

Monthly Social Media Performance Report

Client Name: Ivory Holidays

Reporting Period: May, 2025

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1. Executive Summary

This month, both Facebook and Instagram accounts experienced significant growth. Instagram especially showed exceptional performance in reach and engagement, driven largely by non-followers — indicating strong content visibility and potential for follower conversion. Facebook also saw steady improvement, primarily from new audiences.

2. Platform Performance Overview

Facebook Performance

Metric	Value	Growth Trend
Total Views	92.8K	+157.1%
Reach	6.9K	+1,900%
Interactions	294	+237.9%
Follows	9	+50%
Unfollows	0	—
Net Follows	+9	+80%
From Followers (Reach)	11	+175%
From Non-Followers (Reach)	6,852	+1,900%

Key Insight: Nearly 100% of Facebook reach and views are from non-followers, signaling strong organic visibility but low follower engagement.

Instagram Performance

Metric	Value	Growth Trend
Total Views	1.8M	+276.2%
Reach	1.2M	+516.6%
Interactions	61K	+484.6%
Follows	3.7K	-53.4%
Unfollows	668	-0.9%
Net Follows (Est.)	+3K	—
From Followers (Reach)	22,324	+37.8%
From Non-Followers	1.14M	+566.1%

Key Insight: Instagram continues to be a high-impact platform, with 89% reach from non-followers and strong interaction volumes offering excellent potential for audience growth and brand discovery.

3. Comparative Insights

Metric	Facebook	Instagram
Views	92.8K	1.8M
Reach	6.9K	1.2M
Interactions	294	61K
Follower Gain	+9	+3K (est.)
Engagement Type	Non-Follower (100%)	Non-Follower (89%)

Summary: Instagram significantly outperforms Facebook in all metrics. Facebook growth is promising but needs follower-driven content to improve page loyalty and engagement.

4. Strategic Recommendations

Instagram:

Capitalize on Non-Follower Reach: Use CTAs in captions and Reels to drive followers.

Reduce Unfollows: Improve retention with community-building stories, behind-the-scenes content, polls, and Q&A.

Leverage Reels: Double-down on short-form, trending audio and themes.

Facebook:

Target Followers Directly: Post more relatable, informative, or live content to engage existing audience.

Boost Page Growth: Consider a modest ad budget for page promotions or event-based engagement.

Cross-Platform:

Repurpose High-Performing Content: Modify top Instagram content for Facebook (caption tweaks, audience tone).

Optimize Posting Time: Post when followers are most active (based on insights).

Use Branded Hashtags + Location Tags: Increase discoverability and community awareness.

5. Ad Campaign Performance

Ad Name	Impressions	Reach	Results	Amount Spent	Cost/Result
Malaysia	18,418	10,301	203	Rs. 1,586.70	Rs. 7.82
Manali tour-campaign	32,058	18,369	195	Rs. 2,913.24	Rs. 14.94
Thailand-Tour-Pack	16,288	9,102	187	Rs. 1,613.38	Rs. 8.63
Goa WhatsApp Campaign	3,208	2,411	20	Rs. 311.68	Rs. 15.58
Malaysia Engagement	29,815	13,613	261	Rs. 2,546.16	Rs. 9.76







Total Spend Summary

- **Total Conversations: 866**
- **Total Ad Spend: ₹9,006.14**
- **Average Cost per Result: ₹10.39**

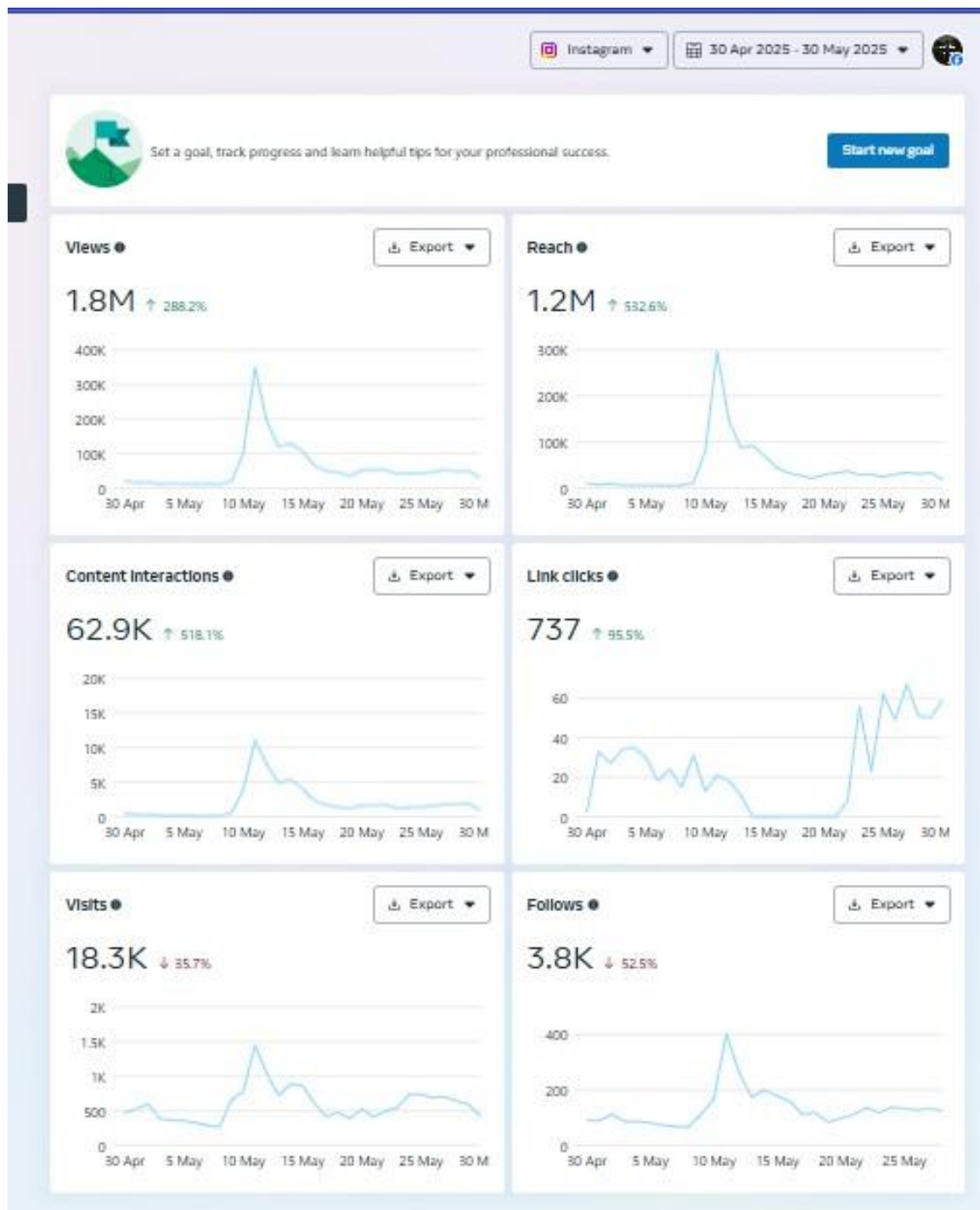
6. Next Month’s Goals

Goal	Target
Increase Instagram Follower Count	+20%
Improve Facebook Follower Engagement	+30% interactions
Reduce Instagram Unfollow Rate	-10%

Ads Results Copy

<input type="checkbox"/>	Off / On	Ad	Delivery ↑	Impressions	Reach	Results	Budget Ad set	Amount spent	Cost per result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Malaysia Engagement (22-May-2025)	● Campaign off	18,418	10,301	203 Messaging conversati...	₹200.00 Daily	₹1,586.70	₹7.82 Per Messaging Conve...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Manalitour-campaign(30apr-2025)	● Campaign off	32,058	18,369	195 Messaging conversati...	₹200.00 Daily	₹2,913.24	₹14.94 Per Messaging Conve...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Thailand-Tour-Packages (22-May-2025)	● Campaign off	16,288	9,102	187 Messaging conversati...	₹200.00 Daily	₹1,613.38	₹8.63 Per Messaging Conve...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Goa WhatsApp Campaign 11May2025	● Campaign off	3,208	2,411	20 Messaging conversati...	₹200.00 Daily	₹311.68	₹15.58 Per Messaging Conve...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Malaysia Engagement (30Apr-2025)	● Campaign off	29,815	13,613	261 Messaging conversati...	₹200.00 Daily	₹2,546.16	₹9.76 Per Messaging Conve...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 இடுதை: "Ivory Illusionary Camp, Goa-இஸ்...	● Completed	23,284	13,569	454 Messaging conversati...	Using campaign ...	₹2,266.91	₹4.99 Per Messaging Conve...

7. Instagram Channel Insights



8. Facebook Channel Insights



Set a goal, track progress and learn helpful tips for your professional success.

[Start new goal](#)

Views ●

[Export](#)

103.4K ↑ 190.7%



Reach ●

[Export](#)

7.2K ↑ 16.3K%



Content Interactions ●

[Export](#)

317 ↑ 322.7%



Link clicks ●

[Export](#)

360 ↑ 100%



Visits ●

[Export](#)

339 ↑ 232.4%



Follows ●

[Export](#)

9 ↓ 30.8%

