

# ACA PAPER RESTORATION SOCIAL MEDIA STATISTICS

March 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

**51**



Total Reach

**1,286**



Total Content  
Interactions

**237**



Total Impressions

**2,661**

*See page 5 for social media metric definitions.*



# INSTAGRAM



Total Number  
of Followers  
**1,352**



Total Reach  
**357**



Total Content  
Interactions  
**48**



Total Impressions  
**1,672**

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# FACEBOOK



Total Number  
of Followers  
**269**



Total Reach  
**327**



Total Content  
Interactions  
**22**



Total Impressions  
**906**

*See page 5 for social media metric definitions.*



# LINKEDIN



Total Number  
of Followers  
**91**



Accounts Reached  
**22**



Total Content  
Interactions  
**5**



Total Impressions  
**83**

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# GOOGLE



Total Profile Reach  
**580**

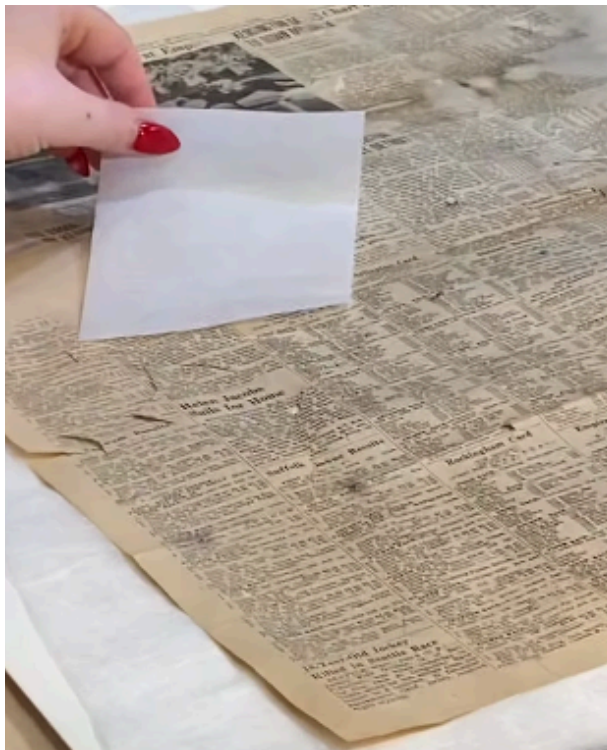


Total Profile Interactions  
**162**

*See page 5 for social media metric definitions.*



# TOP PERFORMING CONTENT



## FACEBOOK & INSTAGRAM

"Here's a quick behind the scenes look at what your artwork goes through in the process of restoration!"



Views: **670**



Interactions: **25**



Accounts Reached: **525**

*Content interactions on Instagram rose by over 200% in March!*

[View Post](#)



## LINKEDIN

"What shortens the life of paper? More than most people realize."



Views: **18**



Interactions: **3**



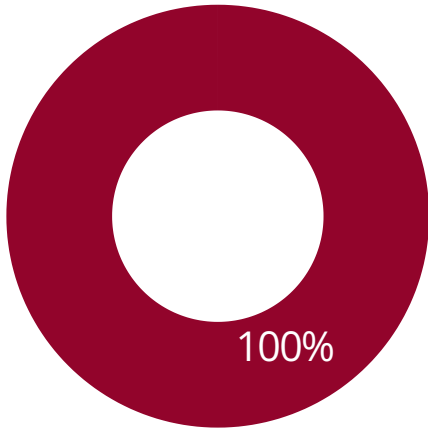
Accounts Reached: **6**

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# REVIEWS

Statistics are for Google and Yelp



- Positive Reviews (4 & 5 Stars)
- Negative Reviews (1-3 Stars)

Total Reviews: 2

## POSITIVE SENTIMENTS

### Common sentiments among 4 and 5-star reviews

- Professionalism and expertise
- Strong communication and responsiveness
- Both reviews specifically note how well their restorations were packaged for shipping

***"I cannot say enough about how pleased I am with the work I had done by ACA....I highly recommend for any restoration project you have!"***

***-Meredith K.***



# 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

- Explanations of common restoration terms like foxing; Conservation vs. restoration; Myth-vs-fact posts to correct common misconceptions about caring for works on paper.

*This was the top performing post type on LinkedIn in March!*

## Video & Reels Suggestions

- 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"

*The behind-the-scenes reel that was posted in March 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.

