

Wood & Pilcher | September Social Media Overview

September was a steady month across the board. Instagram remained our busiest platform, with lots of reach from non-followers, and LinkedIn saw some real growth in search visibility. Facebook was a little quieter on interaction, but still held strong reach-wise. Some good building blocks to work from as we head into autumn.

Instagram

8,869 views this month, with 60.5% coming from non-followers – so our posts are still reaching new people.

We reached 521 accounts, brought in 27 new followers (total now 1,189), and had 106 profile visits.

It's encouraging to see continued discovery from outside our follower base. Next step is to make sure there's a clear action for people to take once they land (something as simple as a "See more homes via the link in our bio" reminder)

Facebook

We had 9,427 views and now sit at 4,230 followers.

Engagement was strong at 1,078, but interactions dipped to 70, which isn't so much of an issue at this stage.

We may want to bring back more conversation-style posts or community-led content to get people talking again. Local updates or softer, lifestyle-driven posts could help lift this back up.

LinkedIn

Impressions were up 161% to 566, with 39 page views and 17 unique visitors.

We gained one new follower (now 253 total) and appeared in 46 searches (up 76%).

Top keyword: "Estate Agents", showing we're appearing in the right kind of local, high-intent searches. A good sign.

Recommendations & Next Steps:

- **Lean into conversational content** – Posts like Jackie and Steve attending the Thomson Snell & Passmore anniversary event performed really well. It's a reminder that simple, people-led moments often connect best. Let's aim to include more behind-the-scenes snippets, team outings, and community connections like this.
- **Encourage action on Instagram** – With lots of views from non-followers, a clear next step like "See more on our website" or "Get in touch to find out more" can help turn interest into enquiries.
- **Add a prompt or question to Facebook posts** – Even one line like "Would you live here?" or "What would you do with this space?" can help lift interaction back up.