

Platform	Engagement Targets	2022 Metric	Current Data Point	Reach Past 28 Days total/organic
Facebook	10% increase	951/3 month curve	935 engagements	9528 / 9103
Instagram	10% increase	567/3 month curve	170 engagements	1076 / 1076
LinkedIn	10% increase		711 / 241 impressions	
YouTube	10% increase		14717 non-ad video views	
TikTok	-	107	113	

Platform	Follower Targets	Followers Dec 2022	Current Followers	Follower Increase	
Facebook	3% increase	5083	5528	445	8.75%
Instagram	5% increase	1426	1704	278	19.50%
Twitter	5% increase	951	980	29	3.05%
LinkedIn Corporate	15% increase	689	798	109	15.82%
YouTube	8% increase	4254	4944	690	16.22%
TikTok	-	107	113	6	5.61%

Top Content (Description of each post and Engagement)

Facebook	Texas Open House - 6616 reach, 88 likes/reactions, 1281 engagements
Instagram	SCWA Post - 276 reach, 27 likes/reactions
Twitter	Mini Tunnel article - 46 impressions, 15 engagements
LinkedIn	Open House - 269 impressions, 10 reactions
YouTube	X-Jet and Car Wash Zen - 1323 / 4032
TikTok	0 2 new followers