

ACA PAPER RESTORATION SOCIAL MEDIA STATISTICS

January 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

24



Total Reach

287



Total Content
Interactions

35



Total Impressions

1,820

See page 5 for social media metric definitions.



INSTAGRAM



Total Number
of Followers
1,283



Total Reach
845



Total Content
Interactions
14



Total Impressions
1,400

FACEBOOK



Total Number
of Followers
266



Total Reach
75



Total Content
Interactions
10



Total Impressions
386

See page 5 for social media metric definitions.



LINKEDIN



Total Number
of Followers
90



Accounts Reached
17



Total Content
Interactions
1



Total Impressions
34

GOOGLE



Total Profile Reach
650



Total Profile Interactions
203

See page 5 for social media metric definitions.



TOP PERFORMING CONTENT



FACEBOOK & INSAGRAM

“Take a look at this incredible transformation! 🥰📰”



Views: **157**



Interactions: **6**



Accounts Reached: **76**

[View Post](#)



LINKEDIN

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



Views: **13**



Interactions: **1**



Accounts Reached: **11**

[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.

