

PRESENTED BY BAY BIRD INC

NOVEMBER 2024

# SOCIAL REPORT

FOR TWO DUCKS



## OVERVIEW

Two Ducks' Instagram followership grew by 54 in November, with over 17.4K impressions—a 23% decrease from October. We saw gains with followers but other metrics this month like content interactions, impressions, and accounts reached, we experienced a decrease.

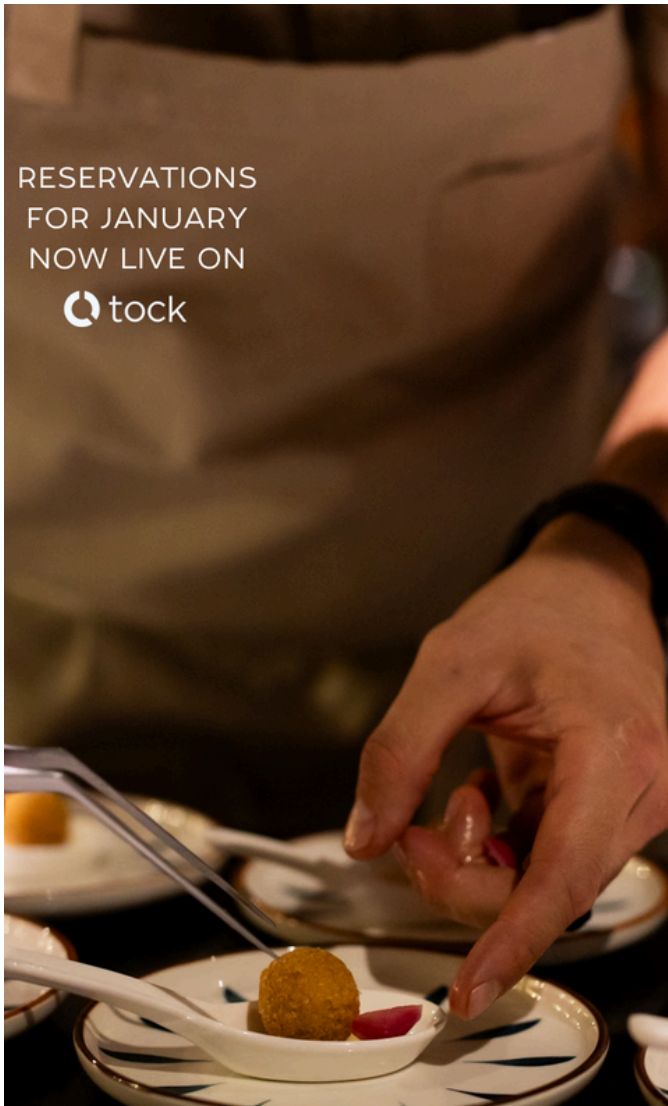
The Le Pigeon collaboration “In case you missed it” reel featuring Danny and Darius had the highest amount of views with 3.5K. It also generated 93 interactions, 21 shares and 2,441 accounts reached.

Below, you'll find a detailed social media analysis and breakdown of the top-performing posts.



2024 CONTENT PILLARS

BOOKINGS



SEASONAL  
INGREDIENTS



PARTNERSHIPS &  
EVENTS



LIFESTYLE &  
EXPERIENCE



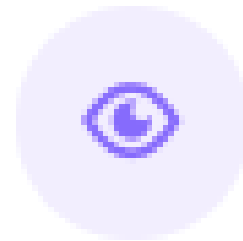
## KEY STATISTICS - INSTAGRAM



2,590

Total followers

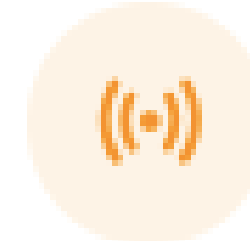
+54 net followers



17.4K

Impressions

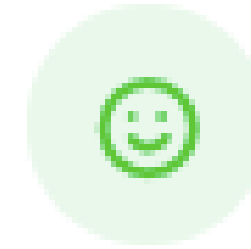
-23 % from October



727

Profile Views

-22 % from October



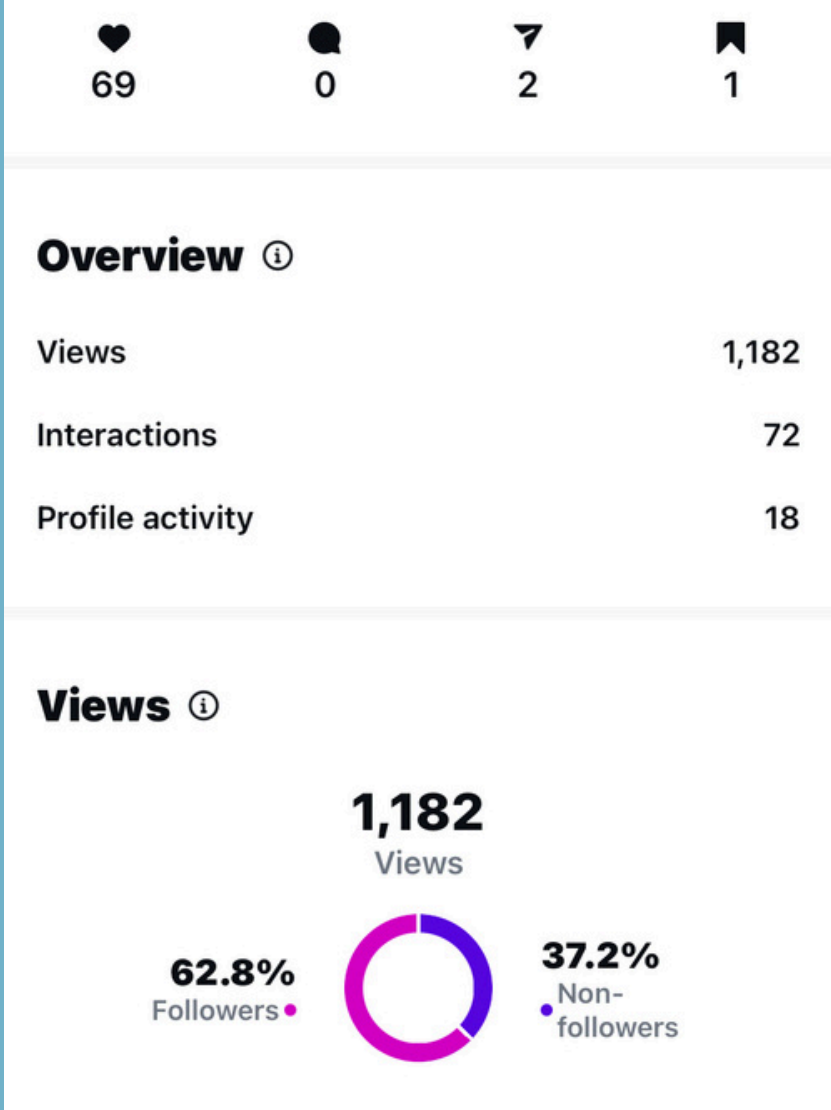
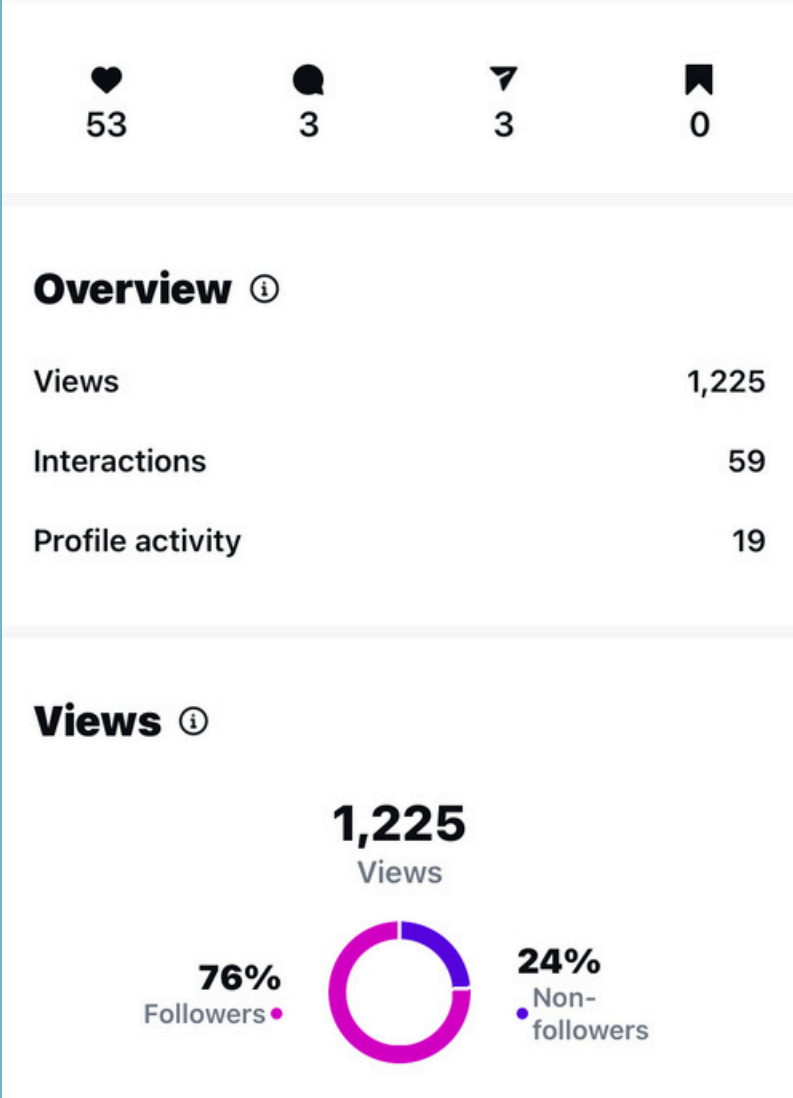
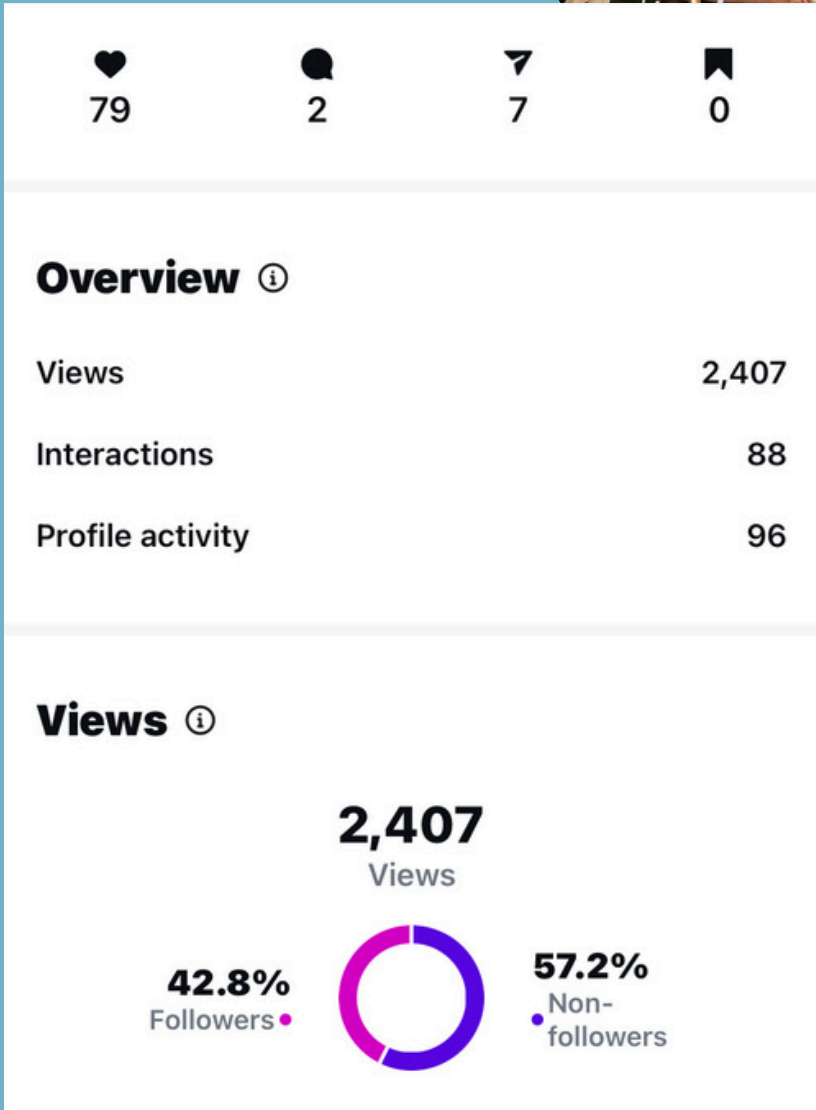
332

Content Interactions

Instagram data was measured between 11/01/2024-11/30/2024

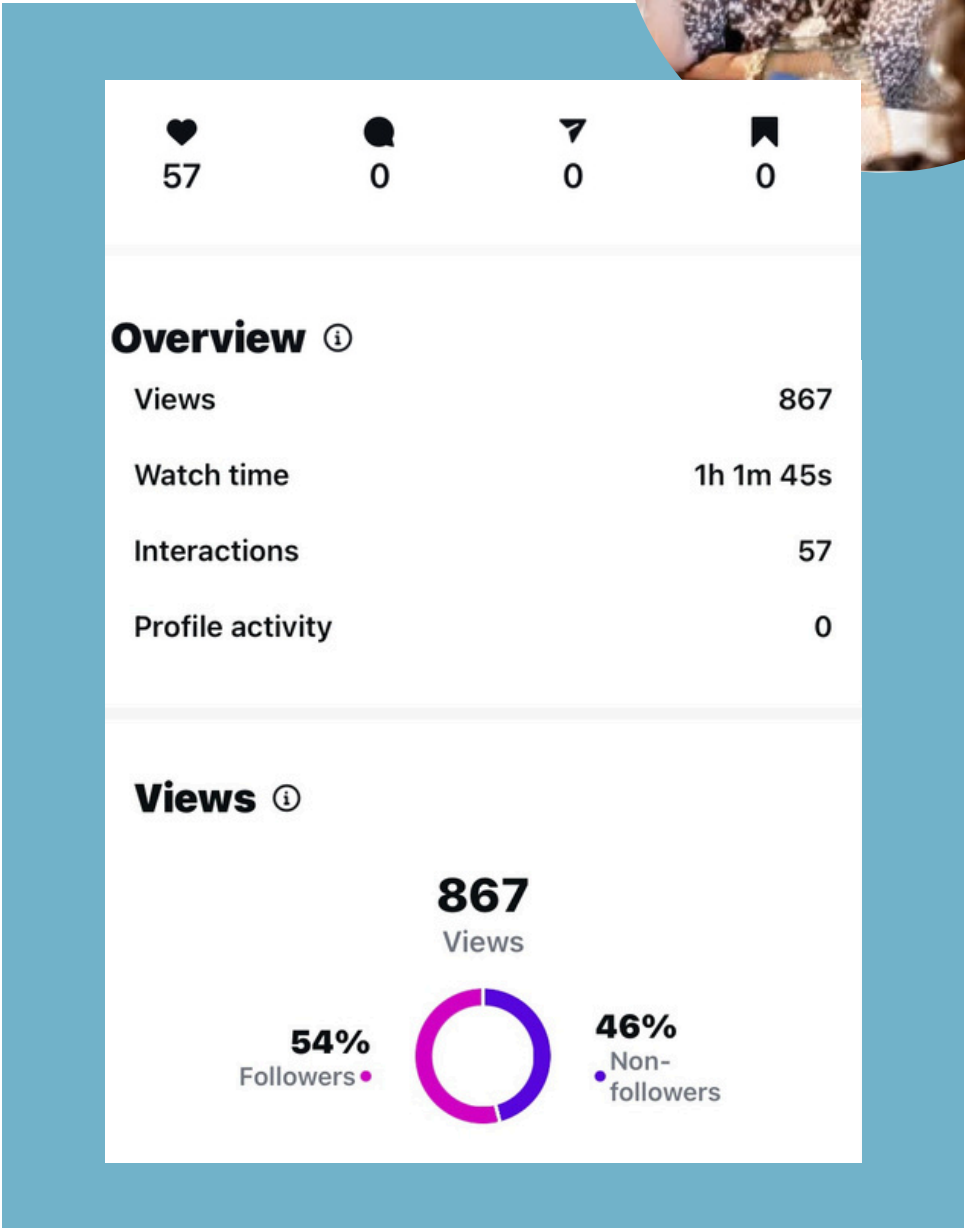
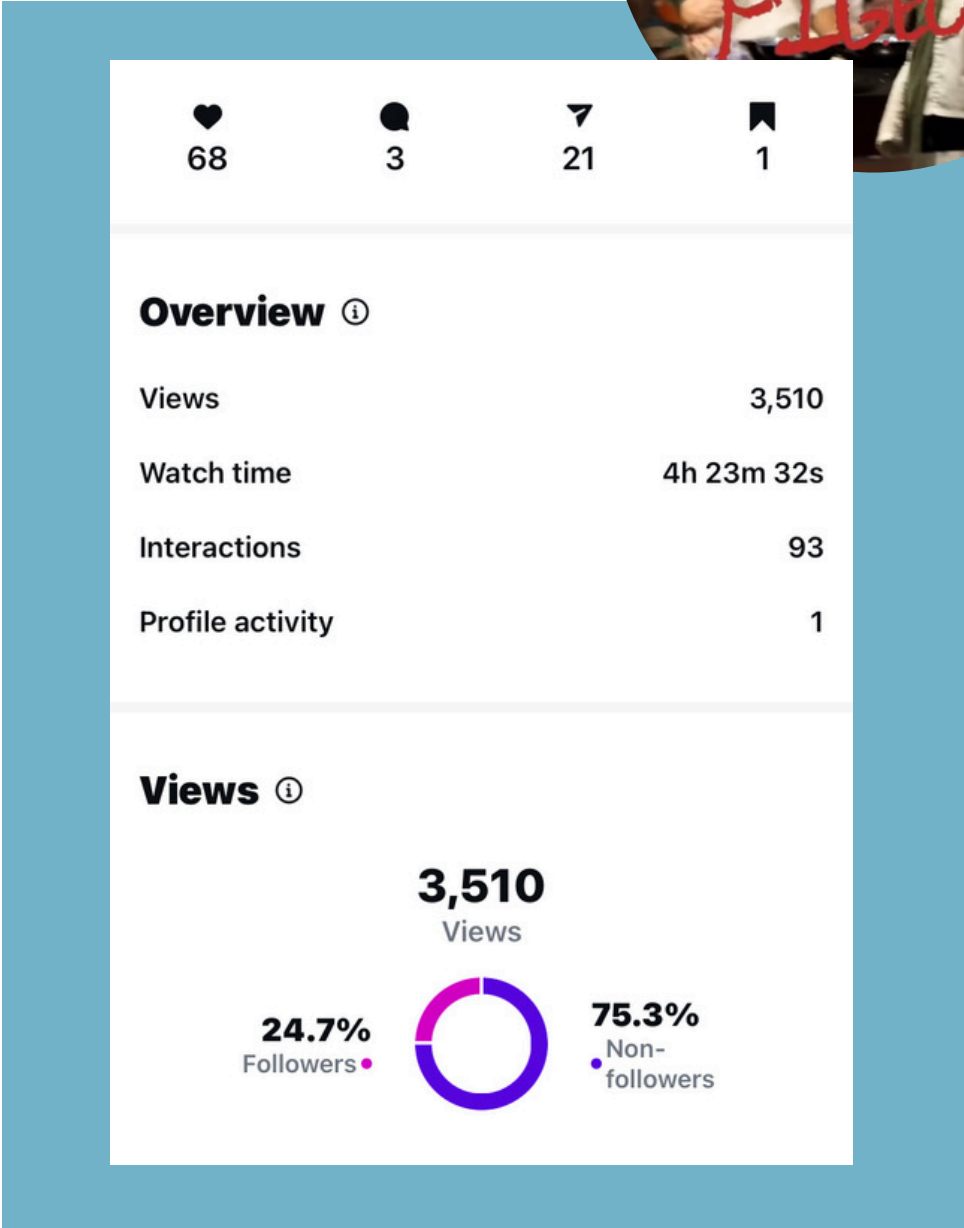


# TOP STATIC POST ENGAGEMENT - INSTAGRAM



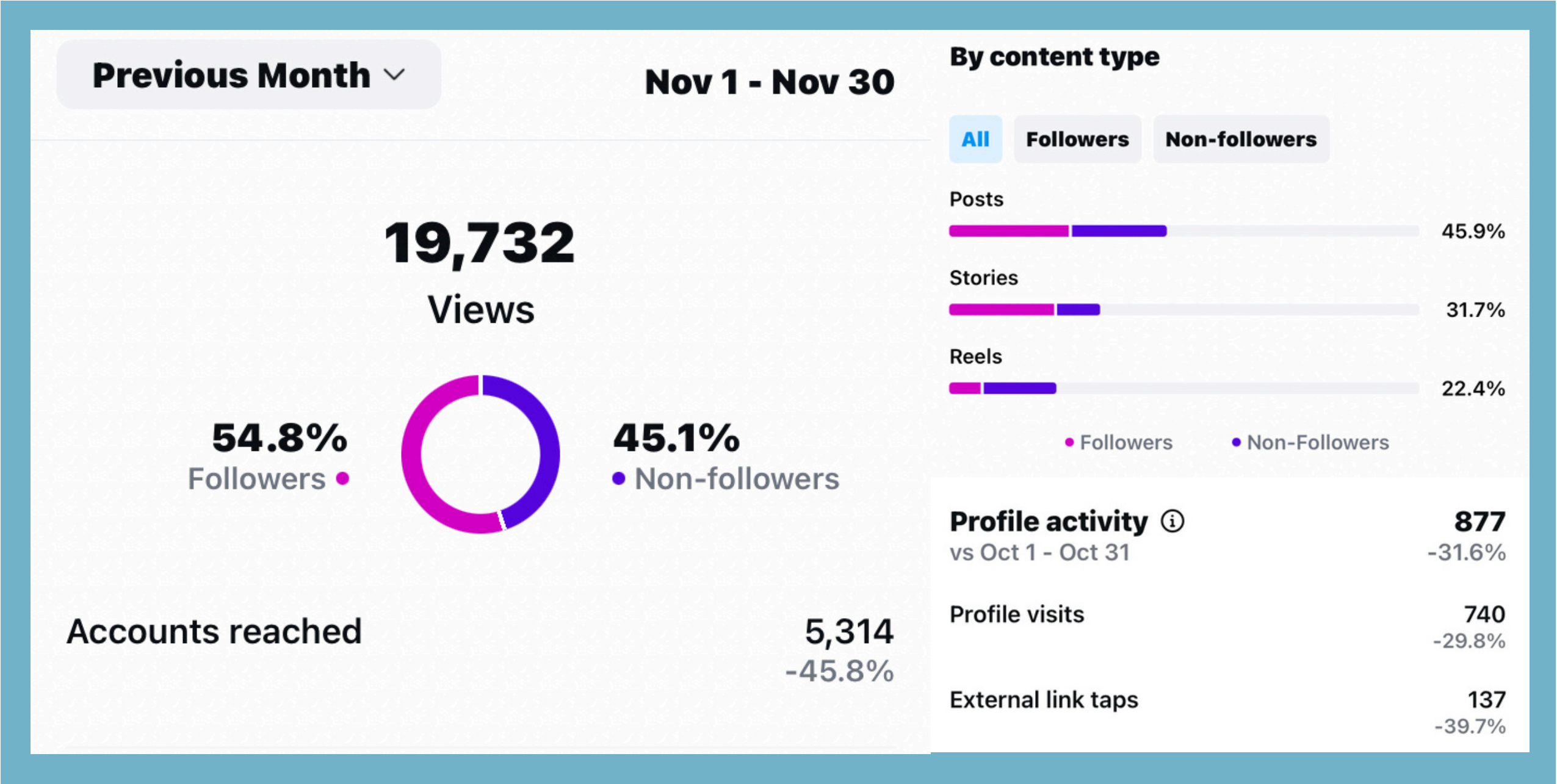
Instagram data was measured between 11/01/2024-11/30/2024

# TOP REEL ENGAGEMENT - INSTAGRAM



Instagram data was measured between 11/01/2024-11/30/2024

# CONTENT TYPE BREAKDOWN



Instagram data was measured between 11/01/2024-11/30/2024



**BAY BIRD INC | SAN DIEGO | O 858.382.4922**

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