

02 Report Index

What is awaiting you at the upcoming slides



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Overview

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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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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

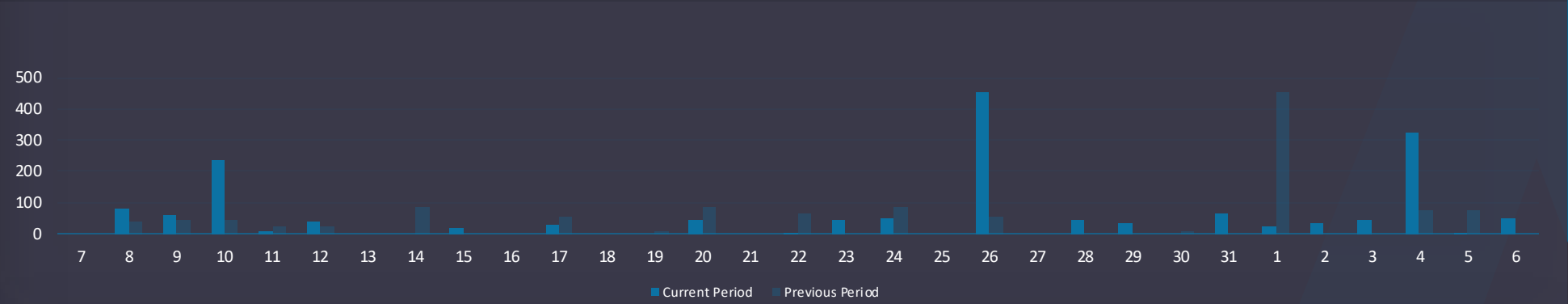


TOTAL ENGAGEMENTS

4K

+5%

DAILY TOTAL ENGAGEMENTS

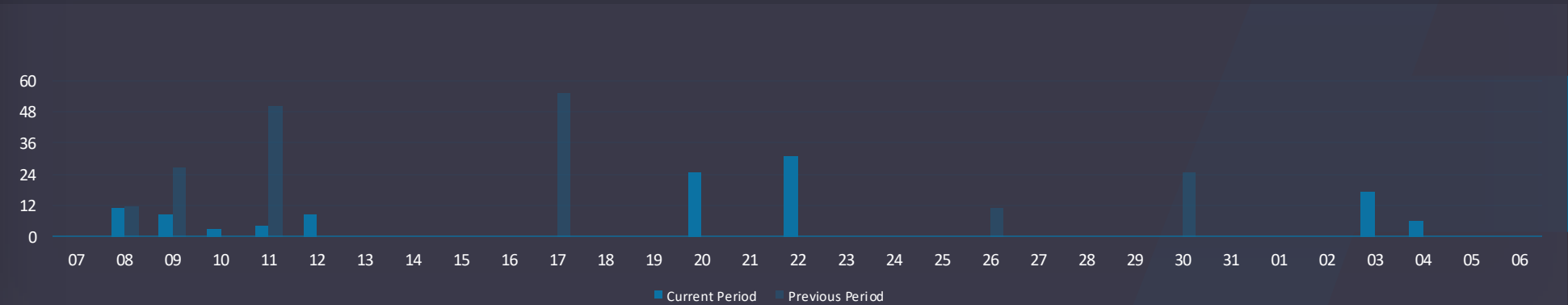


ENGAGEMENT RATE

9%

-46%

DAILY ENGAGEMENT RATE



Impressions

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Aug 07 2024 - Sep 06 2024

08 Impressions and Page Views

Take a look at your total impressions and page views.

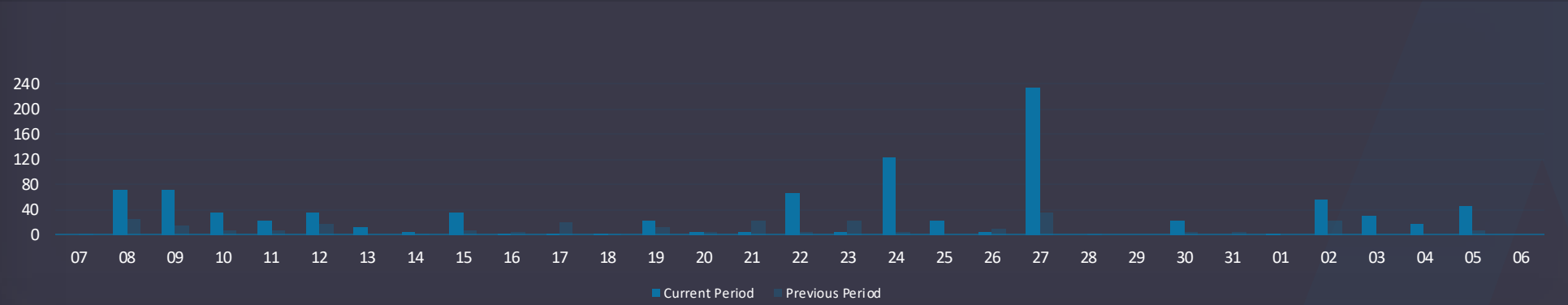
Acorn Hills | Impressions
Aug 07 2024 - Sep 06 2024 vs Jul 07 2024 - Aug 06 2024



TOTAL IMPRESSIONS

3K
+116%

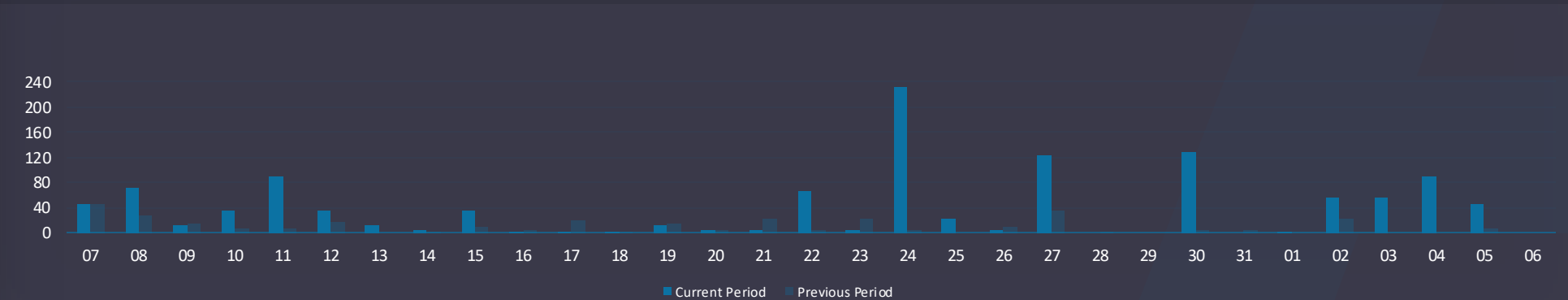
DAILY IMPRESSIONS



TOTAL PAGE VIEWS

2K
+1%

DAILY PAGE VIEWS



09

Page Tab Impressions

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

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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%

Visitor Metrics

Acorn Hills

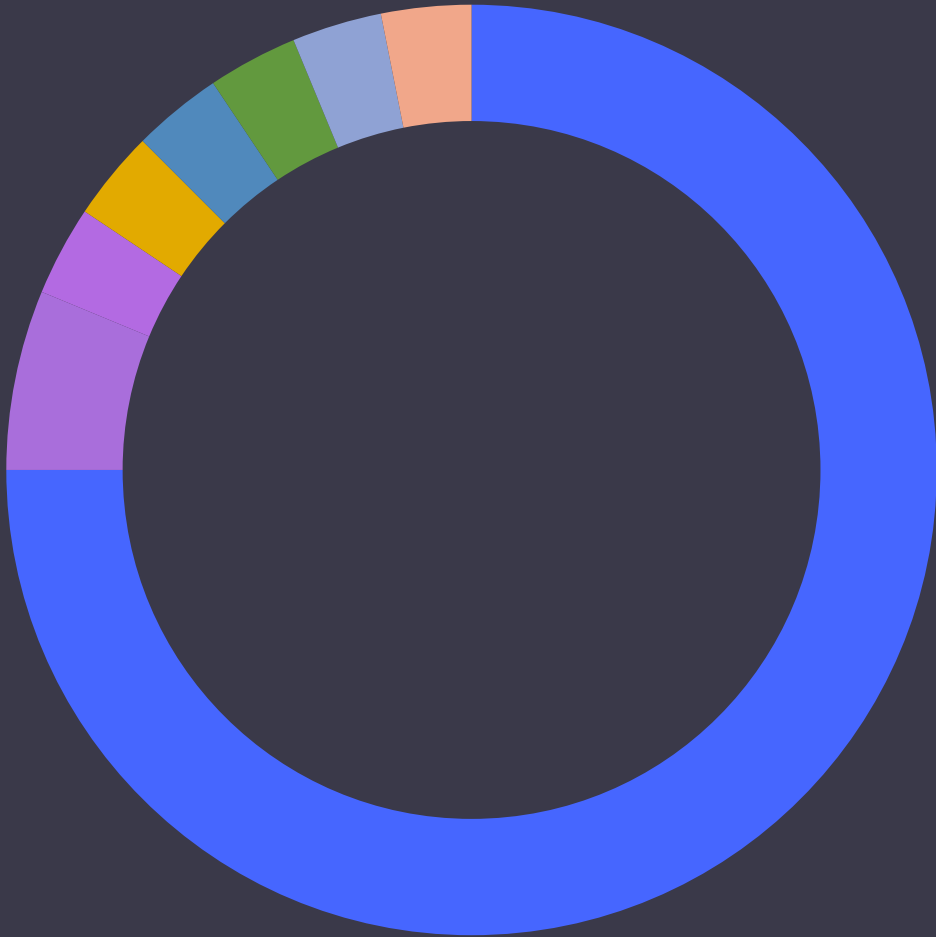
Aug 07 2024 - Sep 06 2024

11 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

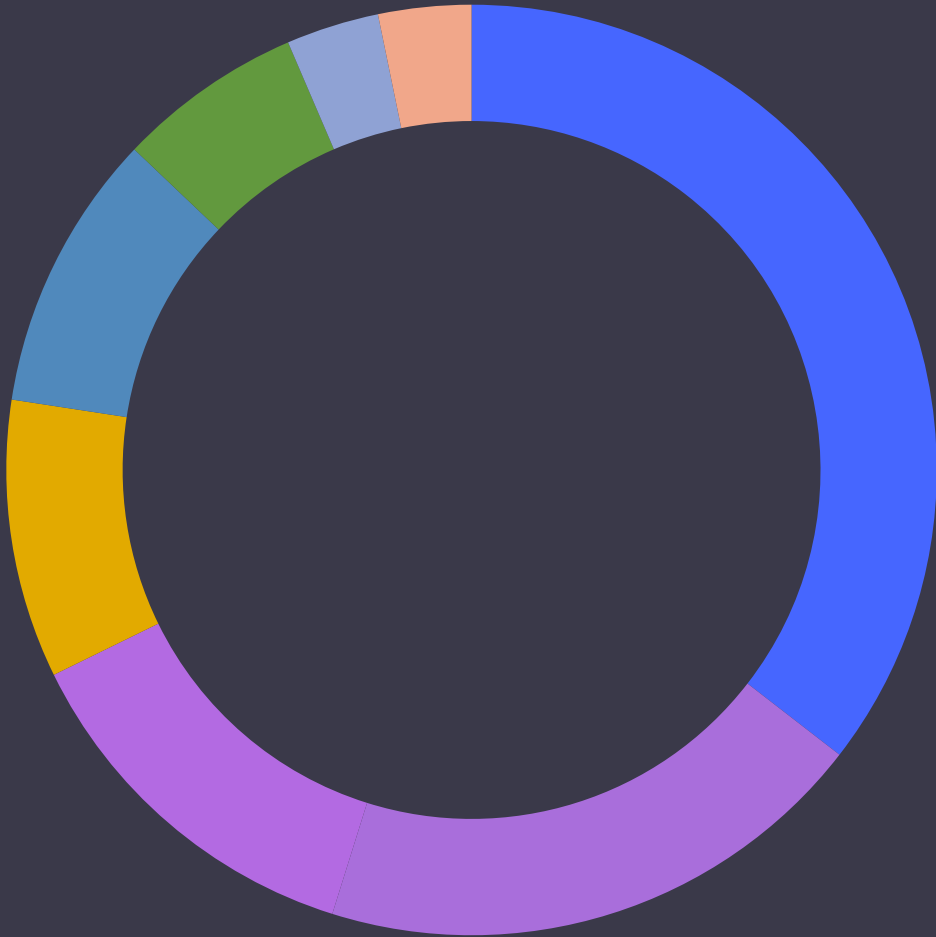
Location	Connections
Greater Chicago Area	2.908 +24%
Berlin Metropolitan Area	2.569 +2%
Makhado, Limpopo, South Africa	1.561 +1%
Greater Istanbul Area	1.247 +1%
Greater Madrid Metropolitan Area	1.199 +1%
Athens Metropolitan Area	1.083 +1%
Zürich Metropolitan Area	1.060 +1%
Greater Delhi Area	1.002 +1%

12 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%

Insights

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Aug 07 2024 - Sep 06 2024

14 Insights

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



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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Aug 07 2024 - Sep 06 2024

16 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.



17 LinkedIn Glossary

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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



