



ORGANIC SOCIAL FEBRUARY 2024

**THIS REPORT HAS BEEN OBSCURED TO PROTECT THE CLIENT'S DATA**

OVERVIEW



3 THINGS TO KNOW THIS MONTH

1. Engagement rate increased 100% MoM and 100% YoY. Reach also increased 100% from January led by strong performance from the Launch Pro unboxing reel that reached over 100k.
2. Website clicks increased 100% from January even though post frequency in February fell below the past six months average of 100 posts per month.
3. Followers grew steadily in February but didn't quite reach January's growth.

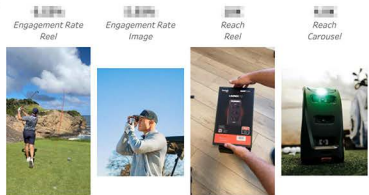
WHAT'S BEEN WORKING THE PAST 6 MONTHS?

1. Reels have been getting 100% higher reach than carousel and images. Carousels are best for engagement — they have a 100% higher engagement rate.
2. Wingman products get 100% higher reach and Pro X3 gets 100% higher engagement rate than the average post. Posts that don't mention a specific product have a higher engagement rate but 100% lower reach.
3. Posts featuring an influencer reached 100% more with 100% lower eng. rate.

POST PERFORMANCE

		Eng. Rate	Reach	Impressions	Likes	Comments
<b>Carousel</b>	Light blinks green – we're ready to rock. Shop the Launch Pro now to take your game to the next level.	100%	100k	100k	100	10
<b>Image</b>	It doesn't get much better than blue skies in the dead of winter – unless it's with the Tour V6 Shift i..	100%	100k	100k	100	10
	Pump tunes and get your distances with the Wingman Mini.	100%	100k	100k	100	10
<b>Reel</b>	@fredrikindblom carrying it 200 yards over the water with ease. ▶▶	100%	100k	100k	1000	20
	Know your numbers like @hannabgg.	100%	100k	100k	100	10
	It's go time. We're making sure we're dialed, in preparation for warmer days on the course. 🌞 @..	100%	100k	100k	1000	20
	Some say working on your swing in a simulator beats going to the range. We might have to agree.	100%	100k	100k	100	10
<b>Grand Total</b>		100%	100k	100k	1000	20

MEDIA TYPE BREAKDOWN



OVERVIEW



3 THINGS TO KNOW THIS MONTH

- Reels underperformed in recent months but were February's top post type.
- Engagement rate increased 10% from January but still down year over year. Engagement rate has been below 1% on Facebook every month since October.
- January had the highest reach / post since July which explains the MoM decrease. Seasonality is likely the reason for overall recent performance.

WHAT'S BEEN WORKING THE PAST 6 MONTHS

- While improving of late, reels perform well below static posts on Facebook. Static posts reach 10x more and have a 5x higher engagement rate.
- Posts that don't feature a product have the highest reach on Facebook followed closely by Pro X3. However product posts have 10x higher engagement rates.
- Influencer posts have underperformed of late with lower reach and eng. rate.

POST PERFORMANCE

		Eng. Rate	Impressions	Reach	Likes	Comments
<b>Album</b>	Light blinks green - we're ready to rock. Shop the Launch Pro now to take your game to the next level. ...	0.00%	1,175	1,175	0	0
<b>Photo</b>	It doesn't get much better than blue skies in the dead of winter - unless it's with the Tour V6 Shift i... Pump tunes and get your distances with the Wingman Mini. #BushnellGolf #WingmanMini #G...	0.00%	887	887	0	0
<b>Reel</b>	@fredrikindblom carrying it 200 yards over the water with ease. ••• #BushnellGolf #ProX3 #Golf #1R... It's go time. We're making sure we're dialed, in preparation for warmer days on the course. #Bus... Know your numbers like @hannahbgg. #BushnellGolf #LaunchPro #KnowYourNumbers ... Some say working on your swing in a simulator beats going to the range. We might have to agree. #..	0.00%	1,024	1,024	0	0
<b>Grand Total</b>		0.00%	3,086	3,086	0	0

MEDIA TYPE BREAKDOWN

