



SOCIAL MEDIA EVALUATION

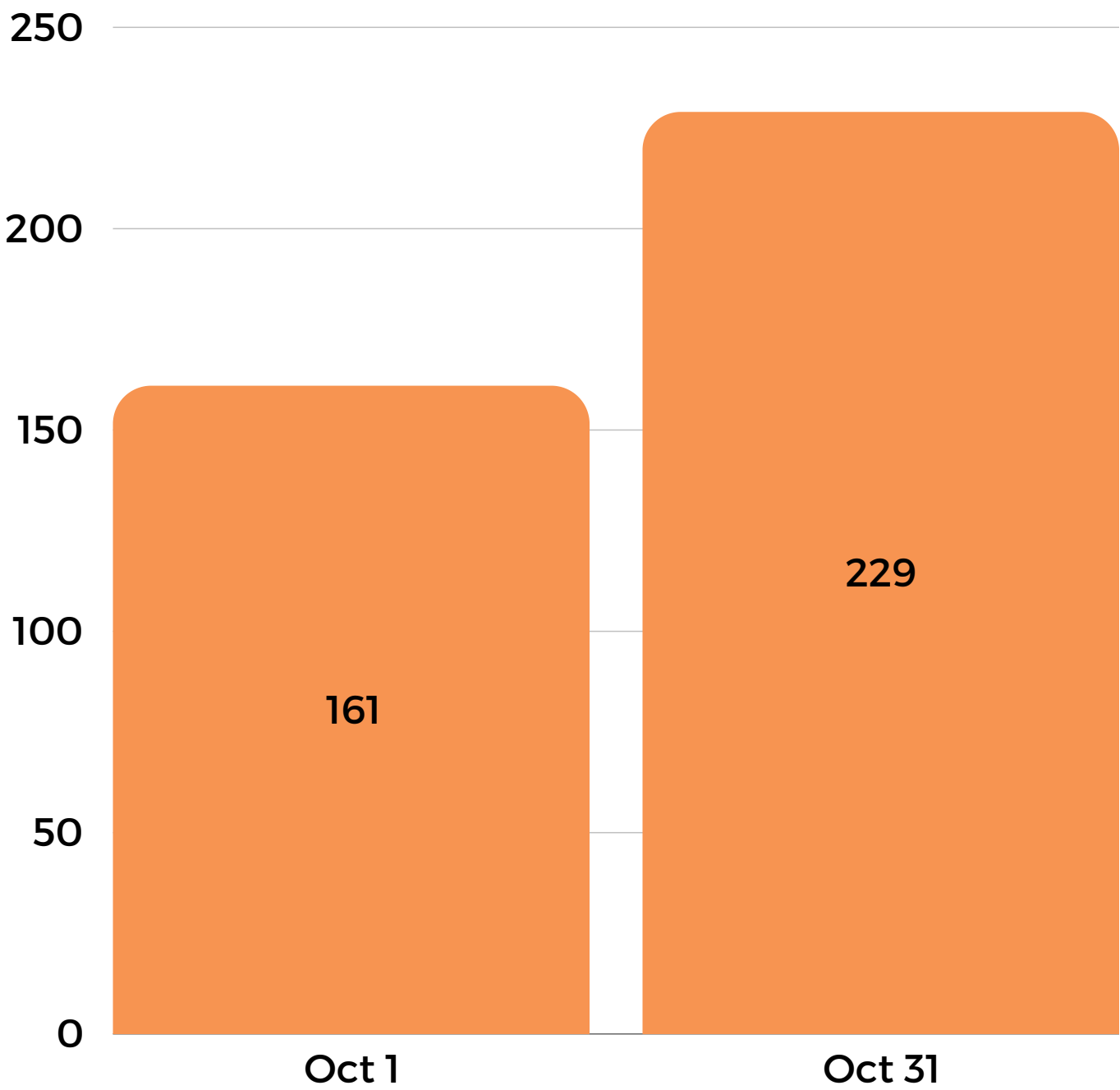
R&R Massage

October 2024

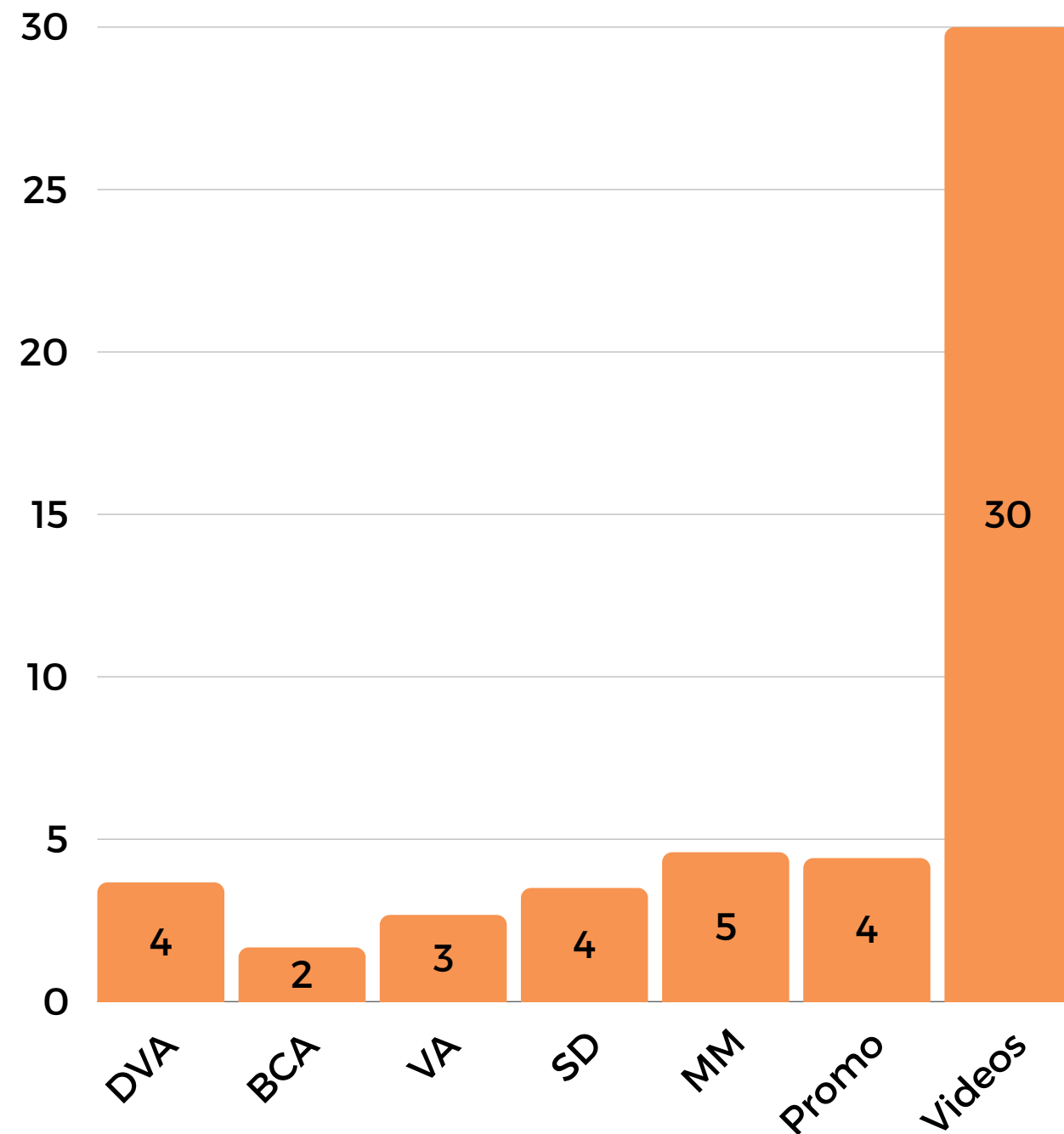
Follower Count

Follower count increased by 42%

Follower count in October went from 161 to 229. This was due to several factors, including following other local businesses and them following R&R back. There was also increased posting activity in October, which may have contributed to the count increase.



Average Engagement by Post Type



**Followers
like videos!**

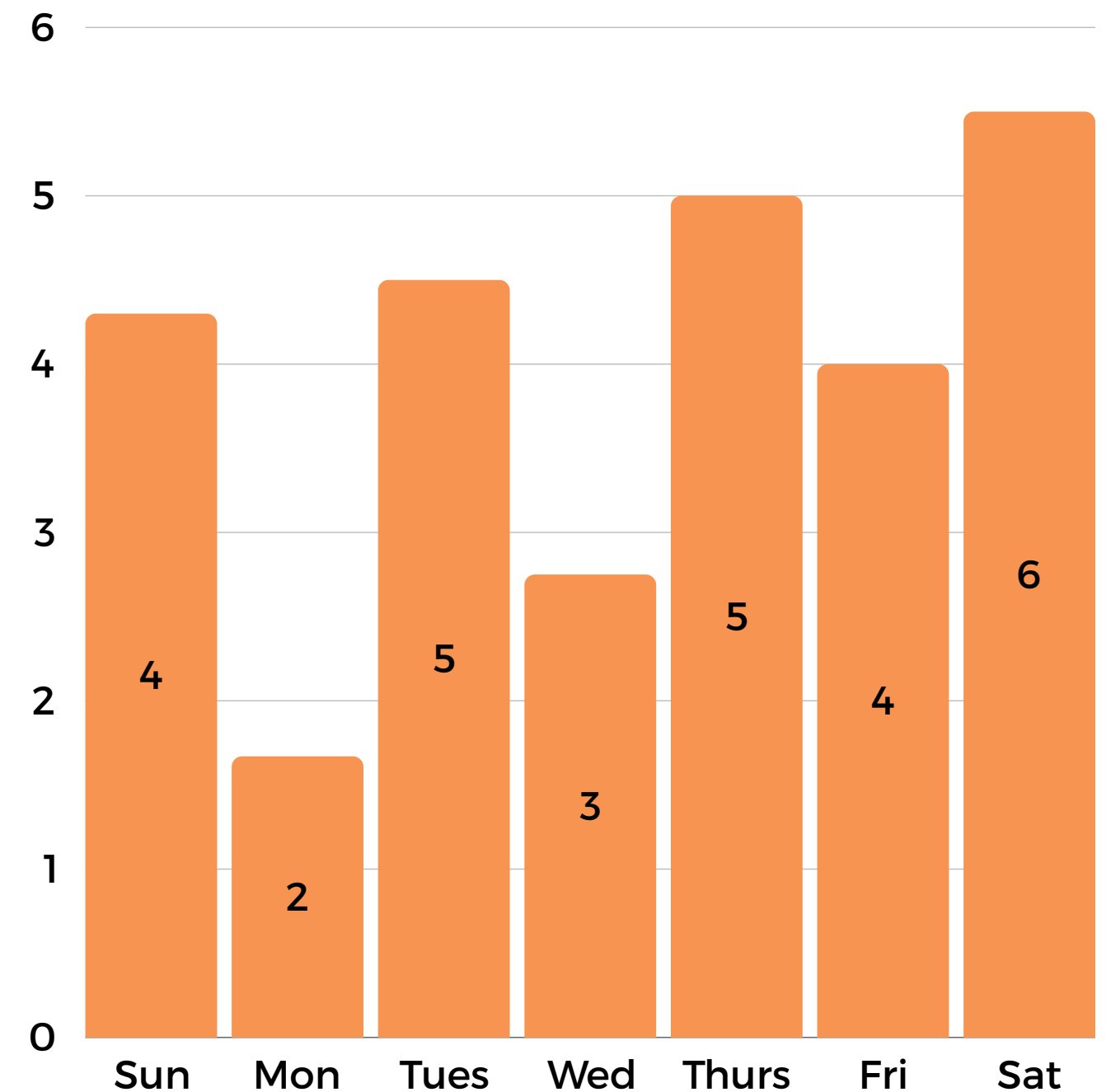
We used several types of posts during October, including Domestic Violence Awareness, Breast Cancer Awareness, Value-Add, Special Days, Mindful Moments, Promotional with a Halloween theme, and Videos. Videos had the best average engagement, with two videos earning 59 engagements.

Engagement by Day of the Week

Saturdays

have the highest engagement

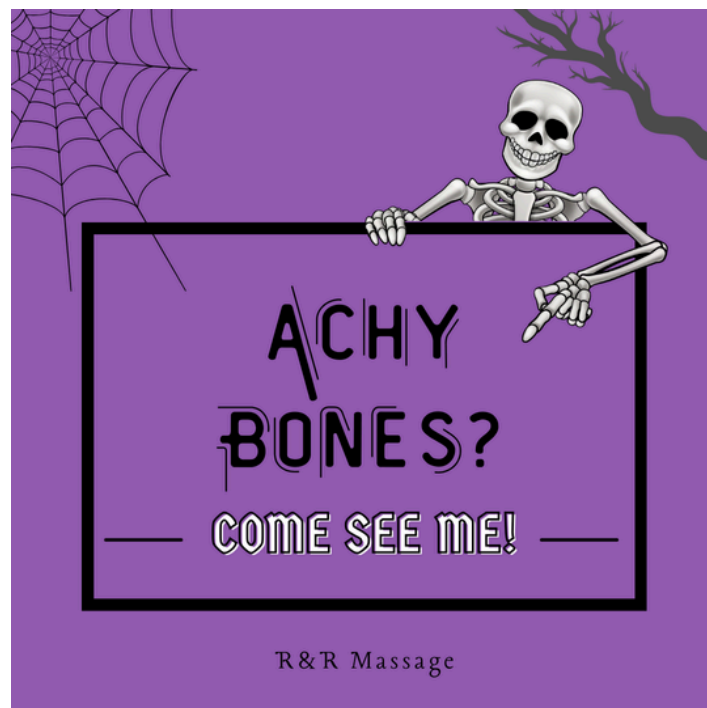
For the purposes of this chart, I took out the two videos, because they skew the numbers significantly. If those numbers were included, Tuesday would have the highest engagement. As you can see, even without those counts, Tuesday is still a good day to post. Saturday posts had the most engagement on average. Based on this month's data, Mondays are the worst days to post.



Top Posts



**I'll say it again:
followers like videos!**



Video engagement was off the charts, with the police video getting 35 Likes, 6 Comments, and 6 Shares. Your video about being nervous also performed well with 11 Likes and 1 Share. Halloween posts also performed well overall. Achy Bones got 9 Likes and Wicked Knots got 8 Likes. On average, the Halloween-themed posts got 5 engagements per post.