



# 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

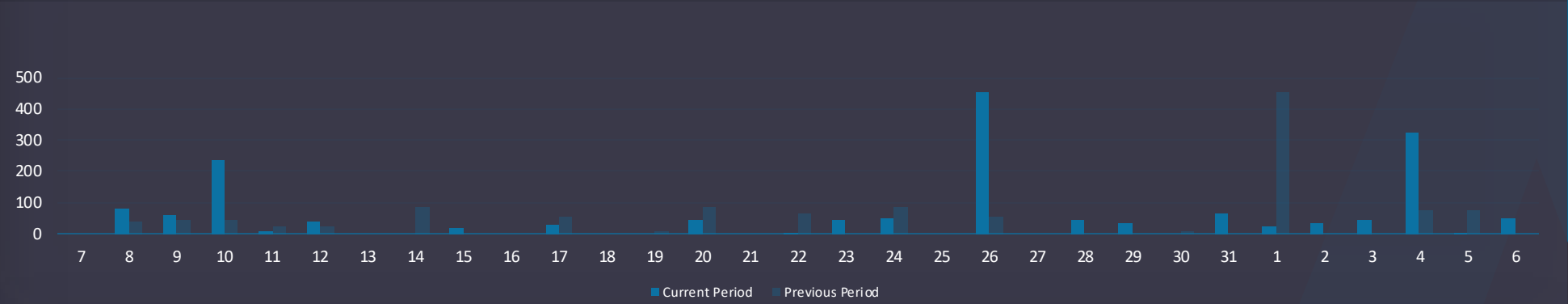


## TOTAL ENGAGEMENTS

4K

+5%

## DAILY TOTAL ENGAGEMENTS

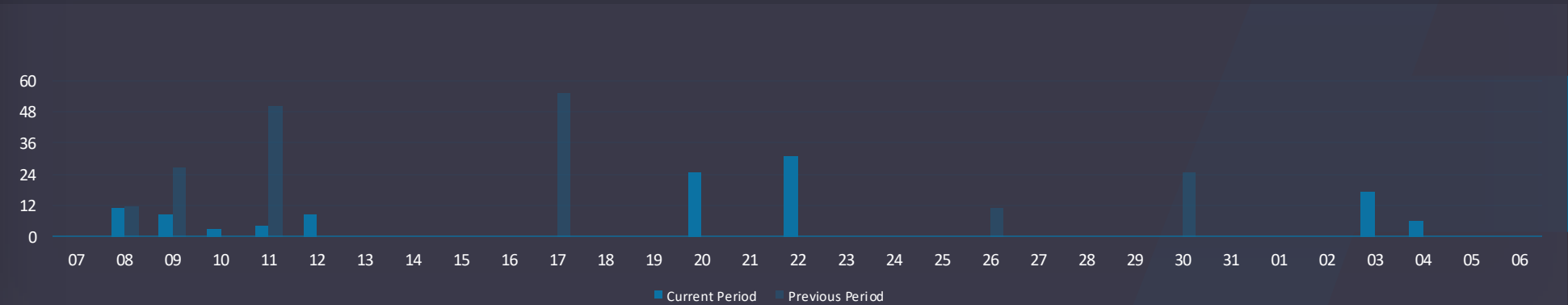


## ENGAGEMENT RATE

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

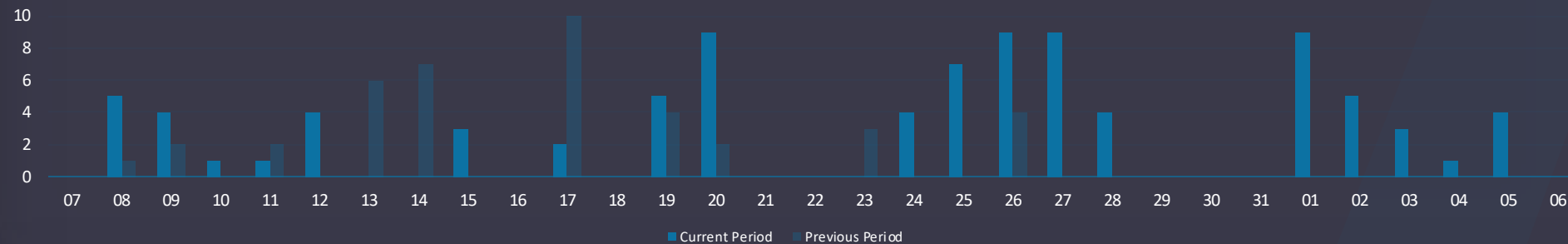


## REACTIONS

145

+3%

## DAILY REACTIONS

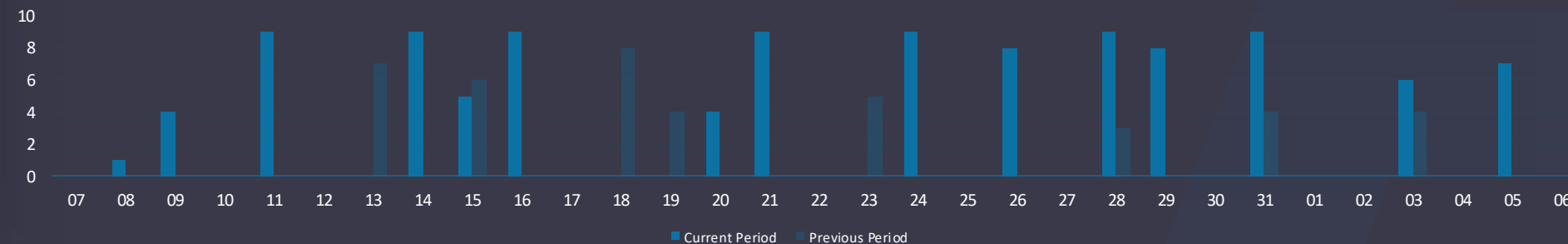


## COMMENTS

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

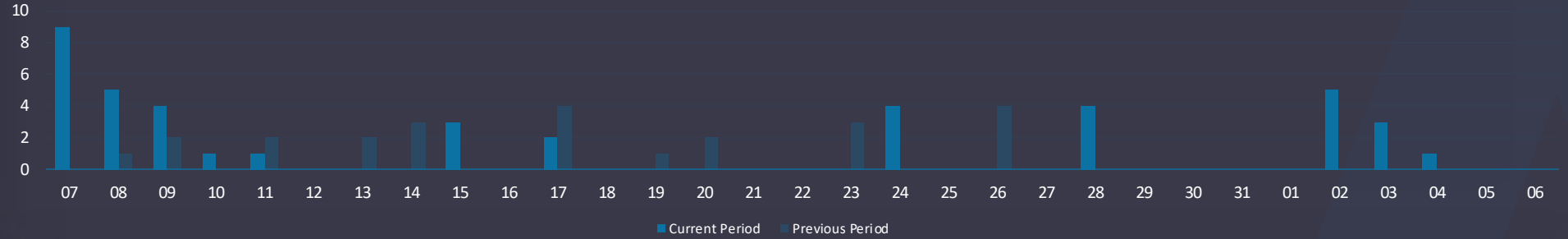


## REPOSTS

52

+4%

## DAILY SHARES

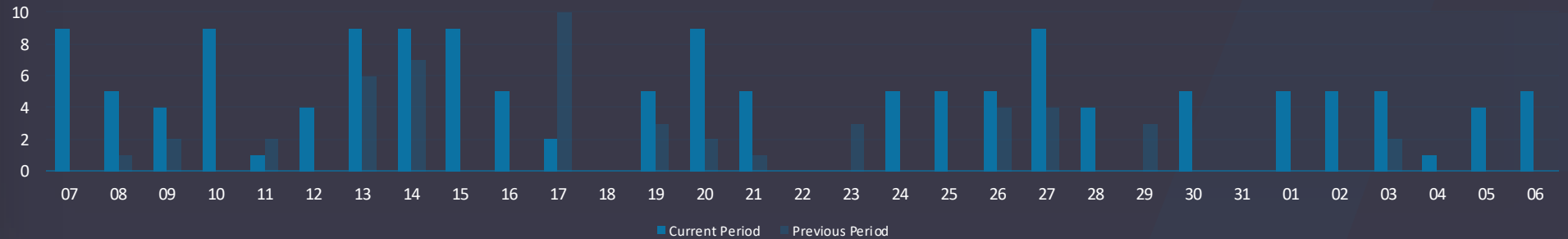


## TOTAL CLICKS

156

+48%

## DAILY TOTAL CLICKS





Insights

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# Acorn Hills

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Aug 07 2024 - Sep 06 2024

# 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 2024 - Sep 06 2024 vs Jul 07 2024 - Aug 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

# 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



