

# OCTAVIA HILL SOCIAL MEDIA STATISTICS

May 2026

This report evaluates the performance of Octavia Hill on Facebook, Instagram, and Google.

## MONTH IN REVIEW

Statistics are for Facebook, Instagram, and Google



Total Followers  
**871**



Total Reach  
**980**



Total Content Interactions  
**203**



Total Impressions  
**1,703**

*See page 5 for social media metric definitions.*

# INSTAGRAM



Total Number  
of Followers  
**406**



Accounts Reached  
**213**



Total Content  
Interactions  
**22**



Total Impressions  
**535**

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# FACEBOOK



Total Number  
of Followers  
**455**



Accounts Reached  
**125**



Total Content  
Interactions  
**0**



Total Impressions  
**445**

*See page 5 for social media metric definitions.*

# GOOGLE



Total Profile Reach

**1,365**



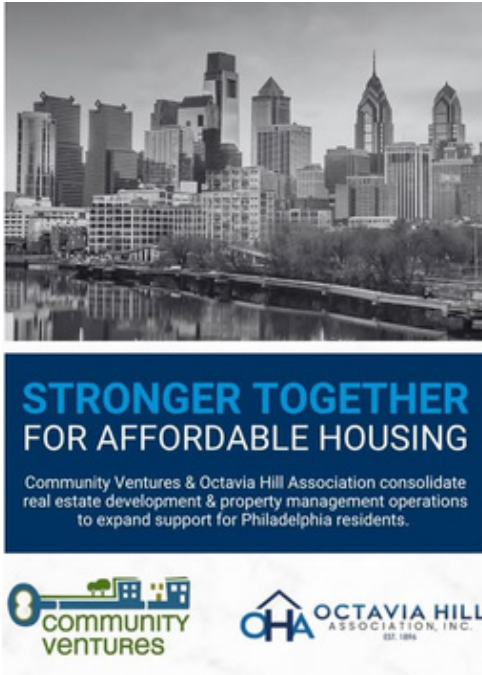
Total Profile Interactions

**281**

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*See page 5 for social media metric definitions.*


# TOP PERFORMING CONTENT



## FACEBOOK & INSTAGRAM

**“We’re excited to share that Octavia Hill Association (OHA) and Community Ventures...”**

 Views: **311**

 Accounts Reached: **113**

*Views rose by 24% in April on Instagram!*

[View Post](#)

# 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.