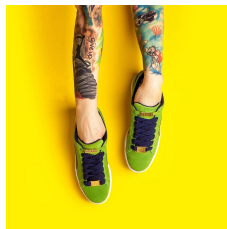


# May Monthly Report

May 1, 2020 to May 31, 2020

In May, while we didn't see a huge growth in following, reach and engagement have increased considerably. The numbers are still low overall because our Instagram account and Facebook Page have only been around for two months. If we keep up with the quality and quantity of content in June, we should see more growth in brand awareness. We also have a few campaigns planned for the next few weeks.



## Performance

lunasneakers

We posted more and saw higher engagement but lower follower growth. I plan to research more into the hashtags to use to reach our target audience. I'm also planning a few Instagram collaborations with other brands, which should help raise the awareness of our brand.

Posts

**8** ▲167%

Impressions

**325** ▲78%

Reach

**191** ▲64%

Likes

**52** ▲189%

Comments

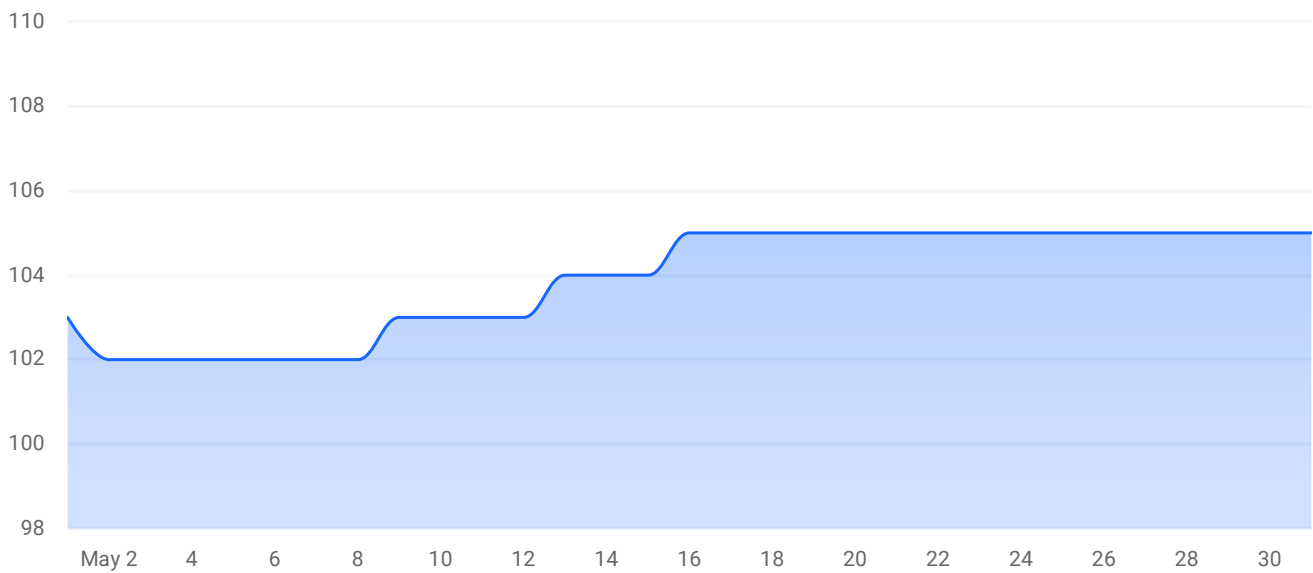
**13** ▲550%

New Followers

**2** ▼300%

## Total Followers

lunasneakers



Total Followers

**105** ▲2%

Previous Period

**103**

Showing 5 posts in total

Sorted by Likes



**May 14, 2020 11:34pm**

Did you know our Luna X sneakers are washable 🧺

Likes	Comments	Impressions	Reach	Eng. Rate
10	3	39	33	33.33%



**May 19, 2020 11:00pm**

Luna X - now in pink! 🧡 #sneakers #shoes #running

Likes	Comments	Impressions	Reach	Eng. Rate
10	2	47	44	25.53%



**May 2, 2020 02:00am**

Luna X is coming! 📣

Likes	Comments	Impressions	Reach	Eng. Rate
8	2	38	34	26.32%



**May 15, 2020 12:00am**

We now sell colored laces! Check out these baby blues. 📺

Likes	Comments	Impressions	Reach	Eng. Rate
7	2	33	33	27.27%



**May 29, 2020 12:00am**

Where will your shoes take you 🌍

Likes	Comments	Impressions	Reach	Eng. Rate
6	1	30	29	23.33%

## Performance

I was expecting our Instagram account to be doing better than our Facebook Page but it seems like our audience does like to engage with our content on Facebook. I think it's worth continuing to post on Facebook and compare the results each month.

Engaged Users

**12** ▲ 200%

Post Impressions

**71** ▲ 92%

Reactions

**24** ▲ 2,300%

Post Reach

**32** ▲ 300%

Page & Post Engagements

**42** ▲ 950%

Link Clicks

**0**

New Fans

**1**

Posts

**5** ▲ 67%

Showing 5 posts in total

Sorted by Post Impressions



**May 15, 2020 12:27am**

We now sell colored laces! Check out these baby blues. 🌈

Post Clicks	Reactions	Impressions	Reach	Eng. Rate
1	2	13	12	38.46%



**May 15, 2020 07:21pm**

Luna X - now in pink! 🌸

Post Clicks	Reactions	Impressions	Reach	Eng. Rate
0	2	11	11	36.36%



**May 14, 2020 11:34pm**

Did you know our Luna X sneakers are washable 🧺

Post Clicks	Reactions	Impressions	Reach	Eng. Rate
0	2	9	7	44.44%



**May 21, 2020 11:00pm**

Where will your new sneakers take you 🚗

Post Clicks	Reactions	Impressions	Reach	Eng. Rate
1	1	3	2	66.67%



**May 28, 2020 11:00pm**

Absolutely glamorous!

Post Clicks	Reactions	Impressions	Reach	Eng. Rate
1	0	3	3	33.33%