



Social Media Metrics Report

28-Day Report

Facebook

31 December 2020 – 27 January 2021



Fans



Engagement.

PPI.

No of Posts

Posts Per Day

49418	0.09%	2.0%	16	0.57	1252
379	0.25%	32.0%	10	0.36	25
1202	0.0%	-	0	0.00	0
2942	0.11%	-	1	0.04	92
514	0.06%	-	3	0.11	9
758	1.54%	24.0%	7	0.25	325
27697	0.19%	-	22	0.79	1429
1588	0.98%	-	6	0.21	430
1141	0.0%	3.0%	0	0.00	0
1221	0.0%	1.0%	0	0.00	0
4823	0.2%	-	8	0.29	265
637	0.02%	-	2	0.07	3
6440	0.2%	4.0%	12	0.43	368
435	0.53%	-	2	0.07	62
509	0.56%	-	2	0.07	78
10990	1.41%	34.0%	23	0.82	4307
330	0.17%	-	1	0.04	16

Twitter

31 December 2020 – 27 January 2021

 Fans	 Engagement	 PPI	No. of posts	Posts per day	Total Reactions, Comments, Shares
4810	0.03%	-	8	0.29	36
4765	0.17%	-	20	0.71	217
-	-	-	-	-	-
1373	0.1%	-	52	1.86	37
2015	0.0%	-	1	0.04	1

Instagram

31 December 2020 – 27 January 2021

 Fans	 Engagement	 PPI	No. of posts	Posts per day	Total Reactions, Comments, Shares
22337	0.26%	-	4	0.14	1565
3964	0.5%	-	9	0.32	545
446	0.0%	-	0	0.00	0
265	3.41%	-	7	0.25	247
3509	0.94%	-	15	0.54	903
312	0.41%	13.0%	1	0.04	34
3574	0.6%	-	5	0.18	586
484	0.0%	-	0	0.00	0
1290	0.27%	-	2	0.07	97
1664	0.99%	-	6	0.21	448
1439	0.46%	-	3	0.11	180
129	2.54%	-	11	0.39	90
2151	0.0%	-	0	0.00	0

YouTube

31 December 2020 – 27 January 2021

 Subscribers	 Video Views	 Growth	Videos published
40	0	-	0
476	0	-	0

Social Media Metrics Report

12-Month Report

Facebook

27 January 2020 – 27 January 2021



FANS



ENGAGEMENT



PPI

NO. OF
POSTS

POSTS PER
DAY

TOTAL REACTIONS, COMMENTS,
SHARES

49418	0.38%	10.0%	316	0.86	67003
379	0.2%	-	108	0.29	715
1202	0.0%	-	35	0.10	783
2942	0.68%	18.0%	77	0.21	6928
514	0.0%	-	12	0.03	230
758	1.63%	40.0%	90	0.25	4066
27697	0.02%	-	324	0.88	45537
1588	0.07%	-	129	0.35	3225
1141	1.0%	35.0%	47	0.13	3643
1221	0.12%	8.0%	22	0.06	494
4823	0.02%	-	214	0.58	11427
637	0.01%	-	34	0.09	327
6440	0.3%	17.0%	182	0.50	6104
435	0.04%	-	47	0.13	1598
509	0.04%	-	52	0.14	882
10990	1.59%	47.0%	389	1.06	52988
330	0.02%	-	24	0.07	397

Twitter

27 January 2020 – 27 January 2021

	 Fans	 Engagement	 PPI	No. of posts	Posts per day	Total Reactions, Comments, Shares
4810	0.0%	-	8	0.02	36	
4765	0.01%	-	20	0.05	217	
619	0.0%	-	0	0.00	0	
1373	0.01%	-	52	0.14	37	
2015	0.0%	-	1	0.00	1	

Instagram

27 January 2020 – 27 January 2021

	 Fans	 Engagement	 PPI	No. of posts	Posts per day	Total Reactions, Comments, Shares
22337	0.02%	-	29	0.08	11429	
3964	0.04%	-	93	0.25	4108	
446	0.0%	-	5	0.01	255	
265	0.26%	-	80	0.22	2657	
3509	0.09%	-	161	0.44	13878	
312	0.23%	-	25	0.07	802	
3574	0.05%	-	153	0.42	16333	
484	0.0%	-	12	0.03	321	
1290	0.02%	-	67	0.18	3394	
1664	0.08%	-	131	0.36	10186	
1439	0.06%	-	99	0.27	4594	
129	0.19%	-	11	0.03	90	
2151	0.01%	-	47	0.13	3033	

YouTube

27 January 2020 – 27 January 2021

Profile	 Subscribers	 Video Views	 Growth	Videos published
40	563	-	3	
476	0	-	0	