

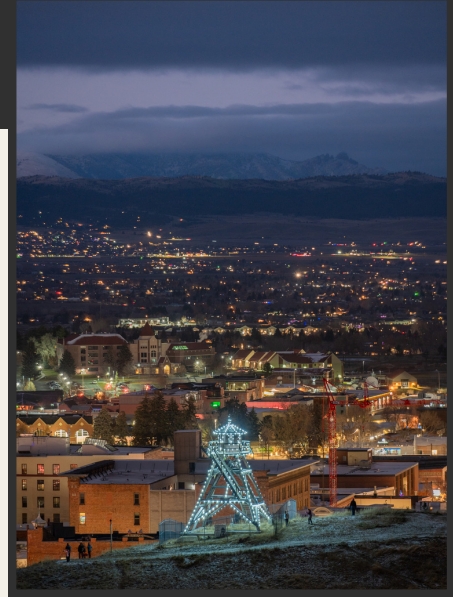
SOCIAL MEDIA & PHOTOGRAPHY REPORT



Monthly Report — November 2023
Presented by: Jacob J McEachern

INTRO

Hello, everyone! Let's jump into the November report—I'm thrilled to unveil the strides we've taken this month. In my role as your Instagram Manager and collaborating photographer, my aim was to seize authentic moments and continue elevating our digital footprint. This report offers a glimpse into our achievements, a hurdle we encountered, and the pivotal activities that defined our progress over the past month.



EXECUTIVE SUMMARY

KEY GOALS AND ACHIEVEMENTS

Instagram Management:

Instagram served as a central hub for connecting with our audience and establishing a vibrant and enjoyable presence on social media. Our primary focus was aimed at boosting awareness and highlighting the appeal and vibrant energy of Helena.

- In November, we executed a well-defined content strategy inspired by the monthly newsletter and events taking place throughout the month. This included publishing 22 posts, featuring a mix of 18 in-feed image posts (7 of which were carousels) and 5 Reels crafted towards drawing engagement.
- 39 stories further showcased various locations and themes, including scenic outdoors, promoting local businesses / events and informing our viewers of whats happening in Helena.
- Outdoors and in the moment content remain the crowd favorite.

Photography:

- Photography endeavors in November were mainly focused on the downtown scene and the energy of the Fall Art Walk, as well as as few scenic images sprinkled in.
- Additional shots were taken from fresh perspectives of Helena including the lighting of the Firetower and capturing the full moon over the city.
- A catalog of November deliverables, consisting of 48 images, was created.
- Audit of marketing assets were completed.

Instagram Metrics

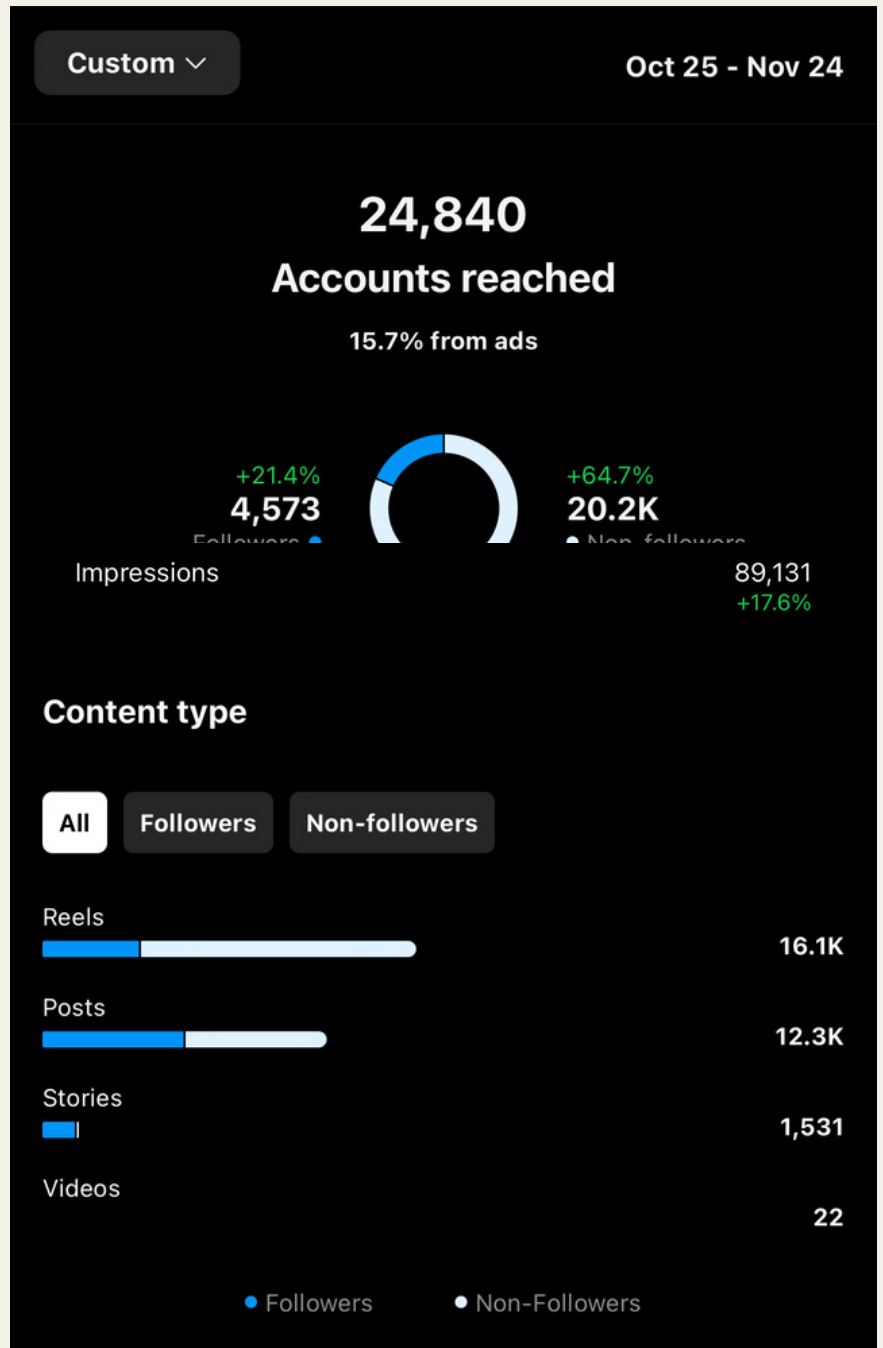
In November, we witnessed remarkable growth in our Instagram performance:

- Current followers: 7,930 +4.8% Overall
 - Accounts reached: 24,840 +56.2% vs. October
 - Non-followers reached: 20.2K +64.7% vs. October
 - Total impressions: 89,131 +17.6% vs. October
 - Accounts engaged: 2,082 +99% vs. October
 - Top post reached 4,267 accounts
 - Top reel reached 14,406 accounts
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KEY AUDIENCE METRICS

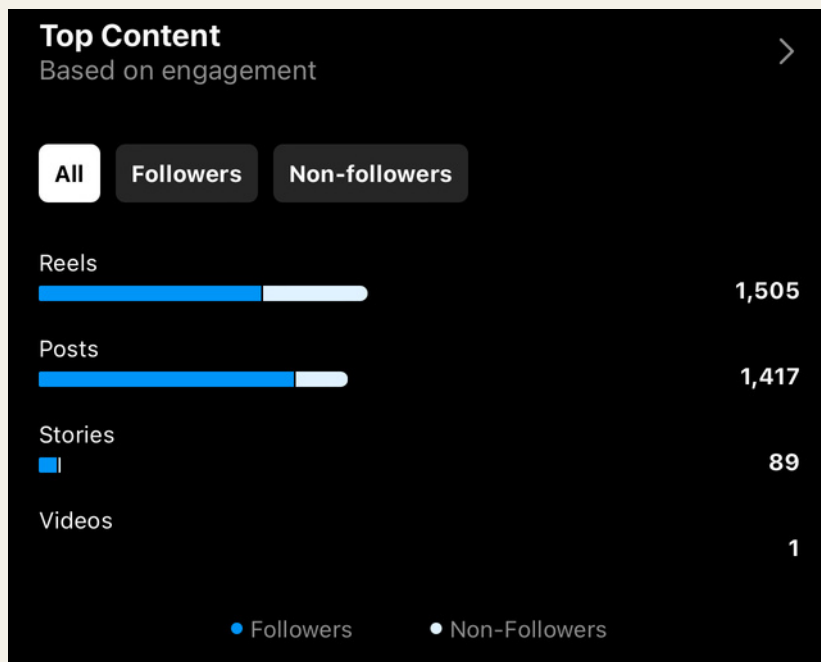
INSTAGRAM

Last month, our followers increased by 4.81%, reaching a total of 7,930. In terms of accounts reached, we extended our content to 24,840 accounts, with 20.2K of them being non-followers. Additionally, our content made 89,131 total impressions. A 17.6% increase from October. Overall, reels were the top performer.



ENGAGEMENT

INSTAGRAM



22
total posts

202
average likes

5.3
average saves

19.4
average shares

+99%
overall engagement

IN-FEED

TOP-PERFORMING POSTS



315 5 15 9

WINSTON STONEHOUSE

Date Posted: 11/05/23 @ 7:01AM

We reached 4,267 accounts, and among them, 1,688 weren't following us. Leaving an impression on 4,359 people, receiving 15 shares and 315 likes. Additionally, we guided 18 accounts to our profile creating 11 new followers.

328

Accounts engaged

262

Followers



66

Non-followers

Post interactions	344
Likes	315
Shares	15
Saves	9
Comments	5

Profile activity ⓘ	29
Profile Visits	18
Follows	11
Accounts reached	4,267
Accounts engaged	328
Profile activity	29

Reach ⓘ

4,267

Accounts reached

2,579

Followers



1,688

Non-Followers

Impressions	4,359
From Home	3,526
From Hashtags	500
From Explore	178
From Other	18

REELS

TOP-PERFORMING POSTS



THE HEARTBEAT OF DOWNTOWN, HELENA

Date Posted: 09/28/23

Plays 15,828

Watch time 29 hr 8 min 31 sec

Average watch time 6 sec

Reel interactions ⓘ 1,313

Likes 1,112

Shares 132

Saves 39

Comments 30

Profile activity ⓘ 170

Follows 170

Reached 14,410 accounts, of which 10,507 were non-followers. Creating 1,313 interactions. Shared 132 times and had 1,112 likes. While leading 4 accounts to follow our profile. 3,131 views led to a watch time of over 29 hours.

The heartbeat of Downtown, Helena ❤️

oma.uk · (OMA Cover) Can I Kick It

November 2 · Duration 0:17

15828

1112

30

132

39



This reel reached 555% more accounts than the average of your recent reels.
Create more reels like this.



Overview ⓘ

Accounts reached 14,410

Reel interactions 1,313

Profile activity 170

Reach ⓘ

14,410

Accounts reached

3,903

Followers



10,507

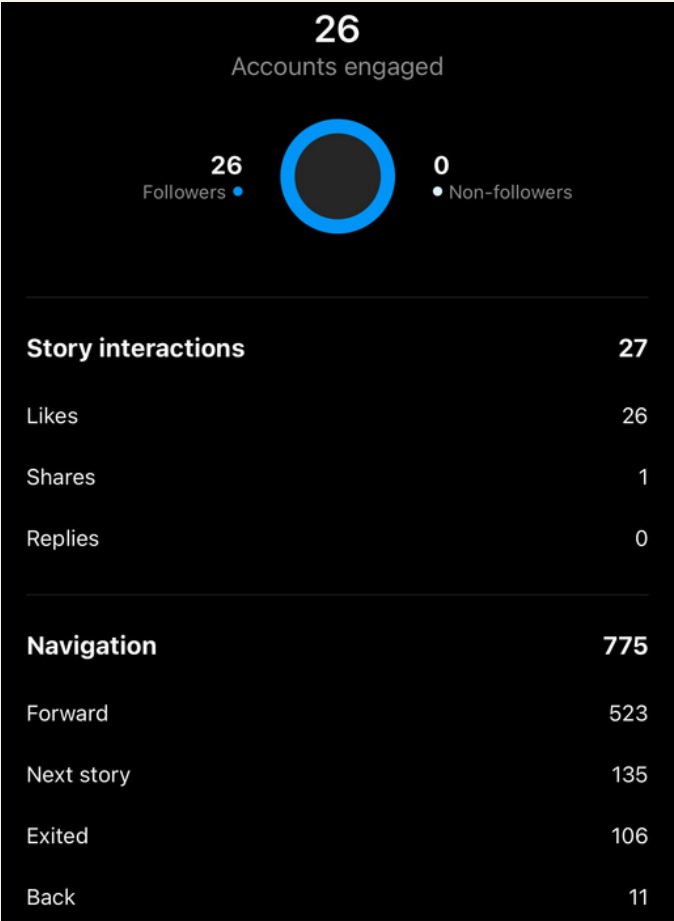
Non-followers

STORIES

TOP-PERFORMING POSTS



We reached 736 accounts. 24 of which clicked the location link. While leading 2 accounts to visit our profile, as well as 26 likes.



Accounts reached	736
Accounts engaged	26
Profile activity	3



FOR DECEMBER

In the coming month, we will focus on creating more engaging reels, testing in-story surveys/polls, and driving more website traffic.

01 Increase Engagement with potential followers

Test in-story methods to create involvement within our community

02 Strategize including more reels into schedule

Create 1-2 more reels to potentially increase growth. Focusing on lengths between 7-15 seconds.

03 Continue staying on top of industry trends

Keep an eye on trends in our industry, including changes in the viewers behavior as well as new approaches to gain reach.

04 Events / Moments to Capture

- Scenic outdoors / Sunsets / unique perspectives of Helena
 - People of Helena portraits
 - Coffee Shops - in stories / reels
 - Historic Buildings
 - L&C Arcade
-

05 Collaborations to Consider

- Start brainstorming a collaboration with influencer
 - TJ Casey - Videographer and master editor - Reels / Video
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06 Brainstorm Ideas

- Coffee Cup Reel
 - Scavenger Hunt for merch
 - Merch Giveaway
 - More reels = more growth
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THANK YOU FOR YOUR TIME AND ENERGY!



Jacob J McEachern



jacobjcreative@gmail.com



[@jacobjphotography](https://www.instagram.com/jacobjphotography)



1-406-431-6831



www.jacobjcreative.com