

Performance (YTD)

Reach
143,834

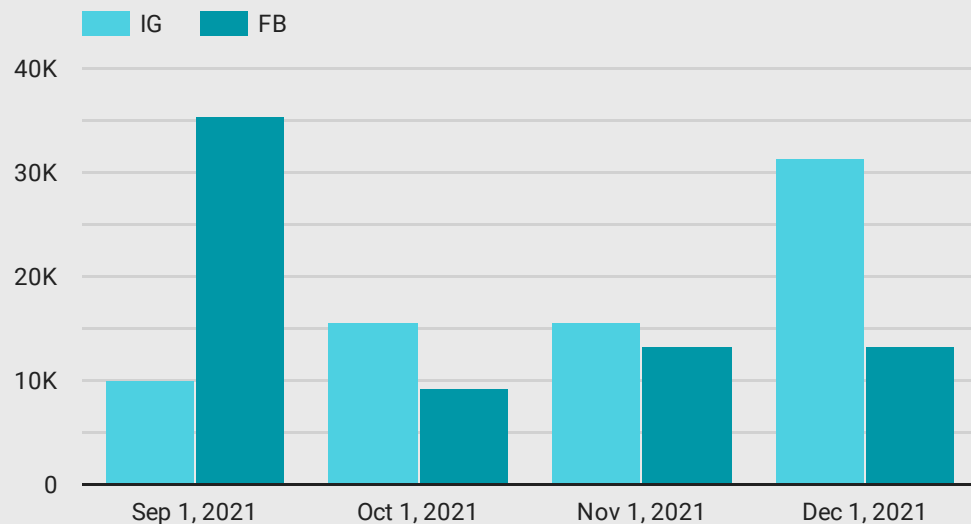
Link Clicks
2,698

Likes and Reactions
2,183

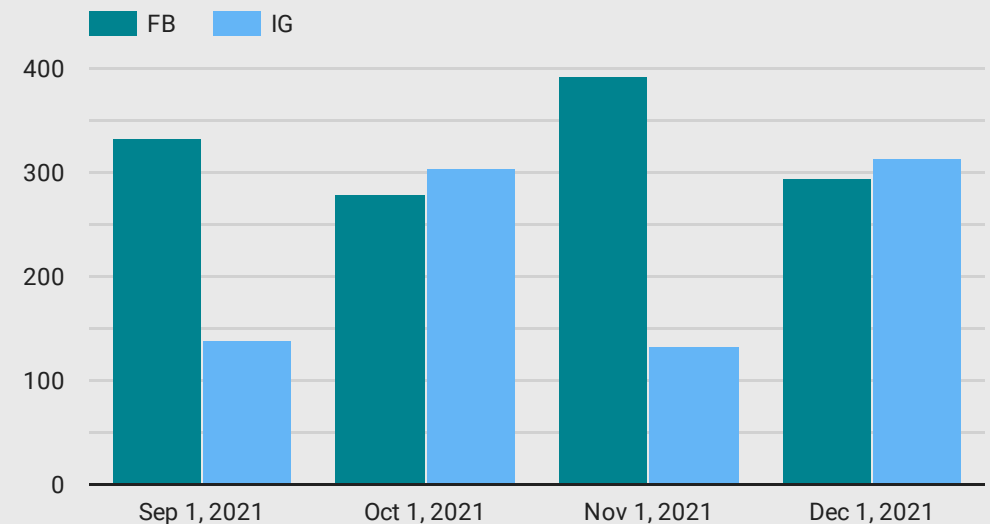
Top Posts (YTD)

Caption	PILLAR	Platform	Reach	Link Clicks	Reach ▾
Working from hom...	PILLAR CULTURE	IG	15643	319	15,643
meet our newest st...	PILLAR CULTURE	FB	15643	319	15,643
another sunny day ...	PILLAR CULTURE	FB	15643	319	15,643
another great day t...	PILLAR CULTURE	IG	15643	33	15,643
END of year sale	pillar products	IG	15643	33	15,643
sneak peek behind t...	PILLAR CULTURE	IG	15643	303	15,643
NEW - hot off the pr...	pillar products	IG	5020	76	5,020
buy 1 get 1 free - ti...	pillar products	FB	5020	303	5,020

Reach Total



Engagement Count (likes & reactions)





Social Media Reporting

Facebook & Instagram - Monthly performance

Jan 1, 2021 - Dec 31, 2021

Month Performance

Reach
143,834

Link Clicks
2,698

Likes and Reactions
2,183

Shares
2,433

Top performing content pillars / by link clicks

PILLAR	Link Clicks ▾	Reach	Likes and Re...	Shares
PILLAR CULTURE	1,394	86,507	1,115	1,167
pillar products	867	40,743	510	848
pillar events	437	16,584	558	418

Facebook - top performing posts / by reach

Platform	Caption	Reach ▾	Link Clicks
FB	another sunny day here	15,643	319
FB	meet our newest staff me...	15,643	319
FB	Only 3 spots left	5,020	76
FB	Merry Xmas	5,020	303
FB	buy 1 get 1 free - time to s...	5,020	303
FB	Our Xmas days off will be	4,146	68
FB	Expo coming soon - save ...	4,146	33

Instagram - top performing posts / by reach

Platform	Caption	Reach ▾	Link Clicks
IG	Working from home #first...	15,643	319
IG	another great day teaching	15,643	33
IG	sneak peek behind the sce...	15,643	303
IG	END of year sale	15,643	33
IG	50% off our latest slippers	5,020	76
IG	NEW - hot off the press ou...	5,020	76