

ACA PAPER RESTORATION SOCIAL MEDIA STATISTICS

Q1 2026

This report evaluates the performance of ACA Paper Restoration on Facebook, Instagram, LinkedIn, and Google.

QUARTER IN REVIEW

Cumulative statistics are for Facebook, Instagram, LinkedIn and Google



Followers
Gained

112



Total Reach

2,892



Total Content
Interactions

494



Total Impressions

6,806

See page 5 for social media metric definitions.



INSTAGRAM



Total Number
of Followers
1,357



Total Reach
1,368



Total Content
Interactions
75



Total Impressions
4,581

FACEBOOK



Total Number
of Followers
269



Total Reach
477



Total Content
Interactions
62



Total Impressions
2,089

See page 5 for social media metric definitions.



LINKEDIN



Total Number
of Followers
91



Accounts Reached
56



Total Content
Interactions
8



Total Impressions
139

GOOGLE



Total Profile Reach
1,785

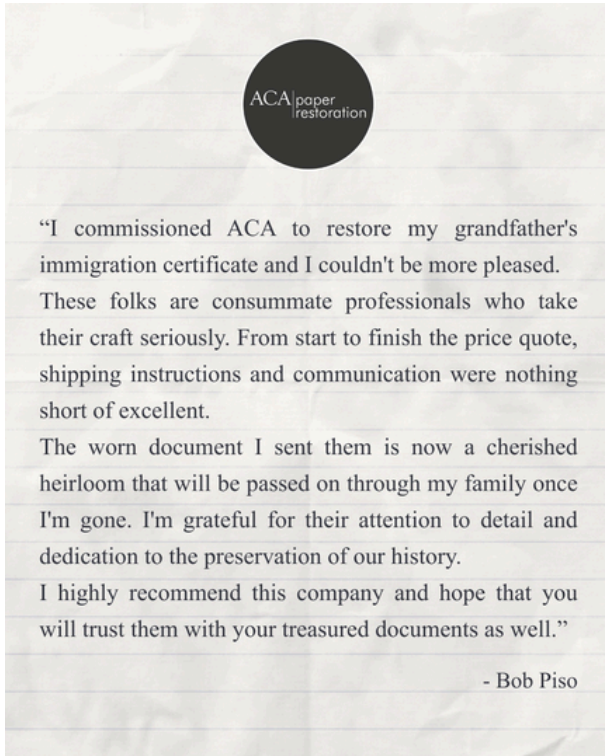


Total Profile Interactions
542

See page 5 for social media metric definitions.



TOP PERFORMING CONTENT



FACEBOOK & LINKEDIN

“We're grateful for the trust behind every testimonial.”



Views: **196**



Interactions: **8**



Accounts Reached: **84**

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INSTAGRAM

“Here's a little more behind-the-scenes of our restoration work. ”



Views: **3,015**



Interactions: **25**

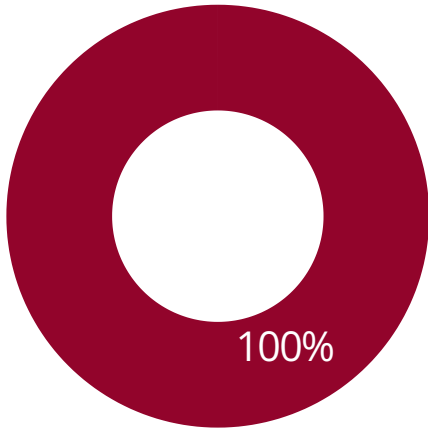


Accounts Reached: **2,275**

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REVIEWS

Statistics are for Google and Yelp



- Positive Reviews (4 & 5 Stars)
- Negative Reviews (1-3 Stars)

Total Reviews: 2

POSITIVE SENTIMENTS

Common sentiments among 4 and 5-star reviews

- Professionalism and expertise
- Strong communication and responsiveness
- Both reviews specifically note how well their restorations were packaged for shipping

"I cannot say enough about how pleased I am with the work I had done by ACA....I highly recommend for any restoration project you have!"

-Meredith K.



STRATEGY

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

Instagram Location Tagging

- Adding a location tag for ACA Paper Restoration/Devon PA to Instagram posts to boost local discovery and increase impressions from nearby users.

Continue with Micro-education Posts

- Explanations of common restoration terms like foxing; Conservation vs. restoration; Myth-vs-fact posts to correct common misconceptions about caring for works on paper.

Video & Reels Suggestions

- Capture updated on-site video content, including:
 - "Day in the Life" behind-the-scenes moments
 - Location walkthroughs
 - Educational snippets featuring Clare/Justin
 - "Journey of a Painting" series
- Educational Reel Series (Client-Led Clips)
 - "What we look for when assessing damage"
 - "Common myths about art restoration"
 - Time-lapse style "How long restoration takes"
 - "How we decide what to preserve"
 - "How to properly package items for shipping to ACA"



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.

