

ALBERTA PIANO TEACHERS'
ASSOCIATION

Social Media Report

SEPTEMBER 2022 AGM

Facebook

107 NEW FOLLOWERS; 492 IN TOTAL

3,250 ACCOUNTS REACHED

114 POSTS

**POST ENGAGEMENT - 790 (100
ENGAGEMENTS/MONTH)**

336 PAGE VIEWS; 42/MONTH

AVERAGE POST REACTIONS - 5

**AVERAGE POST REACH - 105
ACCOUNTS**

Facebook

	JAN	AUG
FOLLOWERS	383	490
ACCOUNTS REACHED	305	624
POST ENGAGEMENT	156	37
PAGE VIEWS	36	55
AVERAGE POST REACTIONS	5.8	3.7
AVERAGE POST REACH	106	98.5

Instagram

79 NEW FOLLOWERS; 145 IN TOTAL

428 ACCOUNTS REACHED

114 POSTS

11 POST INTERACTIONS/MONTH

308 PAGE VIEWS; 39/MONTH

AVERAGE POST INTERACTION - 8.5

**AVERAGE POST REACH - 35
ACCOUNTS**

Instagram

	JAN	AUG
FOLLOWERS	66	131
ACCOUNTS REACHED	74	238
PAGE VIEWS	39	60
AVERAGE POST ENGAGEMENT	10	12.5
AVERAGE POST REACH	30	33
ACCOUNTS ENGAGED	29	30