



Social Media August 2023 Insights

@HBDowntownUSA

21,451
Accounts reached

0% from ads

See how people have viewed your content over the last month compared to the previous cycle.

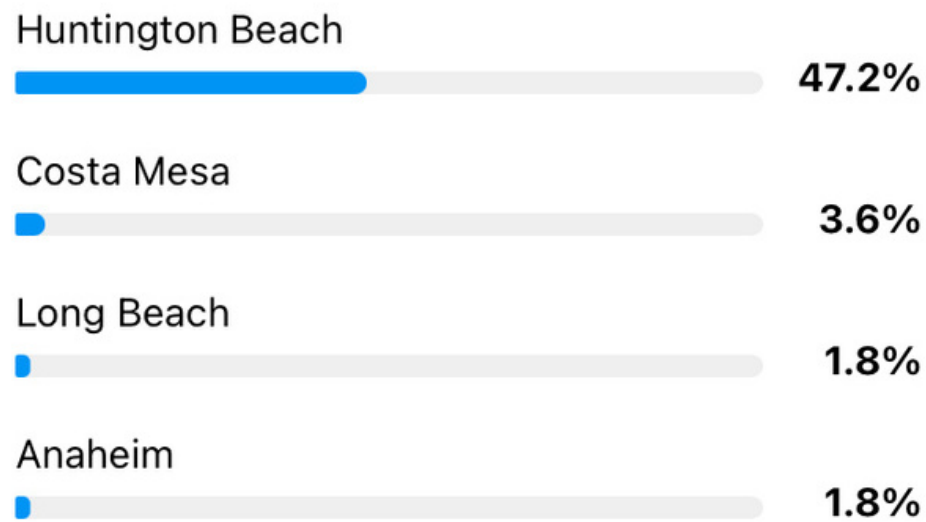


Impressions **194,142**
-37.8%

9,145
Followers

Reached audience ⓘ

Top cities



Growth

Overall	242
Follows	347
Unfollows	105

Profile Activity ⓘ

vs Jul 1 - Jul 31	2,169 -44%
Profile Visits	2,118 -43.6%
External link taps	49 -57.4%
Email Button Taps	2 +100%



Social Media August 2023 Insights

@HBDowntownEvents

15,205
Accounts reached

39.7% from ads

See how people have viewed your content over the last month compared to the previous cycle.

+15.1%
1,369
Followers



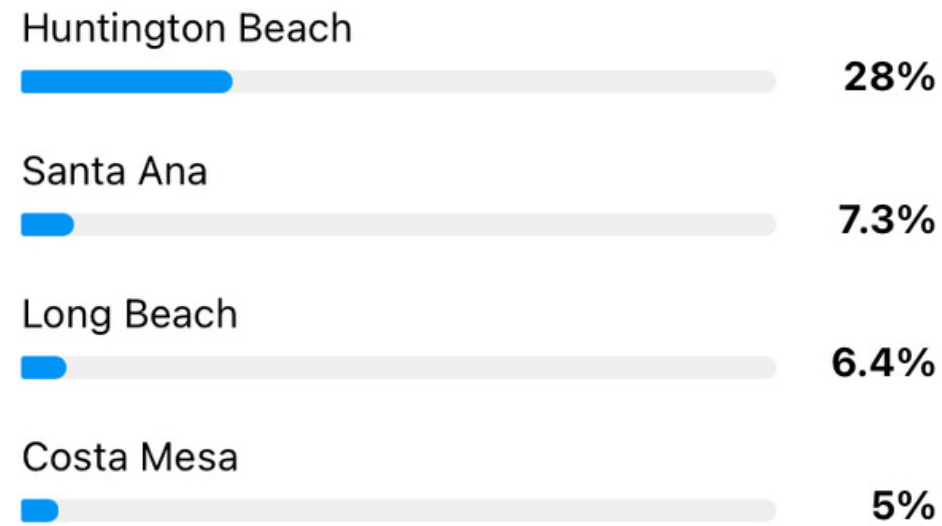
+91.4%
13.8K
Non-followers

Impressions

58,954
+80.5%

Reached audience ⓘ

Top cities



2,593
Followers

Growth

Overall	363
Follows	400
Unfollows	37

Profile Activity ⓘ

vs Jul 1 - Jul 31	2,072 +34.9%
Profile Visits	1,597 +15.6%
External link taps	475 +208%