



Social Media Performance Report

Augmen Media

January 1, 2023 – December 31, 2023

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Instagram report

- Summary
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Social Profiles

 Instagram

 drchrisfunderburk

 Followers

37.3k

 +55%

 Posts

474

 Engagement

47k

 Awareness

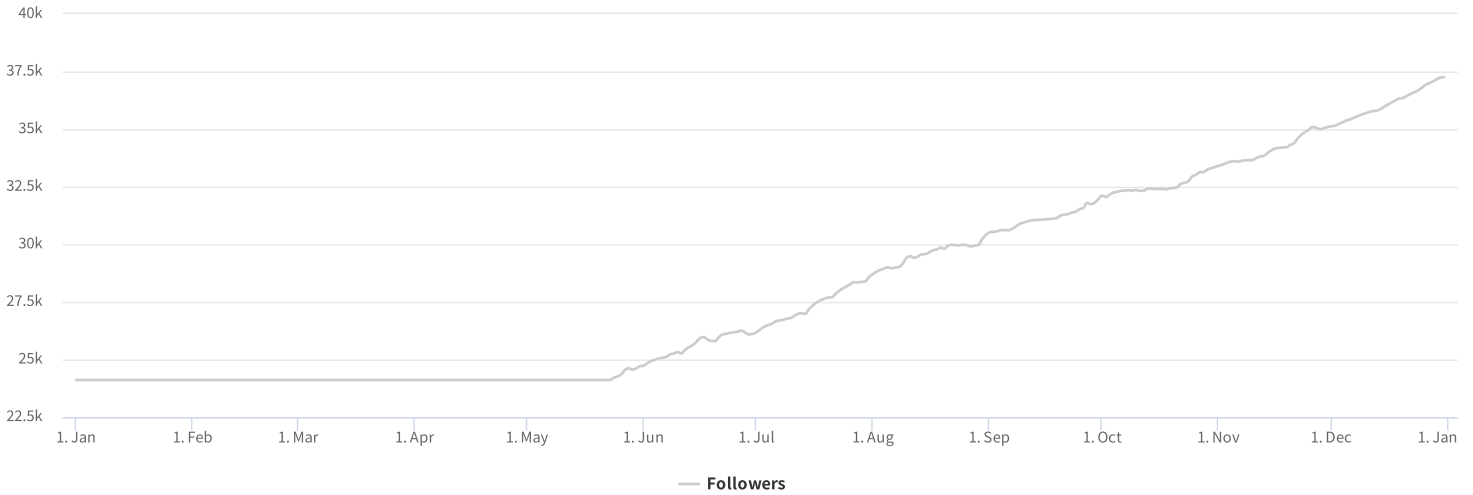
266

 Impressions

5.34m

Audience growth

Number of net followers gained during the selected period

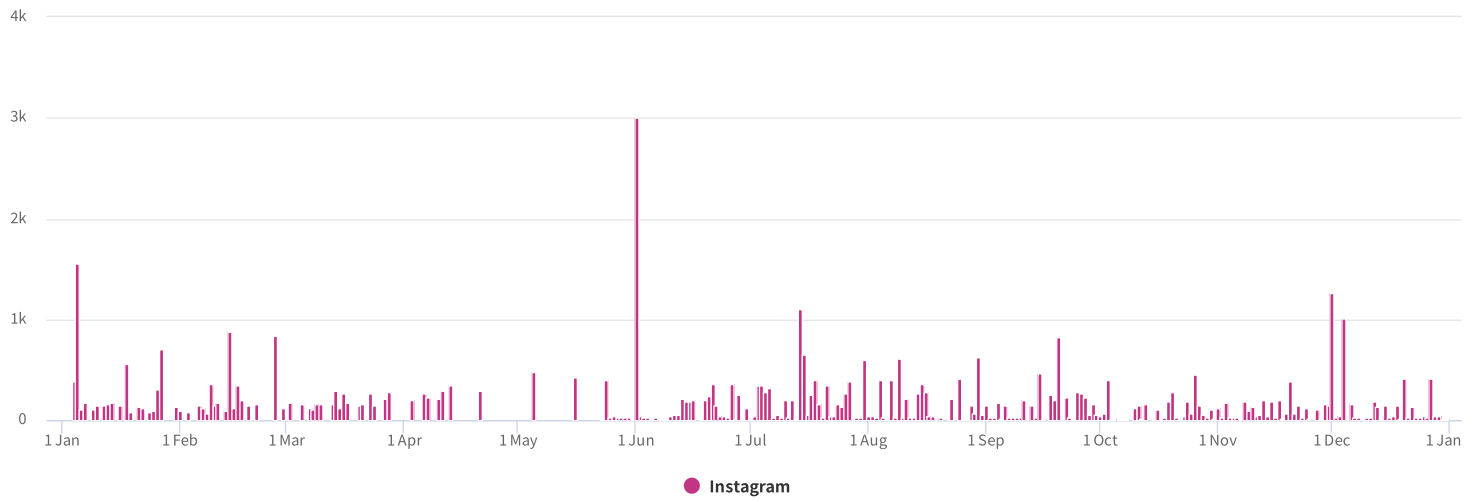


New followers (net)	13,150
Total followers	37,259


The total audience is
37,259 Followers
change of +55%
compared Jan 1, 2023 - Dec 31, 2023
to Jan 1, 2022 - Dec 31, 2022

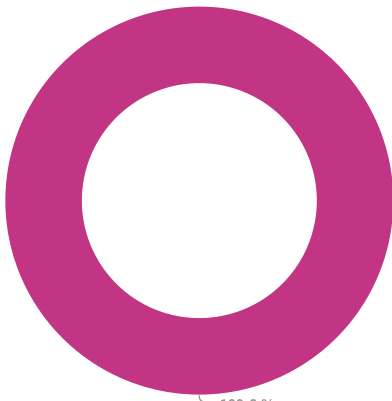
Engagement

Daily engagement by network



Total fans

Total fans across networks

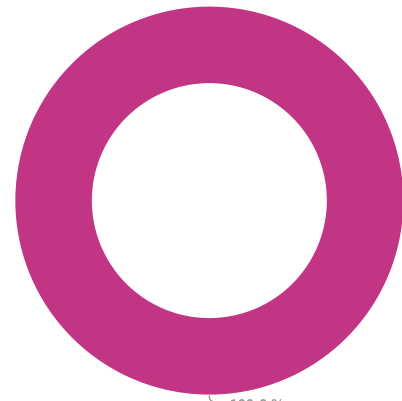


100.0 %

● Instagram

Total engagement

Total engagement across networks

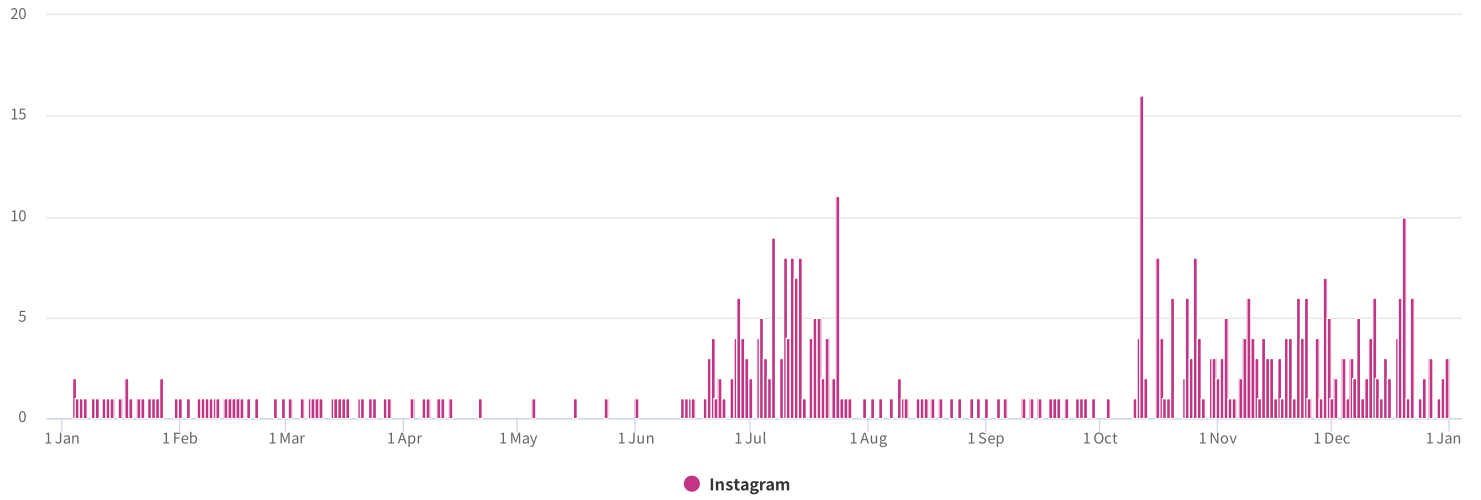


100.0 %

● Instagram

Posts

Published posts by network during the selected

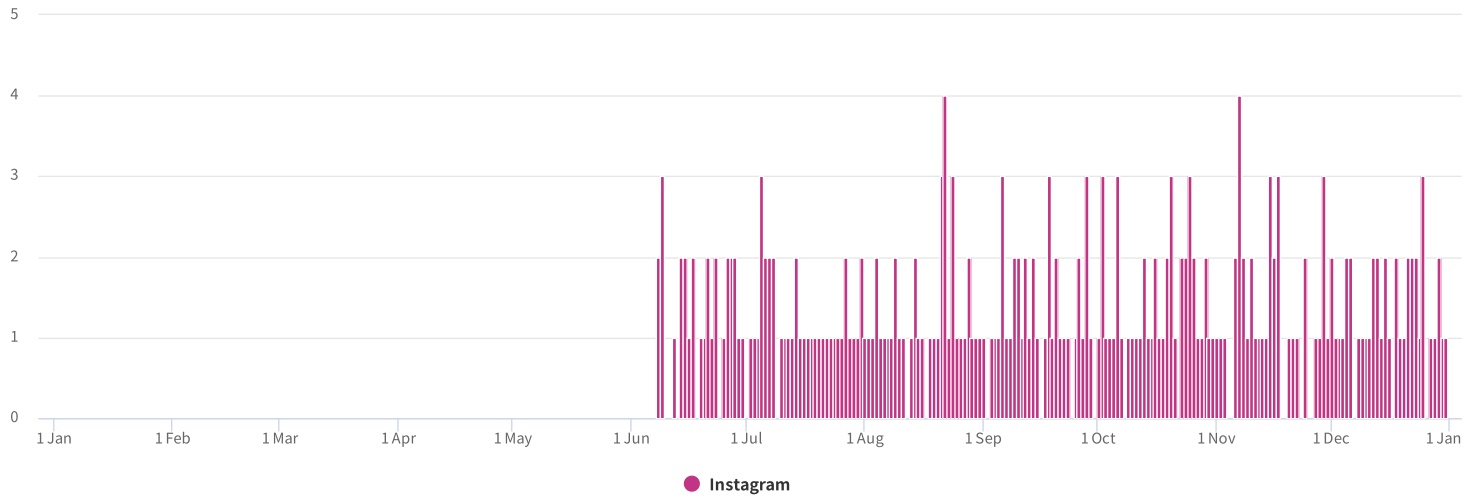


Instagram	474
Total posts	474


The total posts
474 Posts
Jan 1, 2022 - Dec 31, 2022

Brand awareness

Brand awareness includes any mentions, shares and messages for the selected period

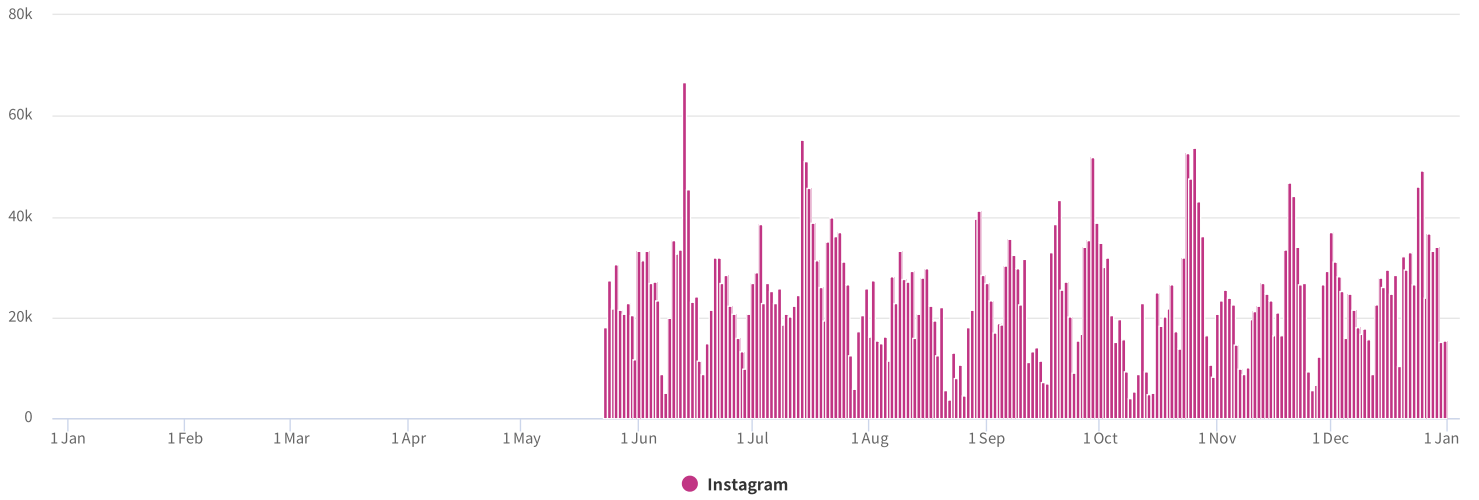


Instagram	266
Total awareness	266


The total awareness
266 Actions
Jan 1, 2022 - Dec 31, 2022

Post Impressions

Post impressions for the selected period by network



Instagram	5,336,725
Total impressions	5,336,725


The total impressions
5,336,725 Impressions
Jan 1, 2022 - Dec 31, 2022

Hashtags & interactions

Number of interactions generated by hashtags used in your posts

111,669 interactions





Instagram report: drchrisfunderburk



Followers

37.3k

➔ +55%



Posts

474



Engagement

47k



Awareness

266

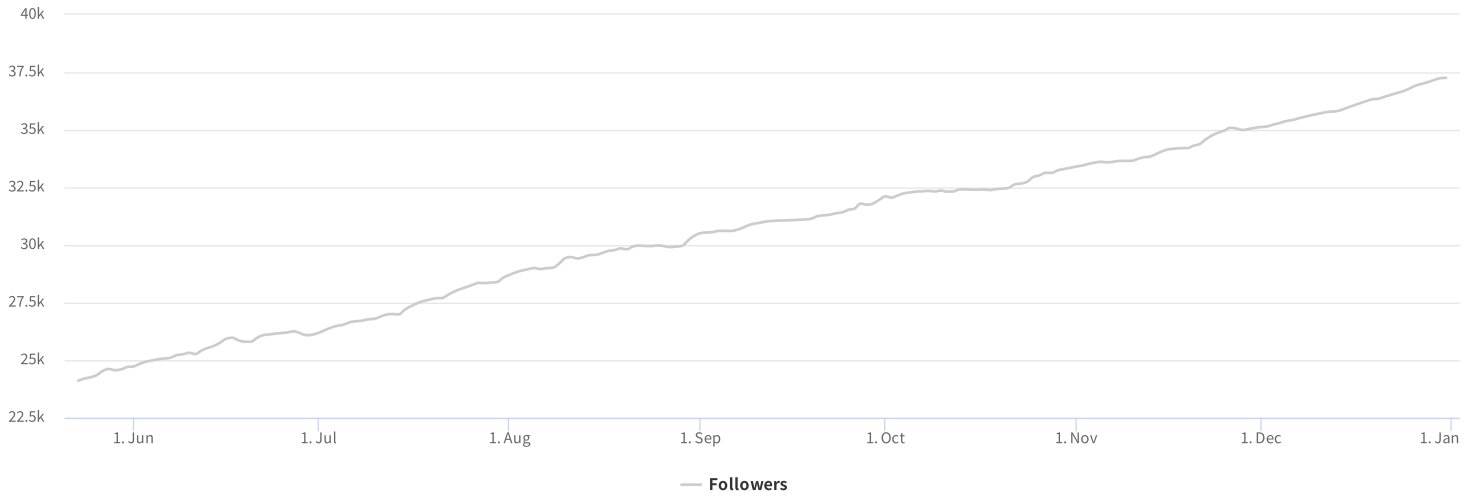


Impressions

5.34m

Audience growth

Number of net followers gained during the selected period



New followers (net)	13,150
Total followers	37,259



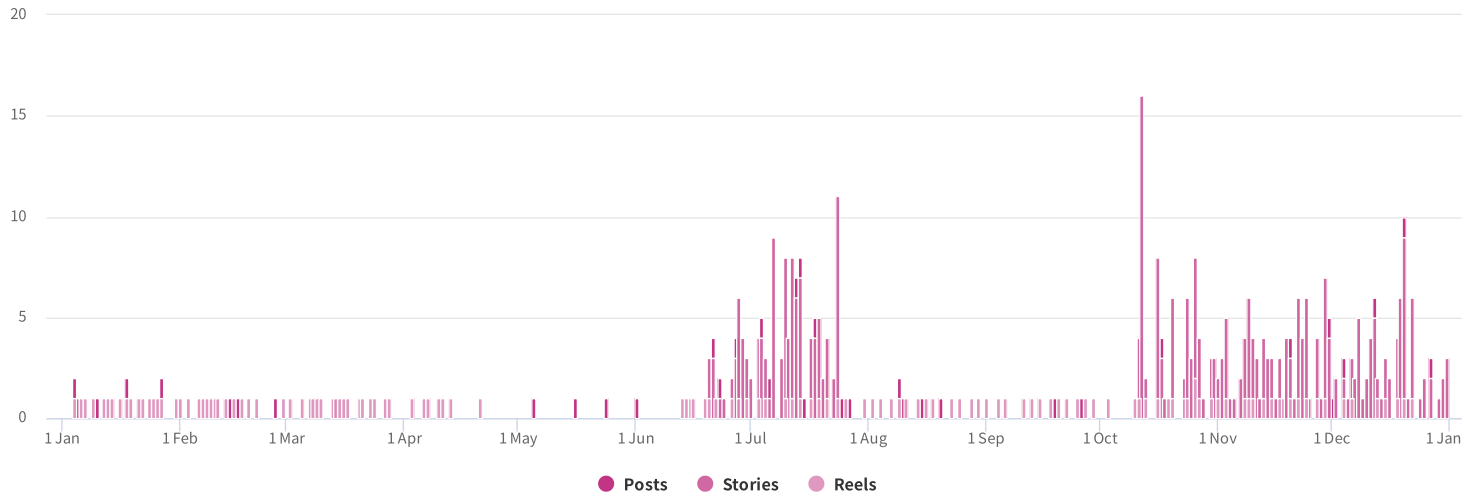
The total audience is

37,259 Followers

change of +55%
compared Jan 1, 2023 - Dec 31, 2023
to Jan 1, 2022 - Dec 31, 2022

Posts

Number of posts, stories and reels published during the selected period

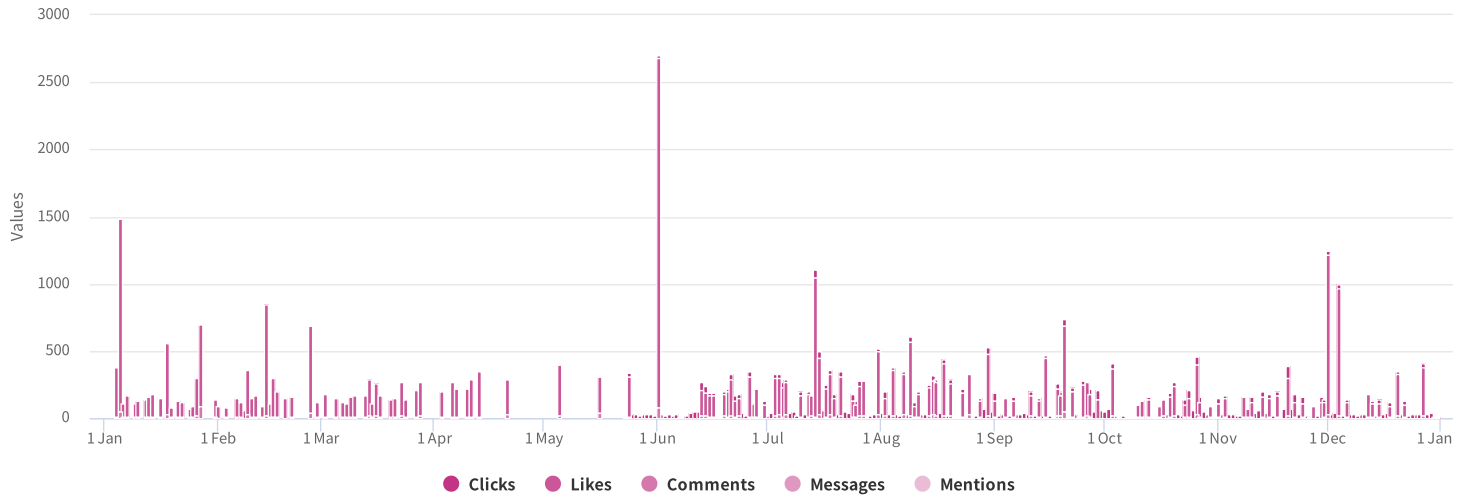


Posts	38
Stories	304
Reels	132
Total posts	474


The total posts is
474 Posts
Jan 1, 2022 - Dec 31, 2022

Engagement

Number of fan interactions (reactions, comments, shares, clicks and private messages) with your Instagram profiles for the selected period



Likes	38,442
Clicks: Website 6267, Email 0, Text 0, Directions 0, Call 0	6,267
Comments	2,142
Mentions	266
Saved	5,729
Total engagement	46,989



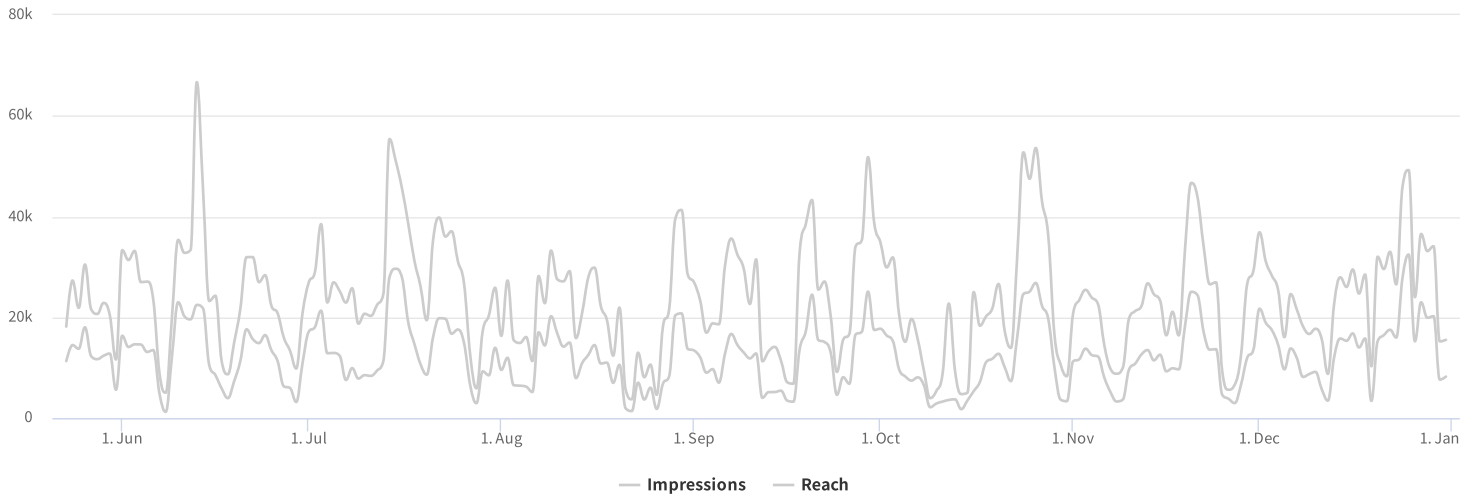
The total engagement is

46,989 Interactions

Jan 1, 2022 - Dec 31, 2022

Impressions

The number of times the resource was shown when searching for the location.



The total impressions is

5,336,725 Impressions

Jan 1, 2022 - Dec 31, 2022



The total reach is

2,723,452 Users reached

Jan 1, 2022 - Dec 31, 2022

Hashtags & interactions

Number of interactions generated by hashtags used in your posts

111,669 interactions

