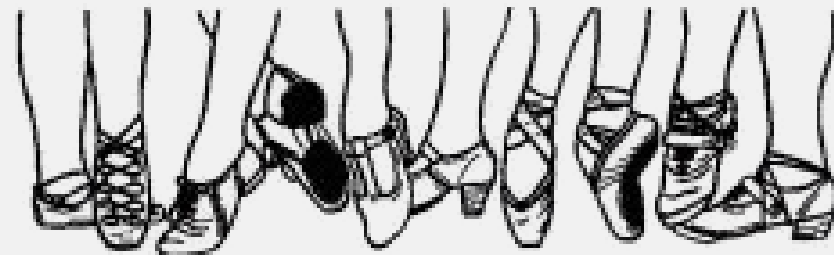


JUNE 2025

Rebecca McCarthy School of Dance's

✦ **SOCIAL MEDIA** ✦  
**ANALYSIS**

*Rebecca McCarthy School of Dance*



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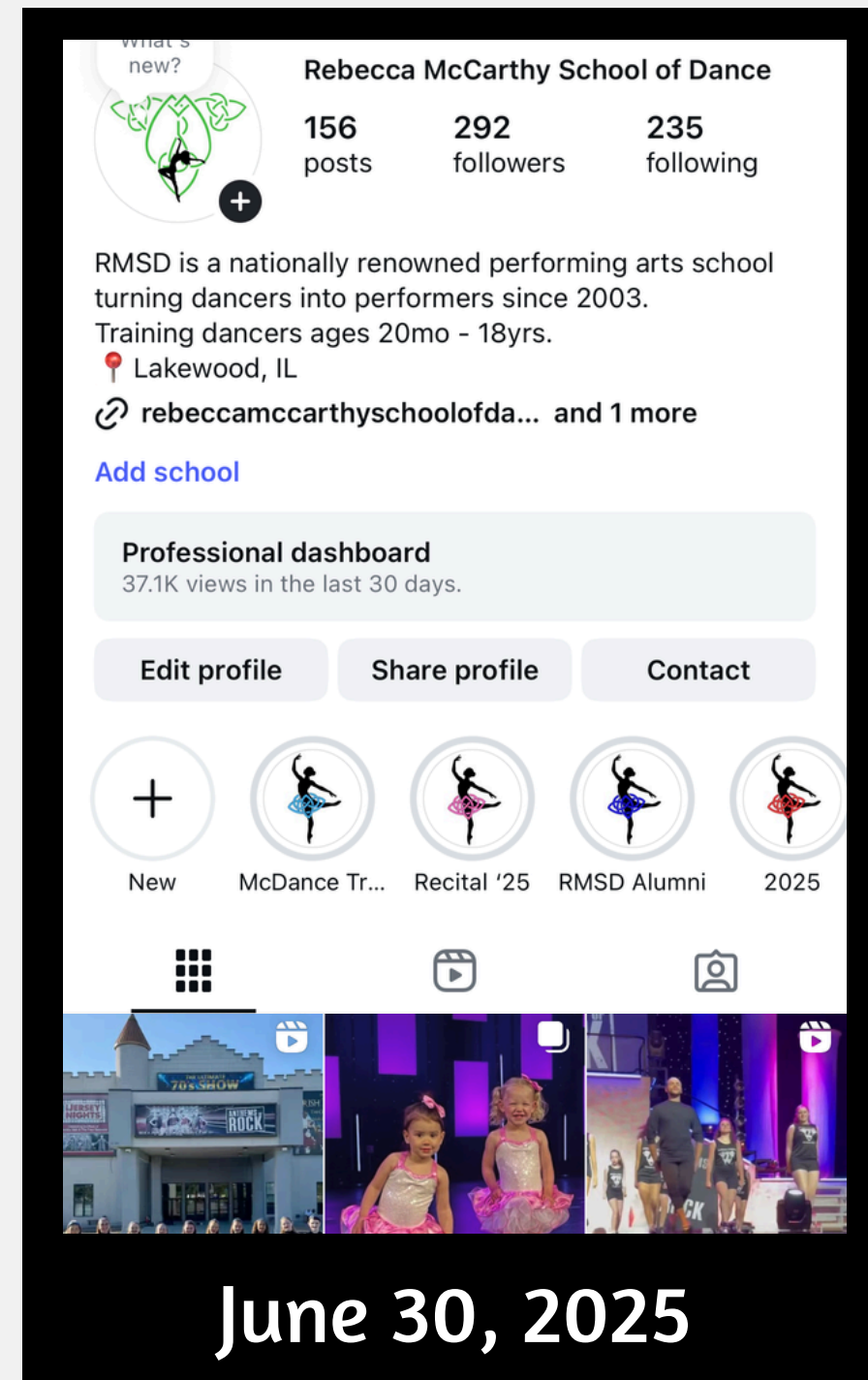
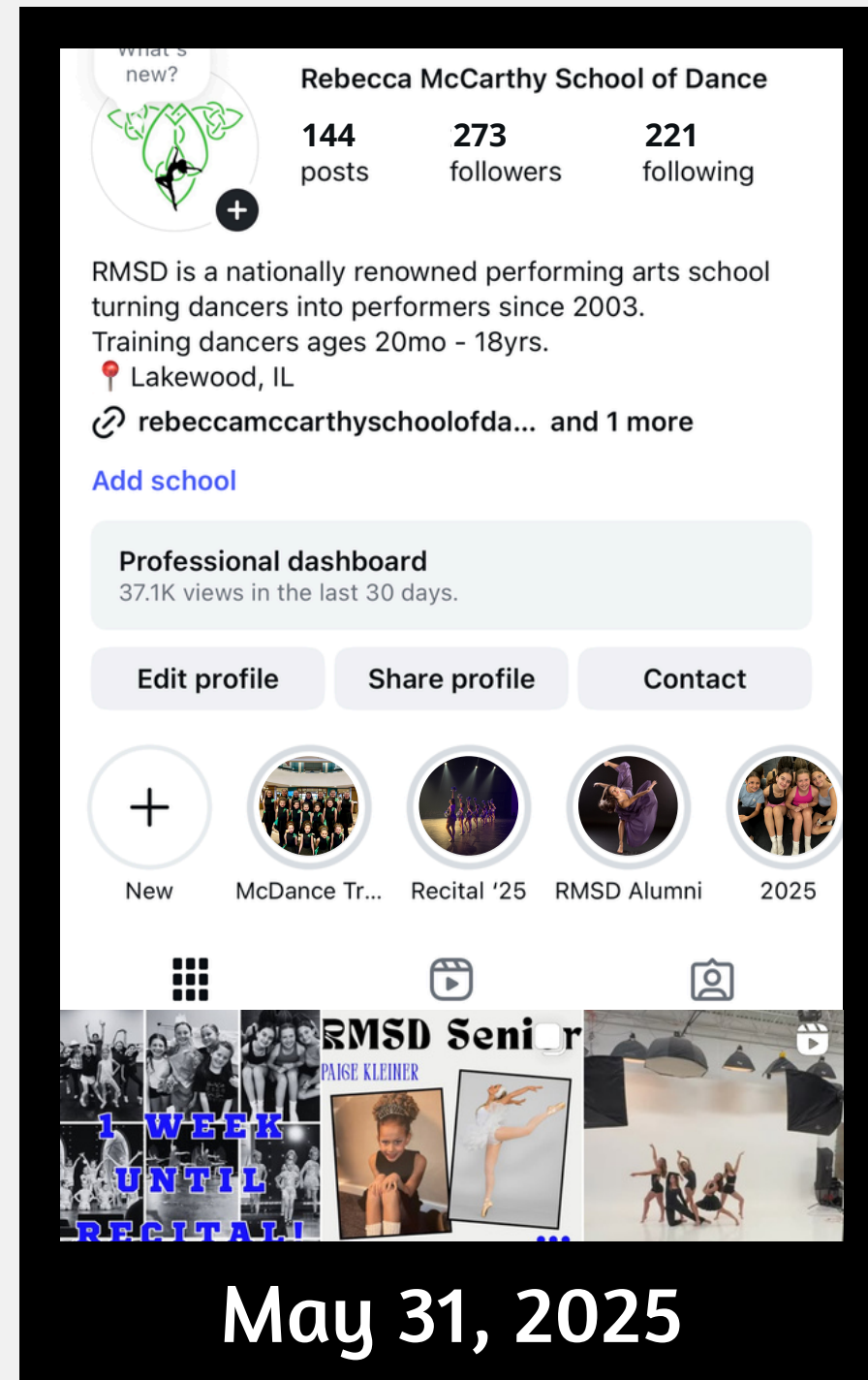
TOP FACEBOOK POSTS

8

THANK YOU!

9

APPENDIX

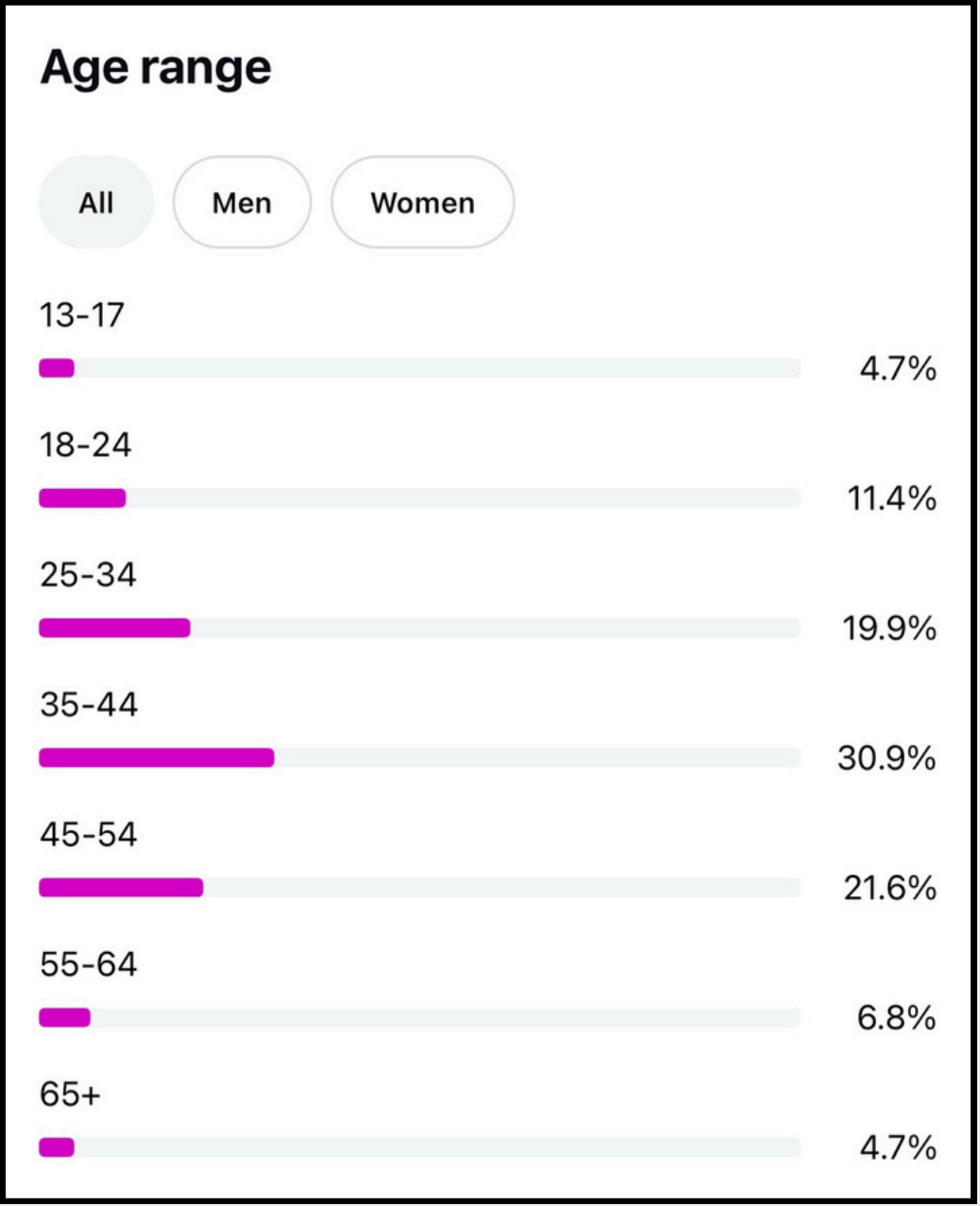
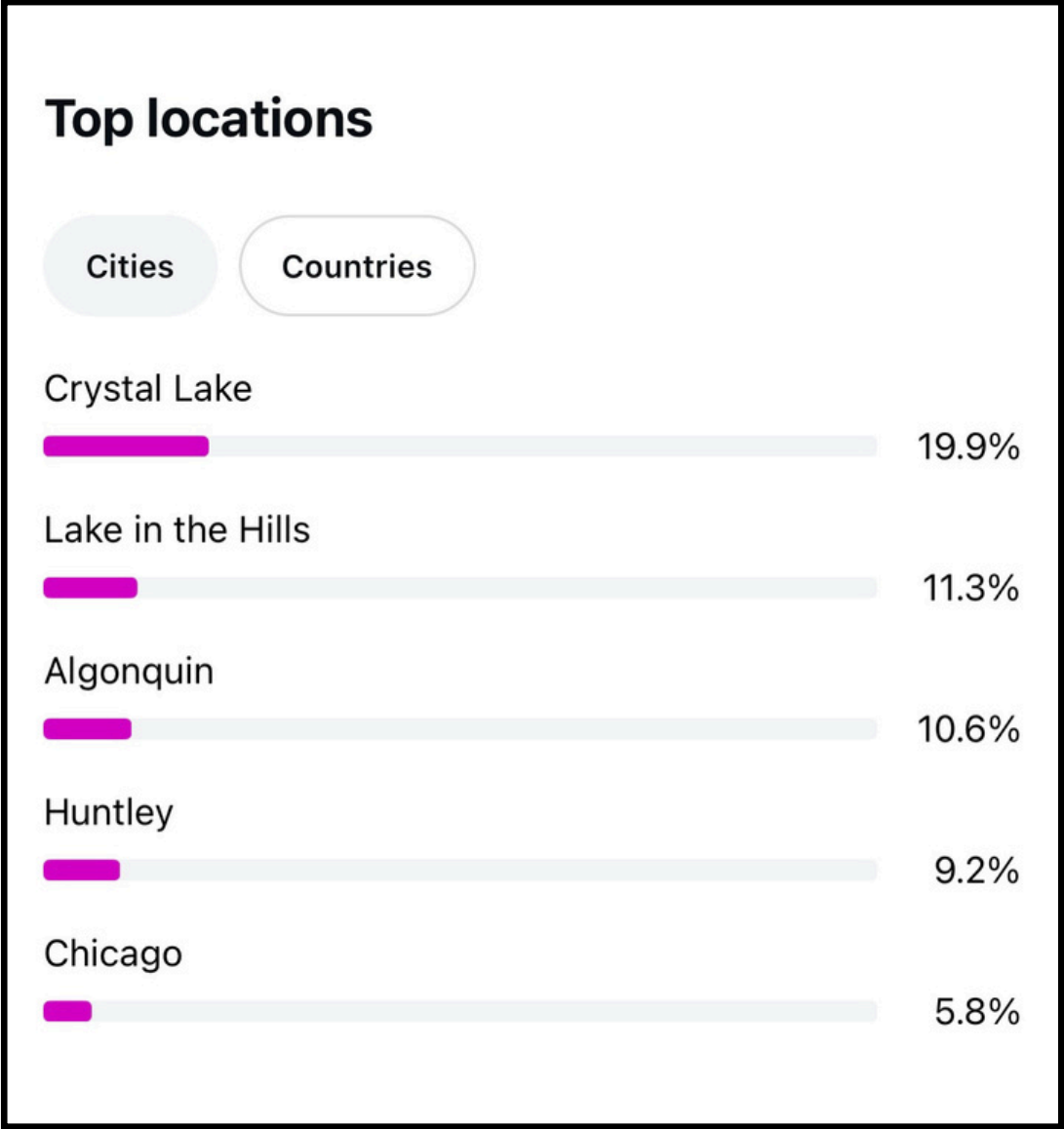
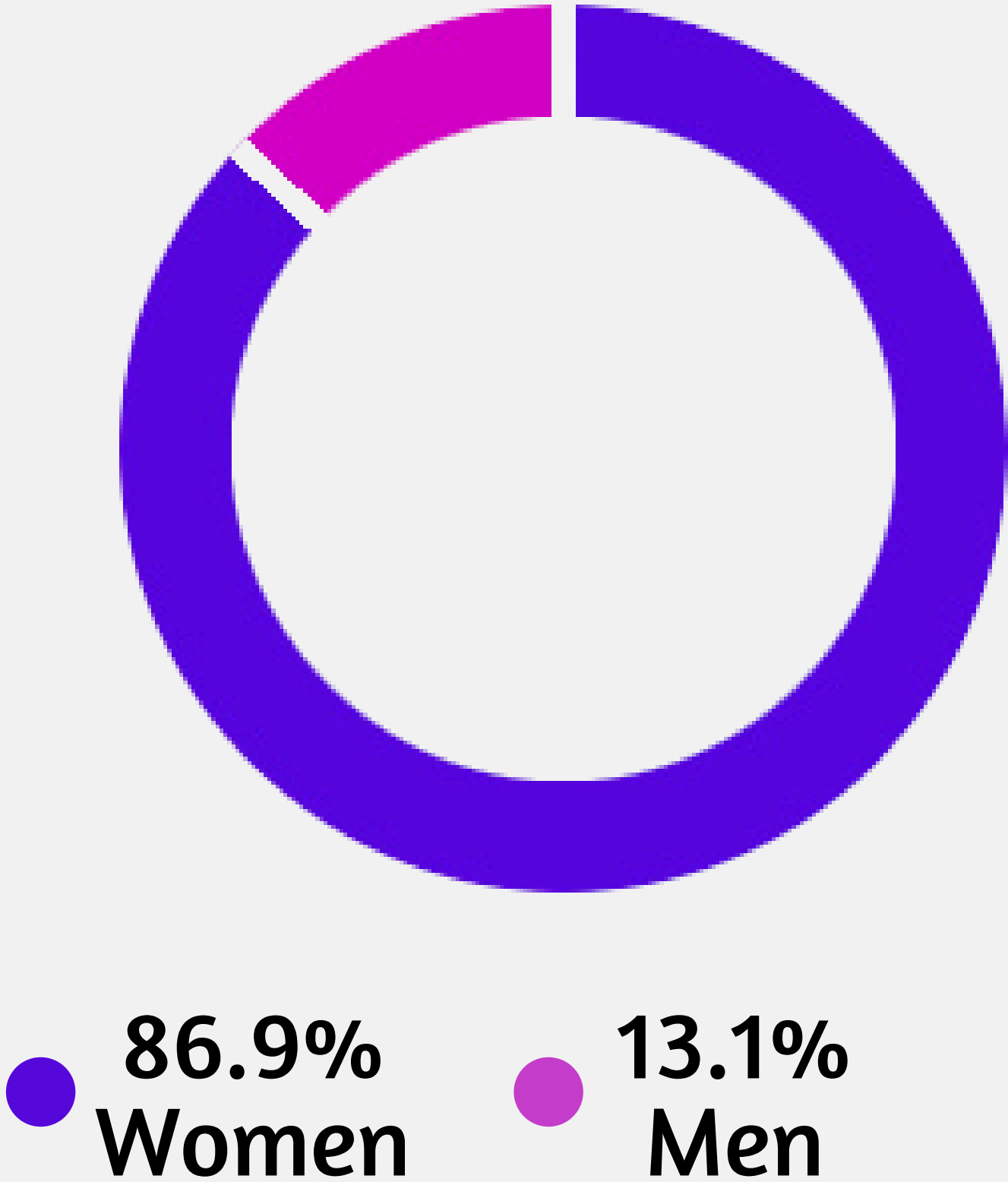


Followers	+ 19
Engagement	794
Reach	38, 951 ↑
Profile Visits	714 increased by 64.1%
External Link	21 clicks
Post Interactions	459
Reel Interactions	245

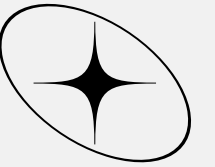
**\*Definitions of Metrics Located in Appendix**

# AUDIENCE INFORMATION


## INSTAGRAM INSIGHTS



# PERFORMANCE OVERVIEW



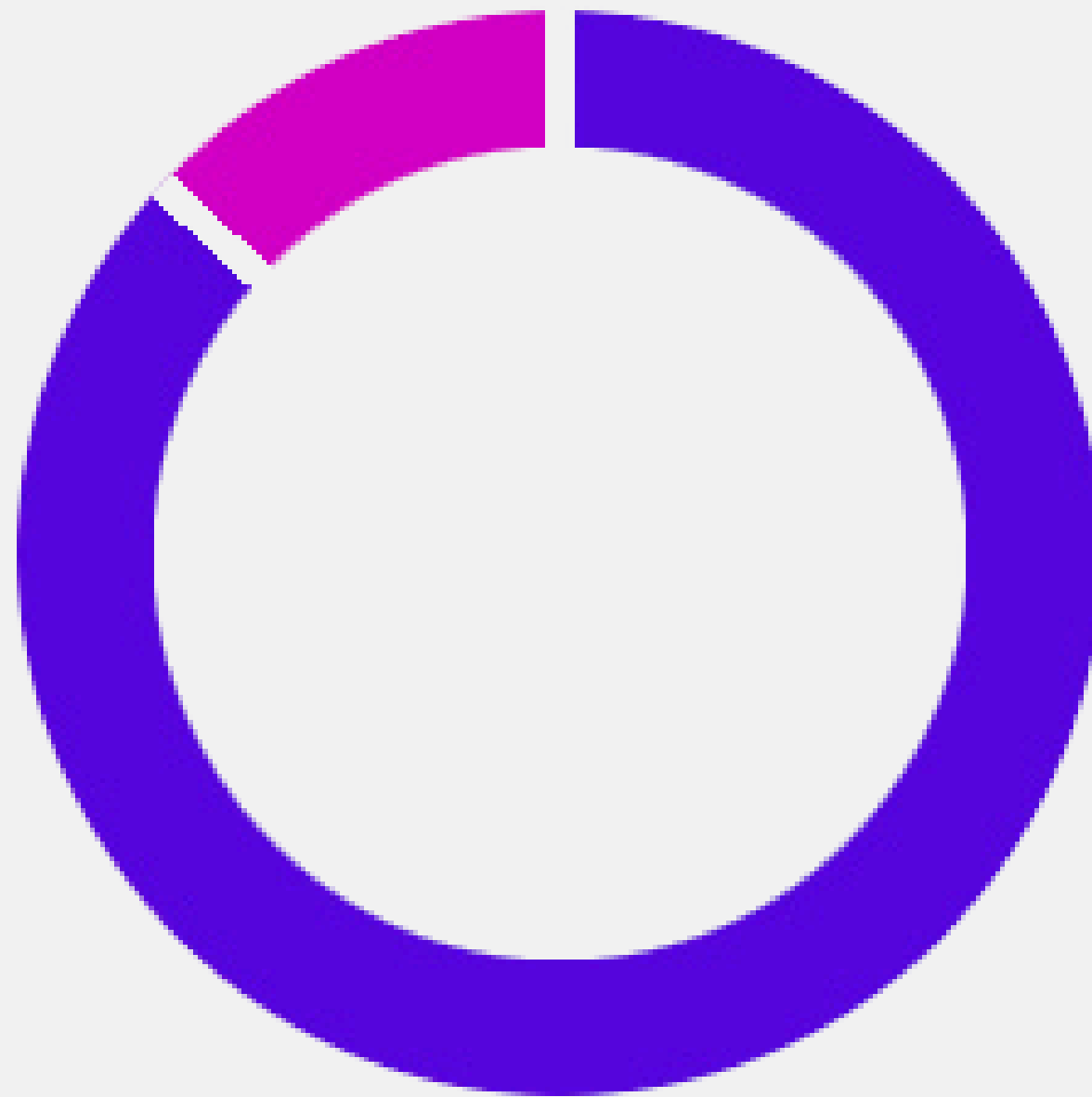
## FACEBOOK

Followers	+ 8
Engagement	484
Reach	12,715 
Profile Visits	552
External Link	25 clicks
Post Interactions	420
Reel Interactions	543

\*Definitions of Metrics Located in Appendix

# AUDIENCE INFORMATION

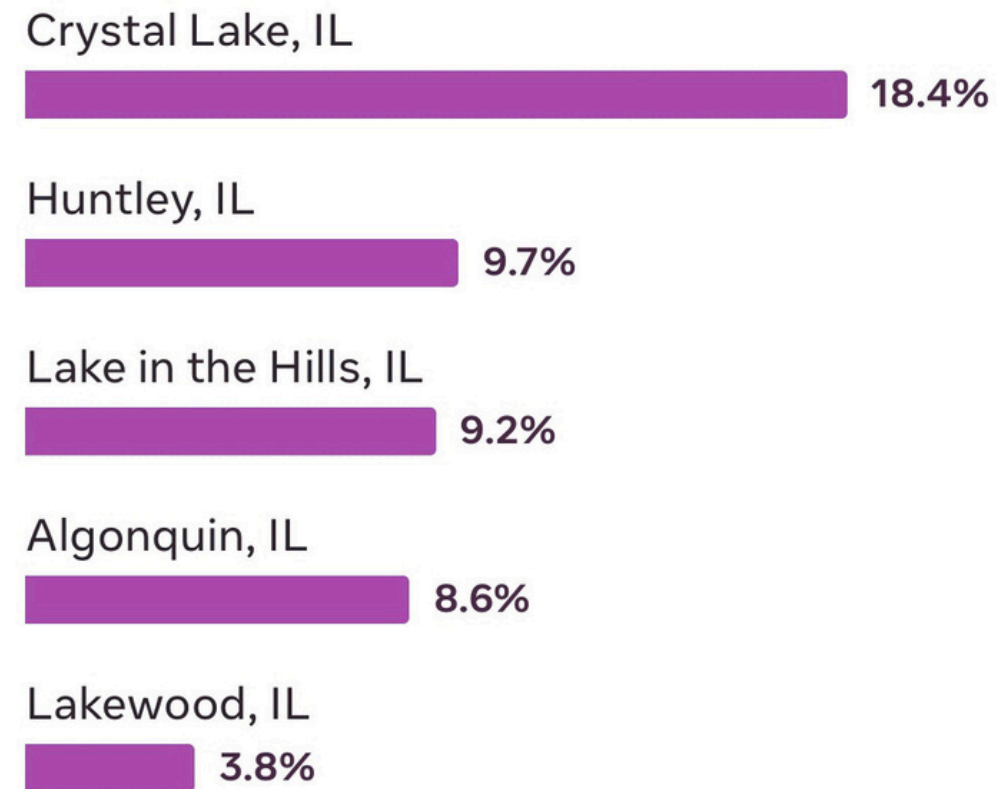
## FACEBOOK INSIGHTS



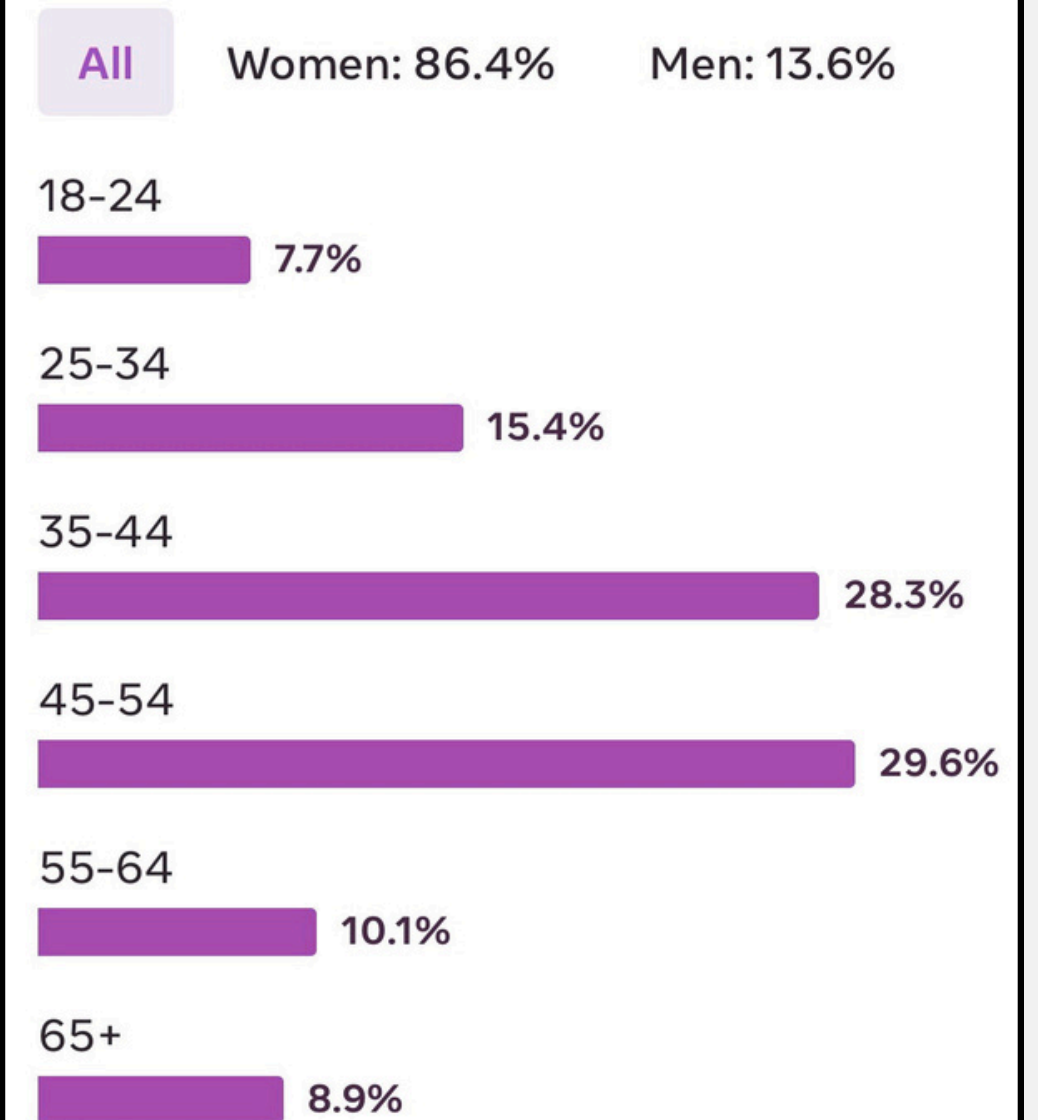
● 86.4%  
Women

● 13.6%  
Men

### Top cities



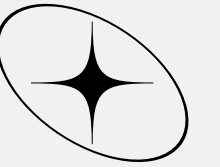
### Age and gender ⓘ



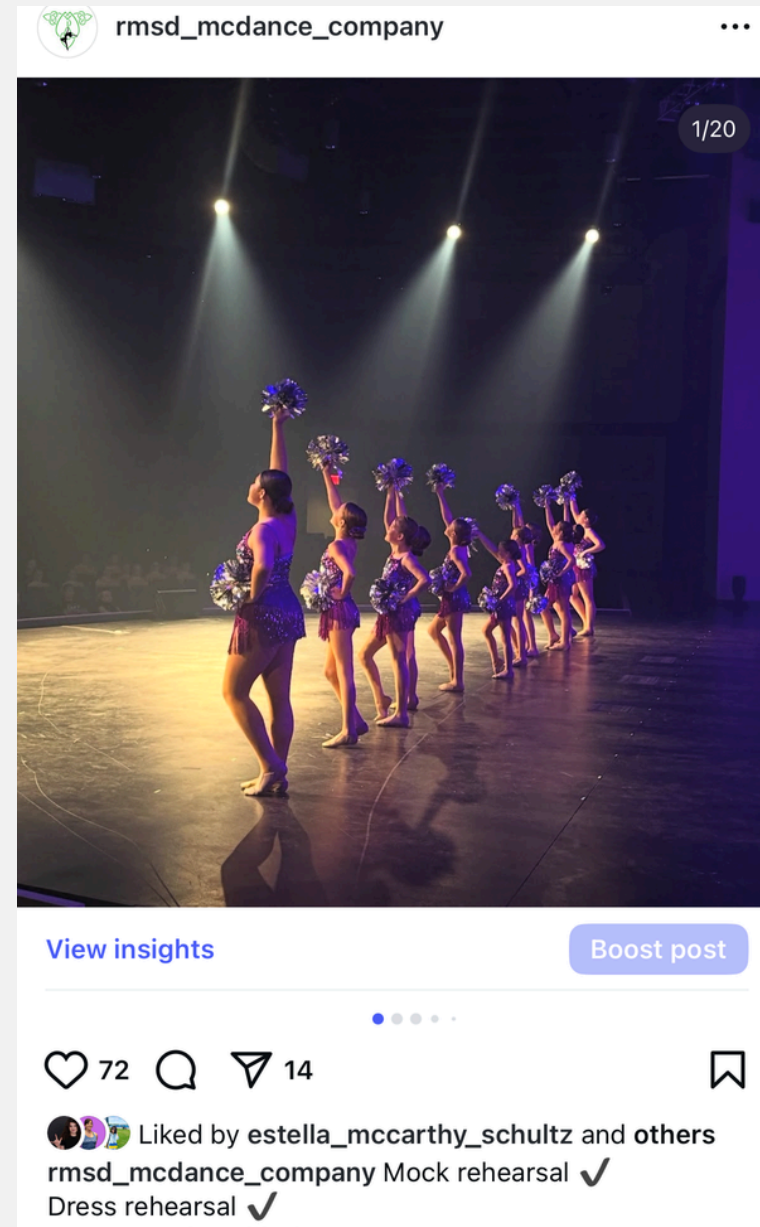


# TOP ORGANIC POSTS

## INSTAGRAM



**Seniors**  
**3,854 Reach**



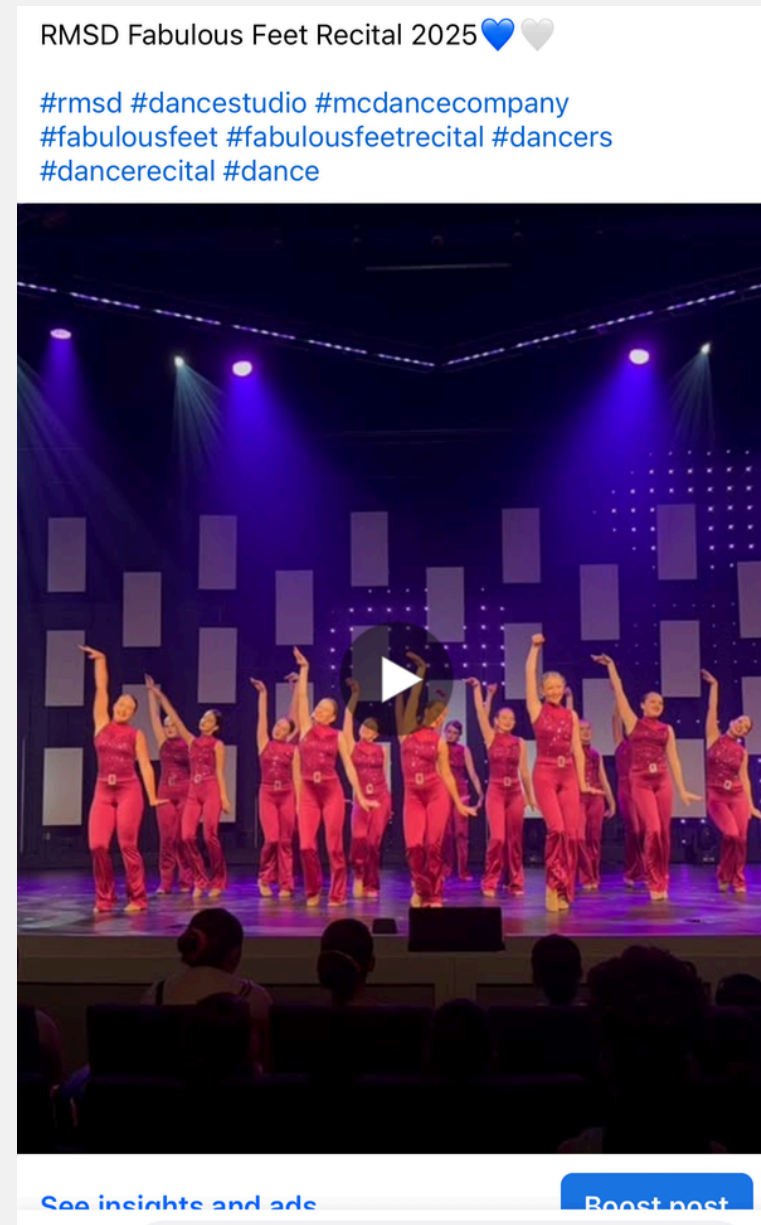
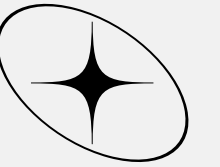
**Stage Rehearsal**  
**2,068 Reach**



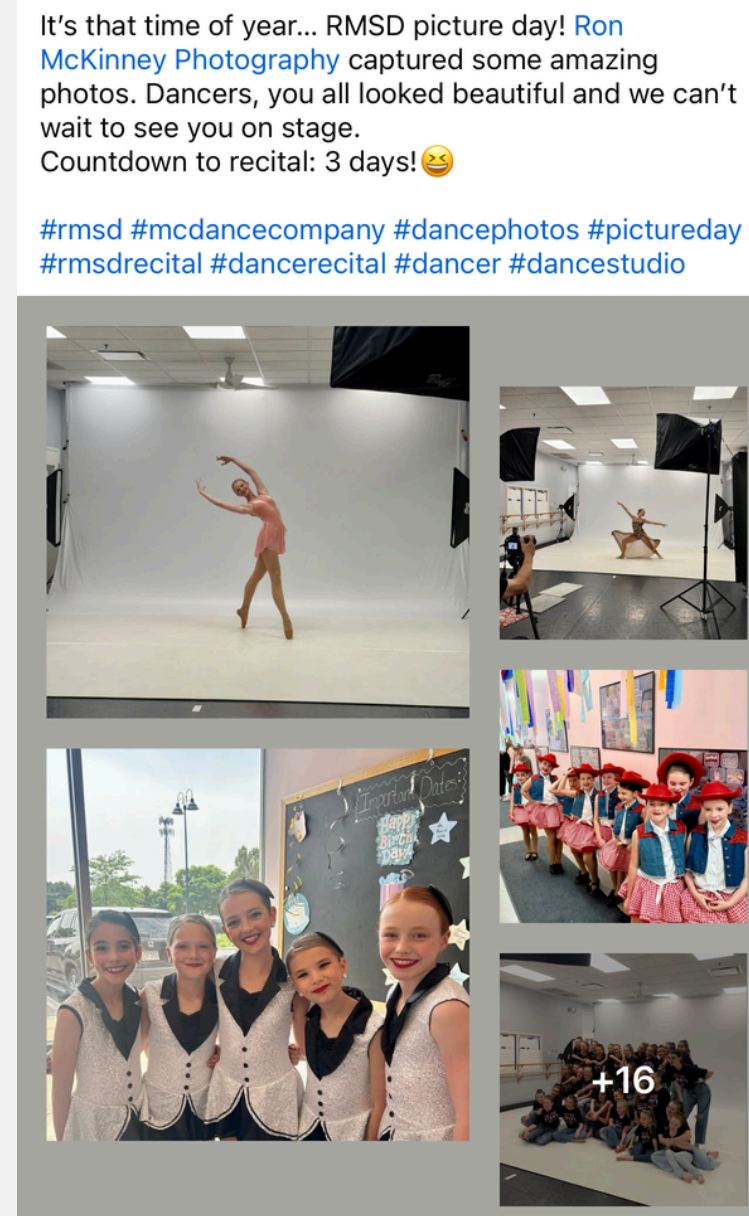
**Picture Day**  
**1,883 Reach**

# TOP ORGANIC POSTS

## FACEBOOK



**Recital 2025**  
**681 Reach**

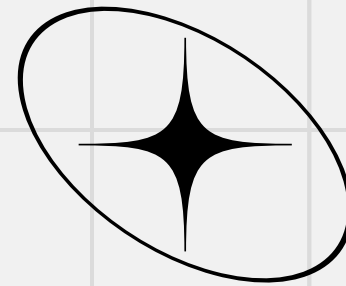


**Picture Day**  
**571 Reach**



**Stage Rehearsal**  
**491 Reach**





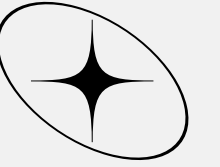
**THANK YOU**



Let me know if you have any  
questions or clarifications :)

# APPENDIX

## DEFINITIONS



**REACH:** THIS METRIC COUNTS REACH FROM THE ORGANIC OR PAID DISTRIBUTION OF YOUR POST, INCLUDING IF IT WAS BOOSTED. REACH IS ONLY COUNTED ONCE IF IT OCCURS FROM BOTH ORGANIC AND PAID DISTRIBUTION.

**LINK CLICKS:** THE NUMBER OF CLICKS ON LINKS WITHIN THE AD THAT LED TO ADVERTISER-SPECIFIED DESTINATIONS, ON OR OFF META TECHNOLOGIES.

**THRU PLAYS:** THE NUMBER OF TIMES YOUR VIDEO WAS PLAYED TO COMPLETION, OR FOR AT LEAST 15 SECONDS.

**COST-PER-CLICK:** THE AVERAGE COST PER LINK CLICK