

# SOCIAL MEDIA GROWTH REPORT (ORGANIC STRATEGY) 2022-2024

## Performance

Meta Reach in 2022

6.4k

+ 100% reach increase

Meta Reach in 2023

156.8k

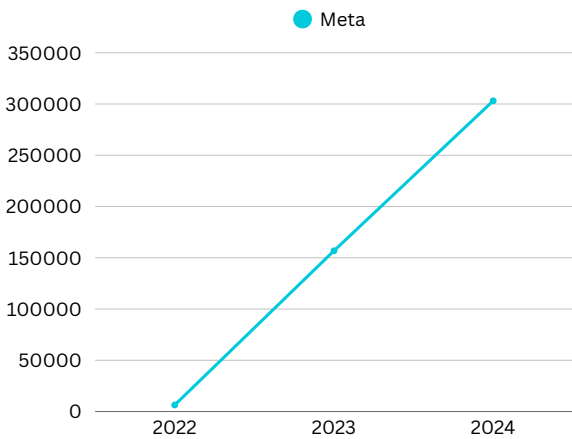
+ 2,300K % reach increase

Meta Reach in 2024

303.1k

+ 94% reach increase

## Growth Chart



## Top Cities



## Client v. Top Competitor Engagement Rate

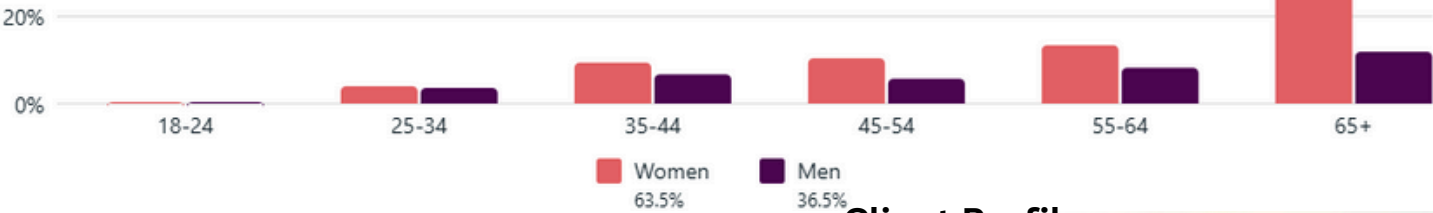
3.59%

Client

2.71%

Top Competitor

## Age & Gender



## Client Profile

CA Based Nonprofit (501c3)

## Unique Client Aspects

This long standing client receives full-service social media, public relations, and advocacy management. They regularly provide original, unedited photo content 2-4 times per month.

Presented by

Unita Solutions LLC

