YA

Your Agency

DIGITAL MARKETING PARTNER

SOCIAL MEDIA REPORT

Social Media Performance Report

Audience growth, reach and engagement across Facebook, Instagram, LinkedIn and TikTok, your best posts, the content calendar delivered and community care.

PREPARED FOR	WEBSITE	REPORT PERIOD
Marigold & Pine Boutique	marigoldandpine.com	September 2026

SEPTEMBER AT A GLANCE

Total followers

53,000 ▲ +5.4%

2,732 new followers this month

Reach

402K ▲ +17.9%

unique accounts reached, all platforms

Engagement rate

5.5% ▲ +0.2 pts

21,923 likes, comments, shares and saves

Sample excerpt only. Full monthly reports include many more data points. Client, website and figures are fictional.

02 · AUDIENCE & REACH

TikTok and Instagram drove growth

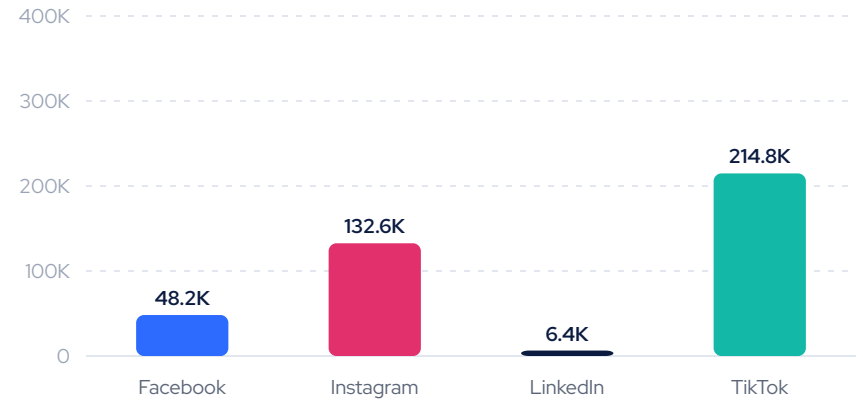
Sep 1 – Sep 30, 2026 · compared with August 2026

TOTAL FOLLOWERS	REACH	ENGAGEMENTS	ENGAGEMENT RATE
53,000	402K	21.9K	5.5%
▲ +5.4% +2,732 net new	▲ +17.9% Aug 341K	▲ +22.4% Aug 17.9K	▲ +0.2 pts engagements ÷ reach

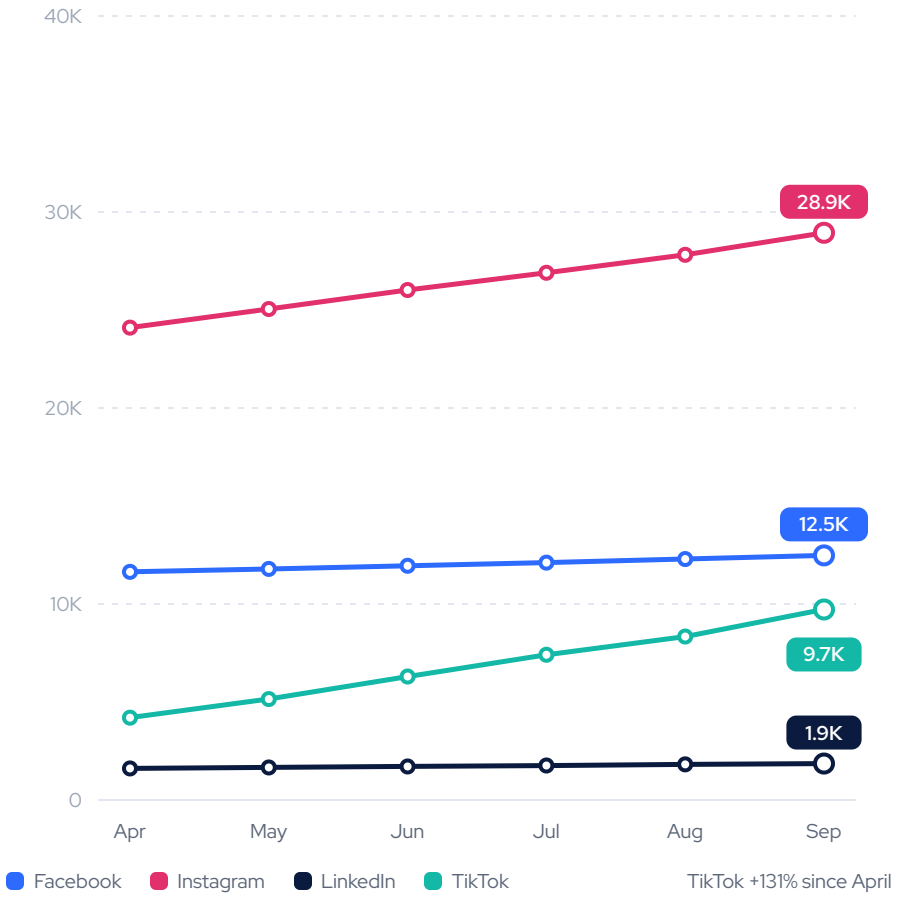
Performance by platform

PLATFORM	FOLLOWERS	NET NEW	REACH	ENG. RATE
Facebook	12,480	+186	48,200	2.1%
Instagram	28,940	+1,124	132,600	4.6%
LinkedIn	1,860	+42	6,400	3.2%
TikTok	9,720	+1,380	214,800	6.8%
Total	**53,000**	**+2,732**	**402,000**	**5.5%**

Reach by platform · September



Followers · last 6 months



03 · CONTENT

Top posts and the calendar we delivered

Sep 1 – Sep 30, 2026 · compared with August 2026

Top posts this month

Ranked by engagement rate



TikTok

Fall try-on haul: 5 looks under $80

58,400 reach 5,920 eng. 10.1% ER



Instagram

Reel: styling one cardigan three ways

21,300 reach 1,790 eng. 8.4% ER



Instagram

Carousel: new arrivals, the Harvest edit

14,800 reach 1,050 eng. 7.1% ER



Facebook

Weekend sale: 20% off knitwear

9,600 reach 410 eng. 4.3% ER

Posting calendar · September

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Instagram 16 Facebook 12 TikTok 12 LinkedIn 8

48 of 48 posts delivered

04 · COMMUNITY & NEXT MONTH

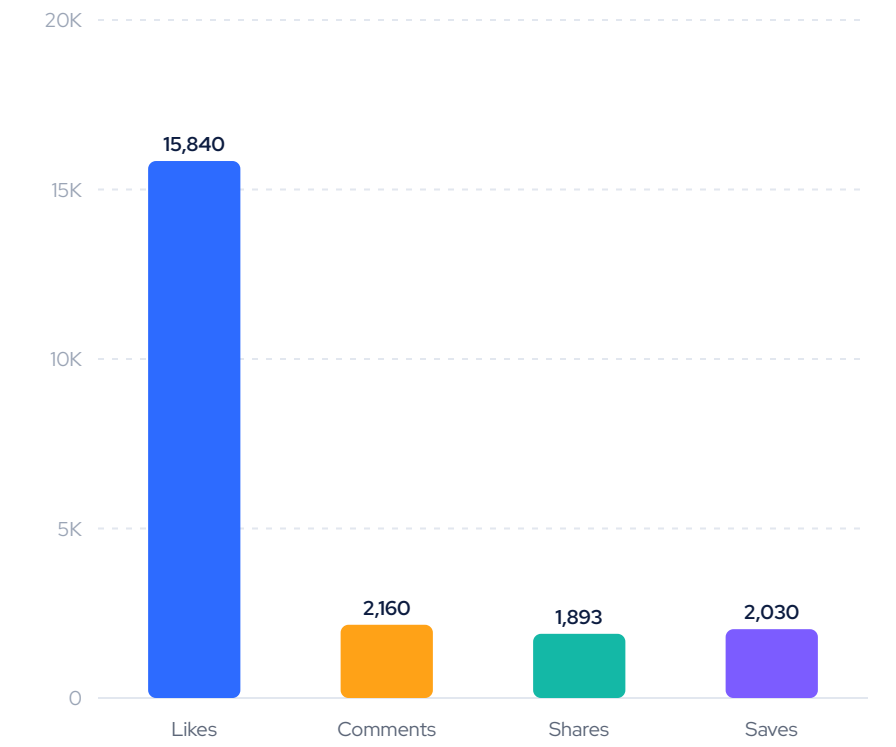
Community care and October themes

Sep 1 – Sep 30, 2026 · compared with August 2026

COMMENTS REPLIED	DMS ANSWERED	AVG. RESPONSE TIME	REVIEWS ANSWERED
612	284	1h 52m	18
98% of comments	37 routed to sales	▾ −48 min Aug 2h 40m	Google + Facebook

Engagement breakdown

21,923 engagements



Comment sentiment



Positive 82% · Neutral 15% · Negative 3%

October content themes

1. **Fall layering edit**
   Weekly try-on Reels and TikToks built around three key knit pieces.
2. **Behind the seams**
   Meet the buyers, packing orders and new-arrival unboxing stories.
3. **Customer styling stories**
   Repost tagged looks with permission; aim for 8 user-generated posts.
4. **Holiday gift guide preview**
   Teaser carousel and email-list sign-up push in the last week.
5. **Pop-up market recap**
   Short video series from the in-store weekend market on Oct 18–19.

TARGETS FOR NEXT MONTH

56K	450K	5.8%
followers	reach	engagement rate