

Balance Social Quarter 3 Report

For dates of July 1, 2021 to October 1, 2021

Definitions:

- **Reach:** Total number of people who have seen your content.
- **Engagement:** Total number of ways people interact with your content. (i.e., like, comment, button clicks, shares, mentions)
- **Comments:** Total number of times people comment on your content.

Benchmark stats

Balance OKR3 Results:

Q3 OKR

Establish relationships with 10 Balance influencers (70%)

- 7 confirmed raffle relationships with influencers, 3 currently pending

Find 3 more Balance Live guests (100%)

- Done!

In the last quarter, across all our social media profiles:

- Our Impressions are up by 17.9%
- Engagements up by 29.9%
- Post link clicks up by 10.8%

We saw a 33% audience increase.

- Facebook page likes: 2,030
- Instagram followers gained: 13,978
- Twitter followers gained: 200

What was our most engaging platform?

Facebook

How did our posts perform across all platforms?

Top 5 Posts for Average Reach Per Post:

1. Instagram: [visualization tip](#) (7/16/21) - 20,789
2. Instagram: [breath control tip](#) (8/3/21) - 18,738
3. Instagram: [stress affirmation](#) (7/9/21) - 18,284
4. Instagram: [Ofosu birthday](#) (8/16/21) - 17,803
5. Instagram: [Balance birthday](#) (9/4/21) - 17,190

Takeaways: Tips and affirmations are still a popular sharable type of post. Plus personal coach information and celebrating us is big.

Top 5 Posts for Engagements:

1. Instagram: [Ofosu Birthday](#) (8/16/21) - 2,259
2. Instagram: [visualization tip](#) (7/16/21) - 1,537
3. Instagram: [breath control tip](#) (8/3/21) - 1,495
4. Instagram: [stress affirmation](#) (7/9/21) - 1,449
5. Instagram: [Balance birthday](#) (9/4/21) - 1,084

Takeaways: Tips are still a popular sharable type of post. Plus personal coach videos and staying current to the news is a good approach.

Top 5 Posts for Engagements per impression:

6. Facebook: [Ofosu Birthday](#) (8/16/21) - 13.4%
7. Facebook: [New Positivity Single](#) (8/11/21) - 11.3%
8. Facebook: [World gratitude day Ofosu video](#) (9/21/21) - 11.1%
9. Facebook: [Ofosu monkey mind q&a](#) (9/16/21) - 11%
10. Facebook: [New Sleep Song Single](#) (8/30/21) - 10.8%

Takeaways: People love personal coach videos and new content

Top 5 Posts for Impressions:

11. Instagram: [visualization tip](#) (7/16/21) - 23,123
12. Instagram: [Ofosu Birthday](#) (8/16/21) - 22,062
13. Instagram: [breath control tip](#) (8/3/21) - 19,791
14. Instagram: [stress affirmation](#) (7/9/21) - 19,702
15. Instagram: [Balance birthday](#) (9/4/21) - 18,290

Takeaways: Tips are still a popular sharable type of post. Plus personal coach videos and staying current to the news is a good approach.

Top 5 Posts for Comments:

1. Instagram: [Ofosu Birthday](#) (8/16/21) - 211
2. Instagram: [Balance birthday](#) (9/4/21) - 133
3. Instagram: [How do you stay positive post](#) (8/10/21) - 42
4. Instagram: [Breath control quote](#) (8/3/21) - 38
5. Facebook: [Ofosu Birthday](#) (8/16/21) - 35

Takeaways: Humanizing our coaches, asking people how they manage stress, and staying up to date with news is a good strategy.

What next?

Overall notes:

Based on our brainstorm and these stats we're adding more interactive posts and adding more videos of our coaches to bring their personalities to life more on our socials in the form of:

- Meditation mythbuster
- More coach videos
- Affirmation quotes
- Tag a friend who makes you feel X
- If you like X try X meditation
- Texting formatted posts

We will also repurpose TikTok videos and use them on other social platforms.

- Repurpose ask our coaches
- Tiktok / reels / IGTV

PMM Social OKR: Find and foster the Elevate/Balance community

Company OKR Alignment: Multiple

KRs:

1. Run and complete 5-10 raffles with Balance influencers
2. Find 3 more Balance Live guests
3. Test 5 new content formats