

# Social Media Performance Report

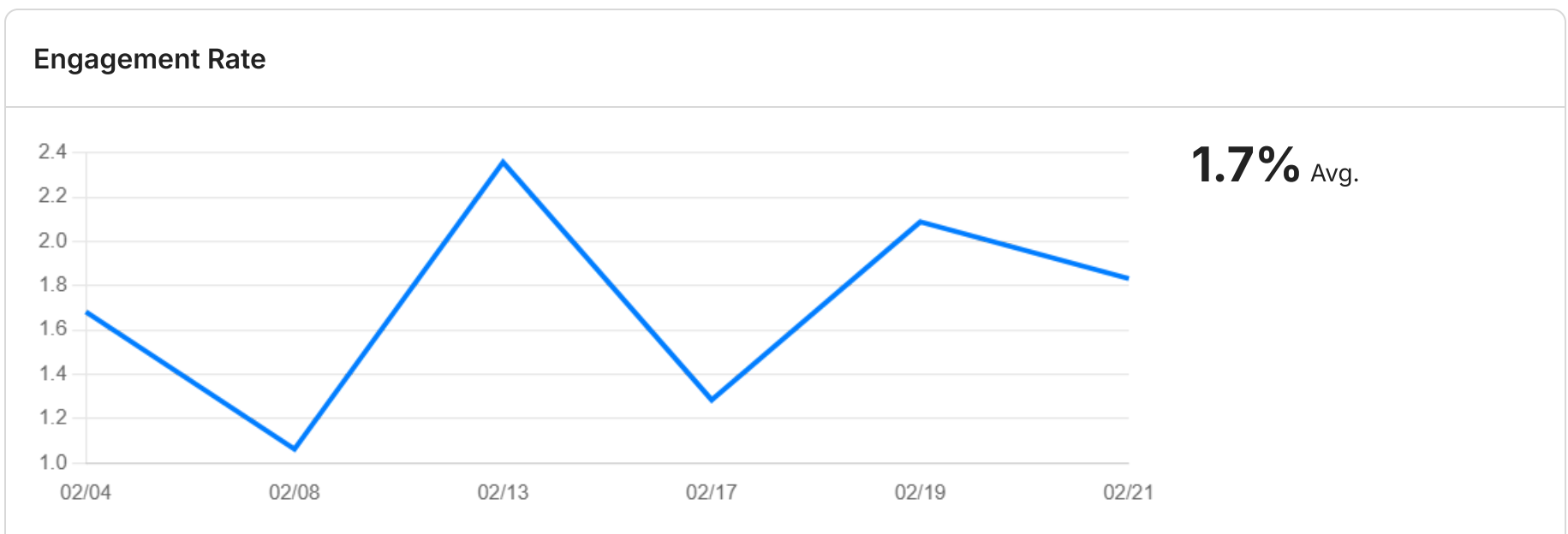
## Top metrics in all accounts

The number of posts, impressions and interactions during the report period, along with the conversion rate from impressions to interactions.

| Posts                          |
|--------------------------------|
| <b>72</b> <small>↑ 22%</small> |

| Impressions                          |
|--------------------------------------|
| <b>139,606</b> <small>↑ 149%</small> |

| Interactions                       |
|------------------------------------|
| <b>2,361</b> <small>↑ 171%</small> |



# Take a closer look

The number of likes, comments, shares, video posts & views during the report period.

| Interactions breakdown |        |            | Videos |            |        |              |          |
|------------------------|--------|------------|--------|------------|--------|--------------|----------|
| <b>1,313</b>           | ↑ 163% | <b>186</b> | ↑ 205% | <b>322</b> | ↑ 119% | <b>7,857</b> | <b>6</b> |
| Likes                  |        | Comments   |        | Shares     |        | Views        | Videos   |

## Growth





How many people are following all accounts today, along with the net new followers added during the report period.

| Followers     |                   |
|---------------|-------------------|
| <b>41,938</b> | <b>123</b>        |
| Followers     | Net New Followers |





## Leading posts

The top performing posts during the report period.

Impressions: 10,120 | Interactions: 297 97% 0%

 **Nixa Police Department**  Post  
Feb 19, 2025 ·  Community Servic... 

We are incredibly grateful to Brady's K9 Fund, a non-profit organization based in Strongsville, Ohio, dedicated to protecting police and military working dogs across the United States. Their mission is to ensure that K9s, like their human partners, are protected throughout their entire shift with practical, mission-ready ballistic vests. These vests are designed for all-day wear, so K9s don't have to wait until time allows for gear-up—they're protected from start to finish....

  257  12  11

Impressions: 3,664 | Interactions: 186

96% 1%



**Nixa Police Department**

Feb 28, 2025 · Police



Post



Check out this week's wrap-up:



158



9



16

Impressions: 3,171 | Interactions: 187

97% 0%



**Nixa Police Department**

Feb 14, 2025 · Police



Post

Check out our new weekly wrap-up!



142



14



12