

OCTAVIA HILL SOCIAL MEDIA STATISTICS

March 2026

This report evaluates the performance of Octavia Hill on Facebook, Instagram, and Google.

MONTH IN REVIEW

Statistics are for Facebook, Instagram, and Google



Total Followers
873



Total Reach
471



Total Content Interactions
49



Total Impressions
934

See page 5 for social media metric definitions.

INSTAGRAM



Total Number
of Followers

411



Accounts Reached

91



Total Content
Interactions

6



Total Impressions

477

FACEBOOK



Total Number
of Followers

462



Accounts Reached

119



Total Content
Interactions

2



Total Impressions

457

See page 5 for social media metric definitions.

GOOGLE



Total Profile Reach

261



Total Profile Interactions

41

See page 5 for social media metric definitions.


TOP PERFORMING CONTENT



FACEBOOK

“Just added! Charming 2-bedroom in Historic Franklinville”

 Views: **50**

 Accounts Reached: **32**

Reach rose by 40% on Facebook in March!


[View Post](#)



INSTAGRAM

“When in Philly, you HAVE to choose...”

 Views: **26**

 Accounts Reached: **13**

Views rose by 200% on Instagram in March!

[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”).

Include Historical Information and Original Photography

- If you are able to, please send over photos of the following to socialmedia@agmsolutions.com:
 - Historical photos of Octavia Hill properties
 - Please include any relevant historical facts/information if possible!
 - Unit/home interiors
 - Daily scenery from around your properties (if Community Managers are on site)
 - Ex: Snow days, rainbows, etc.

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.