

Social Media Monthly Report

Time period from June 2023 to July 2023

Arranged by
WebAashiq

Prepared for
Shree Vidhatte

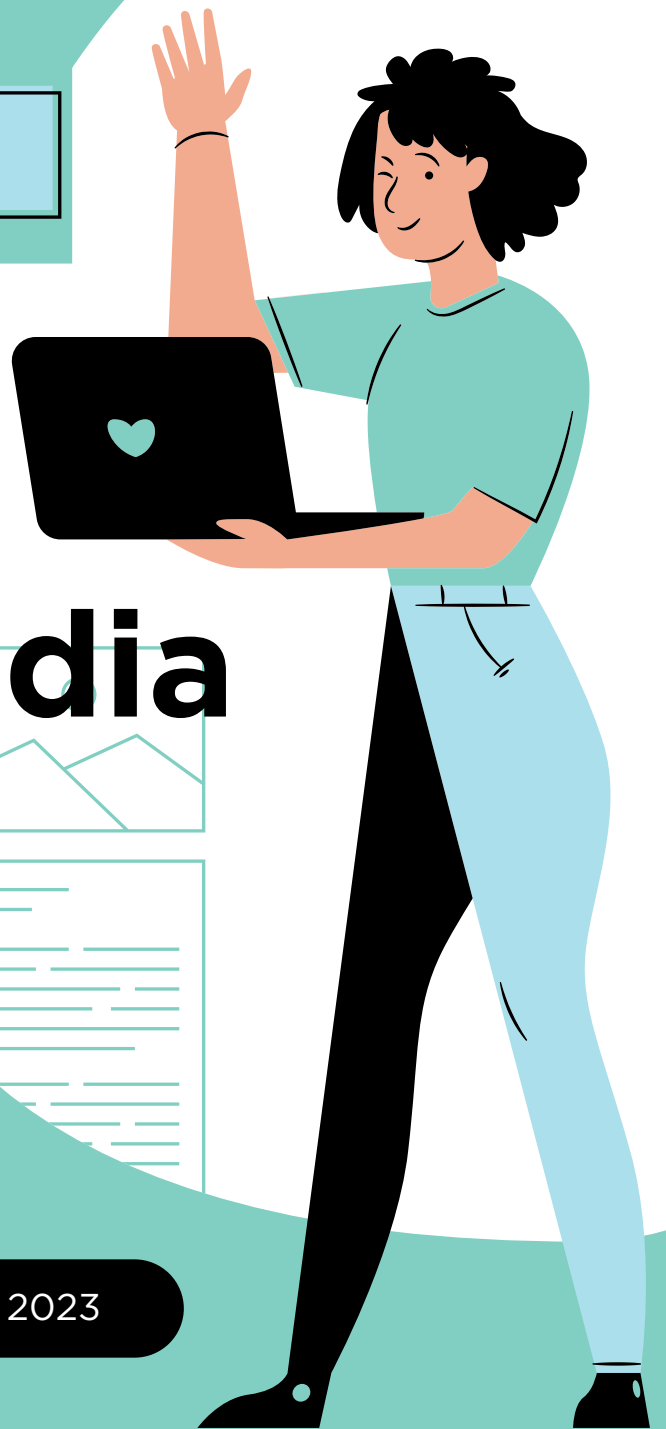


Table of *Content*

- 01** Table of Content
- 02** Introduction
- 03** Top Performing Post
- 04** Lowest Performing Post
- 05** Overview
- 06** Best Time to Post
- 07** Recommendations for Enhanced Instagram Strategy:

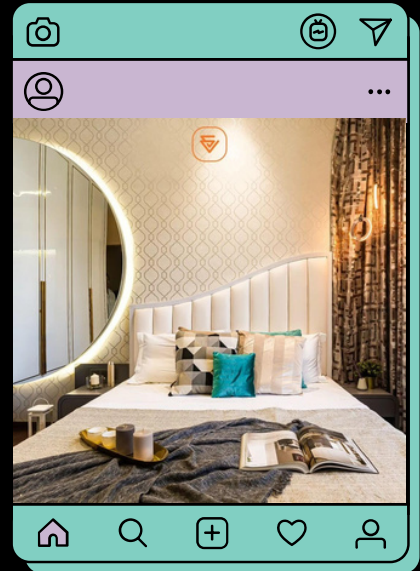
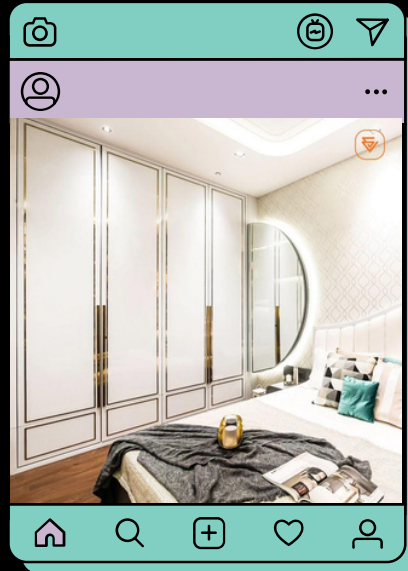
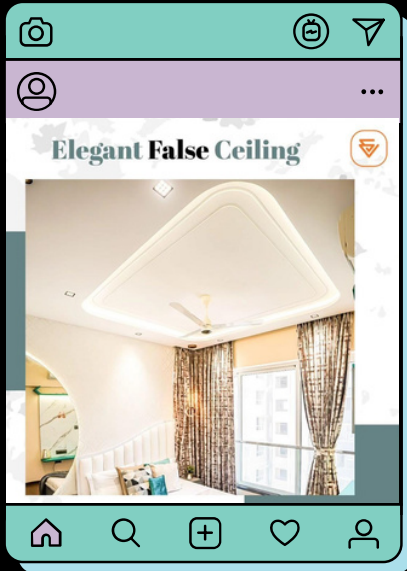
Introduction

Introducing the Instagram Performance Report: June to July 2023 for "Shree Vidhatte"! This report analyzes the Instagram account management activities conducted during this period, providing insights into performance, accomplishments, and areas for improvement.

Strategies focused on captivating content, showcasing design projects, and fostering engagement. Community-building efforts included responding to comments, hosting interactive sessions, and collaborating with influencers. The account successfully expanded its reach through targeted hashtags, brand collaborations, and outreach, resulting in follower growth. Performance metrics such as engagement rates, follower acquisition, and post reach were tracked to evaluate effectiveness.

Actionable recommendations have been formulated to optimize future account management, ensuring continued growth and success. This report offers valuable insights to propel "Shree Vidhatte's" Instagram presence forward, characterized by artistic brilliance, innovation, and inspiration.

Top Performing Post



To identify your top-performing post for a social media monthly report, simply look at the posts that received the most engagement, such as likes, shares, comments, and clicks. Sort your posts by engagement level and identify the ones that received the highest engagement. Analyze the content of those posts and draw insights into what worked well and what didn't. Use this information to inform your future social media strategy and create more engaging content.

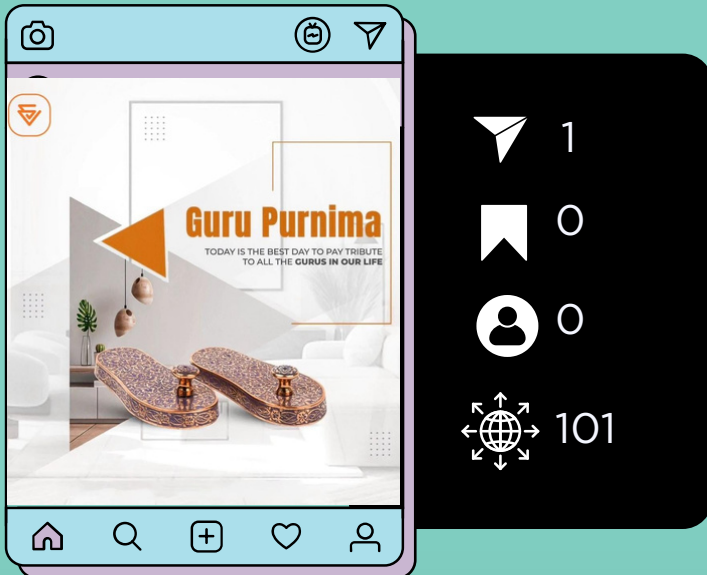


Post Reach



Profile Visit

Lowest Performing Post



Reason

One of the lowest-performing posts during the analyzed period on "Shree Vidhate's" Instagram account was the Guru Purnima post.

This post received limited engagement and reach, which can be attributed to the timing of its publication. The content was shared in the evening when the day had already concluded for the festival. As a result, the post did not have sufficient visibility or opportunity to resonate with the audience during the active celebration period. To optimize future performance, it is recommended to carefully consider the timing of festival-related posts to ensure they are shared when the audience is actively engaged and receptive.

Last 30 Days ▾

Jun 7 - Jul 6

Overview

You reached **+166%** more accounts compared to May 8
- Jun 6

Accounts reached	21.8K +166%	>
Accounts engaged	464 +93.3%	>
Total followers	796 +5.5%	>

We reached 21.8k accounts on Instagram in the last month (June 2023 to July 5, 2023), which is +166% higher than the previous month.

The reason for this kind of reach is to try new timing for publishing content and use different niche hashtags to expand the area of audience.

Last 30 Days ▾

Jun 7 - Jul 6

Overview

You reached **+166%** more accounts compared to May 8
- Jun 6

Accounts reached	21.8K +166%	>
Accounts engaged	464 +93.3%	>
Total followers	796 +5.5%	>

During the period of June to July 2023, "Shree Vidhatte" implemented a new hashtag strategy targeting specific cities and interior design niches. This approach aimed to enhance the account's visibility and attract a more targeted audience. Additionally, the incorporation of more reels and the creation of engaging stories further contributed to increasing audience engagement and interaction. As a result of these efforts, "Shree Vidhatte" successfully engaged a total of 464 accounts, representing an impressive growth of +93.3% compared to the previous month. The use of targeted hashtags, combined with the implementation of visually captivating reels and interactive stories, proved instrumental in attracting and captivating a larger audience, ultimately driving increased engagement on the Instagram platform.

Last 30 Days ▾

Jun 7 - Jul 6

Overview

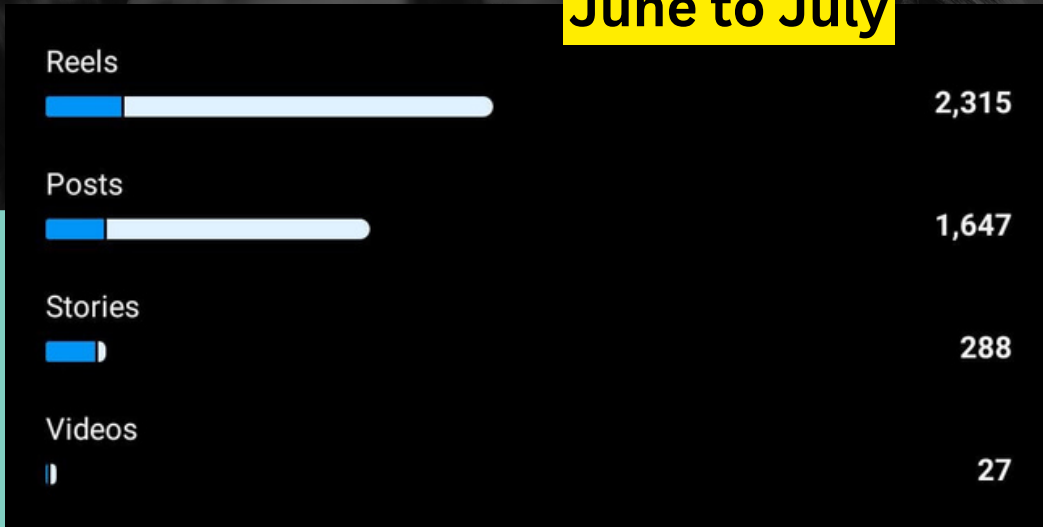
You reached **+166%** more accounts compared to May 8 - Jun 6

Accounts reached	21.8K	>
	+166%	
Accounts engaged	464	>
	+93.3%	
Total followers	796	>
	+5.5%	

During the June to July 2023 period, "Shree Vidhatte" experienced growth in its follower base on Instagram. The account gained a total of 46 new followers, reflecting a positive upward trend in audience acquisition. While it is important to note that four followers chose to unfollow during this time, the overall net gain of followers amounted to 42. This growth signifies the effectiveness of the implemented strategies, content engagement, and targeted efforts to expand the brand's reach on the platform. By consistently delivering captivating content, leveraging engaging storytelling, and utilizing effective growth tactics, "Shree Vidhatte" successfully attracted and retained a growing community of followers who are interested in the brand's exceptional interior design services.

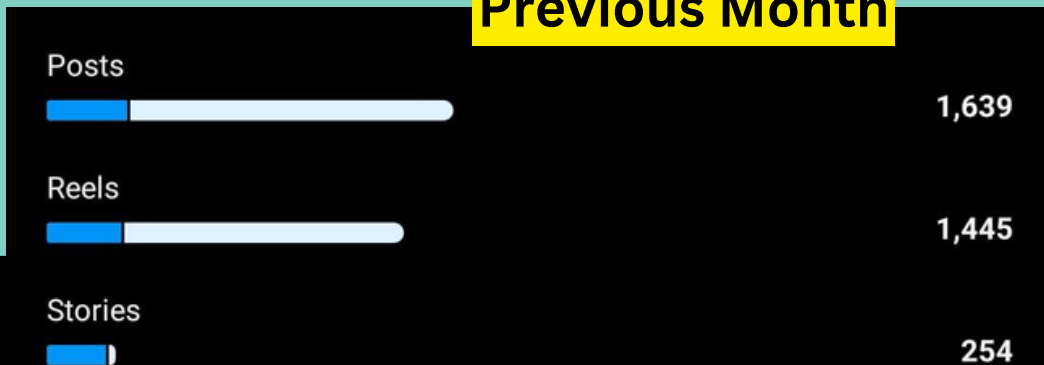
Interaction Between Content and People

June to July



The Instagram account for "Shree Vidhatte" (@shree_vidhatte) has achieved an impressive reach of 21.8k accounts, with interactions distributed as follows: 2,315 through Reels, 1,647 through Posts, and 288 through Stories.

Previous Month



Best Time To Post

	Time	Active Users
Monday	6.00 PM - 9.00 PM	272
Tuesday	4.00 PM - 8.00 PM	270
Wednesday	5.00 PM - 7.00 PM	265
Thursday	4.00 PM - 7.00 PM	267
Friday	6.00 PM - 9.00 PM	263
Saturday	12.00 PM - 3.00 PM 6.00 PM - 8.00 PM	264/254
Sunday	4.00 AM - 6.00 PM	350

Big Event Post

The best time to post on social media during a big event is typically when the event is happening or just before it starts, as people are most likely to be engaged and looking for content related to the event at that time. However, it's also important to consider your audience and their time zones, as well as the platform you're using and its peak usage times.

Achievements:

- Changes for executing Hashtags and posting method has helped in performance.
- Few Improved Numbers of May VS June - 46 Followers and 166% reach we got.
- Overall Synchronization of efforts has increased which is creating efficiency to seek input and deliverables. We hope to resolve this with lesser revision and divert efforts in research and ideas.
- Few Detailing in work will reflect in the long run, however, steps are already in pipelines at the backend step by step.

Recommendations for Enhanced Instagram Strategy:

To further enhance the Instagram presence of "Shree Vidhatte" and drive even greater engagement and reach, the following suggestions are proposed:

1. Allow the freedom of posting reels with suitable and trending sounds: Granting the creative freedom to the social media team to explore and utilize suitable and trending sounds in reels can significantly boost audience engagement. This flexibility will enable the team to experiment with diverse content styles and leverage popular audio trends, increasing the chances of creating viral and shareable content.

2. Enable the reposting of underperforming reels: In instances where a reel does not perform as expected, consider allowing the reposting of such content. By giving these reels a second chance, the account can potentially benefit from improved timing, refined captions, or enhanced visuals, ultimately increasing the likelihood of reaching a larger audience and generating higher engagement.

3. Increase the frequency of content publication: To maximize the reach and impact of reels, it is recommended to increase the frequency of content publication. Posting consistently, especially during peak engagement times, will help capitalize on trends and ensure a steady flow of engaging content for the audience. This increased input of content will contribute to higher visibility, follower growth, and overall engagement rates.

By implementing these recommendations, "Shree Vidhatte" can unlock new opportunities to captivate and inspire its audience on Instagram. Embracing the freedom to explore trending sounds, reposting underperforming reels, and increasing content frequency will contribute to a more dynamic and engaging presence on the platform, fostering stronger connections with followers and attracting new audiences.

Thankyou.

For More Information



webaashiq@gmail.com



www.webaashiq.com



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