

Monthly Social Media Analytics Report for: Nanducket

[Created using data and analytics generated from Buffer]

Summary

Below are the following reports for Nanducket social media performance for the month of April. Accounts managed/analyzed include the Instagram page (@nanducket) and Facebook page (@Nanducketstyle). These platforms are used due to their broad reach potential, low-cost barriers to entry, and customer base. This report was created using analytics pulled from our social media management software and reports on overall account performance along with individual post data. It is important to note analytics and insights for Reels are omitted, which comprise a significant amount of the content published to the Instagram account. Thus, performance data may not be entirely precise and representative of the overall account content strategy.

Performance Overview

Overall, the account performance maintains a steady pace. Instagram saw a higher reach but slightly lower engagement across posts (*Performance, Instagram*). Many things can impact this, and accounts often experience lower engagement during holiday periods. In contrast, the Facebook page had lower post reach but saw an increase in engaged users by 8% and an increase in page and post engagements (*Performance, Facebook*). Both accounts had an increase in the quantity of content published compared to the previous month.

Breakdown by Platform

Instagram

Looking at post performance, it is noted that the number of posts increased to 23 for the month of April (*Post summary, Instagram*). Overall impressions and reach were just below ten thousand, meaning the content reaches beyond just the existing follower audience. Of the top-performing posts, the one with the highest reach was a video posted on Easter, reaching just shy of 1400 users (*Post insights, sorted by reach*). The post also saw an engagement rate of 5.22%. Overall engagement for the month of April decreased compared to March but remained above the industry average. Several top-performing posts saw engagement rates between 5-12% (*Post insights, sorted by engagement rate*). Of the top 5 posts with the highest engagement, four were single images and one carousel. Two were promotional posts, and one was a product image.

Facebook

The total number of posts for April was 29, increasing 32% over March. Daily average engagements trended positively, with an increase toward the end of the month (*Performance, Facebook*). While total reach and impressions decreased slightly against March, the engagement rate increased by 4%, which is a positive indicator of the quality of content posted. The post with the highest reach was a single image, lifestyle content promoting the Margeaux dress + benefitting Ukraine (*Post insights, sorted by reach*). This post also saw an engagement rate of 1.33%, ranking fifth among top-performing posts in that category (*Post insights, sorted by engagement rate*). The post with the highest engagement rate was the Easter video post, which stood apart from the rest of the posts with over an 8% engagement rate. This reaffirms that users love content with a personal feel and provides context for how users utilize the two platforms differently.

Audience Breakdown

The primary demographic being reached on both platforms is women ages 25-34, which directly aligns with our target audience (*Audience overview, Instagram & Facebook*). Audience behavior indicates weekends are the top times of platform usage, with the highest activity on Saturdays for Instagram and Sundays for Facebook (*Answers overview, Instagram & Facebook*). Monday is a close second for Facebook as well. Behavior also suggests a posting frequency of once per day. Instagram users prefer carousels, while Facebook users prefer videos.

Key takeaways

Overall, the account is doing a good job maintaining a mix of content types and posts, increasing reach while targeting the desired audience, and growing the brand. Users have shown that they do not mind promotional posts when incorporated naturally and with on-brand imagery (lifestyle content, product shoots, user-generated content, etc.) Users on Facebook appear to be indifferent to photos of landscapes/scenery vs. people, whereas Instagram users definitely prefer photos of people + animals to generic images.

Recommendations for future

Based on these findings, content creation should focus on ways to personalize and humanize brand posts to resonate with our audience and continue increasing engagement. Efforts should be made to increase the mix of carousel posts on Instagram and maintain the same consistent posting schedule. For Facebook, emphasis should be placed on sharing video content, ideally some featuring user-generated content of the Nanducket product line.