

OCTAVIA HILL SOCIAL MEDIA STATISTICS

2025

This report evaluates the performance of Agostino Utilities on Facebook, Instagram, LinkedIn, and Google.

YEAR IN REVIEW

Statistics are for Facebook, Instagram, and Google



Followers Gained
24



Total Reach
17,731



Total Content Interactions
367



Total Impressions
68,619

See page 5 for social media metric definitions.

INSTAGRAM



Total Number
of Followers
412



Accounts Reached
10,411



Total Content
Interactions
104



Total Impressions
58,499

FACEBOOK



Total Number
of Followers
459



Accounts Reached
1,600



Total Content
Interactions
30



Total Impressions
4,400

See page 5 for social media metric definitions.

GOOGLE



Total Profile Reach

5,720



Total Profile Clicks

233

See page 5 for social media metric definitions.

TOP PERFORMING CONTENT




FACEBOOK

“Discover your ideal home at Bancroft Court!”

 Views: **115**

 Interactions: **5**

 Accounts Reached: **69**

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INSTAGRAM

“Happy National Pretzel Day! 🥨🎉”

 Views: **380**

 Interactions: **14**

 Accounts Reached: **298**

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STRATEGY

The following are strategies we are implementing to boost Octavia Hill's brand presence, increase reach, impressions, and engagement.

Instagram Location Tagging

- Adding a location tag for Philadelphia to Instagram posts to boost local discovery and increase impressions from nearby users.

Collaborative Posting

- Spotlight nearby small businesses, concerts, sports events, and local history to create a strong sense of place.
 - Proactively reach out to organizers of local events for permission to share official event materials on social media to expand reach.

Engagement-first Strategy

- Fewer graphics, more organic photos and interactive posts to boost engagement (polls, guesses, “this or that”).

See page 5 for social media metric definitions.



SOCIAL MEDIA METRICS

Views/Impressions

Impressions is the total number of times a piece of content is displayed on a screen. Meta calls this metric views.

Reach

The number of unique viewers who saw your content.

Total Content Interactions

The cumulative amount of reactions, comments, shares and clicks gained during the selected reporting period.