

# scorebeyond



## SOCIAL MEDIA 2016 YEAR IN REVIEW

ScoreBeyond used Facebook, Twitter, and Instagram during 2016. While Twitter and Instagram weren't regularly posted to until August, there was still tremendous brand growth and development across platforms.

The information gathered in this report was obtained through the analytics available on each platform.

**81**  
POSTS

WITH CONSISTENT CONTENT, INSTAGRAM FOLLOWING GREW FROM 12 TO 142 BY THE END OF 2016.



**31%**

18-24 YEAR OLDS

**27%**

25-34 YEAR OLDS

AGE BREAKDOWN OF SCOREBEYOND'S 1,800+ FACEBOOK LIKES



**18K**  
REACH

THE AVERAGE NUMBER OF TWITTER USERS PER MONTH WHO SAW OUR CONTENT ON THEIR FEED.



**8K**  
REACH

THE NUMBER OF FACEBOOK USERS WHO SAW OUR VIDEOS POSTED ON THEIR FEED.



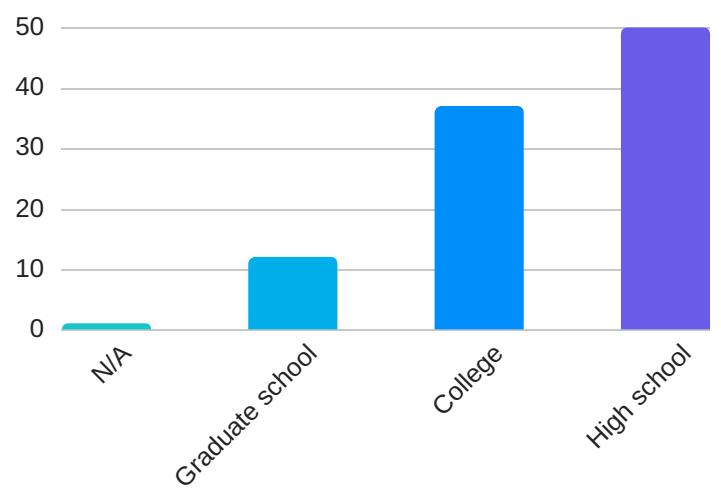
# the BREAKDOWN



## TWITTER

2,500+ FOLLOWERS

BREAKDOWN OF FOLLOWERS BY HIGHEST EDUCATION LEVEL COMPLETED (%)



18,000

THE AVERAGE NUMBER OF USERS WHO SEE OUR CONTENT EACH MONTH

### Top sources for conversion

1. Facebook
2. Google
3. ScoreBeyond website

## FACEBOOK

1,800+ LIKES

### Top 3 Reach

- March: 6,749 reach (paid)
- November: 7,665 reach (paid)
- September: 3,504 (organic)



NEARLY 1K SHARES!

USERS SHARED OUR CONTENT ON THEIR WALLS

### Top sources for conversion

1. Facebook
2. Google
3. ScoreBeyond website

2,000 LIKES

ON OUR CONTENT: PHOTOS, VIDEOS, AND POSTS



## INSTAGRAM

135+ FOLLOWERS

### Top content categories to inspire follower engagement

1. Photography
2. Promotional
3. Educational



55 DOUBLE TAPS  
MOST LIKED POST