

ACA PAPER RESTORATION SOCIAL MEDIA STATISTICS

April 2026

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

MONTH IN REVIEW

Cumulative statistics are for Facebook, Instagram, LinkedIn and Google



Followers
Gained

7



Total Reach

3,064



Total Content
Interactions

150



Total Impressions

4,911

See page 5 for social media metric definitions.



INSTAGRAM



Total Number
of Followers
1,359



Total Reach
2,427



Total Content
Interactions
40



Total Impressions
3,901

FACEBOOK



Total Number
of Followers
271



Total Reach
393



Total Content
Interactions
18



Total Impressions
979

See page 5 for social media metric definitions.



LINKEDIN



Total Number
of Followers
91



Accounts Reached
23



Total Content
Interactions
5



Total Impressions
31

GOOGLE



Total Profile Reach
221



Total Profile Interactions
87

See page 5 for social media metric definitions.



TOP PERFORMING CONTENT



FACEBOOK & INSTAGRAM

“Spring is the perfect reminder to take a closer look at your artwork.”



Views: **3,583**

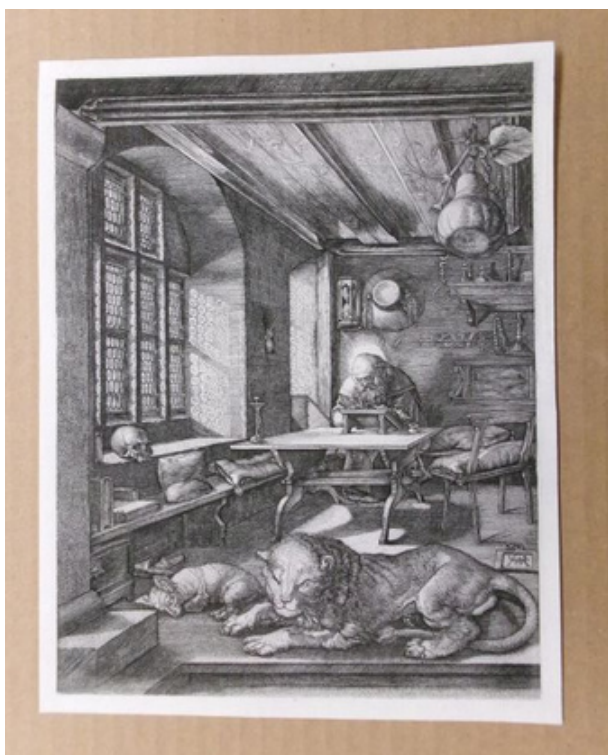


Interactions: **5**



Accounts Reached: **2,653**

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LINKEDIN

“This work on paper recently underwent a thoughtful paper conservation treatment”



Views: **9**



Interactions: **3**



Accounts Reached: **7**

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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

- Environmental changes are one of the greatest threats to works on paper. Consistency matters more than location.
- Myth: Restoration changes the original too much. Fact: Professional restoration aims to stay as true to the original as possible unless changes are requested
- Tip: Paper yellows because of acid, not just age Many older prints were made with acidic paper. Over time, acid causes brittleness and discoloration, but professional deacidification can slow or stop this process.

Video & Reels Suggestions

- Capture Day in the Life Content
- The journey of a painting through restoration
- Around the office content to show culture

The behind-the-scenes reel that was posted in April performed exceptionally well! Capturing more content like this will have a major positive impact on ACA's social media performance.



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.

