



# Profile Performance

December 9, 2023 - September 1, 2024

Understand growth and health of your social profiles



## Included in this Report

 @HouPublicWorks

 houpublicworks

 Houston Public Works

 Houston Public Works

 Houston Public Works

## Performance Summary

View your key profile performance metrics from the reporting period.

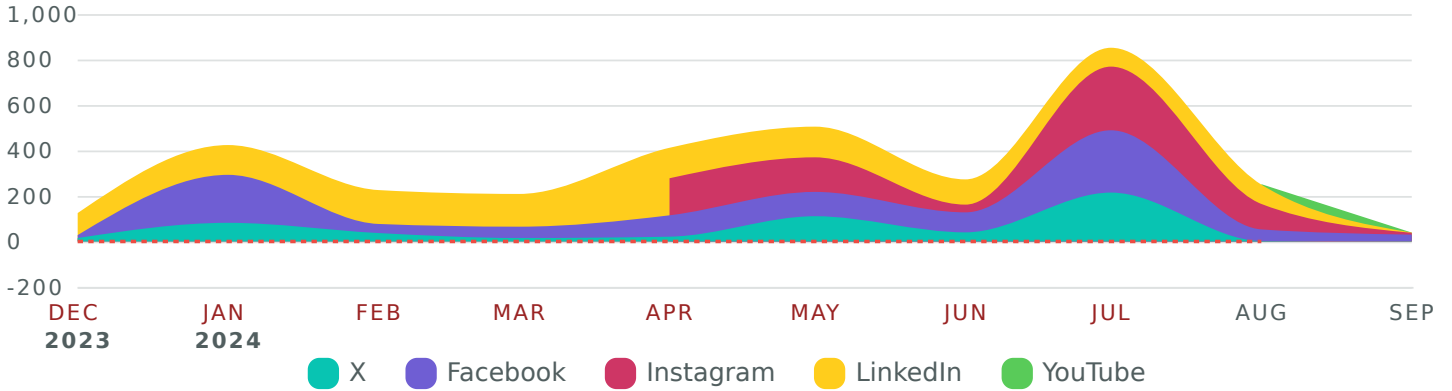
Impressions <b>1,544,881</b> ↗ 108.6%	Engagements <b>53,973</b> ↗ 97.2%	Post Link Clicks <b>8,993</b> ↗ 233%
Engagement Rate (per Impression) <b>3.5%</b> ↘ 5.1%		

## Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month

*i* We are unable to display data for some of this date range. .

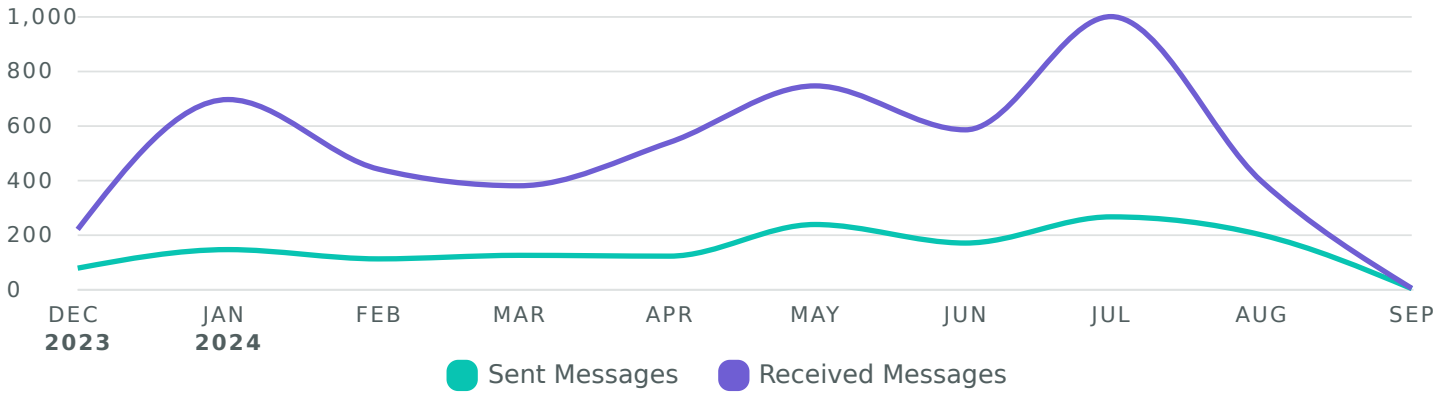


Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>31,689</b>	<b>↗ 32.5%</b>
<b>Total Net Audience Growth</b>	<b>3,316</b>	<b>↗ 218.2%</b>
X Net Follower Growth	537	↗ 563%
Facebook Net Follower Growth	958	↗ 203.2%
Instagram Net Follower Growth	749	—
LinkedIn Net Follower Growth	1,070	↗ 65.9%
YouTube Net Subscriber Growth	2	—

## Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Month



Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages</b>	<b>1,440</b>	<b>↗ 65.1%</b>
X Sent Messages	469	↗ 55.8%
Facebook Sent Messages	429	↗ 24%
Instagram Sent Messages	449	↗ 230.1%
LinkedIn Sent Messages	70	↗ 34.6%
YouTube Sent Messages	23	↘ 37.8%

## Message Volume

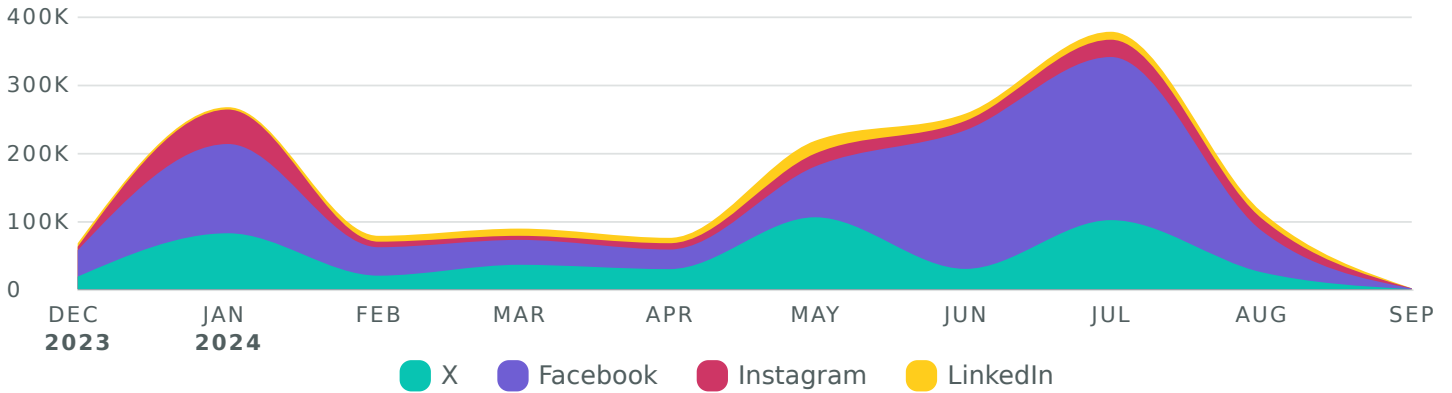
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b>	<b>4,988</b>	<b>↗ 69.2%</b>
X Received Messages	3,633	↗ 67.6%
Facebook Received Messages	781	↗ 74.7%
Instagram Received Messages	355	↗ 49.2%
LinkedIn Received Comments	219	↗ 130.5%

## Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Month

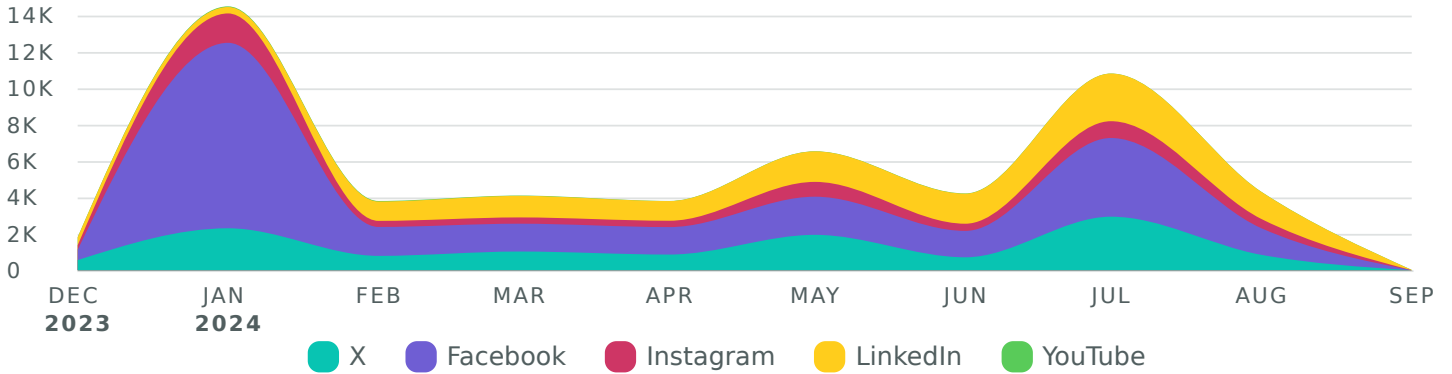


Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>1,544,881</b>	<b>↗ 108.6%</b>
X Impressions	447,608	↗ 79.7%
Facebook Impressions	855,776	↗ 162.3%
Instagram Impressions	155,165	↗ 5.6%
LinkedIn Impressions	86,332	↗ 371.9%

## Engagement

See how people are engaging with your posts during the reporting period.

### Engagements, by Month

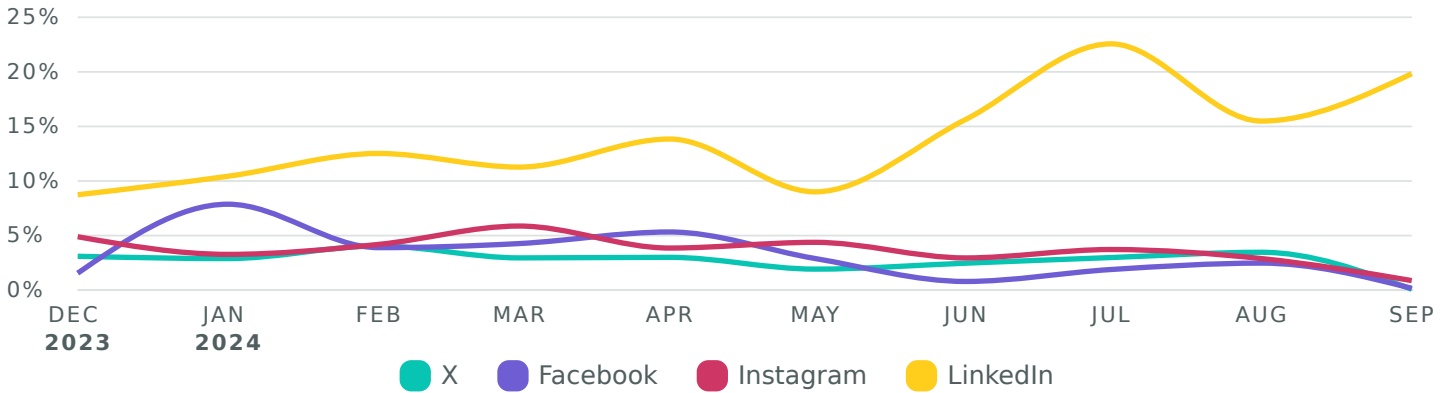


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>53,973</b>	<b>↗ 97.2%</b>
X Engagements	12,000	↗ 117.3%
Facebook Engagements	24,738	↗ 50.1%
Instagram Engagements	5,529	↗ 102.4%
LinkedIn Engagements	11,584	↗ 366.9%
YouTube Engagements	122	↘ 17%

## Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression), by Month

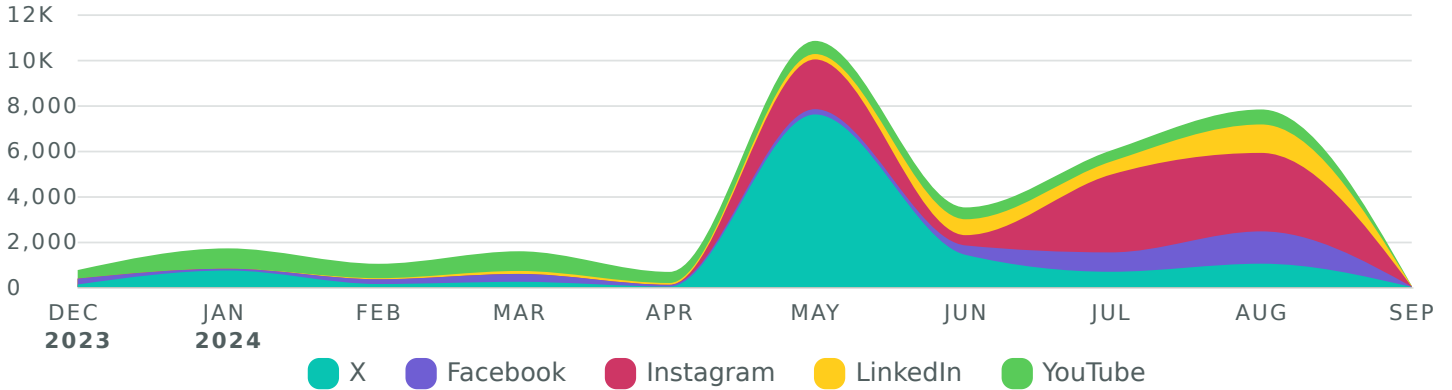


Engagement Rate Metrics	Rate	% Change
<b>Engagement Rate (per Impression)</b>	<b>3.5%</b>	<b>↘ 5.1%</b>
X Engagement Rate	2.7%	↗ 20.9%
Facebook Engagement Rate	2.9%	↘ 42.8%
Instagram Engagement Rate	3.6%	↗ 91.7%
LinkedIn Engagement Rate	13.4%	↘ 1%

## Video Views

Review how your videos were viewed across networks during the reporting period.




Video Views, by Month



Video Views Metrics	Totals	% Change
<b>Video Views</b>	<b>33,923</b>	<b>↗ 60.8%</b>
X Video Views	11,946	↗ 84.3%
Facebook Video Views	3,895	↘ 24%
Instagram Post Video Views	9,517	↗ —
LinkedIn Video Views	3,044	↗ 668.7%
YouTube Video Views	5,521	↘ 39.2%

## Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile	Audience <sup>▲</sup>	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b> Dec 9, 2023 - Sep 1, 2024	<b>31,689</b> ↗ 32.5%	<b>3,316</b> ↗ 218.2%	<b>1,214</b> ↗ 65.6%	<b>1,544,881</b> ↗ 108.6%	<b>53,973</b> ↗ 97.2%	<b>3.5%</b> ↘ 5.1%	<b>33,923</b> ↗ 60.8%
<b>Compare to</b> Mar 16, 2023 - Dec 8, 2023	<b>23,916</b>	<b>1,042</b>	<b>733</b>	<b>740,743</b>	<b>27,367</b>	<b>3.7%</b>	<b>21,090</b>
 <b>Houston Public Works</b>	1,672	1,070	69	86,332	11,584	13.4%	3,044
 <b>houpublicworks</b>	4,935	749	395	155,165	5,529	3.6%	9,517
 <b>Houston Public Works</b>	12,121	958	290	855,776	24,738	2.9%	3,895
 <b>@HouPublicWorks</b>	12,961	537	437	447,608	12,000	2.7%	11,946
 <b>Houston Public Works</b>	—	2	23	N/A	122	N/A	5,521