

ACA PAPER RESTORATION SOCIAL MEDIA STATISTICS

February 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

37



Total Reach

813



Total Content
Interactions

222



Total Impressions

2,325

See page 5 for social media metric definitions.



INSTAGRAM



Total Number
of Followers
1,317



Total Reach
166



Total Content
Interactions
13



Total Impressions
1,509

FACEBOOK



Total Number
of Followers
268



Total Reach
75



Total Content
Interactions
30



Total Impressions
797

See page 5 for social media metric definitions.



LINKEDIN



Total Number
of Followers
91



Accounts Reached
17



Total Content
Interactions
2



Total Impressions
19

GOOGLE



Total Profile Reach
555

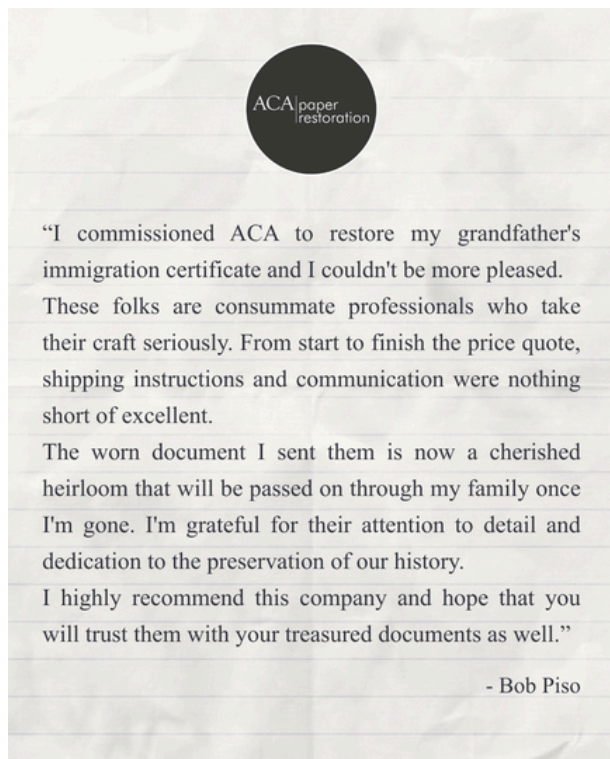


Total Profile Interactions
177

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**

Facebook views increased by 106% in February!

[View Post](#)



INSTAGRAM

“Scent is emerging as a compelling dimension in contemporary art...”



Views: **118**



Interactions: **2**



Accounts Reached: **60**

[View Post](#)



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.

Micro-education Posts

- EX: 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

- 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.

