

The background of the slide is a grayscale photograph of a winding asphalt road that curves through a mountainous landscape. The road is bordered by a metal guardrail on the left side. The mountains in the background are layered, creating a sense of depth. A large, semi-transparent orange banner is overlaid across the middle of the image, containing the title and date.

# Seven Studios Social Media Case Study

- September 2017



Facebook

# INSIGHTS



# Facebook Followers

- As of 8/15 (day of Involve takeover)
  - 2,077 followers
- As of 9/8 (approx. 3 weeks after takeover)
  - 2,124 followers

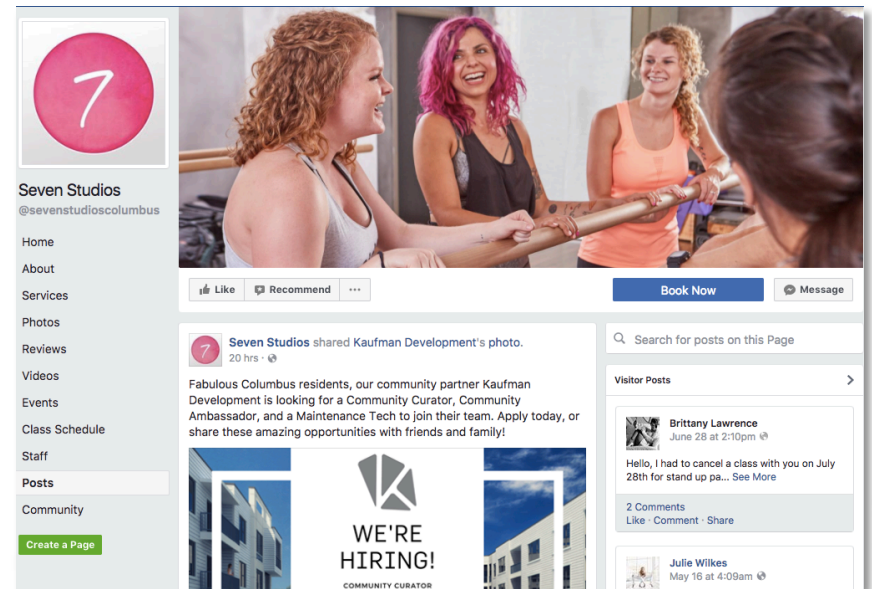
**47 new followers; 2.26% increase**



# Facebook Page Likes

- As of 8/15 (day of Involve takeover)
  - 2,146 page likes
- As of 9/8 (approx. 3 weeks after takeover)
  - 2,171 page likes

**25 new page likes;  
1.16% increase**





# Facebook Engagement

- Daily engaged users from 7/24 – 8/14  
– 889
- Daily engaged users from 8/15 – 9/8  
(Involve)  
– 1,289

**400 more daily engaged users; 44.9% increase**



# Facebook Impressions

- Daily impressions 7/24 – 8/14
  - 55,268
- Daily impressions 8/15 – 9/8 (Involve)
  - 59,498

**4,230 more impressions; 7.65% increase**

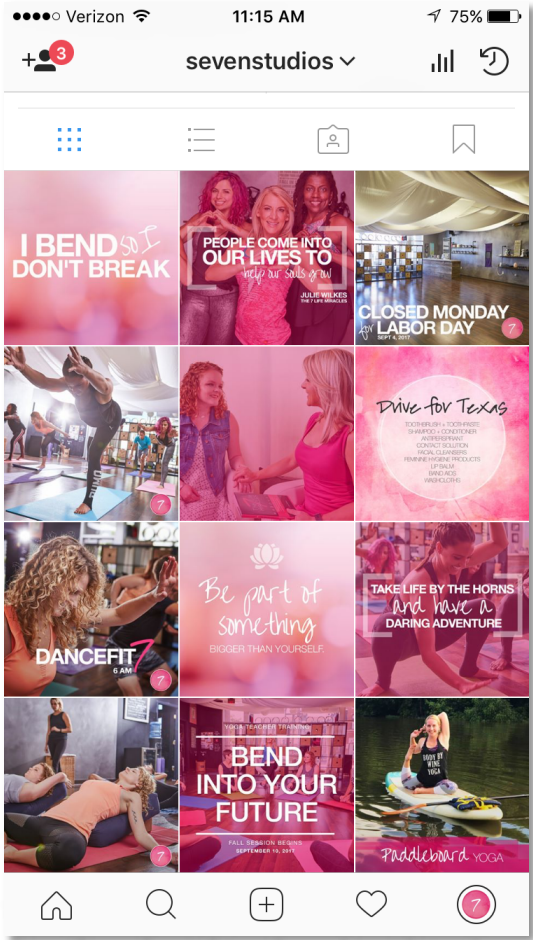
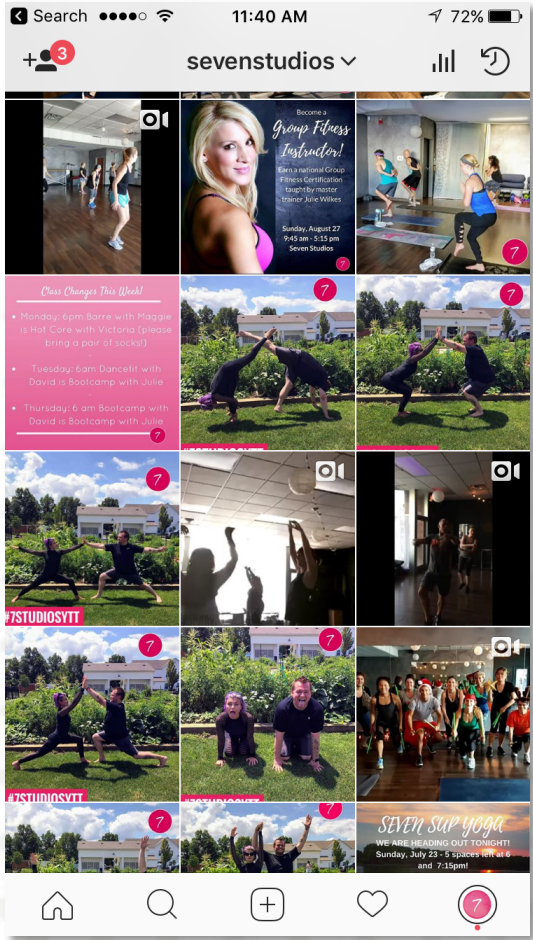


Instagram

# INSIGHTS



# Instagram Feed Makeover

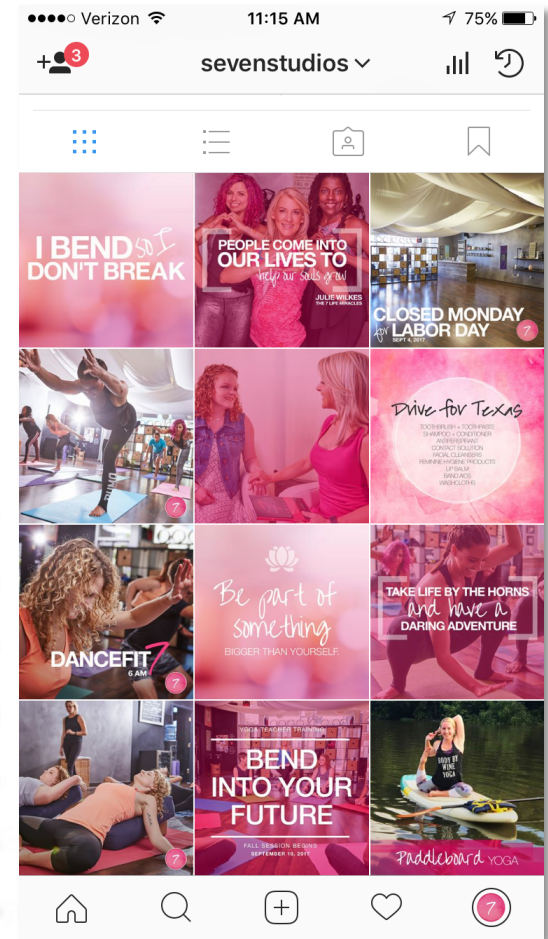




# Instagram Followers

- As of 8/15 (Involve takeover)
  - 1,831
- As of 9/8
  - 1,870

**39 new followers; 2.13% increase**





# Instagram Engagement

- Average post engagement 7/24 – 8/14
  - 23.8 engagements
- Average post engagement 8/15 – 9/8
  - 69.1 engagements

**45.3 more engagements per post on average; 190.34% increase**



# Highlights

**Seven Studios**  
Published by Sarah Parkey [?] · August 30 at 9:37am · 🌐

An important part of our personal journey is to help others along theirs. The Seven Studios community would like to do something to help those in Texas. Whether you're coming to a class or just in the neighborhood, we would greatly appreciate it if you could bring by any of these essential items. We will be collecting until Sunday, 9/10, and we're shipping them out on 9/11. #TexasStrong #HurricaneHarvey #HoustonStrong

**2,401** People Reached

**104** Reactions, Comments & Shares

<b>47</b> Like	<b>13</b> On Post	<b>34</b> On Shares
<b>22</b> Love	<b>4</b> On Post	<b>18</b> On Shares
<b>12</b> Comments	<b>7</b> On Post	<b>5</b> On Shares
<b>23</b> Shares	<b>22</b> On Post	<b>1</b> On Shares

**134** Post Clicks

<b>13</b> Photo Views	<b>1</b> Link Clicks	<b>120</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

**sevenstudios** Follow

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#fitness #yoga #igyoga #yogafam #yogaforeveryone #community #inspirational #inspirations #inspiration #barre #sculpt #boutiquefitness #fitnessstudio #pound #bodys shred #pilates #butiyyoga #columbus #columbusohio #dedication #dedicated #hardwork #strong #stronger #strongman #strongmom #stronggirl

ante\_radman Love this!

👍👎  
**129** likes  
7 DAYS AGO

Add a comment...

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sevenstudios Join the 7 Community: one of encouragement, teamwork, inspired living, and miracles. 🙌+

#fitness #yoga #igyoga #yogafam #yogaforeveryone #community #communityfirst #communitylove #inspirational #inspirations #inspirationalquote #inspiration #barre #sculpt #boutiquefitness #fitnessstudio #pound #bodys shred #pilates #butiyyoga #columbus #columbusohio

mathappyyoga Yes!!!

insta\_sponsoring\_scout Fils du lust auf Pl4ce ments hast schre1b mir eine M4ssage -v1

👍👎  
**106** likes  
AUGUST 16

Add a comment...