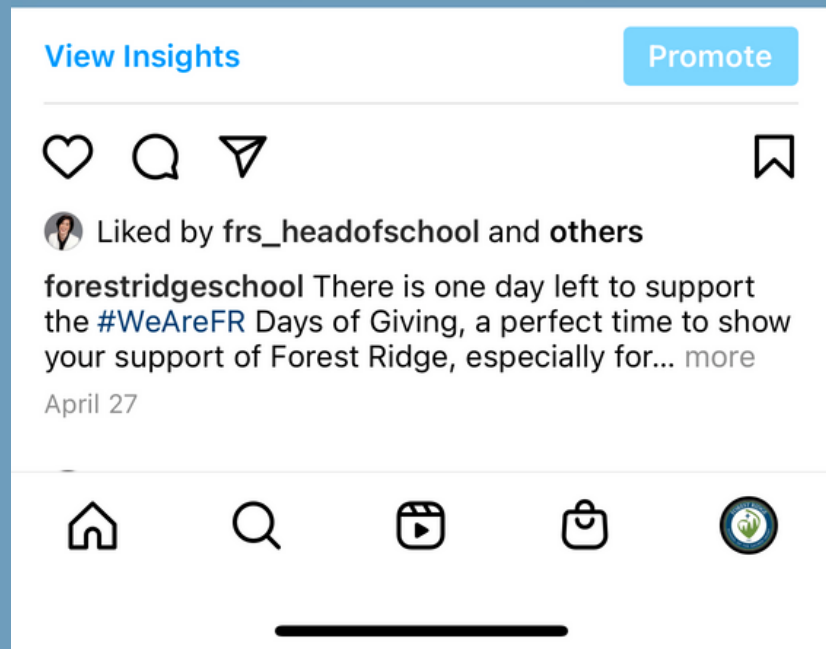
Apr. 27 - Day 1

Time Posted: Mid-Day



Facebook

Organic Reach: 155
Paid Reach: 0
Reactions: 8
Views: 55
Link Clicks: 0

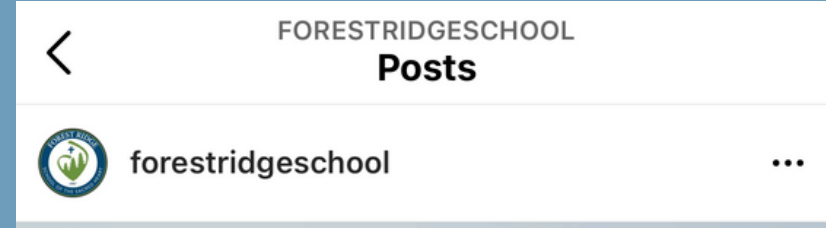


Instagram

Likes: 20
Comments: 0
Shares: 0
Saves: 0

Apr. 28 - Day 2

Time Posted: Morning



Facebook

Organic Reach: 392
Paid Reach: 0
Reactions: 14
Views: 165
Shares: 1
Link Clicks: 1

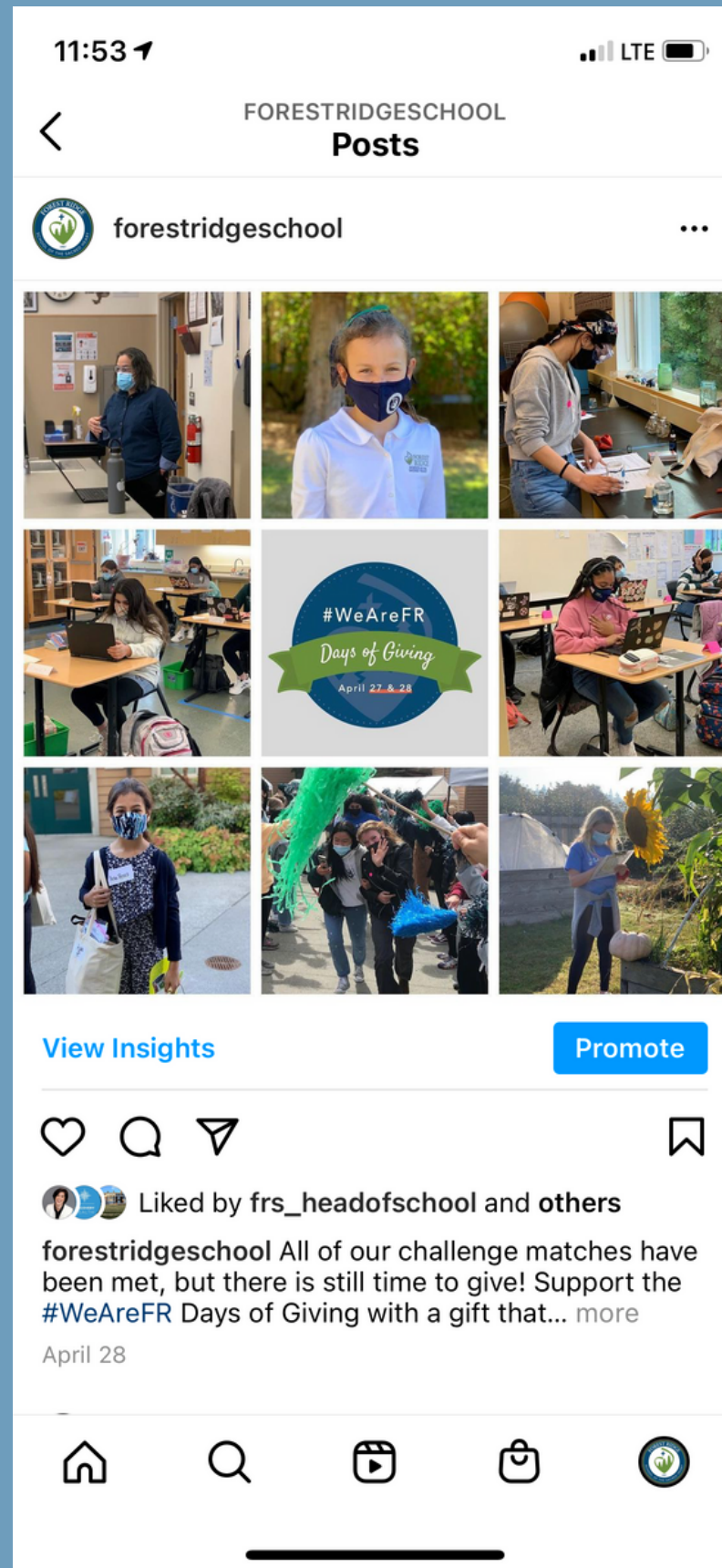


Instagram

Likes: 29
Comments: 0
Shares: 46
Saves: 1

Apr. 28 - Day 2

Time Posted: Morning



Facebook

Organic Reach: 420
Paid Reach: 0
Reactions: 29
Views: 22
Link Clicks: 2
Shares: 0

Instagram

Likes: 61
Comments: 0
Shares: 2
Saves: 0

Apr. 29 - Day 3

Time Posted: Morning



Facebook

Organic Reach: 161
Paid Reach: 0
Reactions: 14
Views: 48
Shares: 0

Instagram

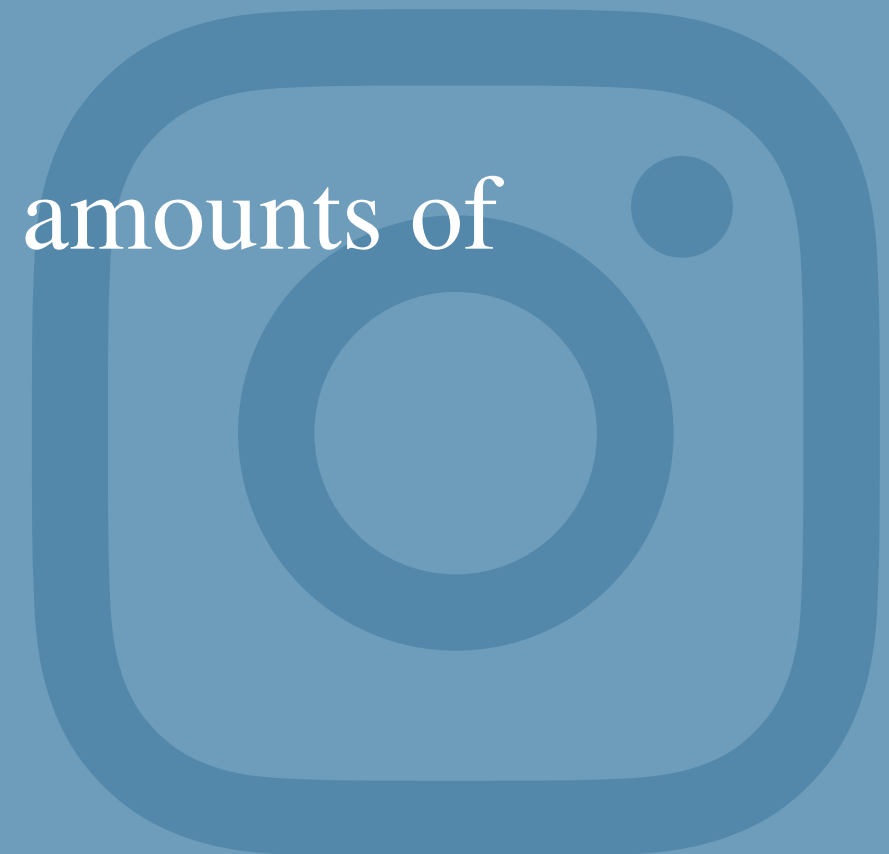
Likes: 24
Comments: 0
Shares: 2
Saves: 0

INSTAGRAM SUMMARY

The posts featuring students performed the best, with the collage receiving 61 likes and the challenge match post receiving 46 likes.

The videos got the second-most engagement, with the first video receiving 27 likes and 5 shares and the second video receiving 29 likes and 46 shares.

Additionally, all of the posts on Wednesday got relatively higher amounts of likes.



FACEBOOK SUMMARY

The video posts received the most engagement, with an organic reach of 1,140 on the first video and 392 on the second video. The two video posts made up most of the total likes and views of all of the Facebook #WeAreFR posts.

The photos featuring students received 312 likes on the first post and 420 likes on the collage. All animations received the least amount of likes and engagement.

Overall, the reach and interaction on Facebook were much greater than on Instagram. Videos were the most effective posts to drive organic reach.

