

02 Report Index

What is awaiting you at the upcoming slides



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Overview

Acorn Hills

Aug 07 2025 - Sep 06 2025

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

Acorn Hills

Aug 07 2025 - Sep 06 2025

06 Engagement

How engaging was your content this period

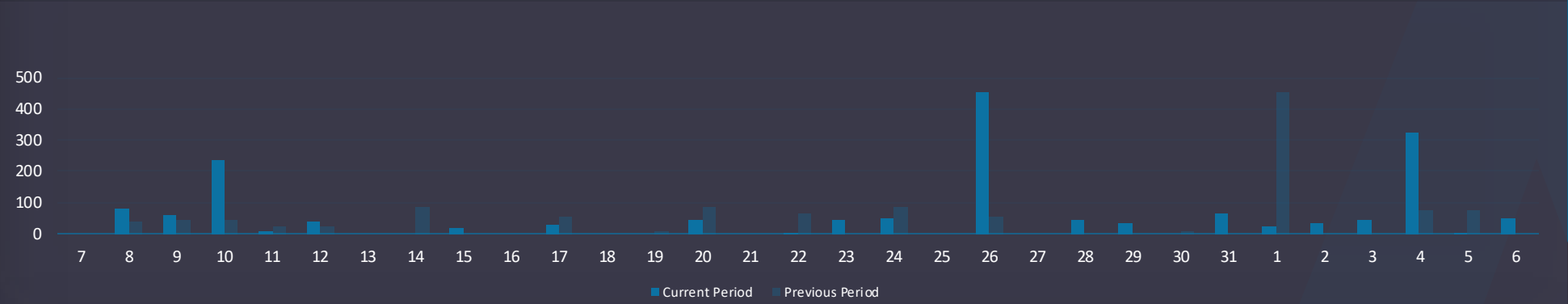


TOTAL ENGAGEMENTS

4K

+5%

DAILY TOTAL ENGAGEMENTS

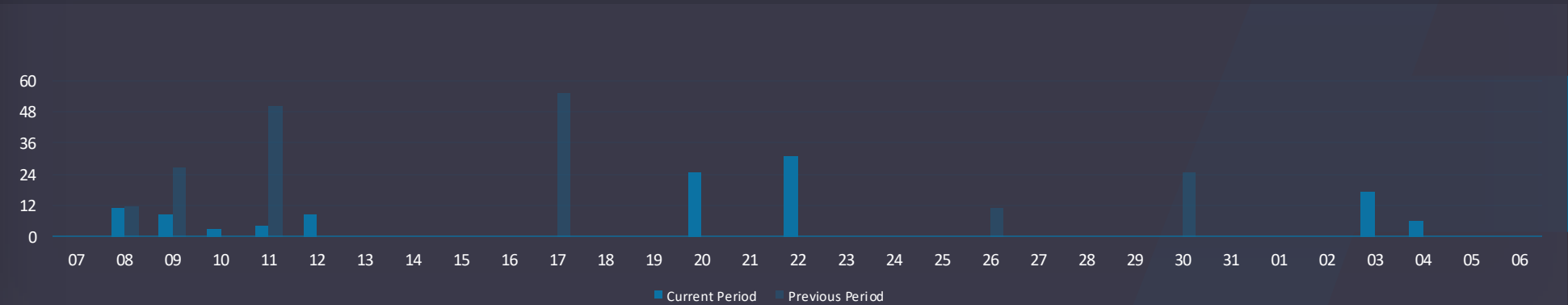


ENGAGEMENT RATE

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 2025 - Sep 06 2025 vs Jul 07 2025 - Aug 06 2025

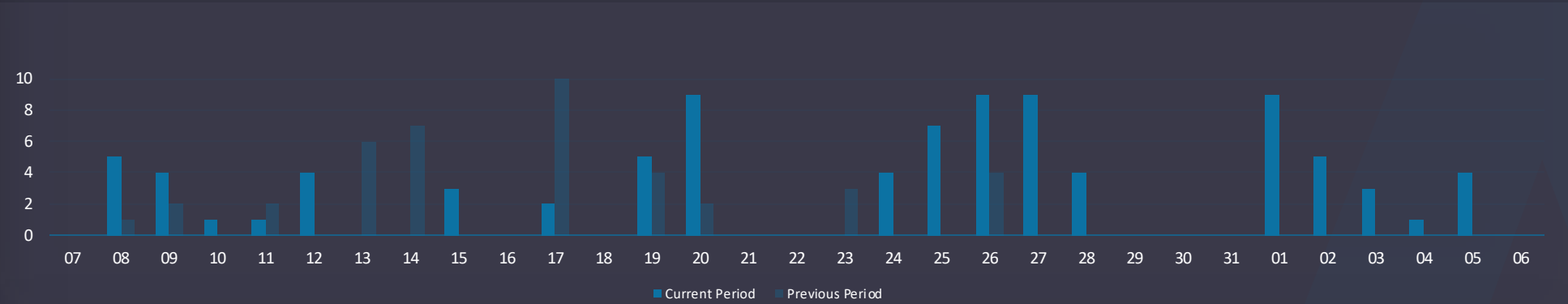


REACTIONS

145

+3%

DAILY REACTIONS

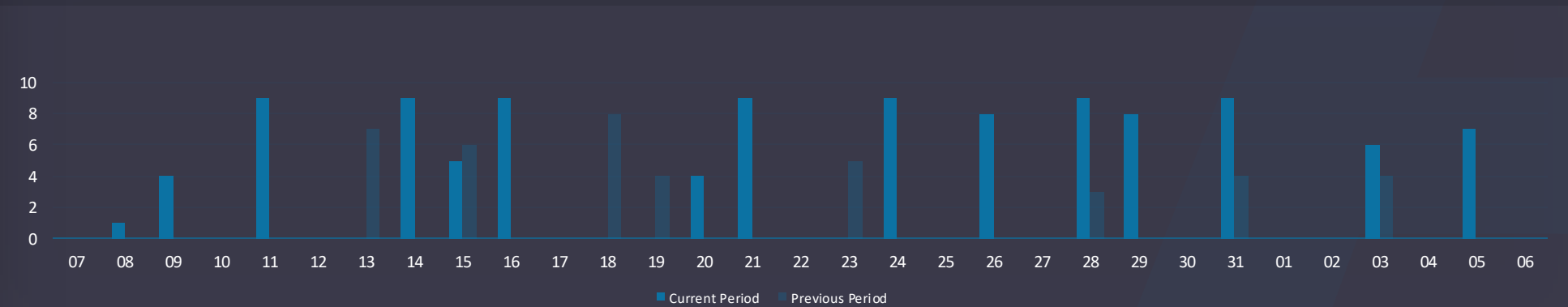


COMMENTS

205

+1%

DAILY COMMENTS



08

Reposts and Clicks

How many reposts and clicks you got during this period

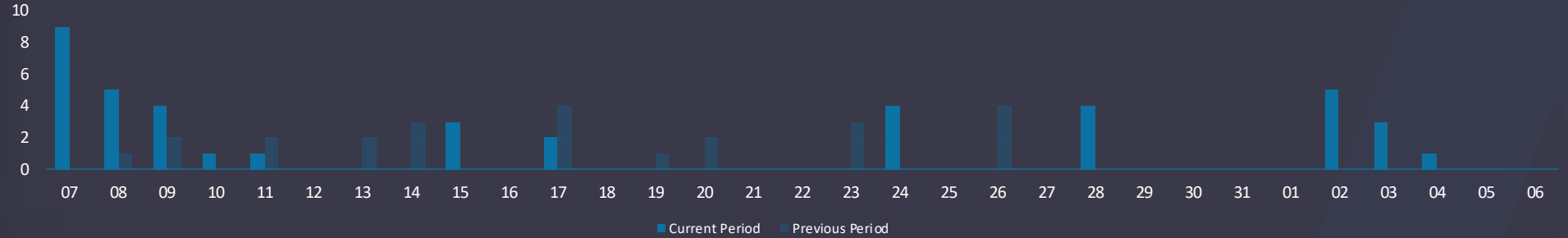


REPOSTS

52

+4%

DAILY SHARES

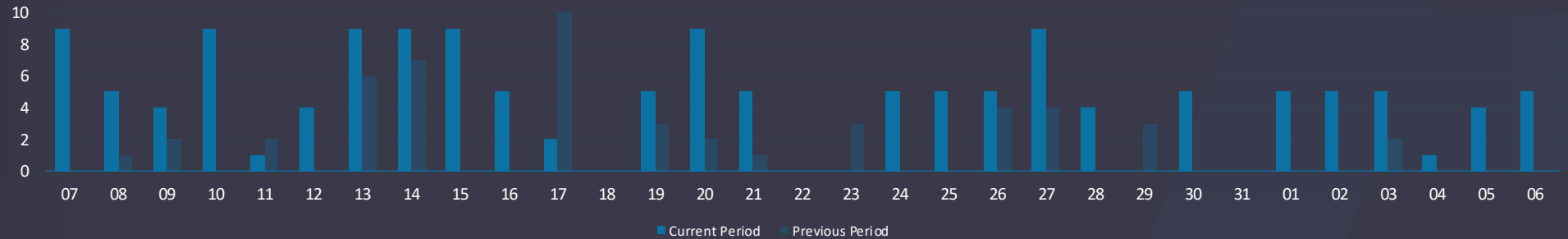


TOTAL CLICKS

156

+48%

DAILY TOTAL CLICKS



Insights

Acorn Hills

Aug 07 2025 - Sep 06 2025

10 Insights

Here are some insights that we have found and recommendations on how to solve them and grow your audience

Acom Hills | Insights
Aug 07 2025 - Sep 06 2025 vs Jul 07 2025 - Aug 06 2025



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	2025-09-06T10:55:19
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	2025-09-06T10:54:50
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	2025-09-06T10:55:54
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	2025-09-06T10:56:27



Glossary

Acorn Hills

Aug 07 2025 - Sep 06 2025

12 LinkedIn Glossary



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.



13 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



