

# OCTAVIA HILL SOCIAL MEDIA STATISTICS

January 2026

This report evaluates the performance of Agostino Utilities on Facebook, Instagram, LinkedIn, and Google.

## MONTH IN REVIEW

Statistics are for Facebook, Instagram, and Google



Total Followers  
**3,870**



Total Reach  
**396**



Total Content Interactions  
**69**



Total Impressions  
**822**

*See page 5 for social media metric definitions.*

# INSTAGRAM



Total Number  
of Followers  
**411**



Accounts Reached  
**56**



Total Content  
Interactions  
**0**



Total Impressions  
**322**

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# FACEBOOK



Total Number  
of Followers  
**459**



Accounts Reached  
**66**



Total Content  
Interactions  
**2**



Total Impressions  
**500**

*See page 5 for social media metric definitions.*

# GOOGLE



Total Profile Reach

274



Total Profile Clicks

67

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*See page 5 for social media metric definitions.*


# TOP PERFORMING CONTENT



## FACEBOOK

“Ready for winter fun? ❄️”

 Views: **25**

 Accounts Reached: **15**


[View Post](#)



## INSTAGRAM

“Dreaming of townhome living in historic Queen Village? 🏡”

 Views: **26**

 Accounts Reached: **12**

[View Post](#)

# STRATEGY

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

## Instagram Location Tagging

- Adding a location tag for Philadelphia to Instagram posts to boost local discovery and increase impressions from nearby users.

## Collaborative Posting

- Spotlight nearby small businesses, concerts, sports events, and local history to create a strong sense of place.
  - Proactively reach out to organizers of local events for permission to share official event materials on social media to expand reach.

## Engagement-first Strategy

- Fewer graphics, more organic photos and interactive posts to boost engagement (polls, guesses, “this or that”).

*See page 5 for social media metric definitions.*

# 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.