



# 02 Report Index

What is awaiting you at the upcoming slides



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Overview

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# Acorn Hills

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Aug 07 2024 - Sep 06 2024

# 04 Key Indicators

How you performed on key indicators



CONNECTIONS

10K

+5%

POSTS

12

+100%

REACTIONS

145

+3%

COMMENTS

205

+1%

REPOSTS

52

+4%

TOTAL IMPRESSIONS

3K

+116%

ORGANIC  
IMPRESSIONS

3K

+116%

UNIQUE IMPRESSIONS

2K

+182%

ENGAGEMENT RATE %

9 %

-40%

CLICKS

156

+48%



Engagement

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# Acorn Hills

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Aug 07 2024 - Sep 06 2024

# 06 Engagement

How engaging was your content this period

Acorn Hills | Engagement  
Aug 07 2024 - Sep 06 2024 vs Jul 07 2024 - Aug 06 2024

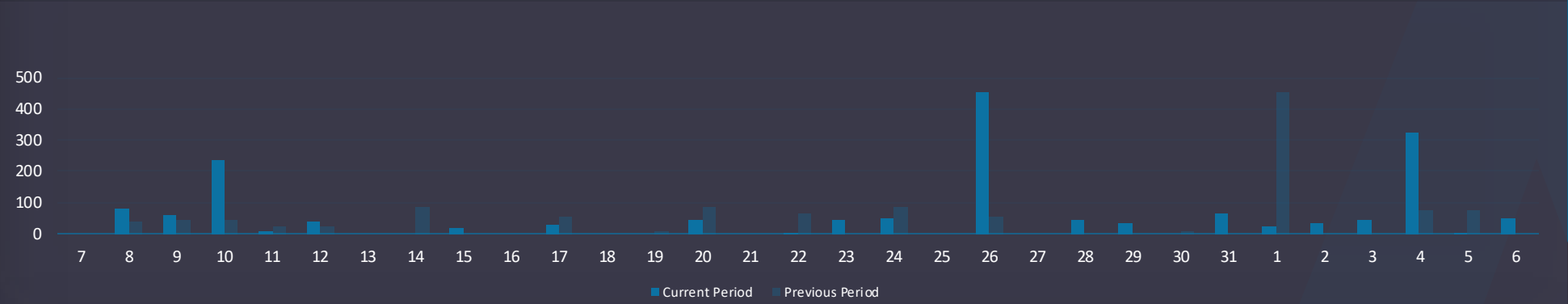


## TOTAL ENGAGEMENTS

4K

+5%

## DAILY TOTAL ENGAGEMENTS

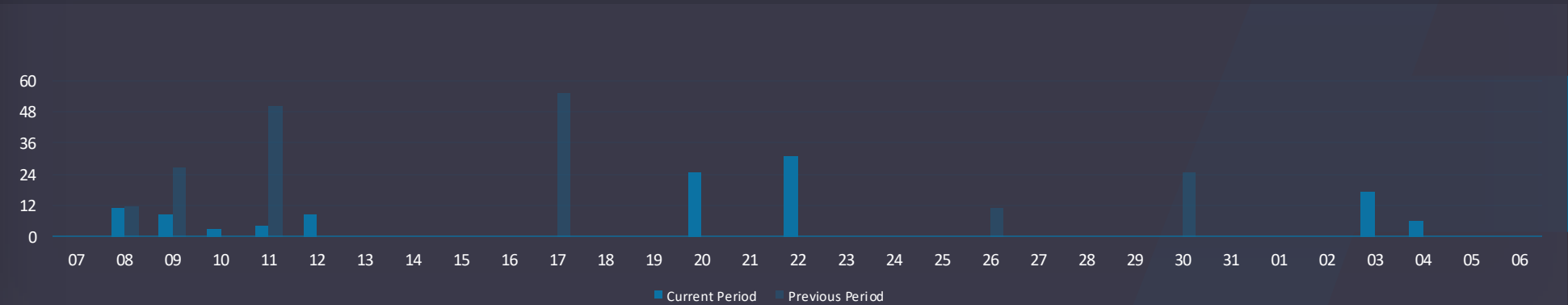


## ENGAGEMENT RATE

9%

-46%

## DAILY ENGAGEMENT RATE



# 07 Reactions and Comments

The number and types of reactions and comments your posts received.

Acorn Hills | Engagement  
Aug 07 2024 - Sep 06 2024 vs Jul 07 2024 - Aug 06 2024

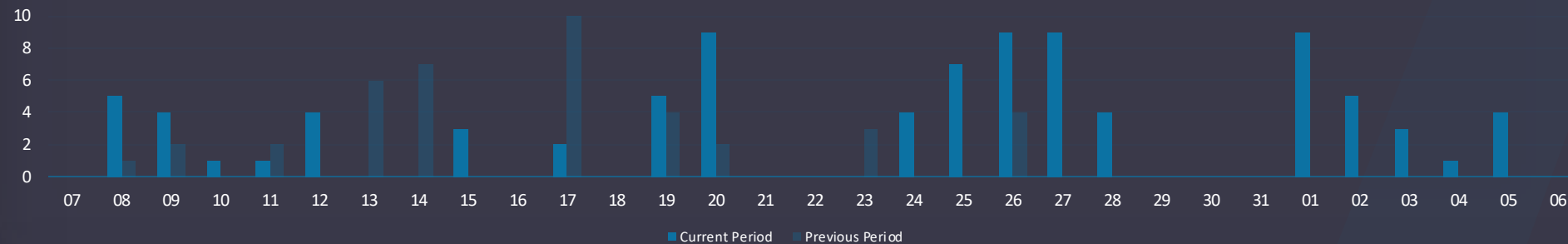


## REACTIONS

145

+3%

## DAILY REACTIONS

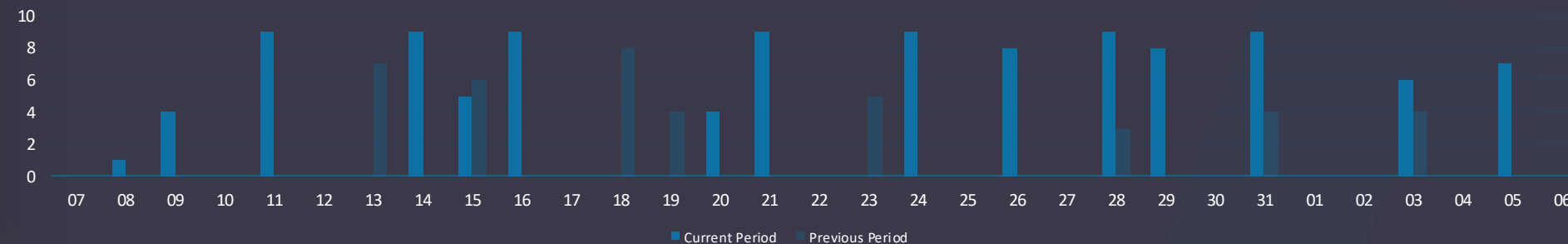


## COMMENTS

205

+1%

## DAILY COMMENTS



# 08

# Reposts and Clicks

How many reposts and clicks you got during this period

Acorn Hills | Engagement  
Aug 07 2024 - Sep 06 2024 vs Jul 07 2024 - Aug 06 2024

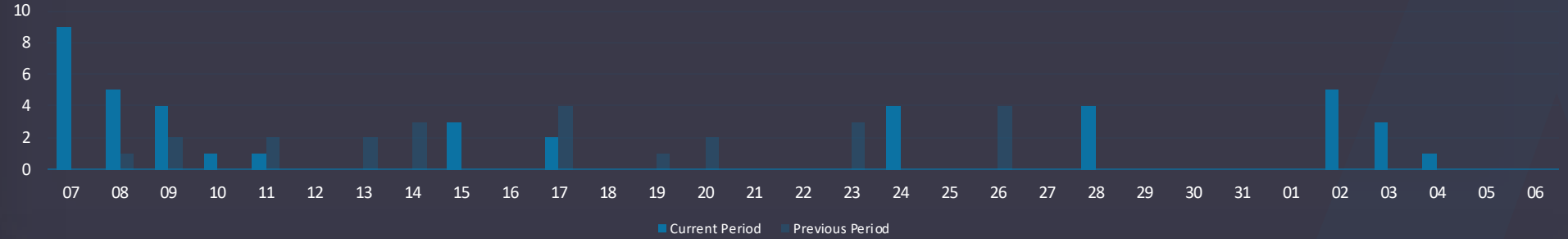


## REPOSTS

52

+4%

## DAILY SHARES

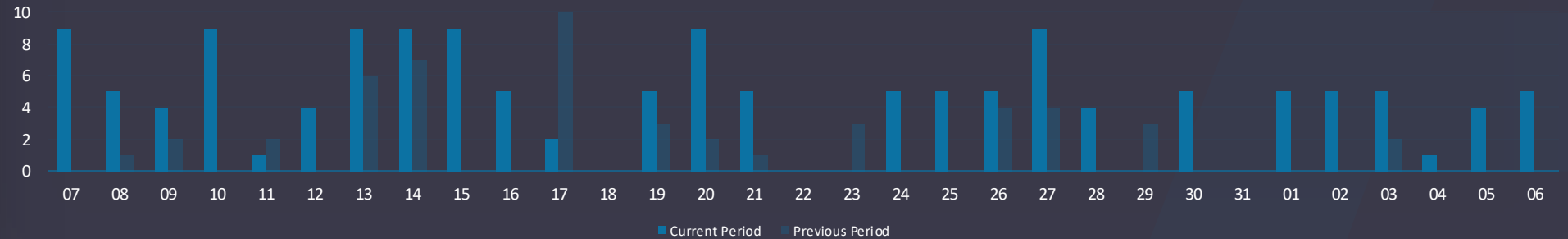


## TOTAL CLICKS

156

+48%

## DAILY TOTAL CLICKS





Impressions

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# Acorn Hills

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Aug 07 2024 - Sep 06 2024

# 10 Impressions and Page Views

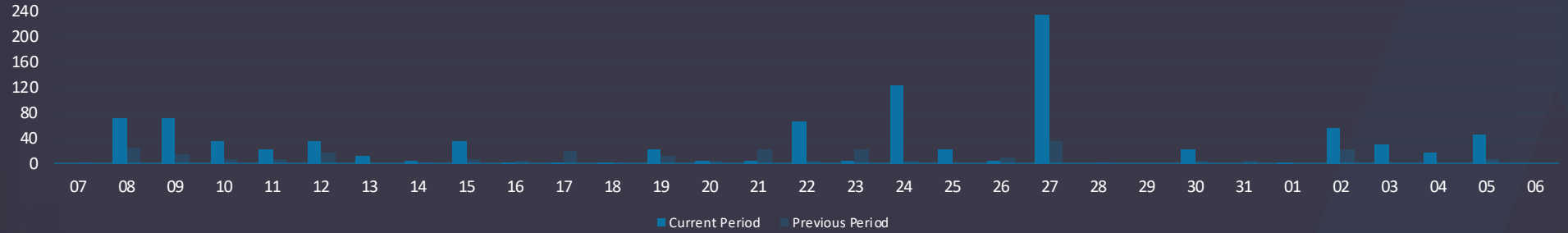
Take a look at your total impressions and page views.



## TOTAL IMPRESSIONS

3K  
+116%

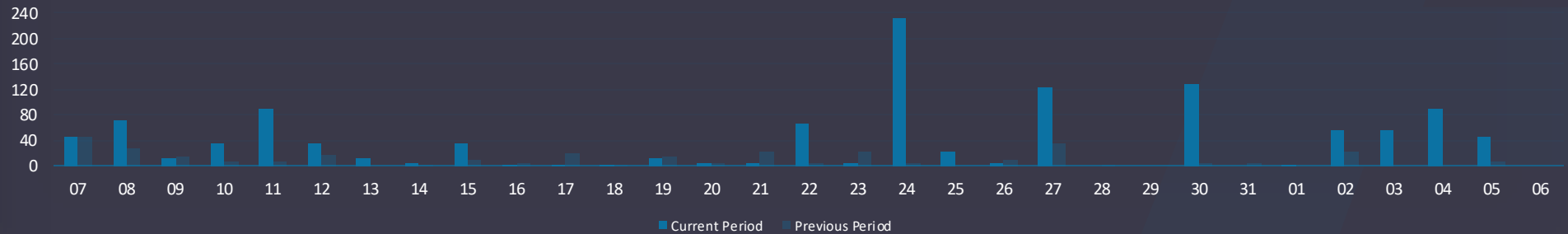
## DAILY IMPRESSIONS



## TOTAL PAGE VIEWS

2K  
+1%

## DAILY PAGE VIEWS



# 11 Page Tab Impressions

The number of times your connections viewed different tabs on your page.

Acorn Hills | Impressions  
Aug 07 2024 - Sep 06 2024 vs Jul 07 2024 - Aug 06 2024



Tab Name	Tab View	Tab Unique View	Percentage in Total (%)
Products page views	145 N/A	34 N/A	6 N/A
Insights page views	142 +1%	78 +1%	7 +4.5%
About page views	245 +2%	201 +2%	15 +9.1%
Jobs page views	178 0%	103 0%	4 -18.2%
Overview page views	786 +16.7%	654 +22.2%	52 -4.5%
Life at page views	0 N/A	0 N/A	0 N/A
Careers page views	13 0%	1 0%	1 -18.2%
People page views	478 -20%	234 0%	15 -34.5%
All page views	1.907 +22.2%	1.305 +10%	100 0%



# 12 Page Views by Device Breakdown

Acorn Hills | Impressions  
Aug 07 2024 - Sep 06 2024 vs Jul 07 2024 - Aug 06 2024



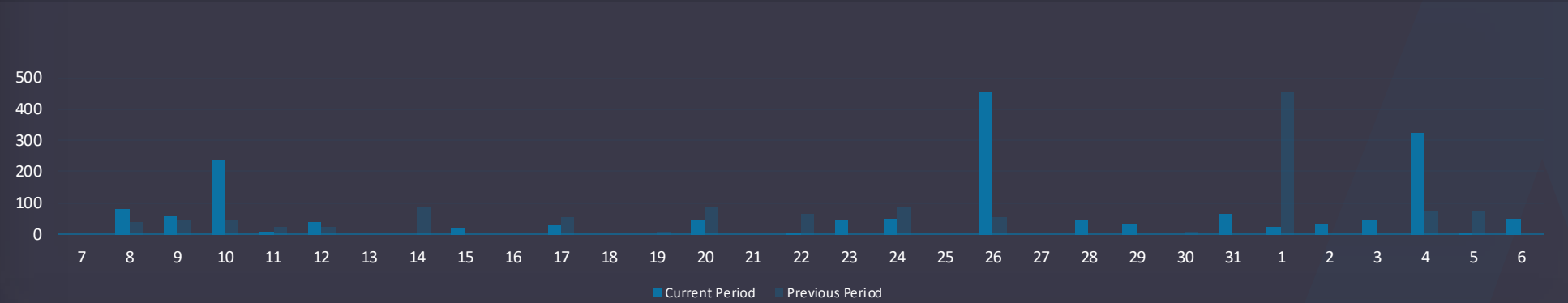
The number of times your connections viewed your page, categorized by the type of device they used.

## DESKTOP PAGE VIEWS

1K

0%

## DAILY DESKTOP PAGE VIEWS

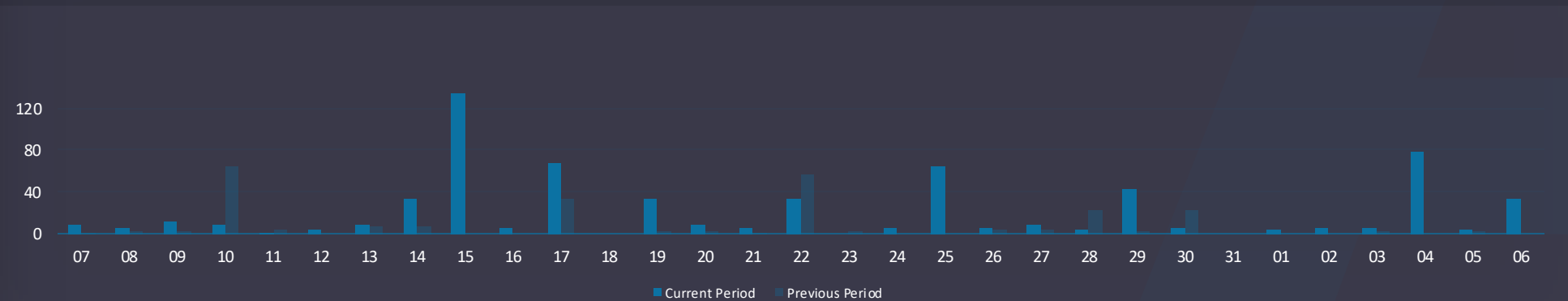


## MOBILE PAGE VIEWS

535

0%

## DAILY MOBILE PAGE VIEWS



# 13 Page Views by Country

The number of times your connections viewed your page, organized by the country of the viewers.



## PAGE VIEWS PER LOCATION



■ Ireland ■ United States ■ United Kingdom ■ Ukraine

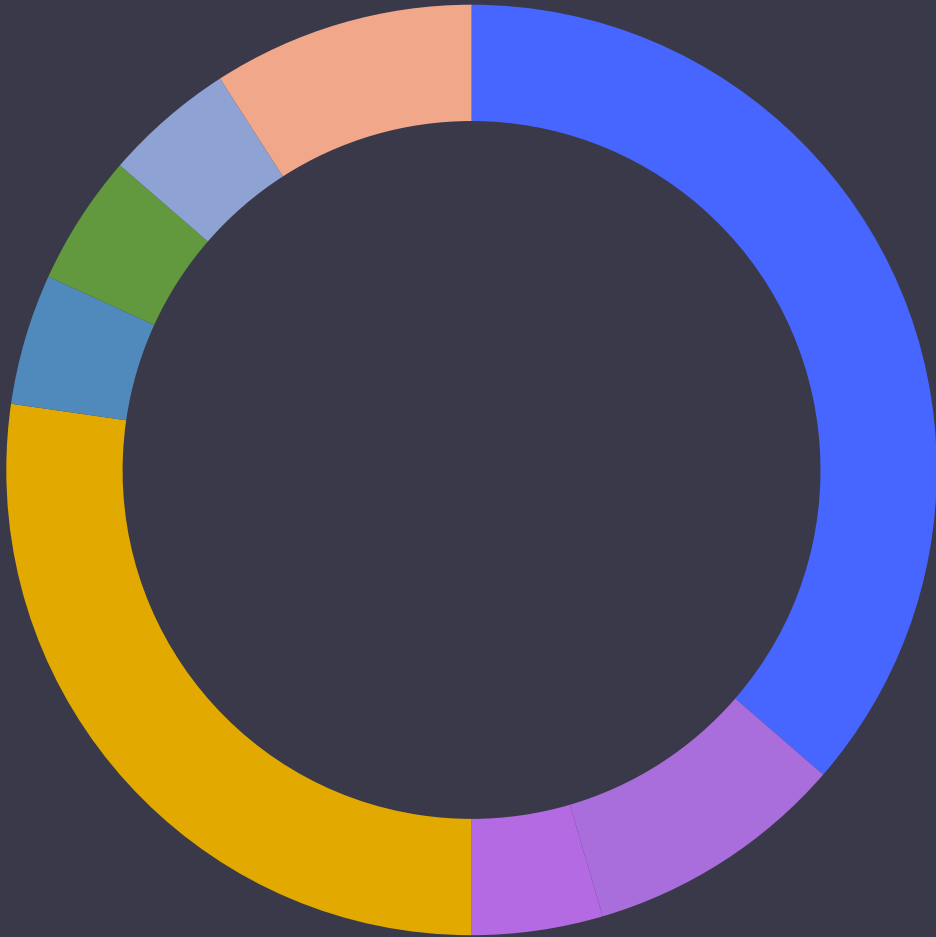
Location	Page Views
United Kingdom	1.405 +14%
Ukraine	890 +4%
United States	561 +3%
Ireland	452 +1%
Italy	302 +14%
Greece	289 +9%
France	230 +2%
Turkey	12 +5%

# 14 Page Views by Industry

The number of times your connections viewed your page, broken down by the industries they belong to.



## PAGE VIEWS PER INDUSTRY



Software d Banking Higher edu Advertisin It service Market res Packaging Technology

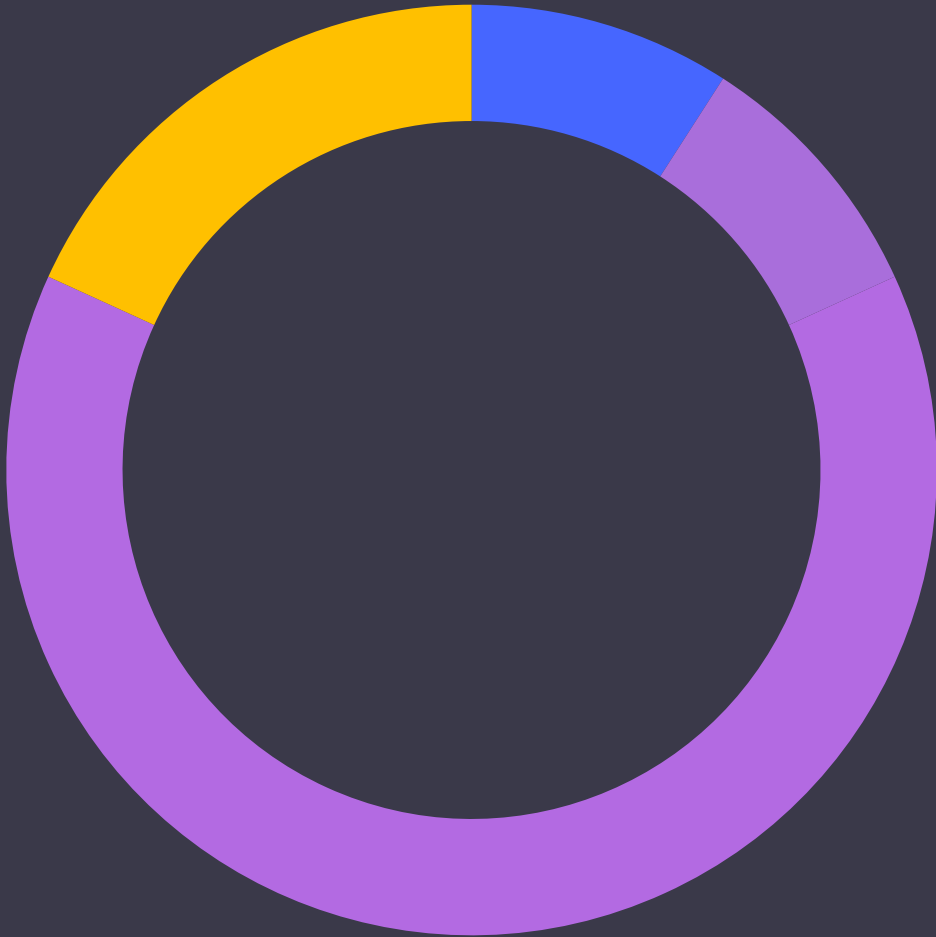
Job Description	Page Views
Software Development	824 +8%
Advertising Services	617 +6%
Banking	578 +2%
Technology, Information and Media	408 +2%
Higher Education	103 +1%
IT Services and IT Consulting	72 +1%
Market Research	13 +1%
Packaging and Containers Manufacturing	11 +1%

# 15 Page Views by Seniority

The number of times your connections viewed your page, segmented by their seniority levels within their organizations.



## PAGE VIEWS PER SENIORITY



■ Training ■ Entry ■ Senior ■ Manager

Seniorities	Page Views
Senior	149 +14%
Manager	49 +4%
Training	24 +2%
Entry	21 +2%

# 16 Page Views by Staff Count

The number of times your connections viewed your page, classified by the staff count of their organizations



## PAGE VIEWS PER STAFF COUNT



■ 10001 or more ■ 501 to 1000 ■ 11 to 50 ■ 51 to 200 ■ 1001 to 5000

Staff Count	Page Views
11 to 50	1.267 +12%
501 to 1000	389 +3%
10001 or more	204 +2%
1001 to 5000	129 +2%
51 to 200	116 +1%



Visitor Metrics

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# Acorn Hills

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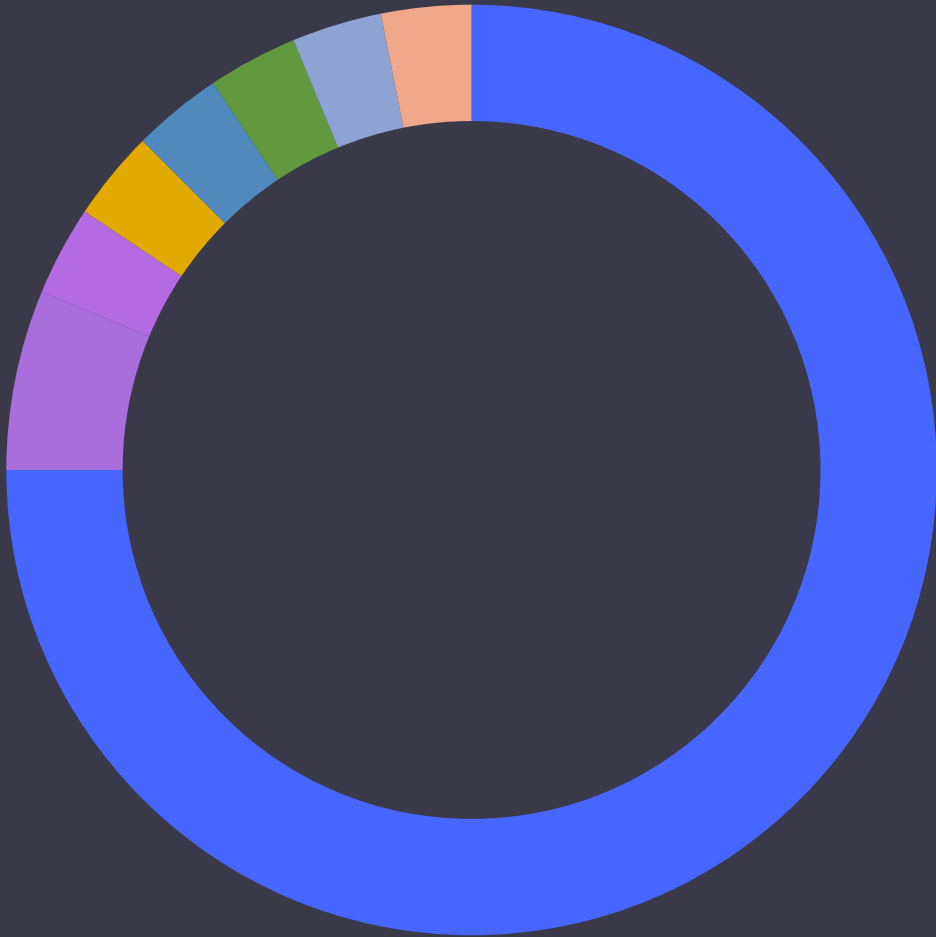
Aug 07 2024 - Sep 06 2024

# 18 Locations

Discover the geographic distribution of your connections who viewed your LinkedIn Page



## CONNECTION PER LOCATION



Greater ch Berlin met Makhado, l Greater is Greater ma Athens met Zürich met Greater de

Location	Connections
Greater Chicago Area	2.908 +24%
Berlin Metropolitan Area	2.569 +2%
Makhado, Limpopo, South Africa	1.561 +1%
Greater Istanbul Area	1.247 +1%
Greater Madrid Metropolitan Area	1.199 +1%
Athens Metropolitan Area	1.083 +1%
Zürich Metropolitan Area	1.060 +1%
Greater Delhi Area	1.002 +1%

# 19 Job Descriptions

An overview of the job titles and roles of your connections who engaged with your content.



## JOB DESCRIPTIONS OF CONNECTIONS



Business d Arts and d Engineerin Sales Consulting Marketing Education  
Entreprene Human reso Informatio Media and Operations Program an

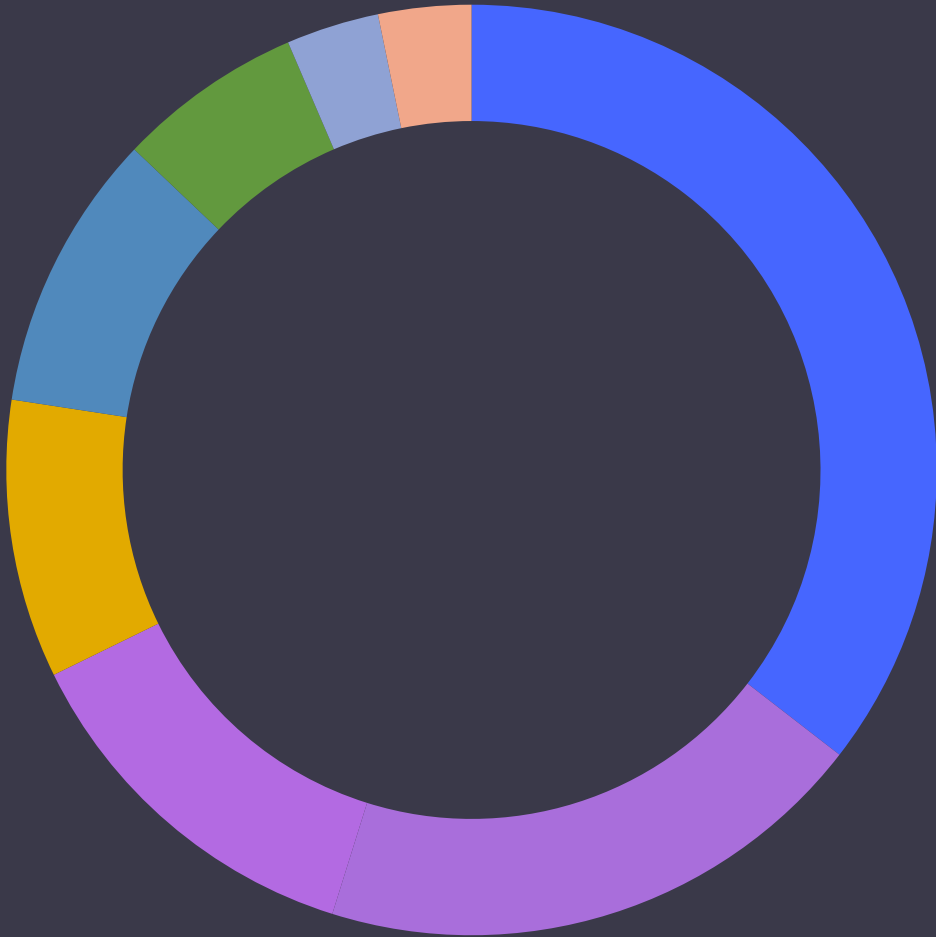
Job Descriptions	Connections
Business Development	3.689 +9%
Arts and Design	2.056 +3%
Engineering	2.012 +3%
Sales	1.983 +3%
Consulting	1.679 +2%
Marketing	1.356 +2%
Education	1.309 +1%
Entrepreneurship	1.278 +1%
Human Resources	1.110 +1%
Information Technology	1.106 +1%

# 20 Seniority

Insights into the seniority levels of your connections interacting with your content.



## SENIORITY OF CONNECTIONS



■ Senior ■ Owner ■ Manager ■ Entry ■ Director ■ Vp ■ Cxo ■ Partner

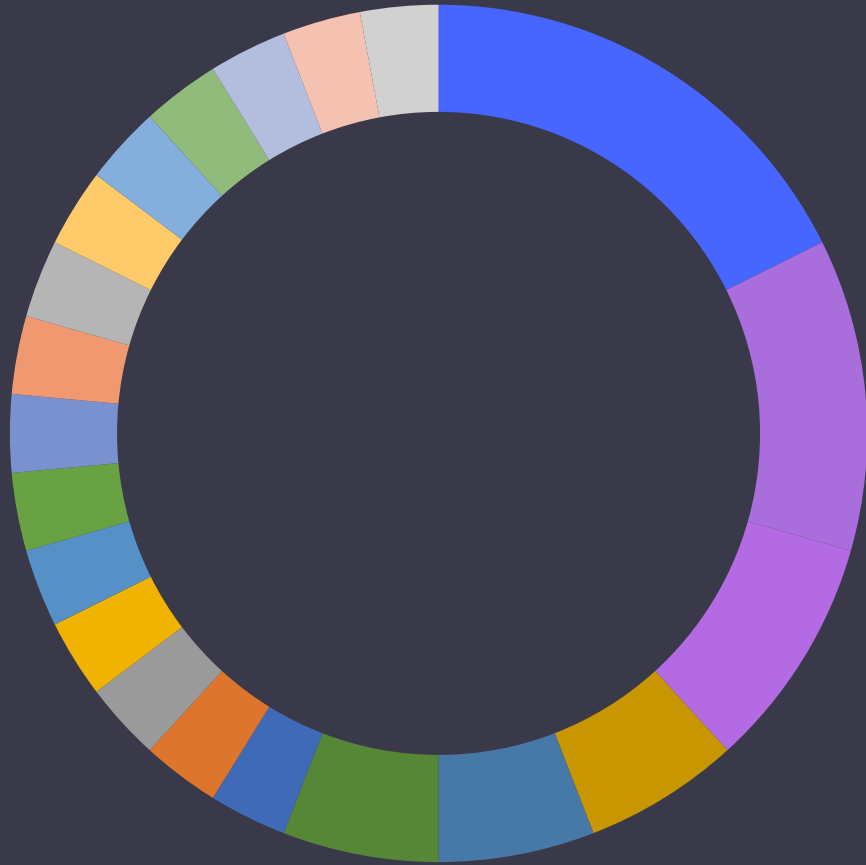
Seniorities	Connections
Senior	824 +8%
Owner	617 +6%
Manager	578 +2%
Entry	408 +2%
Director	103 +1%
VP	72 +1%
CXO	13 +1%
Partner	11 +1%

# 21 Sector

The industries and sectors your audience belongs to.



## SECTOR OF CONNECTIONS



- Software d   Retail   Business c   Higher edu   Technology   It service   Public rel
- Performing   Wholesale   Internatio   Pharmaceut   Retail lux   Advertisin   Holding co
- Packaging   Transporta   Food and b   Oil extrac   Manufactur   Entertainm   Wellness a

Job Description	Page Views
Software Development	822 +8%
Retail	613 +6%
Business Consulting and Services	541 +2%
Higher Education	400 +2%
Technology, Information and Internet	189 +1%
IT Services and IT Consulting	71 +1%
Public Relations and Communications Services	12 +1%
Performing Arts	10 +1%

Insights

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# Acorn Hills

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Aug 07 2024 - Sep 06 2024



Issue No	Platform	Issue	Recommendation	Priority	Category	Status	Dated Issued
262	Linkedin	Follower Growth Stagnation	Your LinkedIn page has experienced a flat growth rate in followers over the last month. This could suggest a need to increase visibilit...	P1 - Important / V1 - Major	Grow your audience	Open	2024-09-06T10:55:19
261	Linkedin	Low Engagement Rate on Posts	Recent posts have shown a decline in engagement rates, indicating that the content may not be resonating with your audience. Consider t...	P1 - Important / V2 - Moderate	Engage with your audience	Open	2024-09-06T10:54:50
263	Linkedin	Declining Impressions on Sponsored Posts	Impressions for sponsored posts have dropped by 20% compared to the previous period. Review targeting settings or adjust your ad creati...	P2 - Normal / V3 - Low	Convert followers to customers	Open	2024-09-06T10:55:54
264	Linkedin	High Click-Through Rate on Industry Articles	Posts sharing industry-related articles have shown a significant increase in click-through rates. This suggests your audience is highly...	P3 - Low / V2 - Moderate	Encourage followers to come back	Open	2024-09-06T10:56:27



Glossary

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# Acorn Hills

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Aug 07 2024 - Sep 06 2024



# 25 LinkedIn Glossary

Acorn Hills | Glossary  
Aug 07 2024 - Sep 06 2024 vs Jul 07 2024 - Aug 06 2024



Name	Description
Engagement rate	Calculated as: (Clicks + Likes + Comments + Shares + Follows) / Impressions.
Follower metrics	Number of new followers. Sponsored data shows followers acquired through Ads and Sponsored Content.
Followers	Numerical and demographic information about people who subscribe to your page
Impressions	Views when an update is at least 50% on screen for at least 300 ms, or when it is clicked, whichever comes first.
Number of clicks	The number of times your content, company name or logo was clicked by a member (currently logged in). This number does not include interactions (posts, Reactions, and comments).
Organic Impressions	Organic impressions on LinkedIn refers to the number of times unpaid content is shown to members.
Reactions, Comments, and Shares:	The number of comments, shares, and reactions your post receives. Reaction buttons include like, celebrate, love, insightful, and curious.
Sponsored Impressions	Organic impressions on LinkedIn refers to the number of times paid content is shown to members.
Update engagement	Engagement metrics for individual updates and is updated in real time. Data for Sponsored Updates is total of organic and sponsored engagement.
Update highlights	Total number of likes, comments, and shares on your updates in the last 30 days.



# 26 LinkedIn Glossary



Name	Description
Update metrics	Aggregated engagement metrics for your organic and sponsored updates over time.
Updates	Engagement metrics for content posted on LinkedIn
Visitor demographics	Learn about the LinkedIn members who are showing an interest in your page. Data includes job function, location, seniority, and industry.
Visitor highlights	Total number of page views and unique visitors over time. Data is measured across desktop and mobile for logged in LinkedIn members.
Visitor metrics	Traffic metrics for unique visitors and page views over time. Mobile metrics include LinkedIn native apps and mobile web browsers.
Visitors	Data on people who visit your page



