

# Social Media Landscape Review

Focus Company  
Experience Roseburg

Landscape  
Travel & Tourism

July 1, 2020 – September 30, 2020



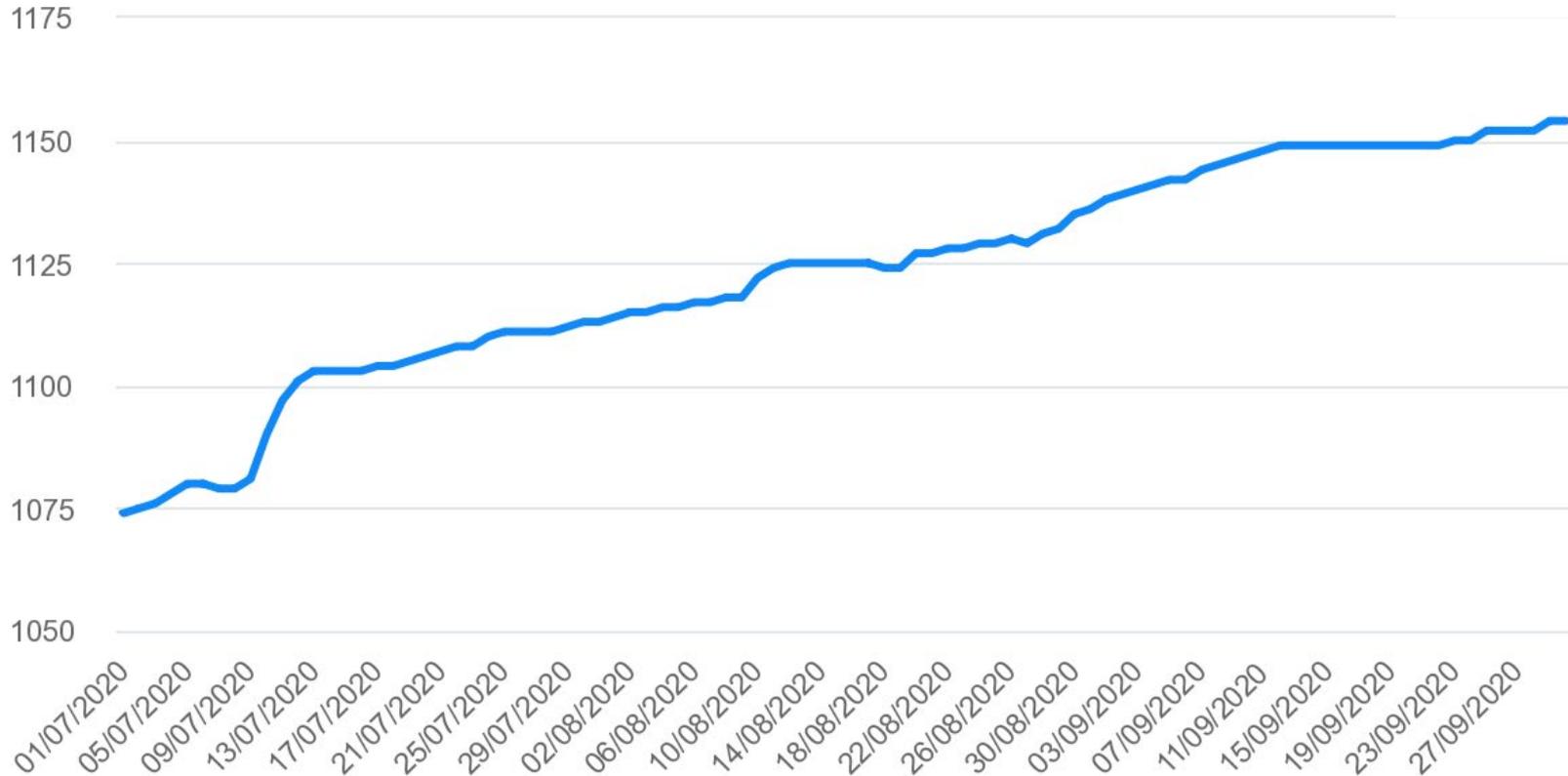
# Facebook Audience

July 1, 2020 – September 30, 2020

YOUR FOLLOWERS ⓘ

**1.15k**  
▲ 7.45%

## Fan growth



**1.2k**

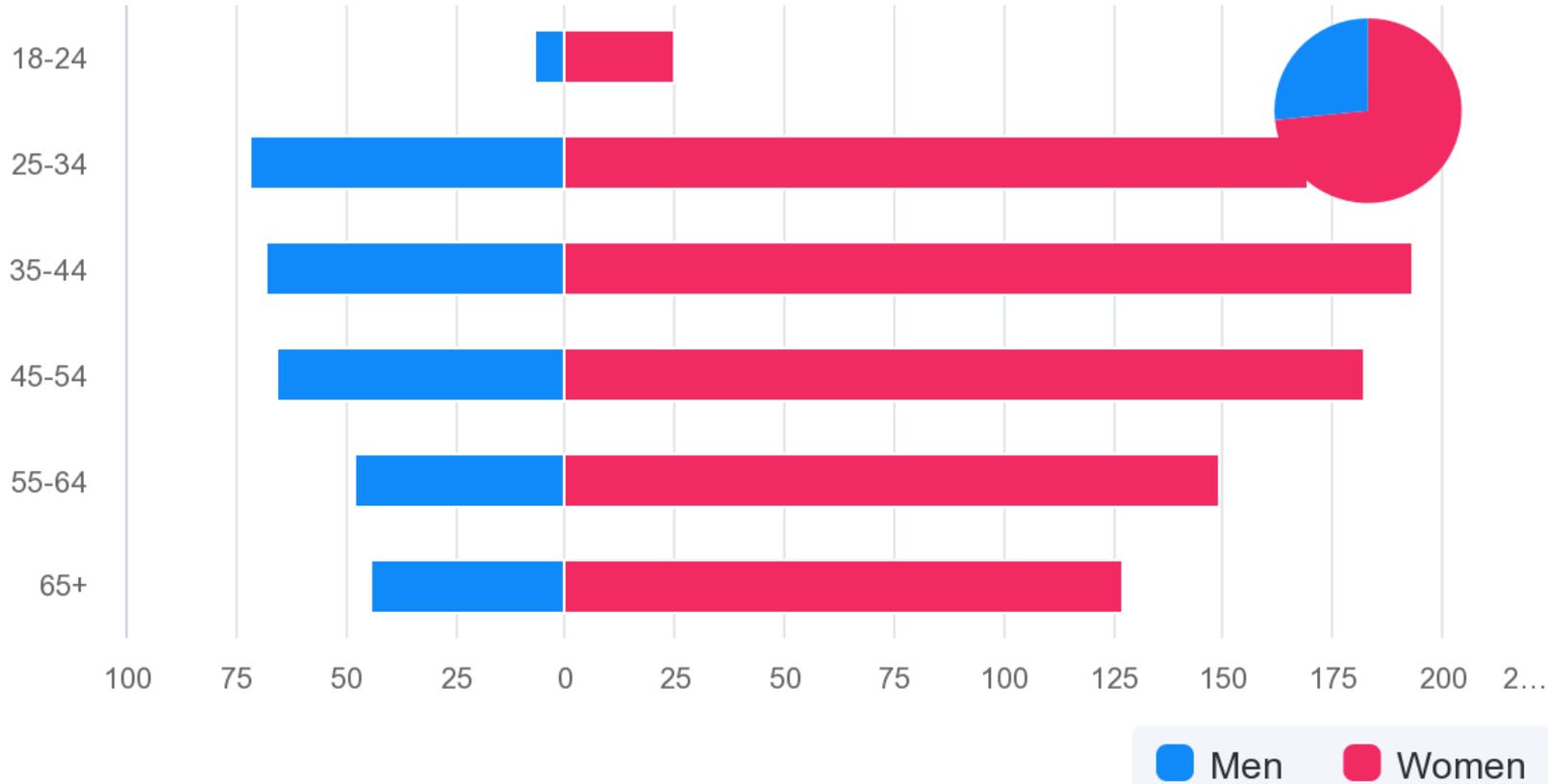
Total followers



# Facebook Audience

July 1, 2020 – September 30, 2020

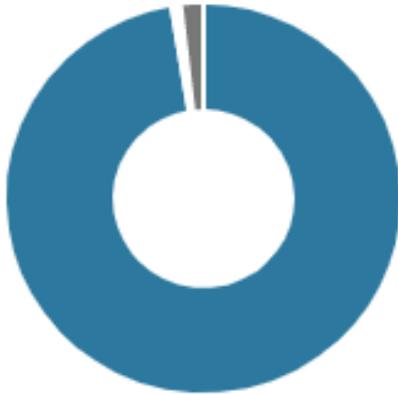
## Demographics



# Facebook Audience

July 1, 2020 – September 30, 2020

PAGE FANS BY COUNTRY



- United States: 1.12k
- Germany: 3
- India: 3
- Mexico: 3
- Other: 21

PAGE FANS BY CITY



- Roseburg, OR: 502
- Unspecified: 285
- Sutherlin, OR: 48
- Myrtle Creek, OR: 39
- Other: 280

# Facebook Engagement

July 1, 2020 – September 30, 2020



**45.7k**

Impressions

⌚ 44.9k ⌚ 0

↘ -23.12%



**33.6k**

Reach

⌚ 54.3k ⌚ 0

↘ -27.48%



**83**

Total posts

↗ 15.28%



**1k**

Total reactions

↘ -7.02%



**38**

Total comments

↘ -25.49%



**3.38%**

Average engagement rate per post



**7.86%**

Average engagement on reach



**252.64%**

Page's fan engagement rate

# Facebook Engagement

July 1, 2020 – September 30, 2020

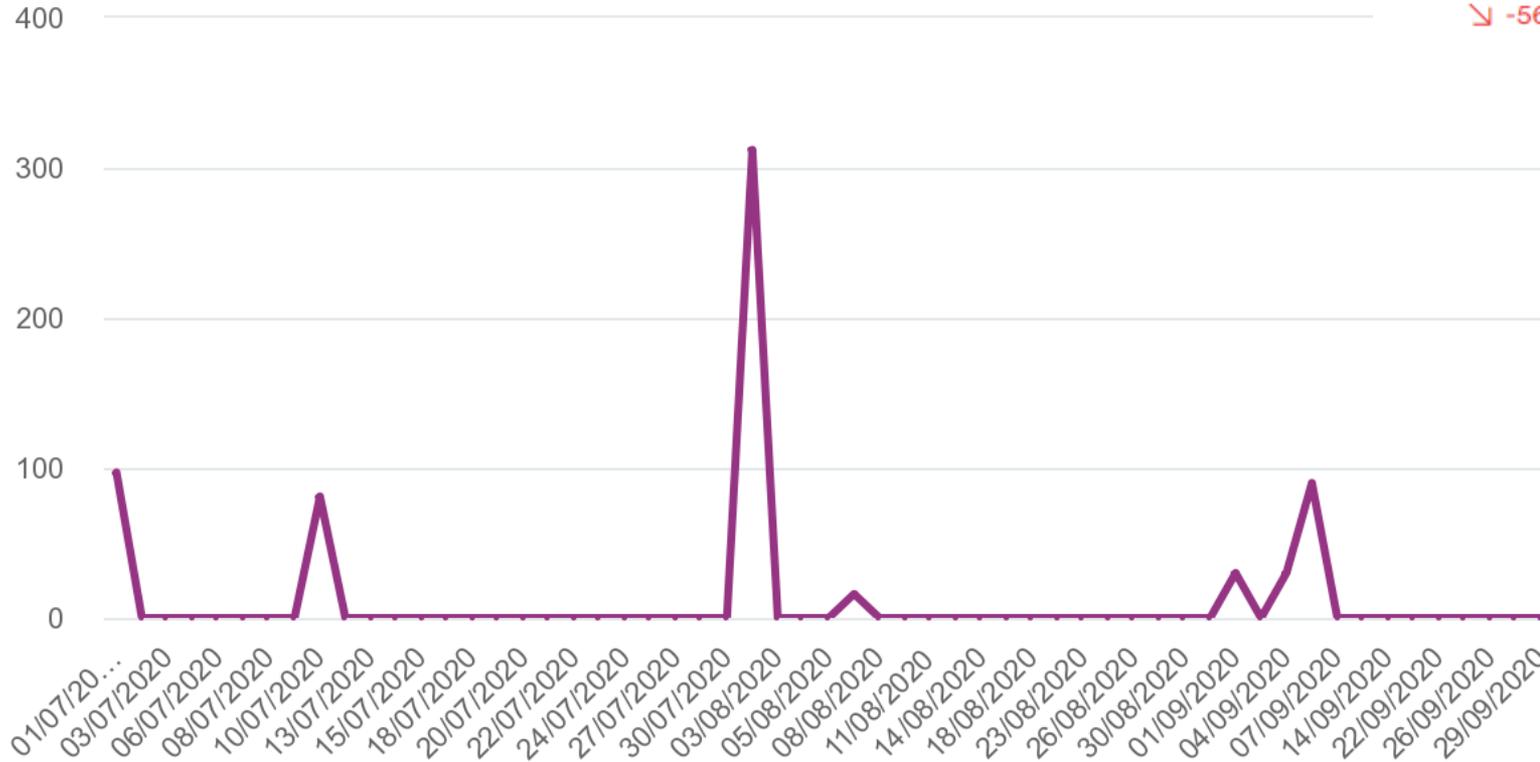


656

Total complete views

↘ -56.70%

## Complete Video views history



# Facebook Engagement

July 1, 2020 – September 30, 2020

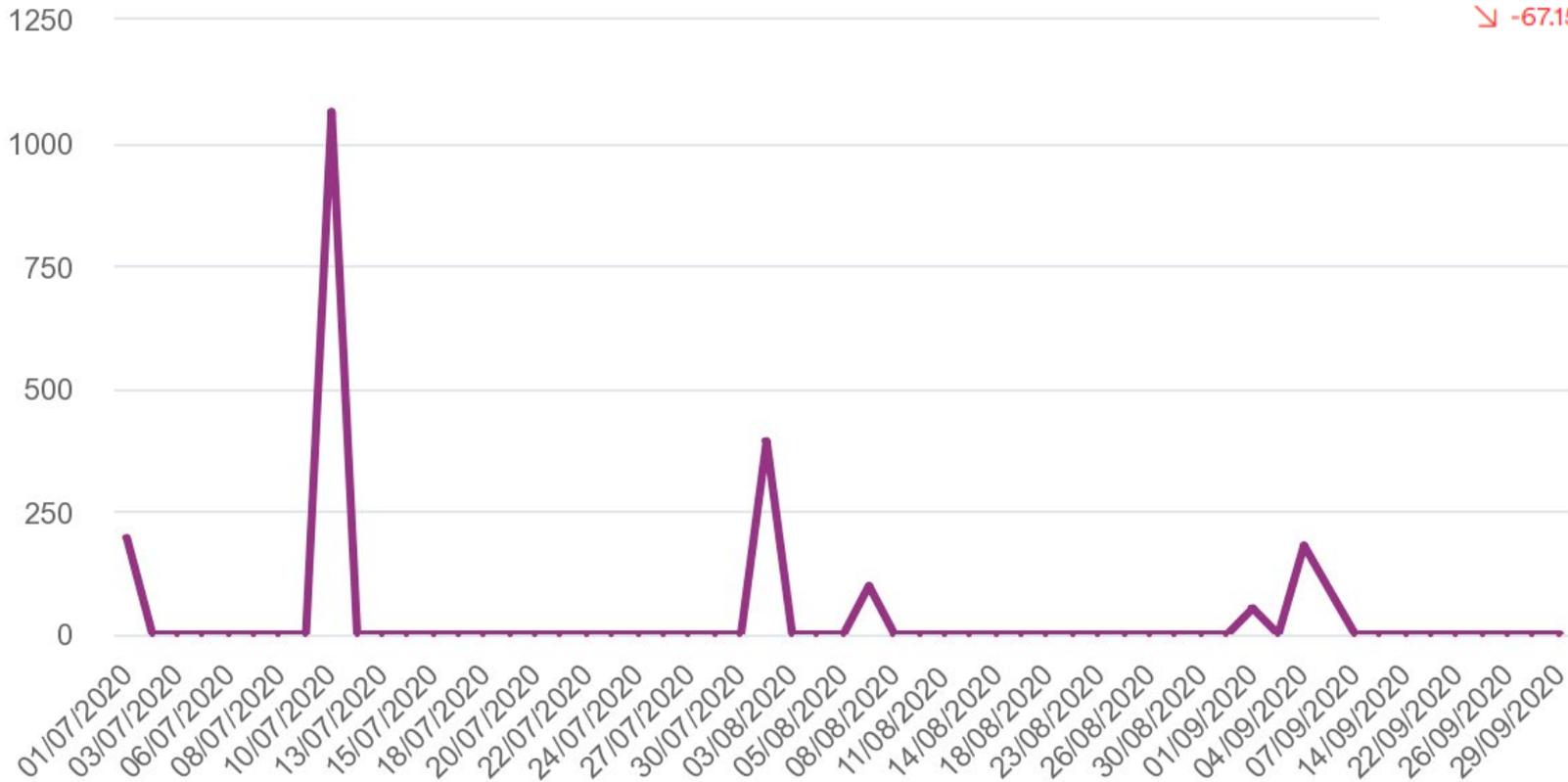


**2.1k**

Total 10 sec-views

↘ -67.15%

10 sec-views history



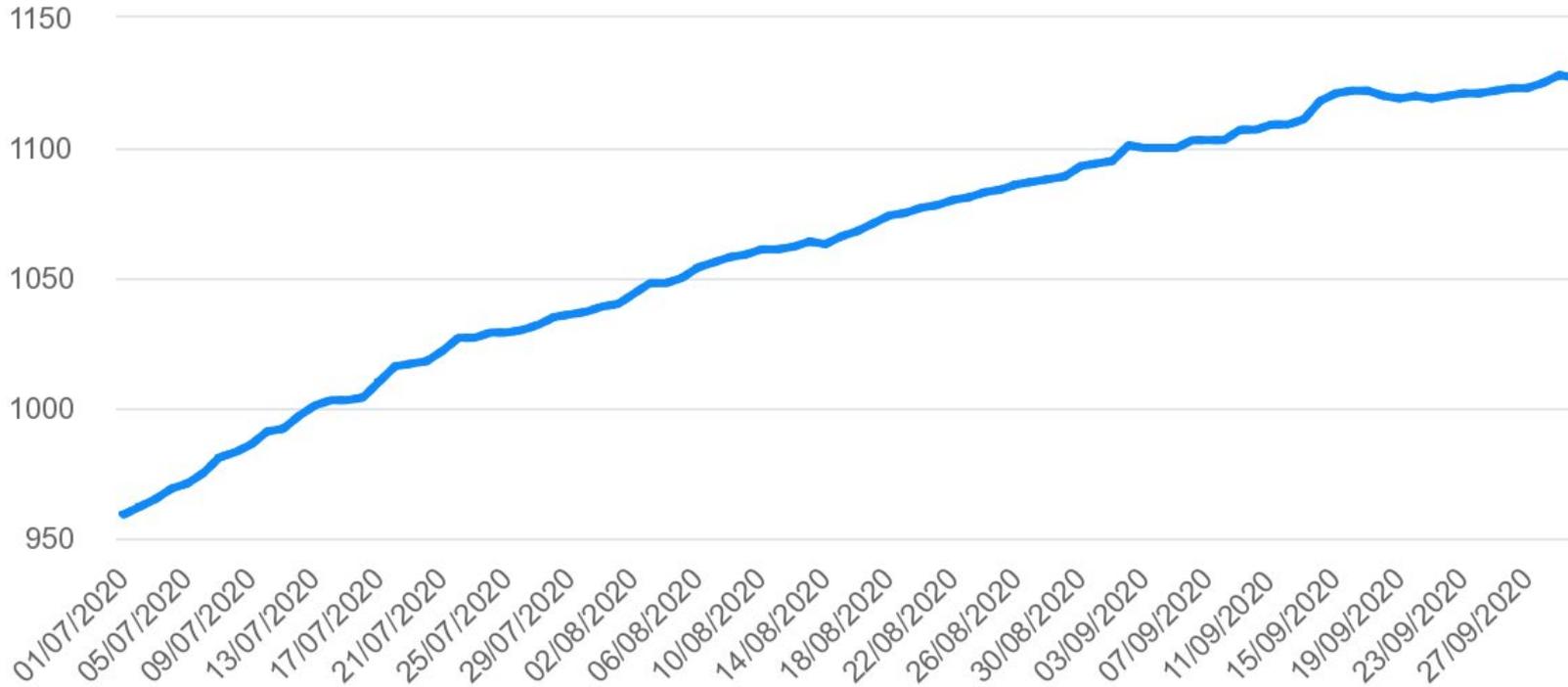
# Instagram Audience

July 1, 2020 – September 30, 2020

YOUR FOLLOWERS ⓘ

**1.13k**  
▲ 18.6%

## Follower growth



**1.2k**

Total followers

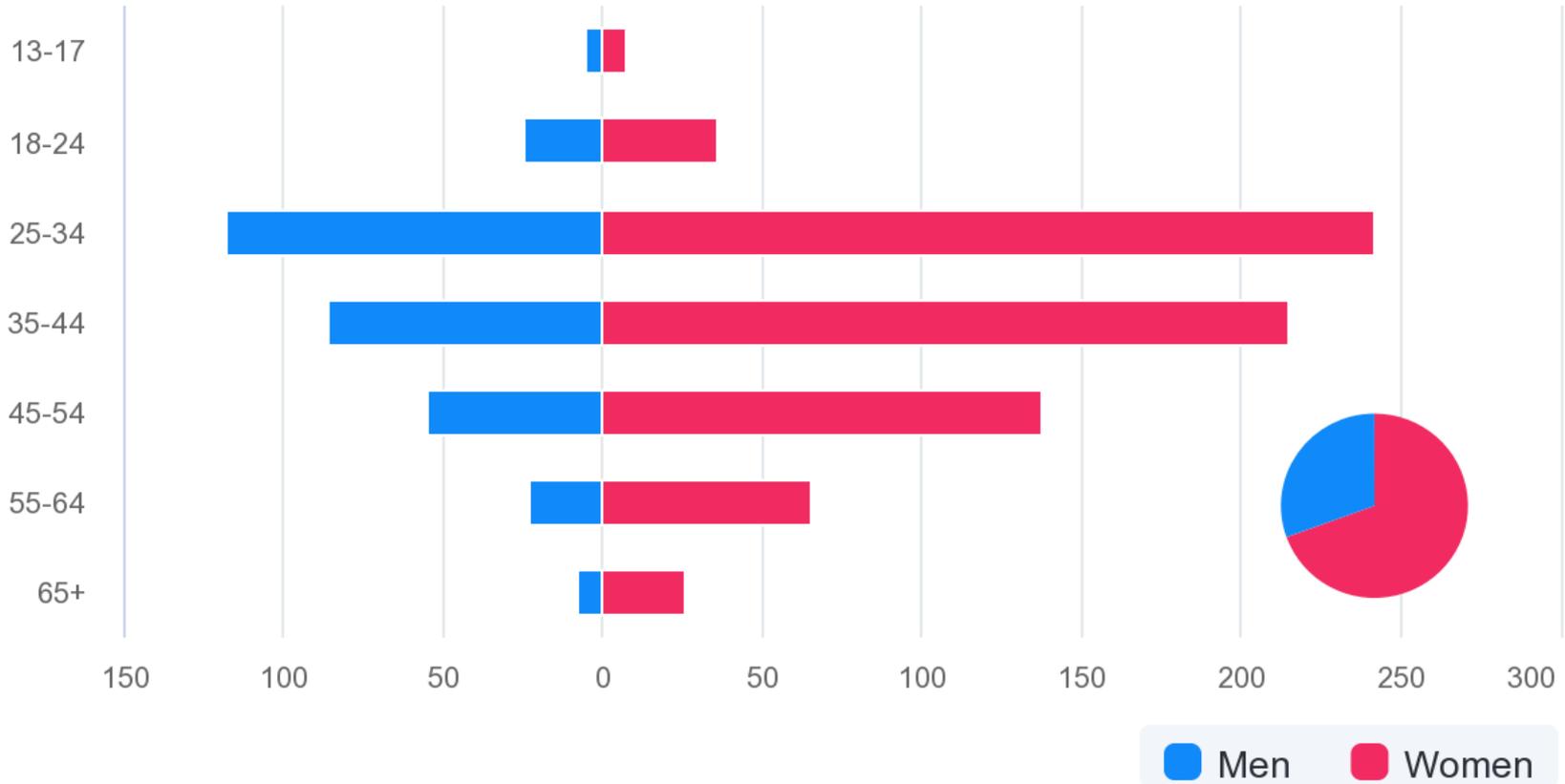
... Estimated — Followers



# Instagram Audience

July 1, 2020 – September 30, 2020

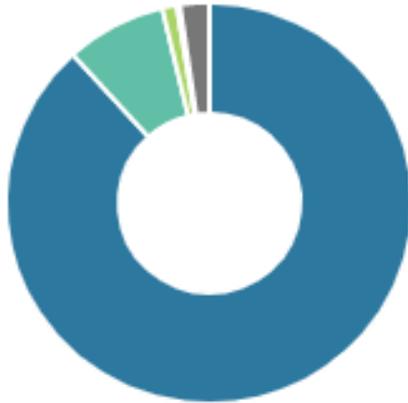
## Age and gender



# Instagram Audience

July 1, 2020 – September 30, 2020

FOLLOWERS BY COUNTRY



- United States: 995
- Unspecified: 90
- India: 13
- Pakistan: 3
- Other: 26

FOLLOWERS BY CITY



- Roseburg, Oregon: 506
- Unspecified: 274
- Sutherlin, Oregon: 43
- Portland, Oregon: 40
- Other: 264

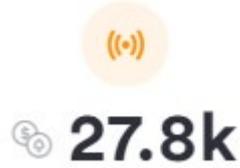
# Instagram Engagement

July 1, 2020 – September 30, 2020



Impressions

↗ 37.46%



Reach

↗ 37.86%



Total posts

↗ 8.16%



Likes received

⊖ 4.1k ⊕ 0

↗ 42.58%



Comments received

⊖ 80 ⊕ 0

↗ 14.29%



Average engagement rate per post

⊖ 7.63% ⊕ 0.00%

↗ 0.26%



Average engagement on reach per post

⊖ 13.43% ⊕ 0.00%

↗ 8.37%

# Instagram Engagement

July 1, 2020 – September 30, 2020

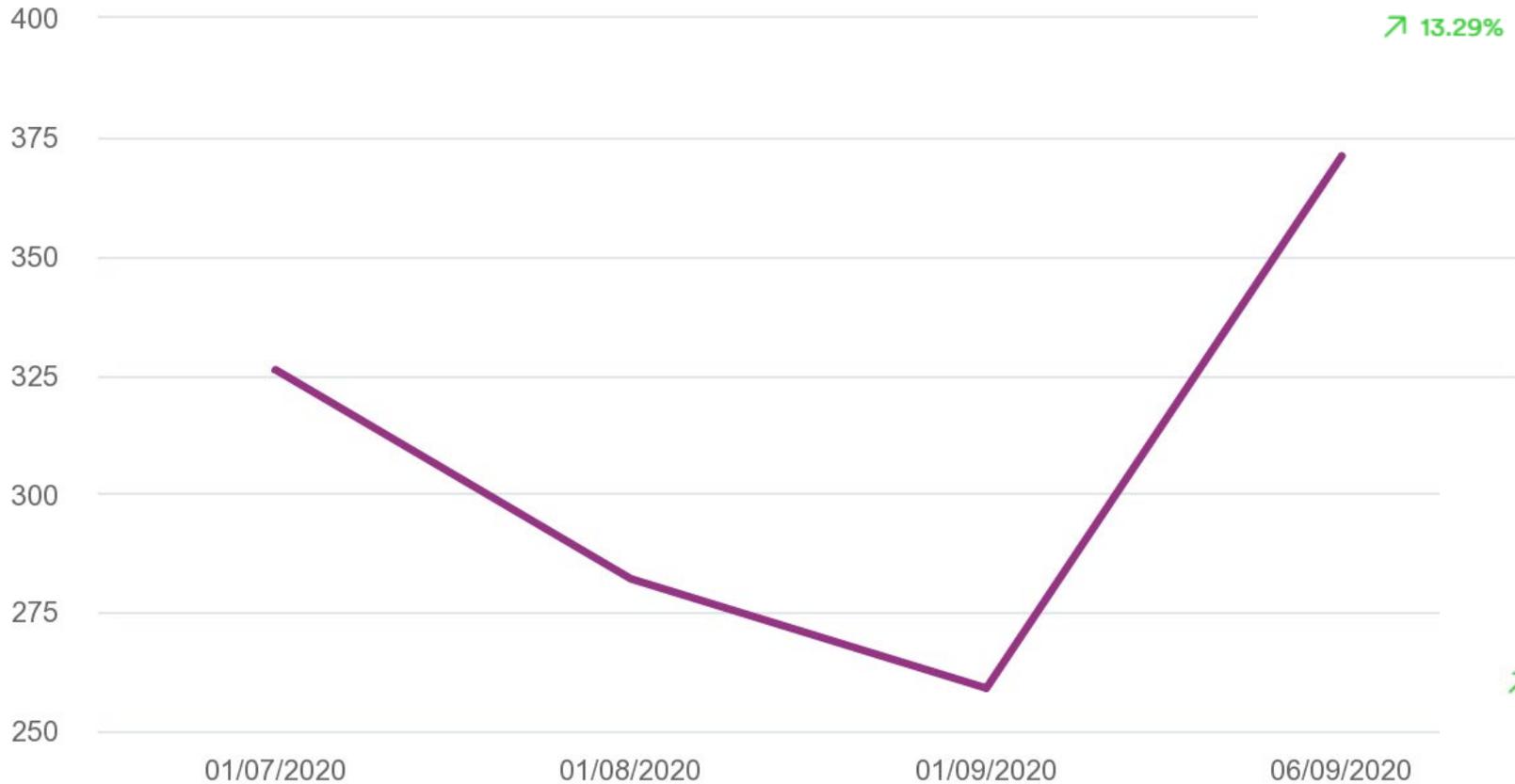


**309.5**

Average views per video

↗ 13.29%

## Video views history



**58**

Saves

↗ 18.37%



# Activity & Engagement

July 1, 2020 – September 30, 2020

Activity & Engagement

Cross-Channel, Jul 1, 2020 - Sep 30, 2020 PDT

YOUR POSTS IN PERIOD

**139**

Landscape Avg: 80

YOUR ENG. RATE

**3.63%**

Post Avg: 0.74%

Company	Posts	Eng. Rate By Follower
 1. Bandon	22	4.36%
 2. Experience Roseburg	139	3.63%
 3. Walla Walla	71	2.66%
 4. Travel Grants Pass	98	2.00%
 5. Travel Medford	98	0.61%
 6. Visit Roseburg	38	0.44%
 7. Southern Oregon	160	0.44%
 8. Visit Bend Oregon	14	0.27%



# Social Audience

July 1, 2020 – September 30, 2020

Experience Roseburg's Audience

Jul 1, 2020 - Sep 30, 2020 PDT



Experience Roseburg is below average for Audience, ranking 8th of 8 companies. There's more work to do here.



Both Experience Roseburg and your average competitor saw the most audience growth on Instagram.

## AUDIENCE



**2.30k** +12.9%

Experience Roseburg



**53.3k** +1.5%

Competitor Average



Facebook



Instagram



YouTube



# Social Activity

July 1, 2020 – September 30, 2020

Experience Roseburg's Activity

Jul 1, 2020 - Sep 30, 2020 PDT

 Experience Roseburg's posting frequency is above average, with about 11 posts per week.

POSTS / WEEK



Experience Roseburg



Competitor Average

 Facebook  Instagram  YouTube



# Social Engagement

July 1, 2020 – September 30, 2020

Experience Roseburg's Engagement

Jul 1, 2020 - Sep 30, 2020 PDT



Experience Roseburg is below average for Total Engagement, ranking 7th of 8 companies. Try putting some energy here.



Experience Roseburg's total engagement increased and saw the biggest increase on Instagram. You deserve it!

## ENGAGEMENT TOTAL



Experience Roseburg



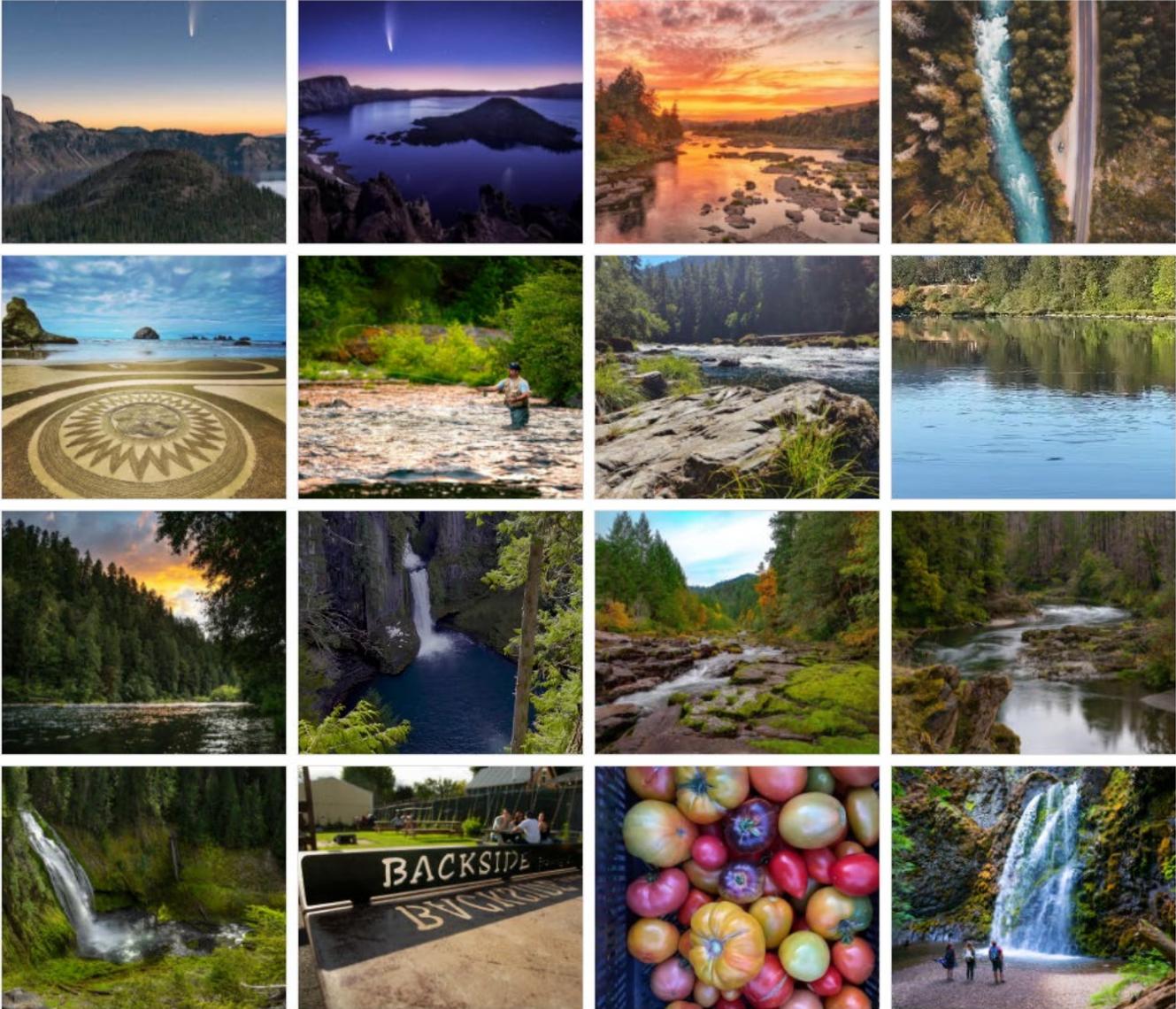
Competitor Average

Facebook Instagram YouTube



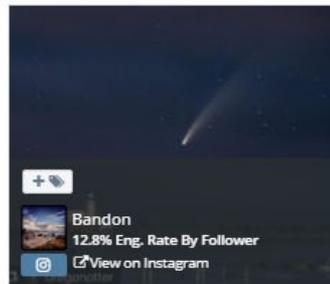
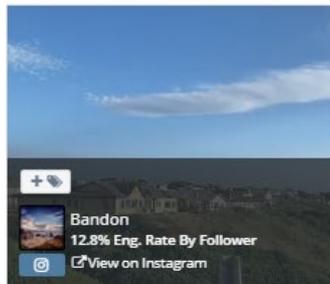
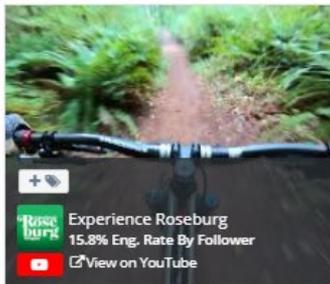
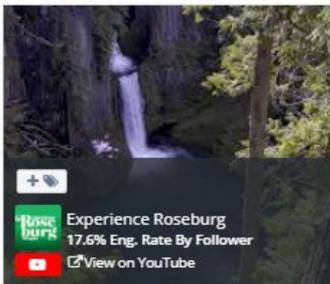
# Top Channel Posts (by engagement rate)

July 1, 2020 – September 30, 2020



# Top Landscape Posts (by engagement rate)

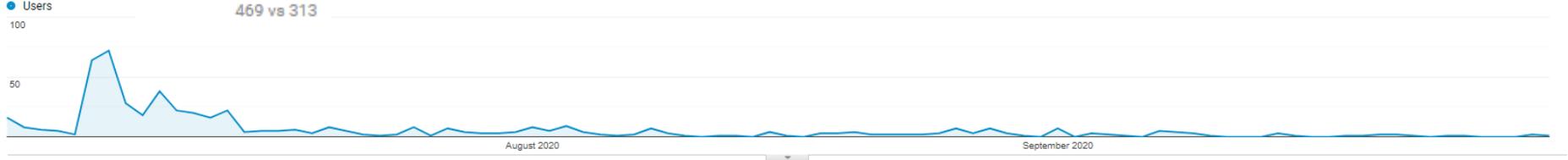
July 1, 2020 – September 30, 2020



# Website Referrals (from social media)

July 1, 2020 – September 30, 2020

49.84% ▲  
469 vs 313



Primary Dimension: Social Network Landing Page Other

Social Network	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	469 <small>% of Total: 14.83% (3,163)</small>	446 <small>% of Total: 14.47% (3,082)</small>	572 <small>% of Total: 14.26% (4,011)</small>	73.95% <small>Avg for View: 59.69% (23,90%)</small>	1.62 <small>Avg for View: 2.31 (-29.77%)</small>	00:00:57 <small>Avg for View: 00:02:11 (-56.45%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Facebook	430 (91.49%)	410 (91.93%)	473 (82.69%)	76.96%	1.50	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Instagram	31 (6.60%)	27 (6.05%)	90 (15.73%)	56.67%	2.32	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Pinterest	9 (1.91%)	9 (2.02%)	9 (1.57%)	88.89%	1.11	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

