



Social Media Performance Report

August 1, 2024 – November 15, 2024

vs

April 16, 2024 – July 31, 2024

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Social Profiles

 Facebook page

 tiptonathletics

 X (Twitter)

 tiptonathletics

 Instagram

 tiptonathletics

 Followers

2.4k

 +4,424% vs Apr 16-Jul 31

 Posts

866

 Engagement

40.1k

 Awareness




1.4k

 Impressions

541.7k

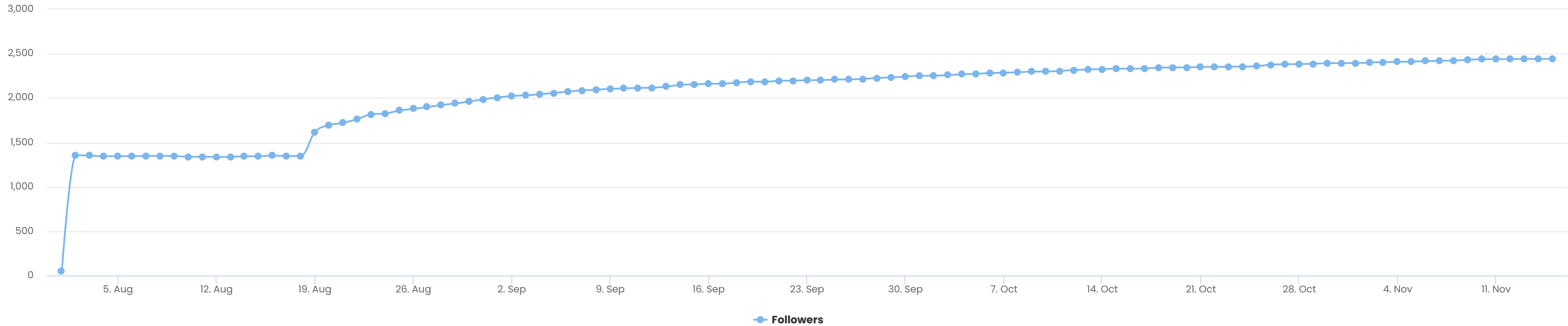
Social profile performance

Comparison of key stats across selected profiles

Profile	Followers ↓	Posts	Impressions	Engagement	Awareness
 Tipton Blue Devils	1.3k +1%	158 %	30.7k %	569 %	204 %
 Tipton Blue Devils Athletics	635 +2,546%	240 %	220.1k %	34.2k %	560 %
 Tipton Blue Devils Athletics	488 +1,527%	468 %	290.9k %	5.4k %	637 %

Audience growth

Number of net followers gained during the selected period



New followers (net)

2,389

Total followers

2,443



The total audience is

2,443 Followers

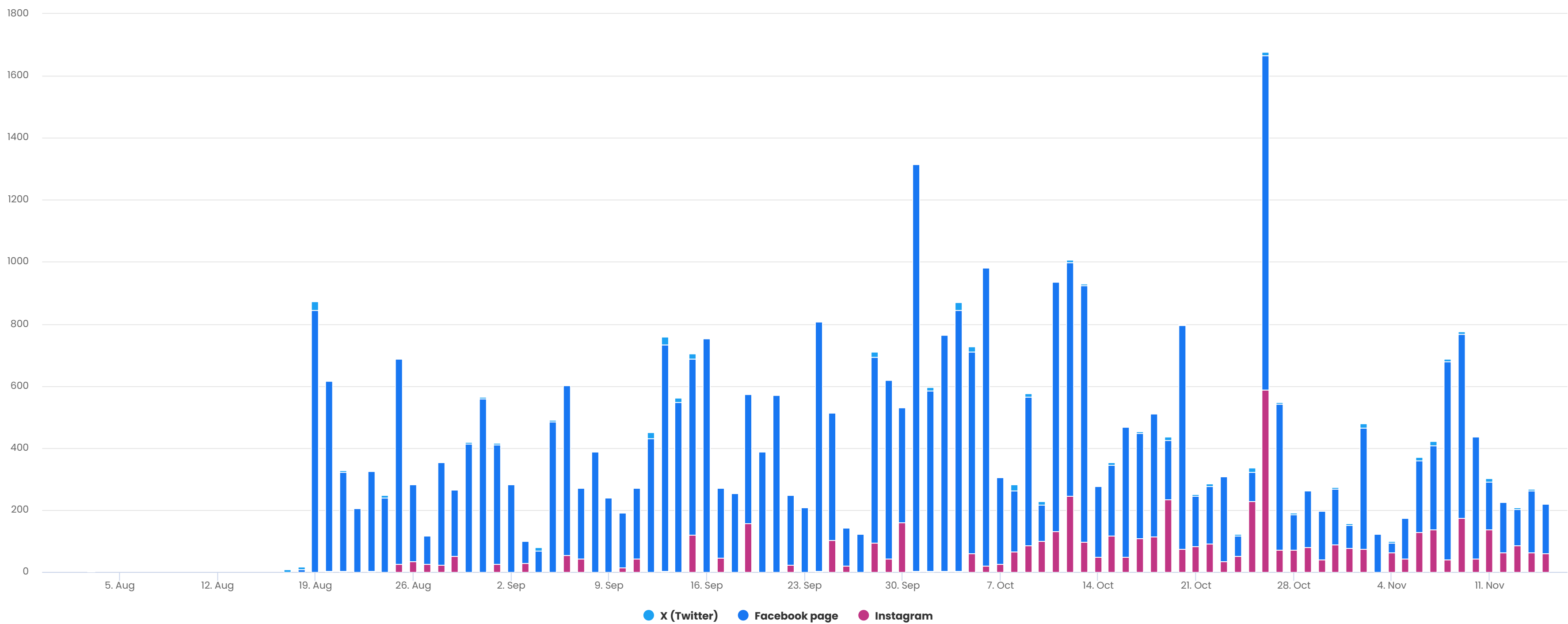
change of +4,424%

compared Aug 1 – Nov 15, 2024

to Apr 16 – Jul 31, 2024

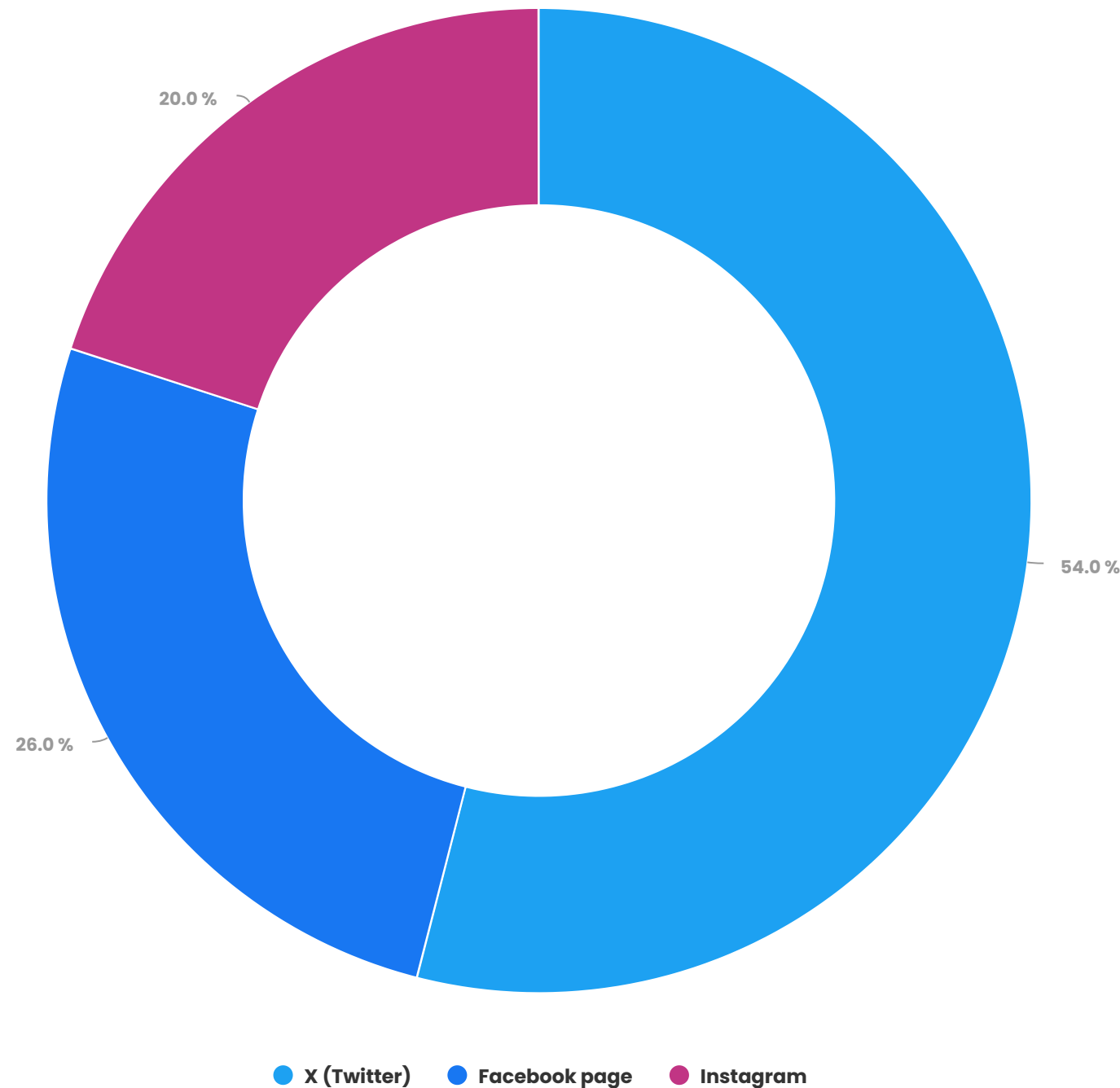
Engagement

Daily engagement by network



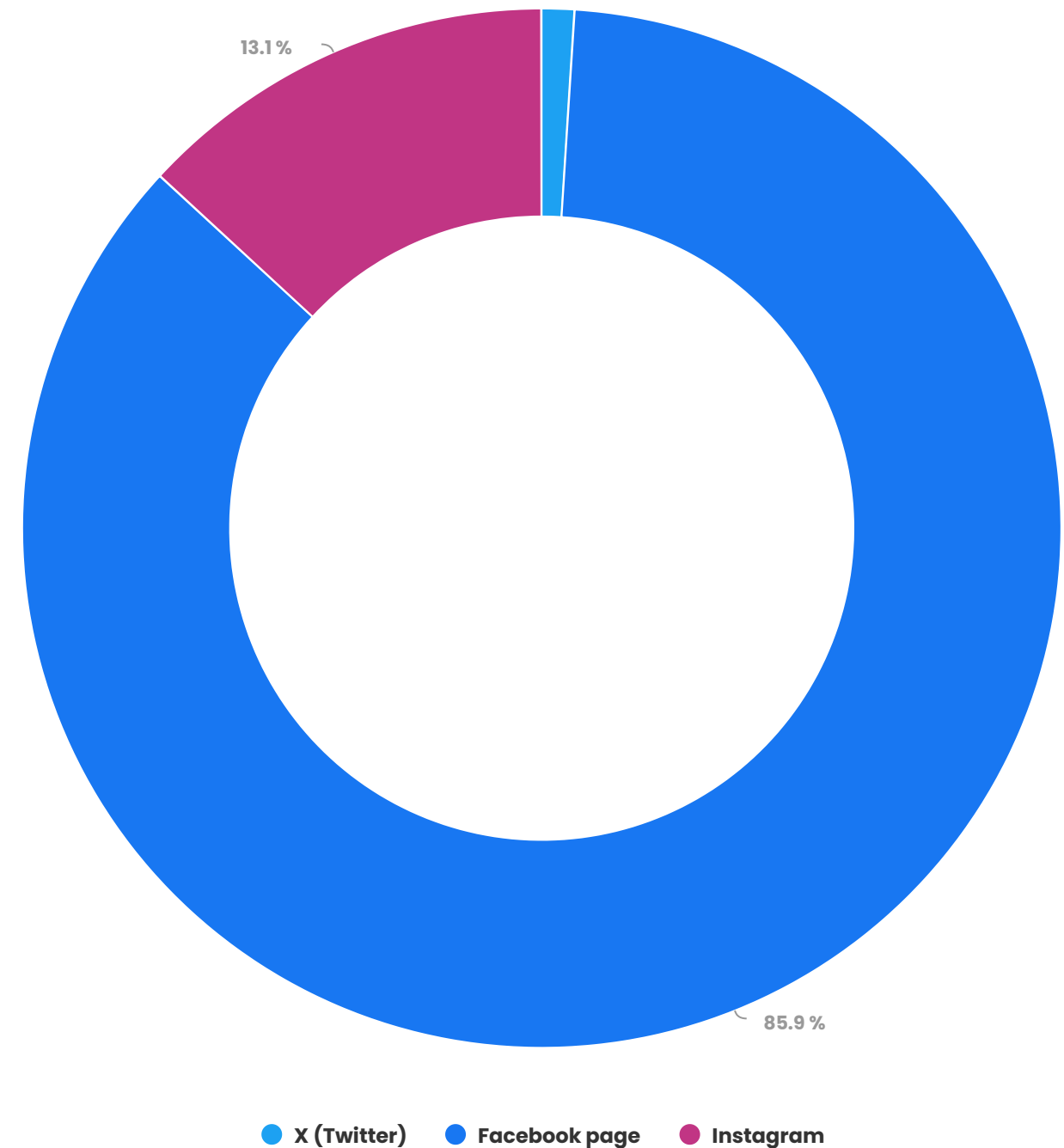
Total fans

Total fans across networks



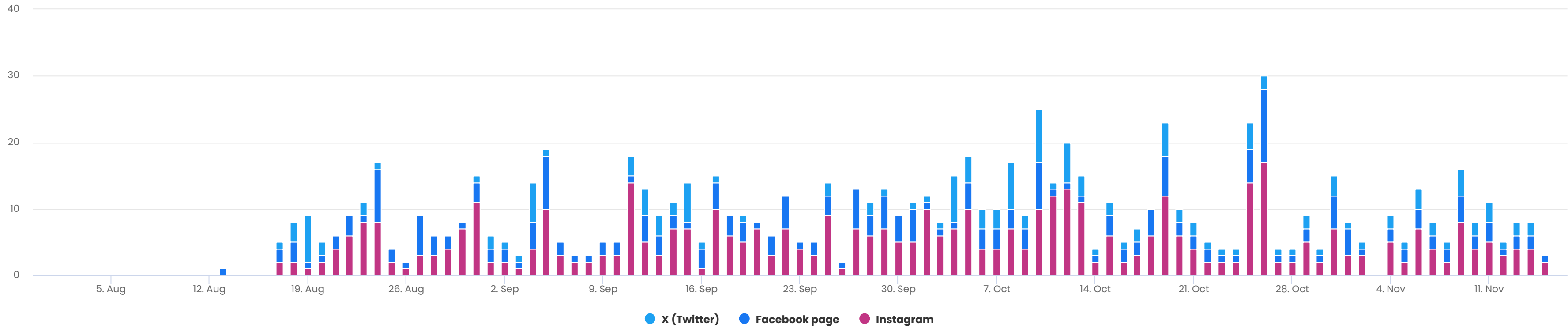
Total engagement

Total engagement across networks



Posts

Published posts by network during the selected



Facebook page	240
Instagram	468
X (Twitter)	158
Total posts	866



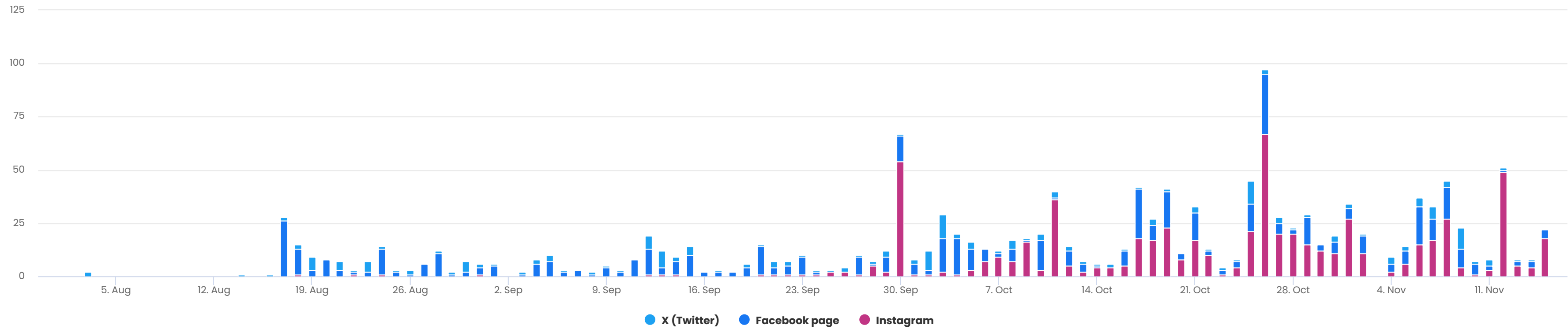
The total posts

866 Posts

Apr 16 – Jul 31, 2024

Brand awareness

Brand awareness includes any mentions, shares and messages for the selected period



Facebook page	560
Instagram	637
X (Twitter)	204
Total awareness	1,401



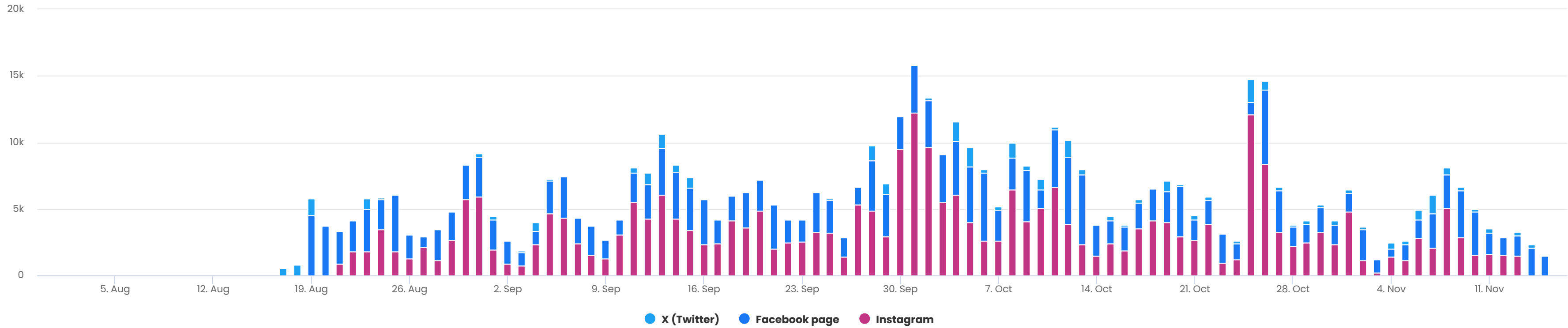
The total awareness

1401 Actions

Apr 16 – Jul 31, 2024

Post Impressions

Post impressions for the selected period by network



Facebook page	220,130
Instagram	290,884
X (Twitter)	30,691
Total impressions	541,705



The total impressions

541,705 Impressions

Apr 16 – Jul 31, 2024

Hashtags & interactions

Number of interactions generated by hashtags used in your posts

44,152 interactions





Facebook page report: tiptonathletics



Followers

635

 +2,546% vs Apr 16-Jul 31



Posts

240



Engagement

34.2k



Awareness

560

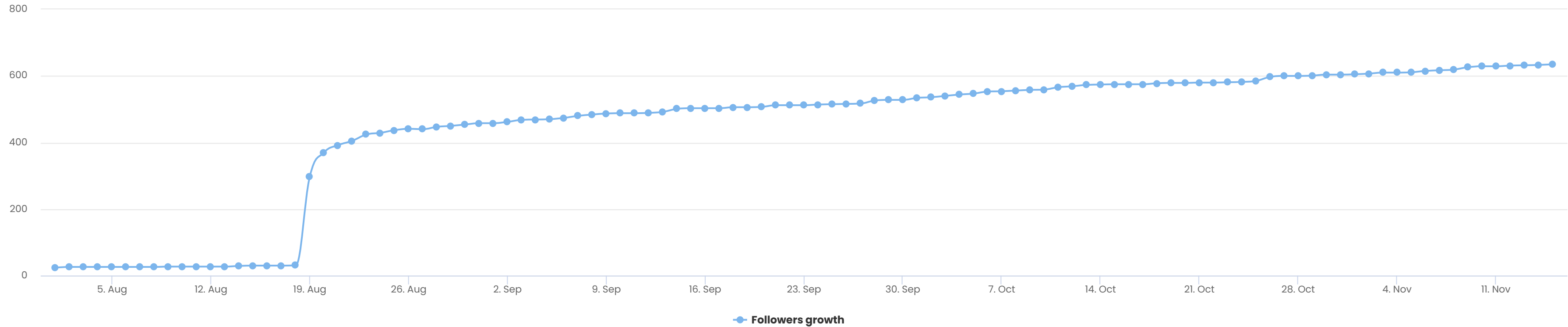


Impressions

220.1k

Audience growth

Number of followers gained and lost for the selected period



New organic followers

611

New Paid followers

0

Followers lost (unlikes)

0

New Followers (Net)

611



The total audience is

635 Followers

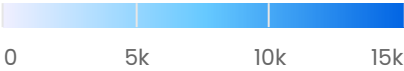
change of +2,546%

compared Aug 1 – Nov 15, 2024

to Apr 16 – Jul 31, 2024

Page likes by country

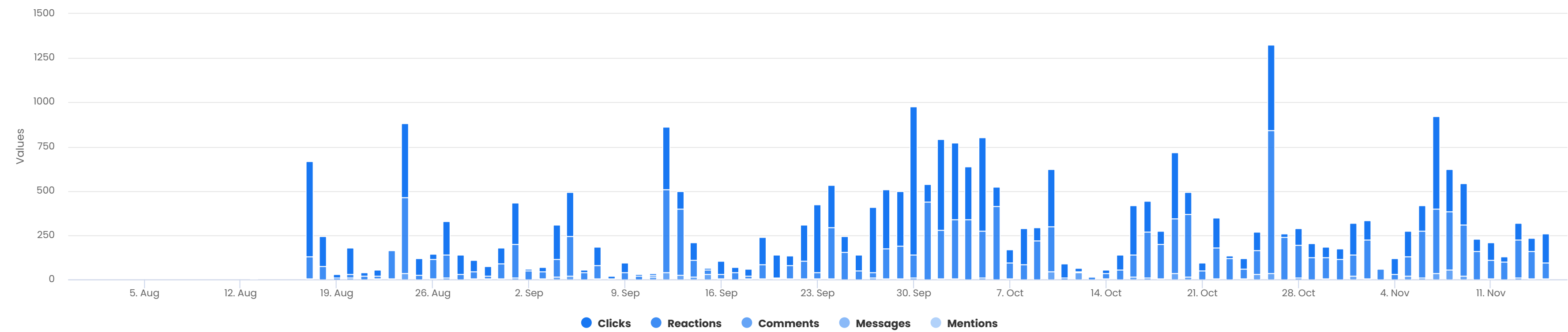
Number of people that liked your page by country



US	12,830
ID	458
Total	13,288

Engagement

Number of fan interactions (reactions, comments, shares, clicks and private messages) with your Facebook page for the selected period



Reactions: 👍 9413 😂 2 ❤️ 2841 😬 16 😏 1	12,273
Clicks Link: 123 , Photos: 5101 , Other: 8864	14,088
Comments	814
Mentions	17
Private messages	0
Shares	560
Other (+1)	6,442
Total engagement	34,194

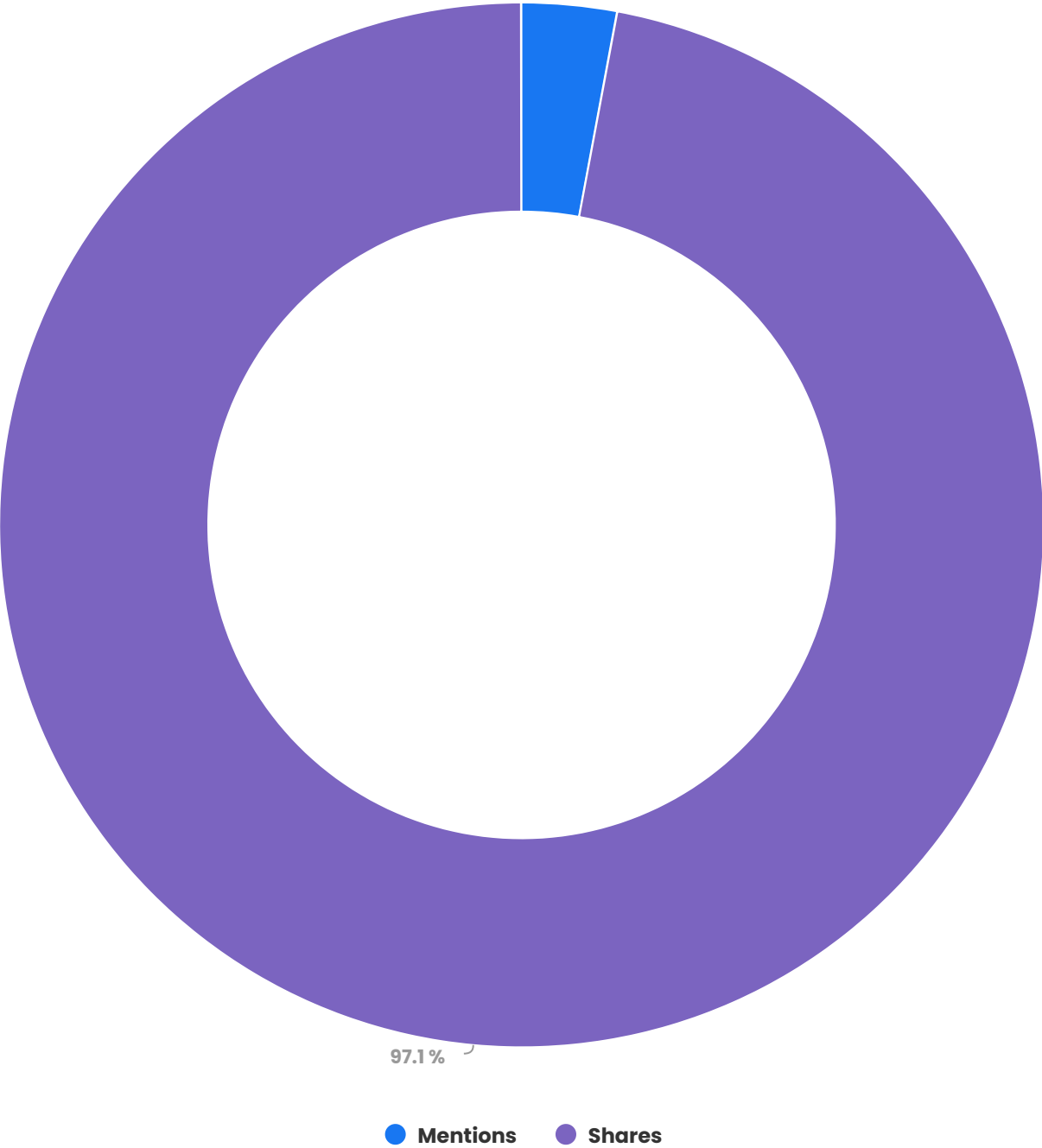
The total engagement is

34,194 interactions

change of 0%
compared Aug 1 – Nov 15, 2024
to Apr 16 – Jul 31, 2024

Brand awareness score

Number of page mentions and shares of your content for the selected period.



Mentions	17
Shares	560
Awareness	577

The brand awareness score is

577

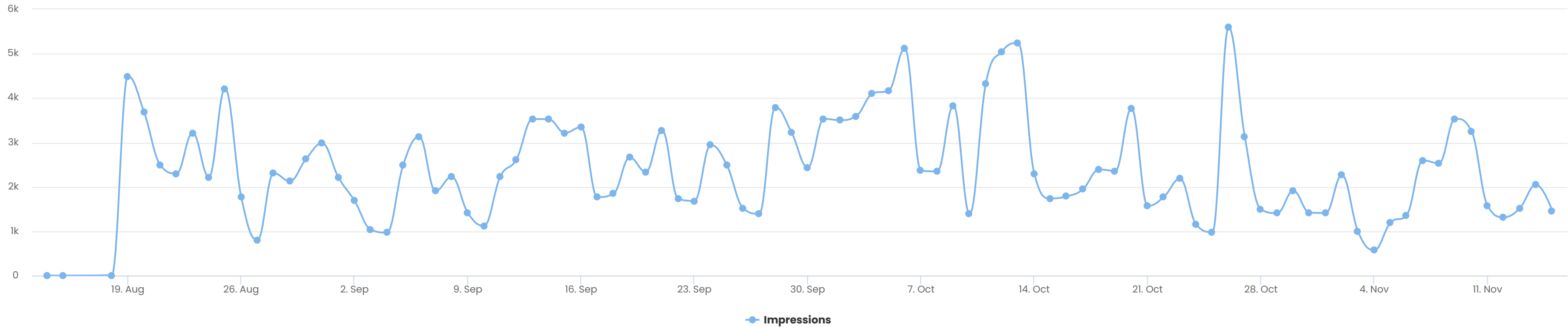
change of **0%**

compared **Aug 1 – Nov 15, 2024**

to **Apr 16 – Jul 31, 2024**

Post impressions

Number of times your posts were viewed during the selected period



Organic impressions

220,130

Paid impressions

0

Total impressions

220,130

The impressions

220,130 Impressions

change of **0%**
compared **Aug 1 – Nov 15, 2024**
to **Apr 16 – Jul 31, 2024**

Hashtags & interactions

Number of interactions generated by hashtags used in your posts

20,181 interactions

Tipton BlueDevils Football XC CrossCountry SeniorSpotlight

5,771 interactions

5,771 interactions

1,655 interactions

1,365 interactions

1,311 interactions

1,014 interactions

Volleyball Soccer Tennis Basketball HSFootball IUKokomo Golf Cheerleader

641 interactions

595 interactions

458 interactions

389 interactions

236 interactions

214 interactions

152 interactions

137 interactions

Track Wrestling Cheerleading HSSoccer HSTennis FridayNightLights HighSchoolFootball

89 interactions

86 interactions

76 interactions

52 interactions

33 interactions

22 interactions

22 interactions

TiptonIndiana TiptonBlueDevils HoosierConference GoBlue Halloween VeteransDay HSGolf Homecoming

22 interactions

22 interactions

19 interactions

14 interactions

5 interactions

5 interactions

4 interactions

1 interaction



Instagram report: tiptonathletics



Followers

488

 +1,527% vs Apr 16-Jul 31



Posts

468



Engagement

7.1k



Awareness

637

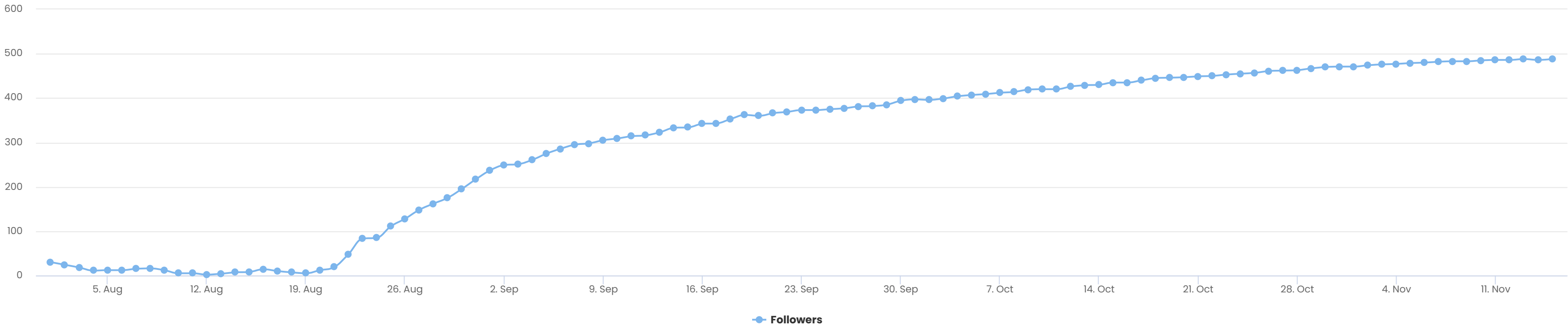


Impressions

290.9k

Audience growth

Number of net followers gained during the selected period



New followers (net)

458

Total followers

488



The total audience is

488 Followers

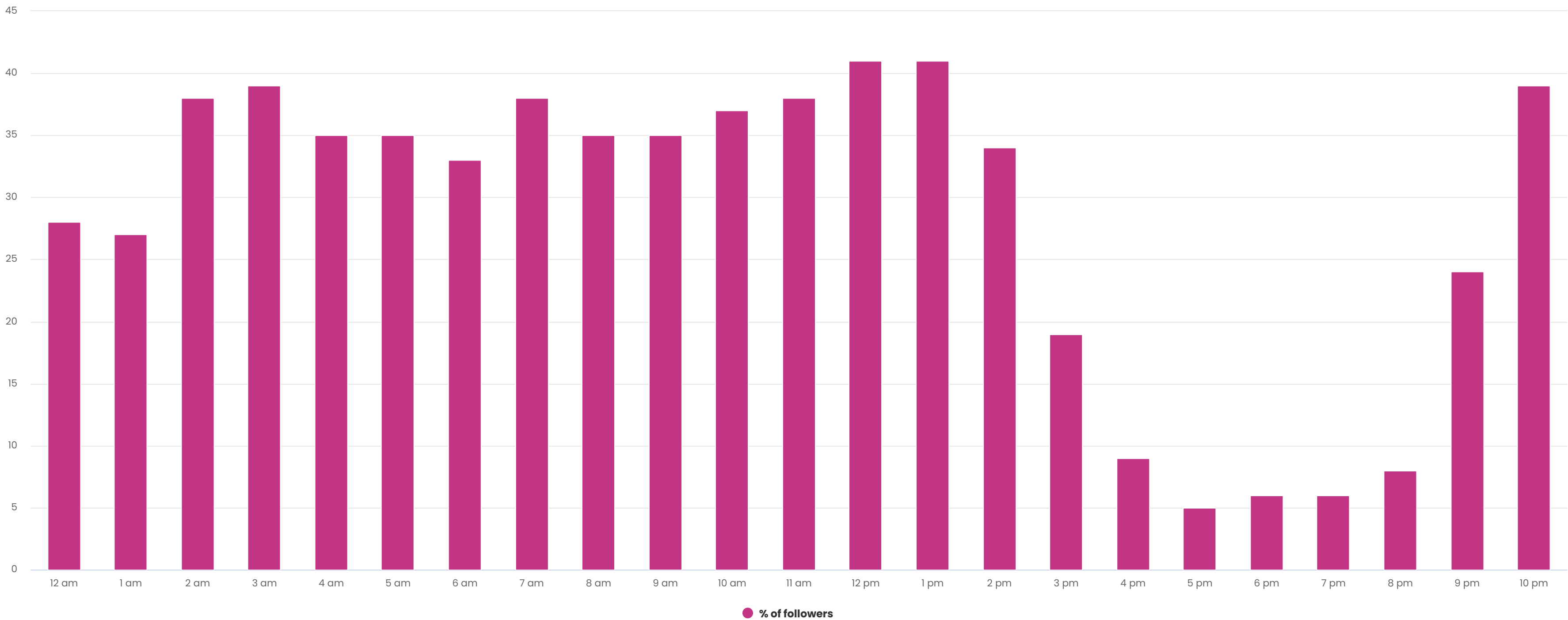
change of +1,527%

compared Aug 1 – Nov 15, 2024

to Apr 16 – Jul 31, 2024

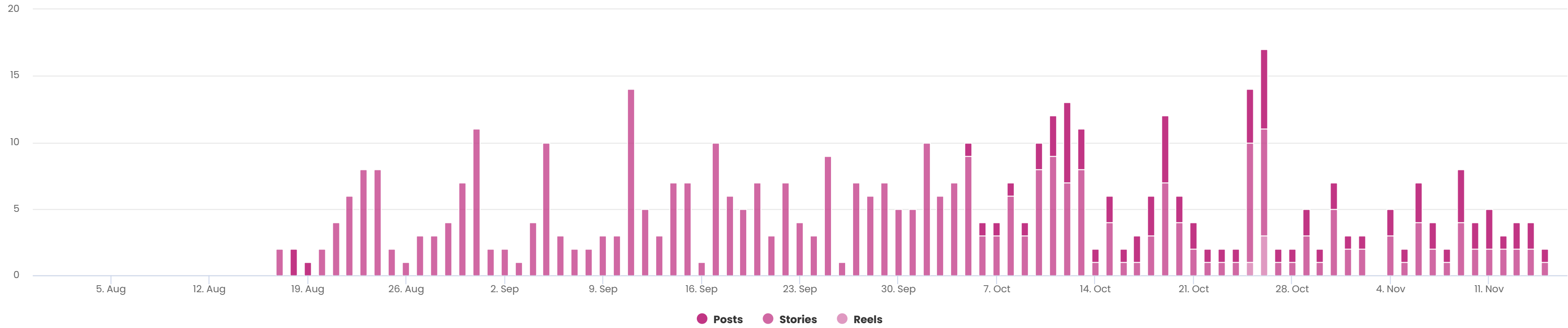
Online followers

Percentage of followers online during specific hours of the day during the specified period, based on America/Indiana/Indianapolis timezone.



Posts

Number of posts, stories and reels published during the selected period



Posts	86
Stories	378
Reels	4
Total posts	468



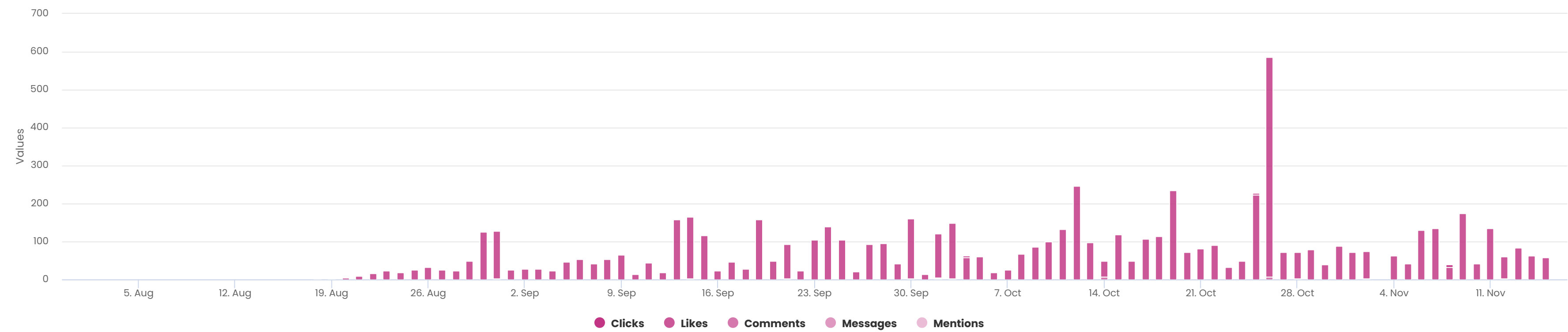
The total posts is

468 Posts

Apr 16 – Jul 31, 2024

Engagement

Number of fan interactions (reactions, comments, shares, clicks and private messages) with your Instagram profiles for the selected period



Likes	6,990
Clicks: Website 51, Email 0, Text 0, Directions 0, Call 0	51
Comments	30
Mentions	18
Saved	32
Total engagement	7,121

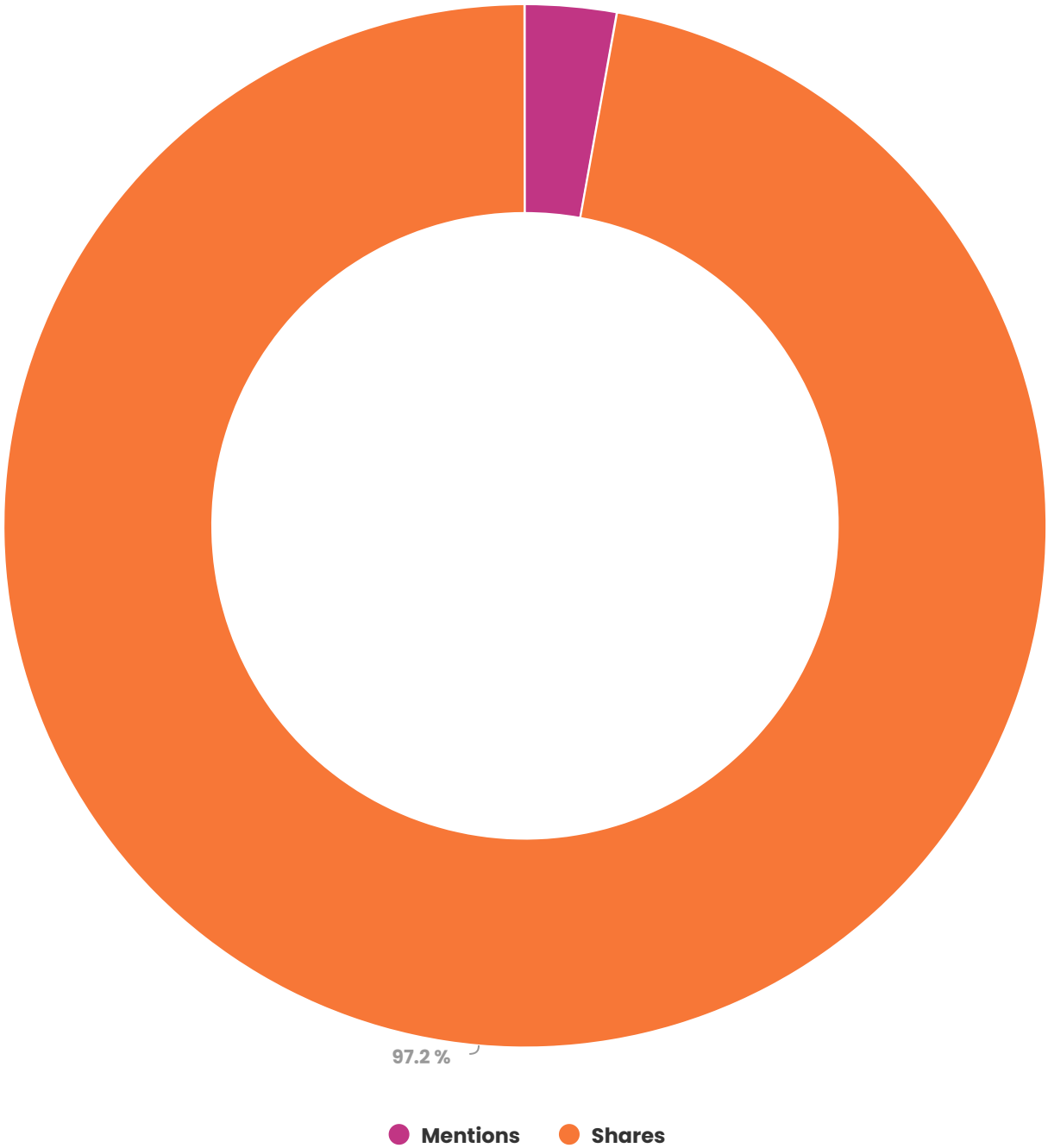
The total engagement is

7,121 Interactions

Apr 16 – Jul 31, 2024

Brand awareness score

Number of profile mentions and shares of your content for the selected period.



Mentions	18
Shares	619
Awareness	637

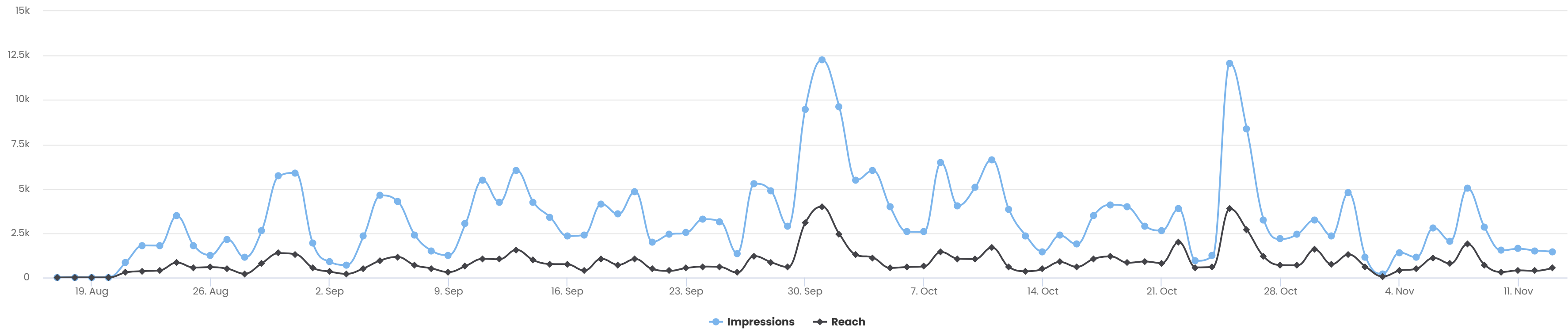
The brand awareness score is

637

change of **+637%**
compared **Aug 1 – Nov 15, 2024**
to **Apr 16 – Jul 31, 2024**

Impressions & reach

Impressions: The number of times your posts, stories, reels, videos and live videos were on screen, including in ads. Reach: The number of unique accounts that have seen your content, at least once, including in ads.





The total impressions is

290,884 Impressions

Apr 16 – Jul 31, 2024



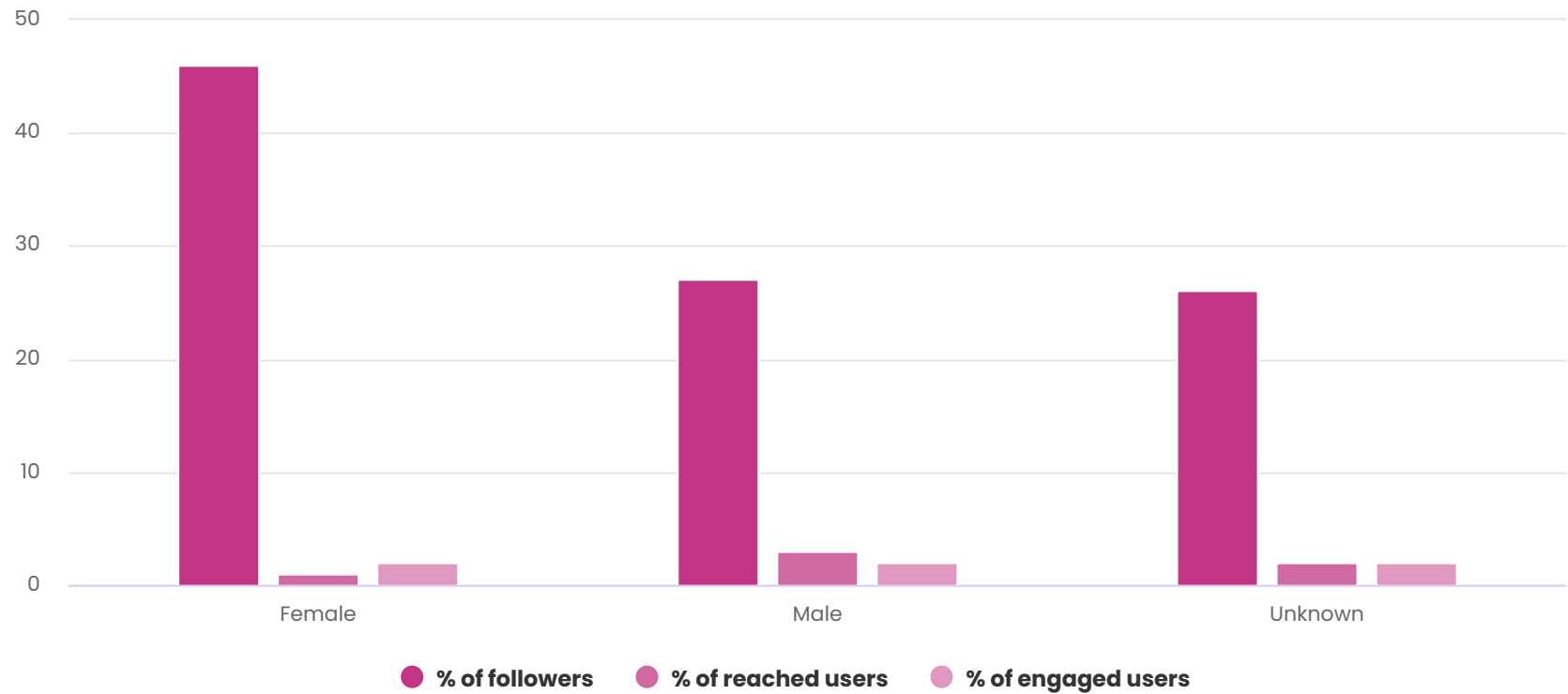
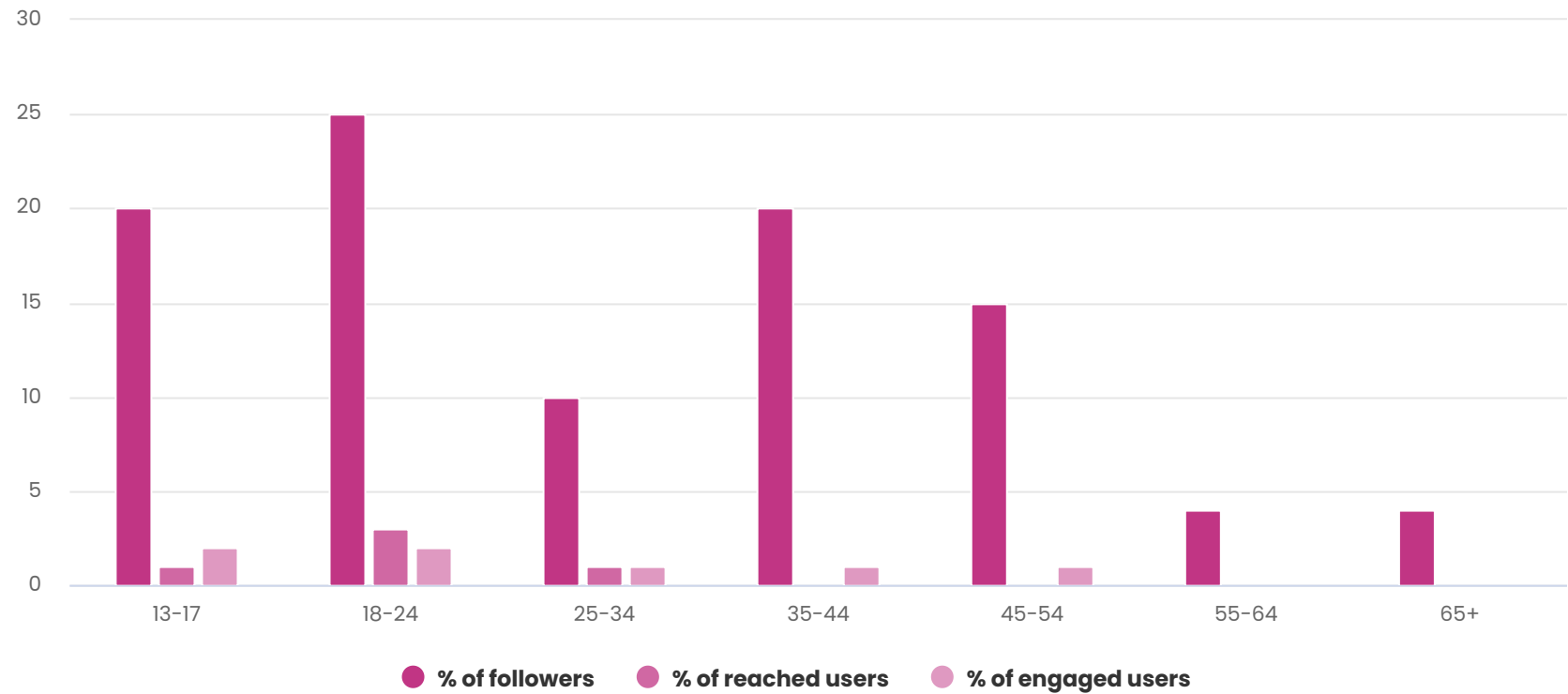
The total reach is

78,319 Users reached

Apr 16 – Jul 31, 2024

Demographics

Demographics of followers, reached and engaged audience as percentage of the total followers, reached and engaged users.



Hashtags & interactions

Number of interactions generated by hashtags used in your posts

22,423 interactions

Tipton BlueDevils Football Soccer Volleyball SeniorSpotlight Basketball

6,753 interactions6,753 interactions2,011 interactions1,103 interactions873 interactions676 interactions631 interactions

XC CrossCountry Tennis Golf HSFootball GraceCollege Lancers Committed

572 interactions510 interactions465 interactions319 interactions177 interactions161 interactions161 interactions161 interactions

CollegeRecruiting HSSoccer Wrestling IUKokomo Halloween TiptonBlueDevils Track

161 interactions155 interactions109 interactions84 interactions69 interactions63 interactions62 interactions

Cheerleader Homecoming Cheerleading VeteransDay TiptonIndiana GoBlue HoosierConference

49 interactions40 interactions39 interactions33 interactions28 interactions28 interactions28 interactions

LaborDay

27 interactions



X (Twitter) report: tiptonathletics



Followers

1.3k

 +1% vs Apr 16-Jul 31



Posts

158



Engagement

569



Awareness

204



Impressions

30.7k

Audience growth

Number of net followers gained during the selected period



New followers (net)

13

Total followers

1,320



The total audience is

1,320 Followers

change of +1%

compared Aug 1 – Nov 15, 2024

to Apr 16 – Jul 31, 2024

Tweets

Number of tweets during the selected period

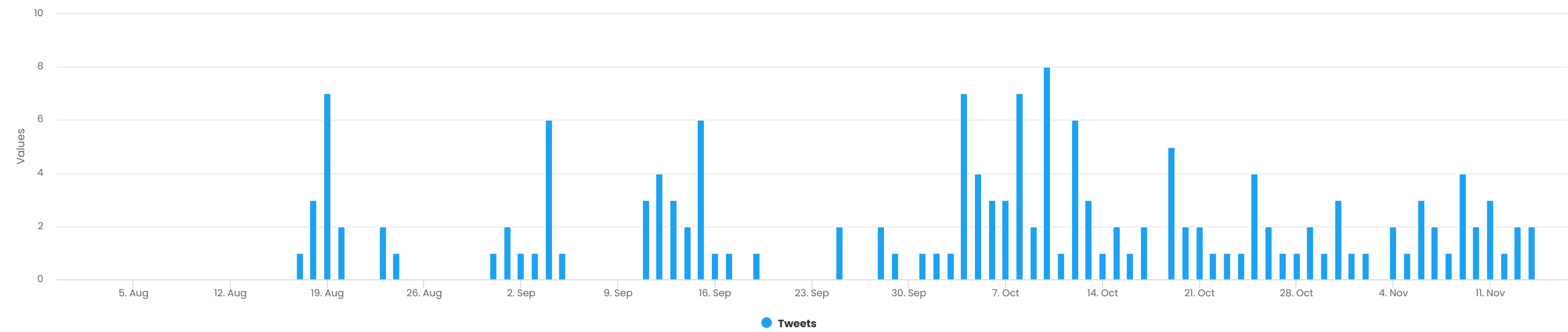


Photo tweets:	154
Video tweets:	0
Animated GIF tweets:	0
Tweets:	4



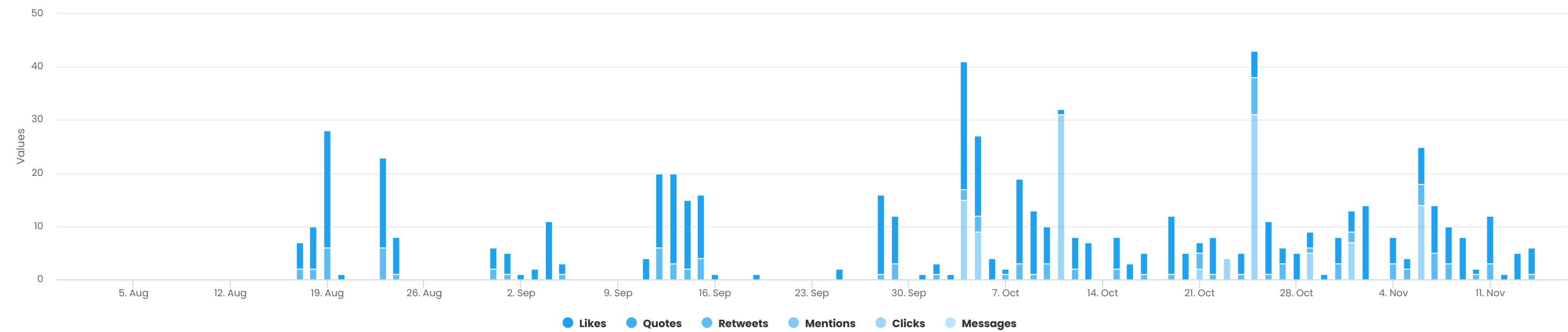
The total number of tweets is

158 tweets

Apr 16 – Jul 31, 2024

Engagement

Number of fan interactions(reactions, comments, retweets, mentions, quotes, clicks and private messages) with your profiles for the selected period



Likes	420
Clicks Link: 89 Profile: 238	327
Direct messages	0
Retweets	104
Quotes	0
Mentions	0
Total engagement	851

The total engagement is

851 interactions

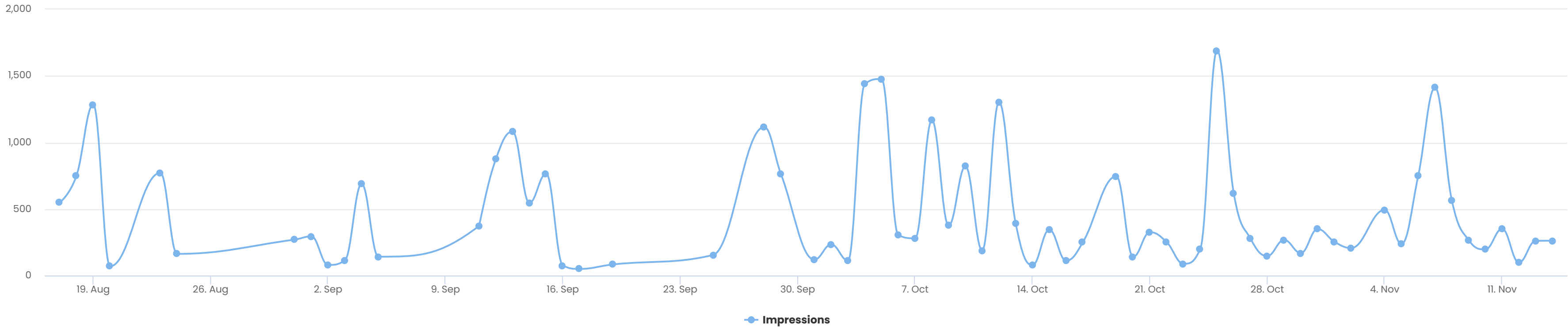
change of 0%

compared Aug 1 – Nov 15, 2024

to Apr 16 – Jul 31, 2024

Tweet impressions

Number of times your tweets were viewed during the selected period



Organic impressions

30,691

Promoted impressions

0

Total impression

30,691

The impressions

30,691 Impressions

change of 0%
compared **Aug 1 – Nov 15, 2024**
to **Apr 16 – Jul 31, 2024**

Hashtags & interactions

Number of interactions generated by hashtags used in your posts

1,548 interactions

Tipton BlueDevils Football Golf Soccer Volleyball XC Tennis

482 interactions	477 interactions	80 interactions	78 interactions	75 interactions	48 interactions	42 interactions	41 interactions
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TiptonIndiana CrossCountry Basketball SeniorSpotlight SoccerSeason

40 interactions	32 interactions	24 interactions	22 interactions	15 interactions
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SportsSchedule FallSports HSTennis Wrestling HSFootball IUKokomo TennisSeason

11 interactions	11 interactions	11 interactions	10 interactions	9 interactions	9 interactions	5 interactions
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IHSAASate GolfSeason TeeTime Halloween VeteransDay FootballSeason VolleyballSeason LaborDay

5 interactions	4 interactions	4 interactions	4 interactions	3 interactions	1 interaction	1 interaction	1 interaction
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TiptonBlueDevils Cheerleading

1 interaction	1 interaction
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