

JUNE 2025

Rebecca McCarthy School of Dance's

SOCIAL MEDIA ANALYSIS

Rebecca McCarthy School of Dance

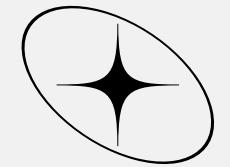


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PERFORMANCE OVERVIEW

INSTAGRAM



Rebecca McCarthy School of Dance

144 posts 273 followers 221 following

RMSD is a nationally renowned performing arts school turning dancers into performers since 2003. Training dancers ages 20mo - 18yrs.

Lakewood, IL

[rebeccamccarthyschoolofda... and 1 more](#)

[Add school](#)

Professional dashboard
37.1K views in the last 30 days.

[Edit profile](#) [Share profile](#) [Contact](#)

[New](#) [McDance Tr...](#) [Recital '25](#) [RMSD Alumni](#) [2025](#)

May 31, 2025

Rebecca McCarthy School of Dance

156 posts 292 followers 235 following

RMSD is a nationally renowned performing arts school turning dancers into performers since 2003. Training dancers ages 20mo - 18yrs.

Lakewood, IL

[rebeccamccarthyschoolofda... and 1 more](#)

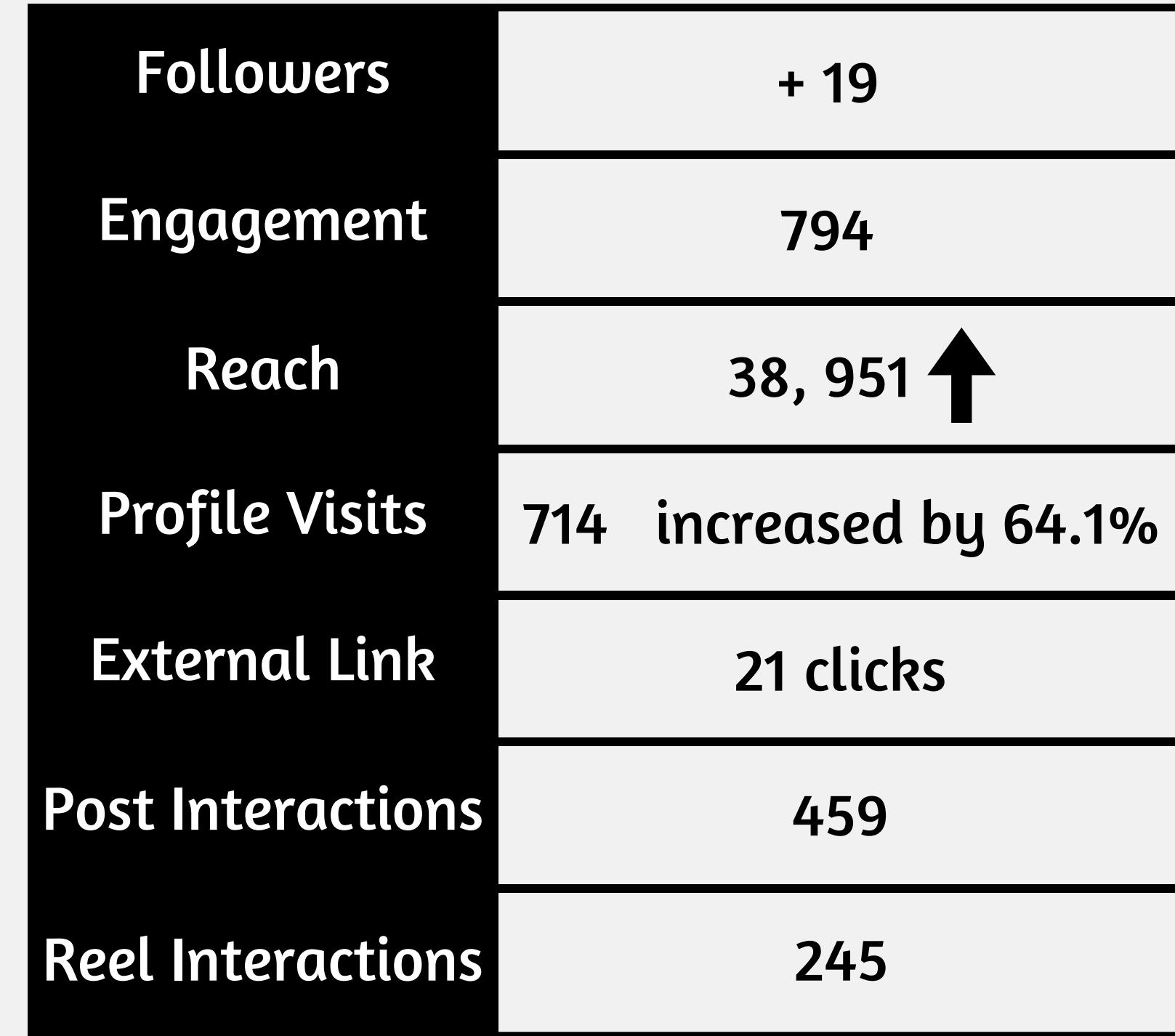
[Add school](#)

Professional dashboard
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[New](#) [McDance Tr...](#) [Recital '25](#) [RMSD Alumni](#) [2025](#)

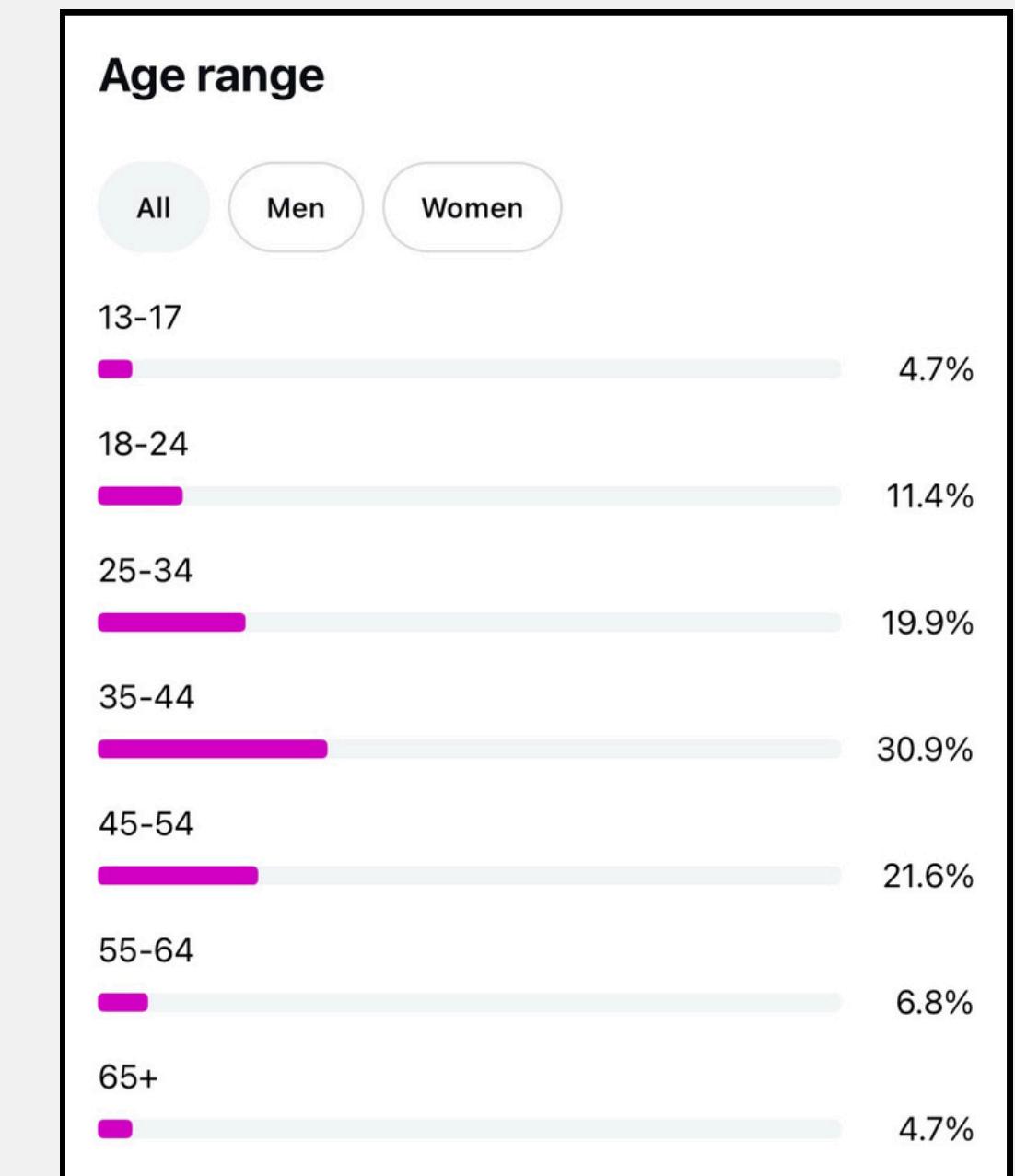
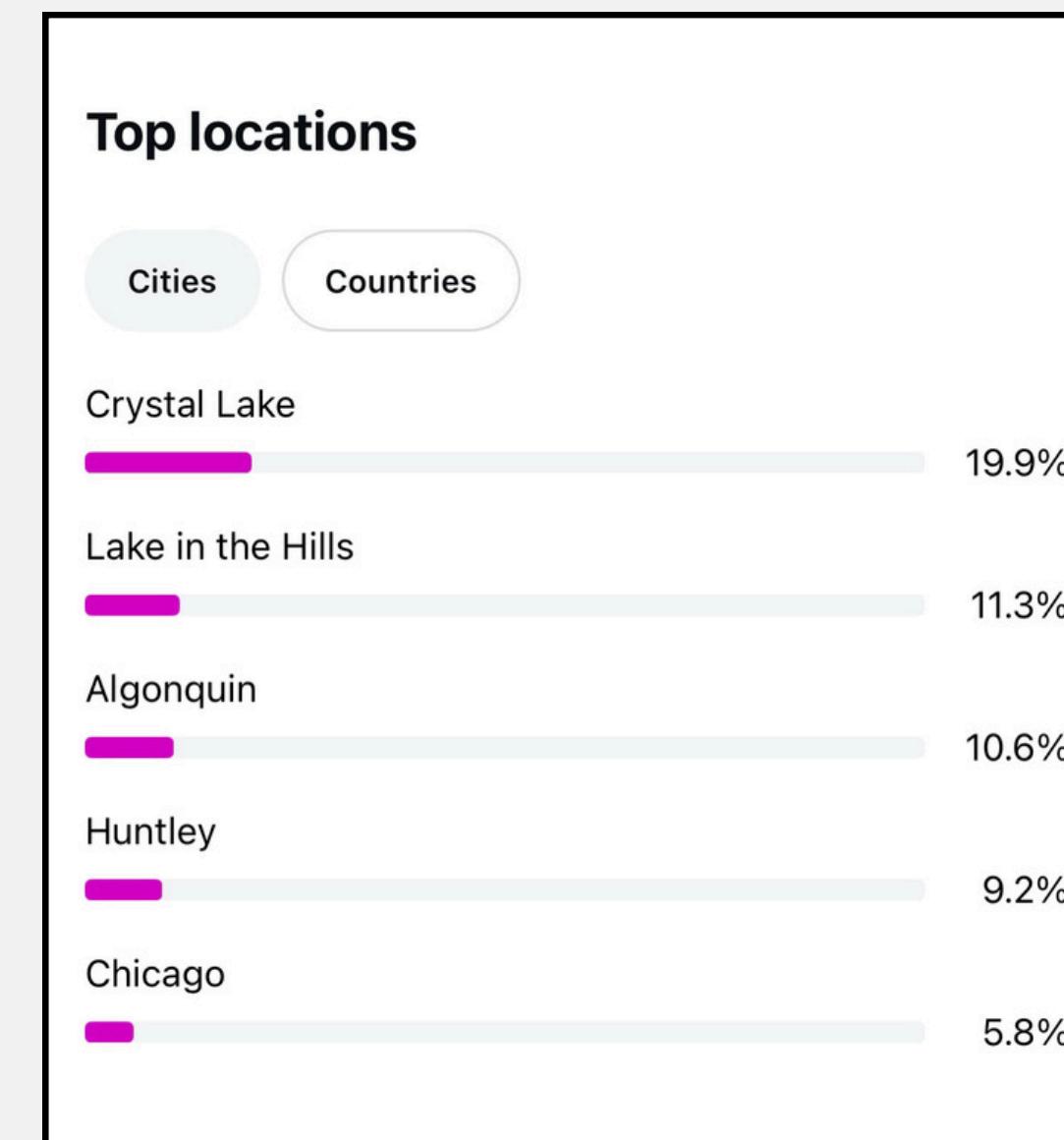
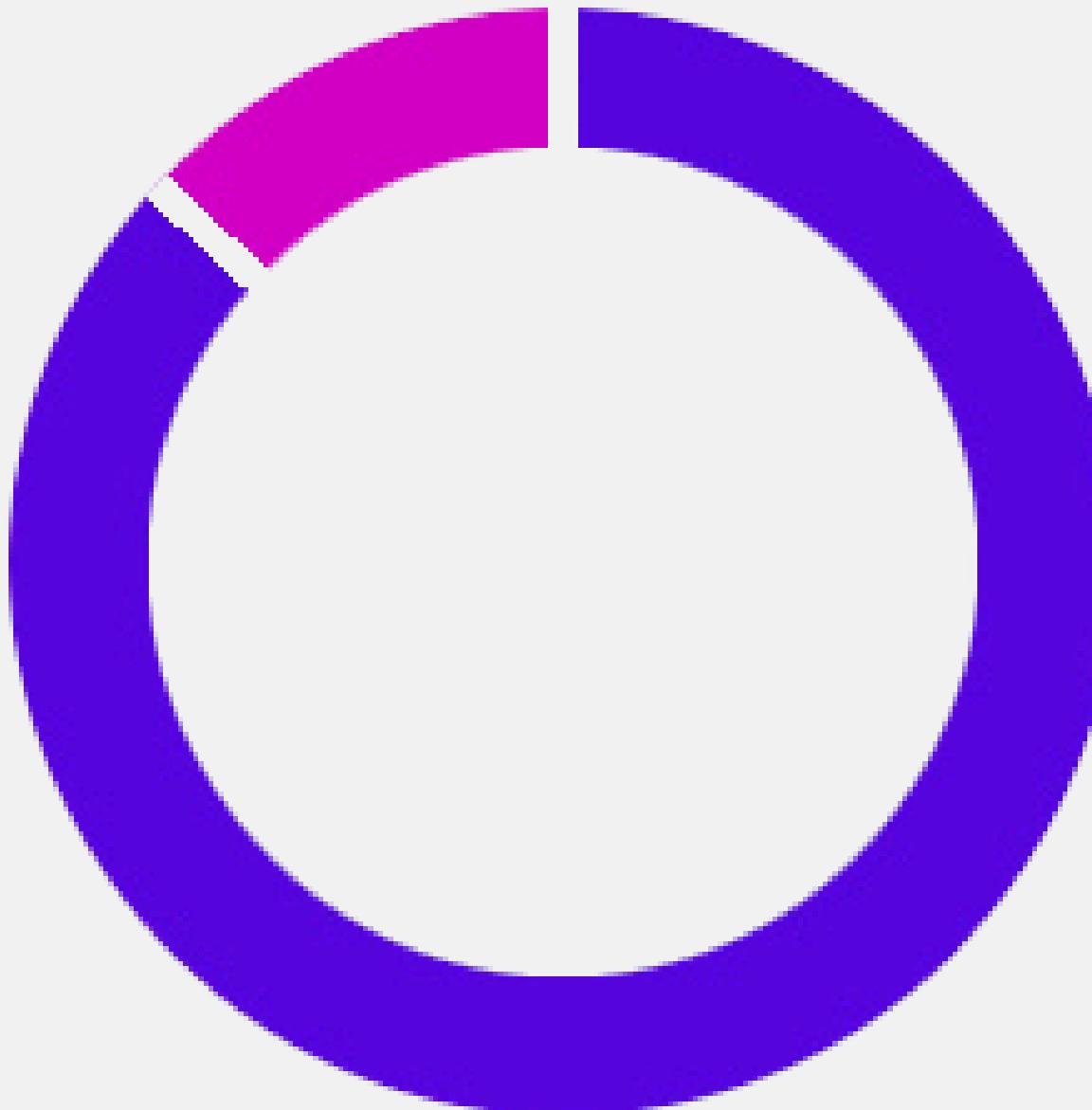
June 30, 2025



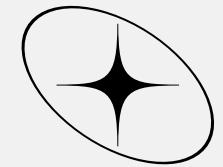
*Definitions of Metrics Located in Appendix

AUDIENCE INFORMATION

INSTAGRAM INSIGHTS



PERFORMANCE OVERVIEW



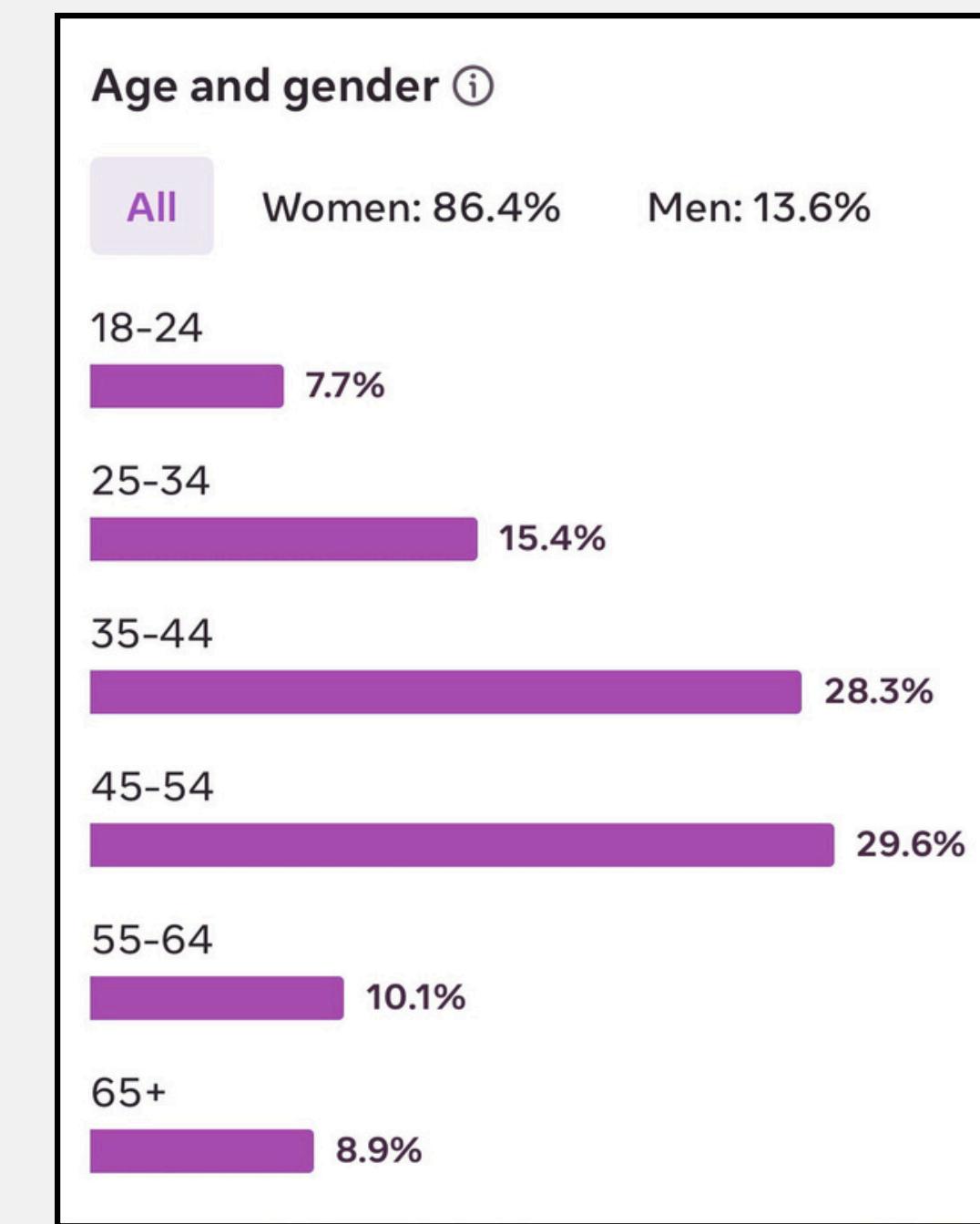
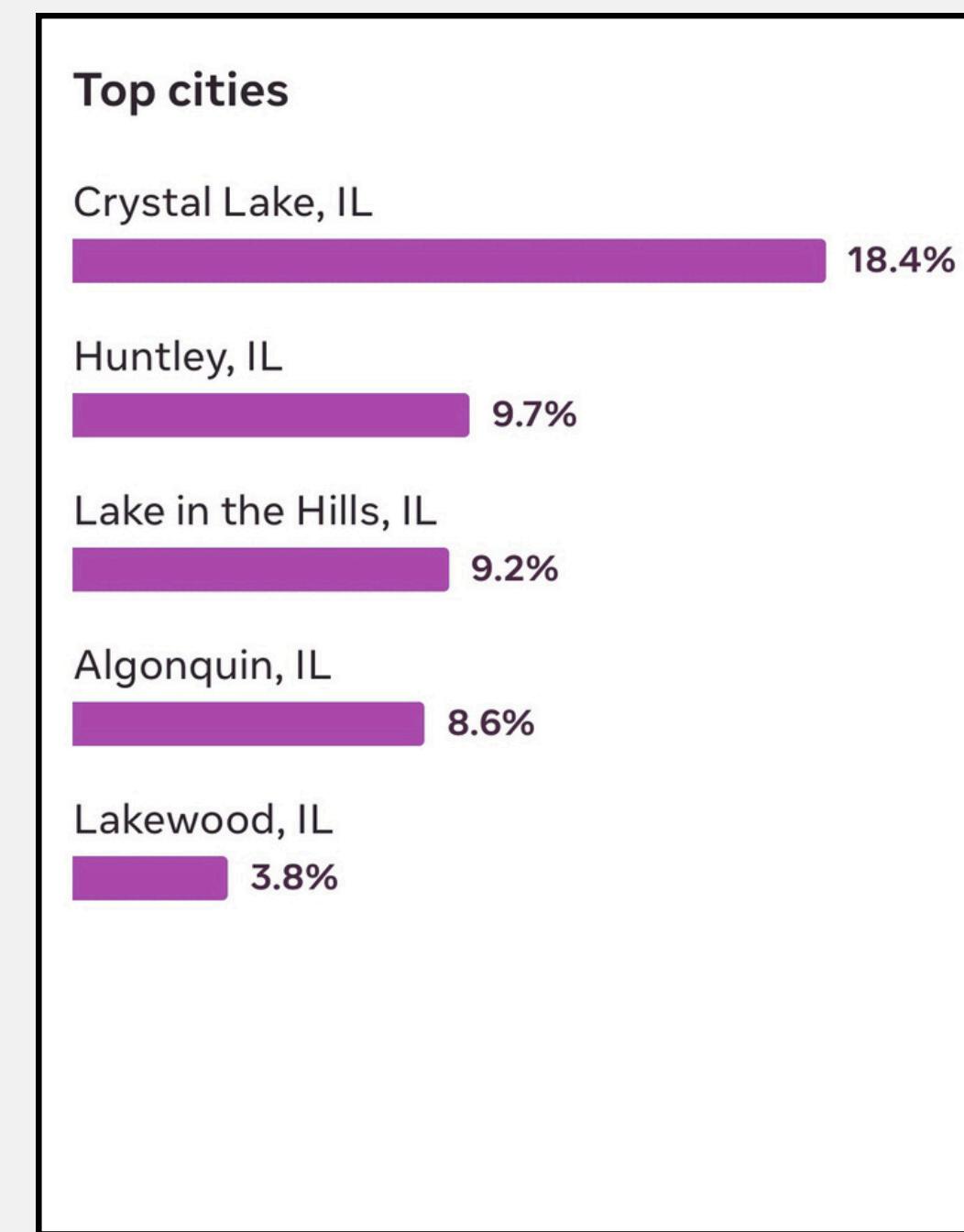
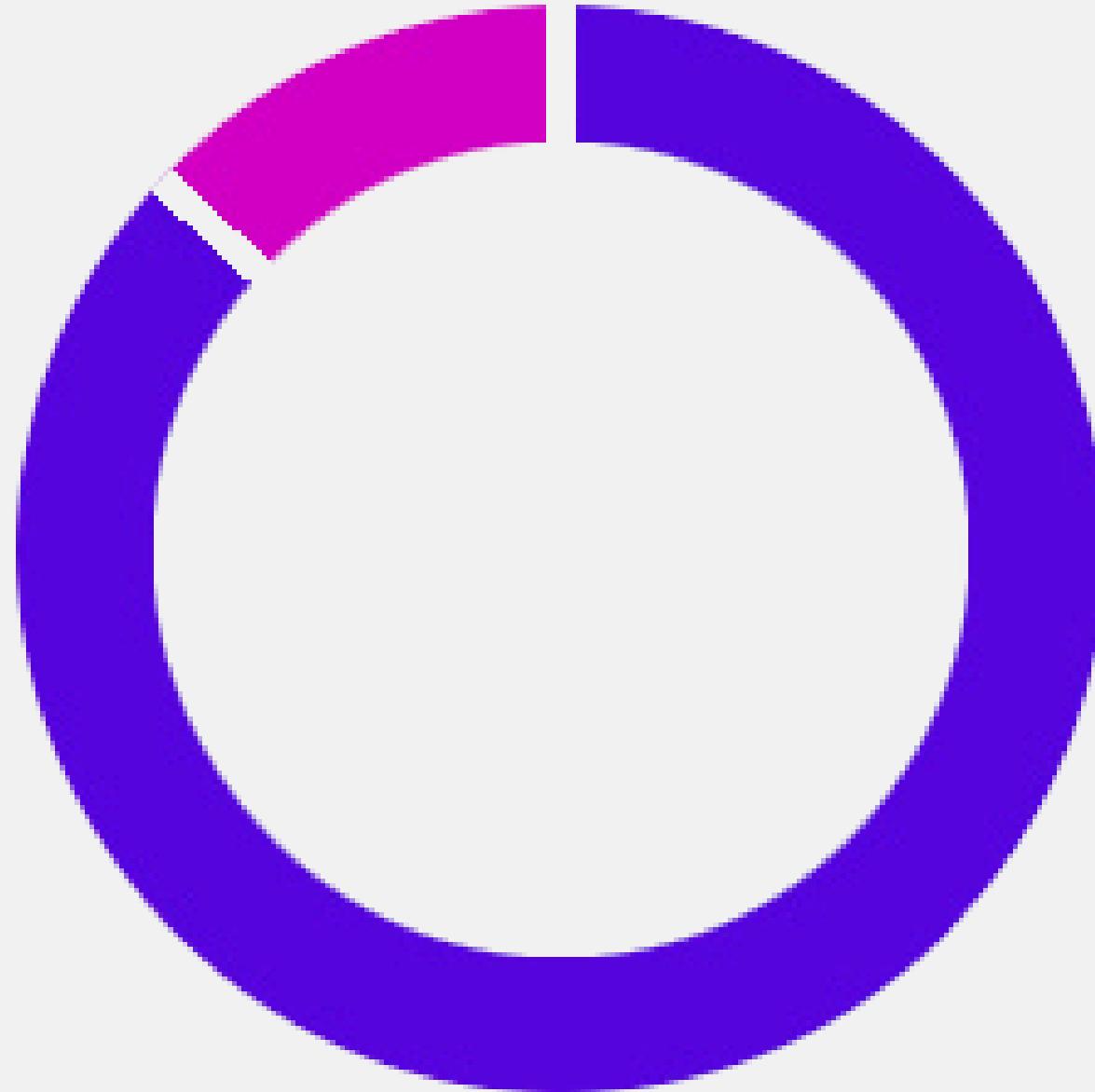
FACEBOOK

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

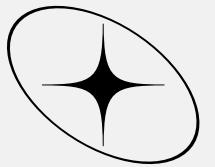
AUDIENCE INFORMATION

FACEBOOK INSIGHTS

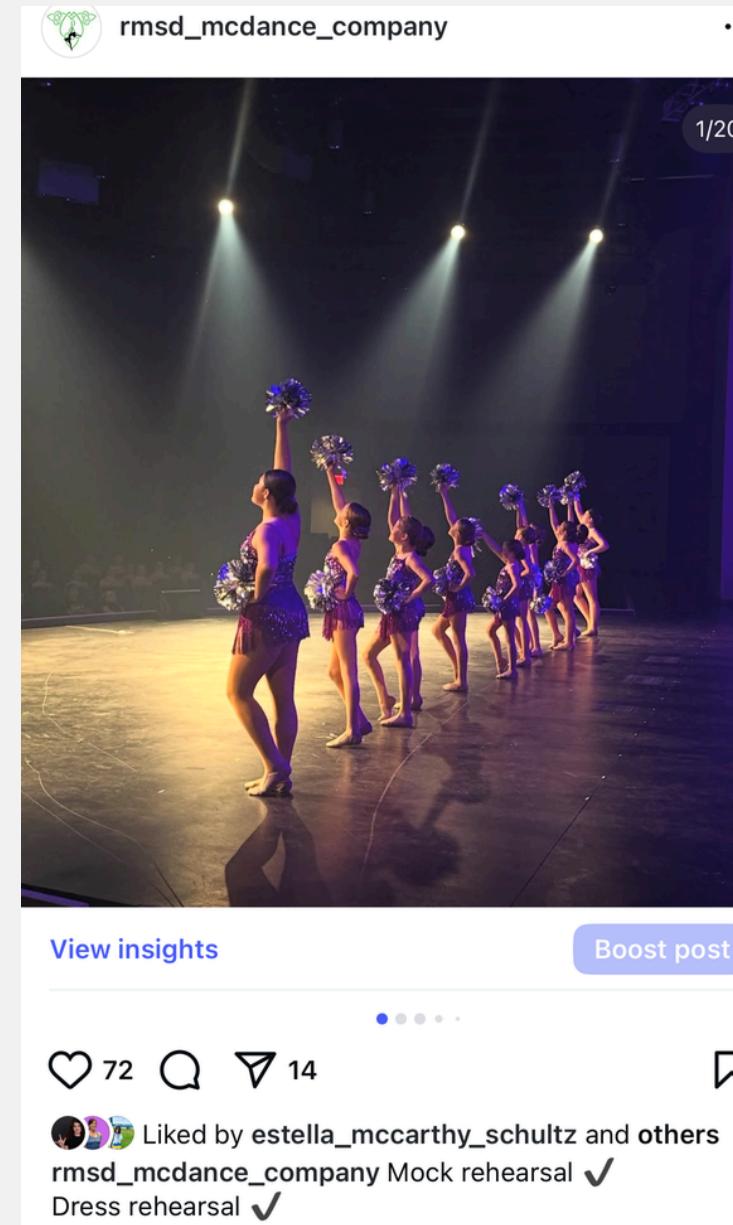


TOP ORGANIC POSTS

INSTAGRAM



Seniors
3,854 Reach



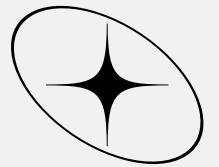
Stage Rehearsal
2,068 Reach



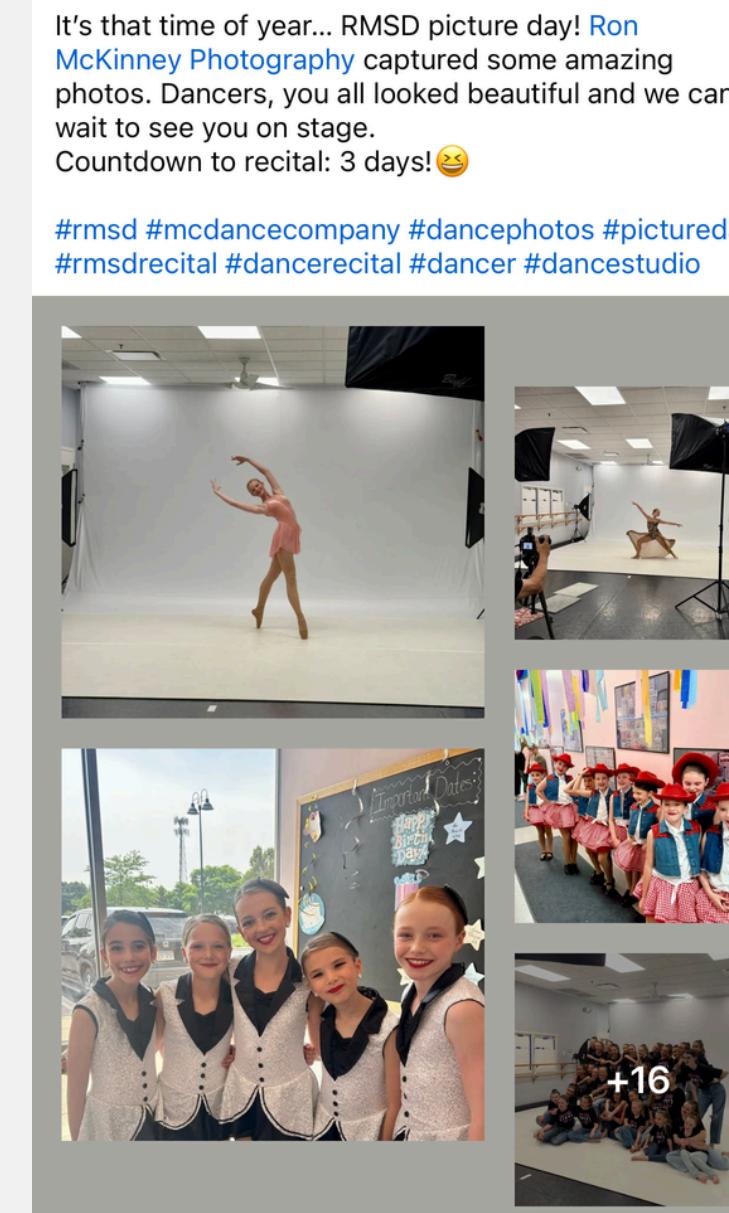
Picture Day
1,883 Reach

TOP ORGANIC POSTS

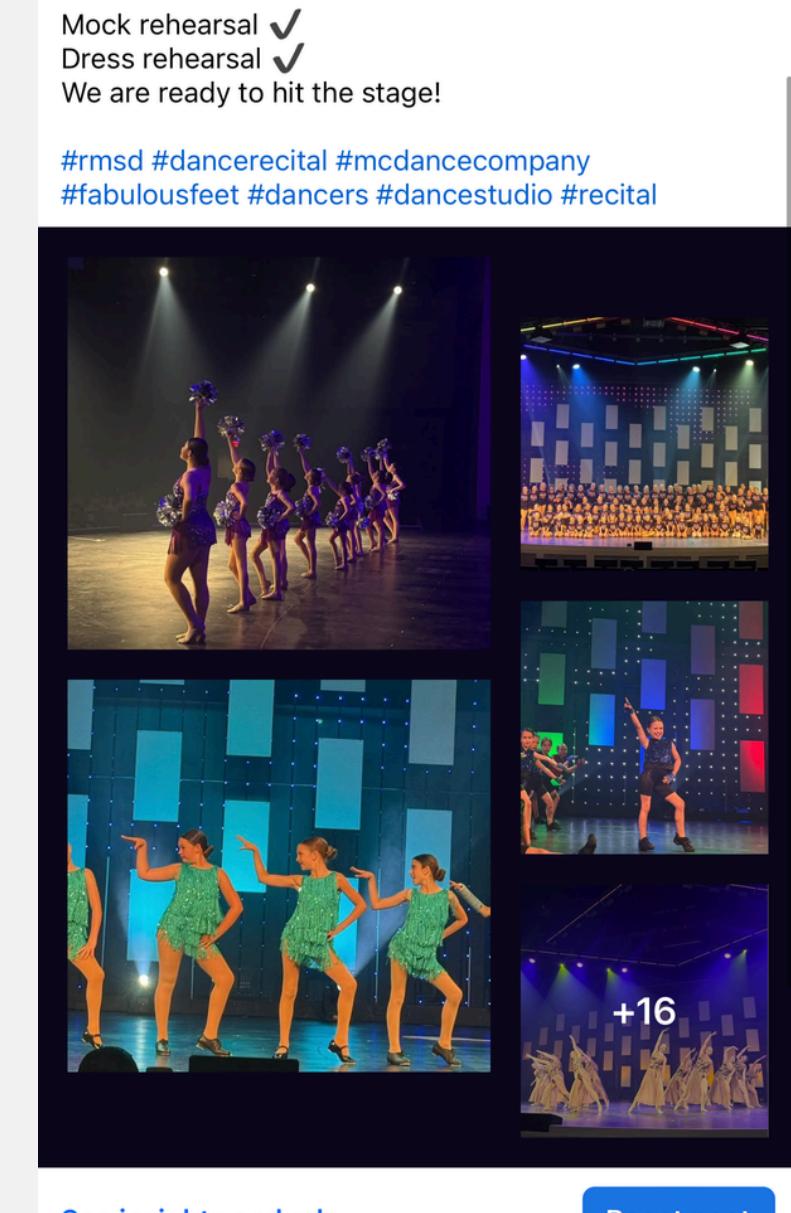
FACEBOOK



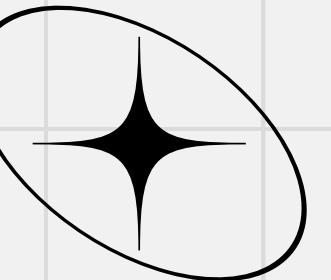
Recital 2025
681 Reach



Picture Day
571 Reach



Stage Rehearsal
491 Reach

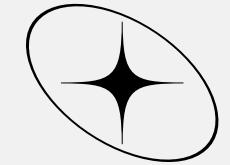


THANK YOU

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