

Benchmarking

Facebook

Business comparison

Businesses to watch

Compare your performance against businesses in the Local Events category

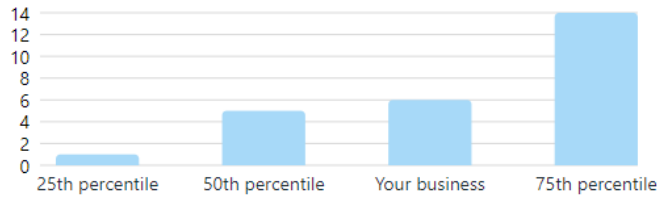
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

6

Similar to others

How often your business published versus others in this category



Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Nice work! Stay on track by creating a new post or scheduling in advance.

Create post

Facebook Page followers ⓘ

11.2K

Higher than others

Typically: 1.3K

New Facebook Page followers ⓘ

27

Similar to others

Typically: 11

Content interactions ⓘ

173

Similar to others

Typically: 93

Benchmarking

Instagram

Business comparison

Businesses to watch

Compare your performance against businesses in the Local Events category

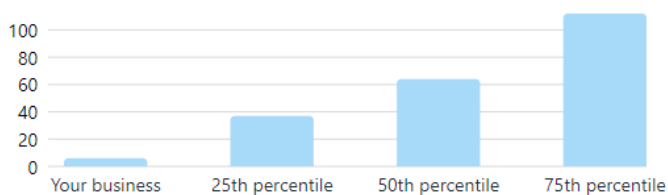
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

6

Lower than others

How often your business published versus others in this category



Over the last 28 days, you typically published fewer posts and stories compared to other businesses in this category. Consider posting regularly and more often.

Create post

Instagram followers ⓘ

5K

Higher than others

Typically: 2.2K

New Instagram followers ⓘ

184

Higher than others

Typically: 60

Content interactions ⓘ

1.1K

Similar to others

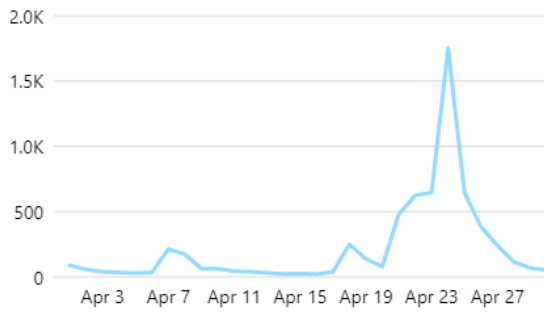
Typically: 716

Reach

Export

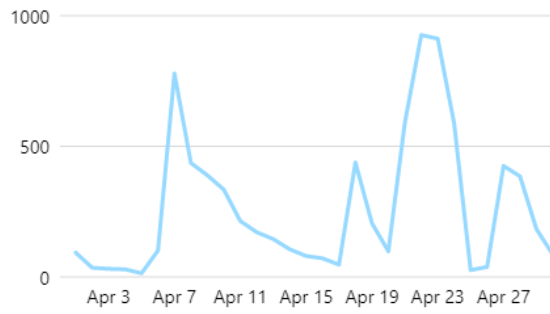
Facebook Page reach ⓘ

5,258 ↓ 94.8%



Instagram reach ⓘ

5,871 ↓ 33.8%

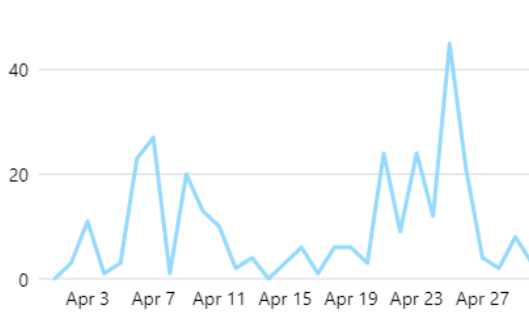


Page and profile visits

Export

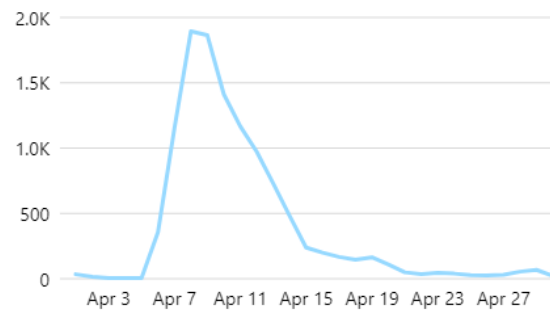
Facebook Page visits ⓘ

295 ↓ 76.1%



Instagram profile visits ⓘ

11,513 ↑ 2.1K%

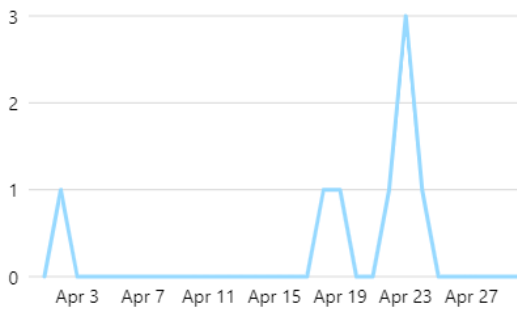


New likes and follows

Export

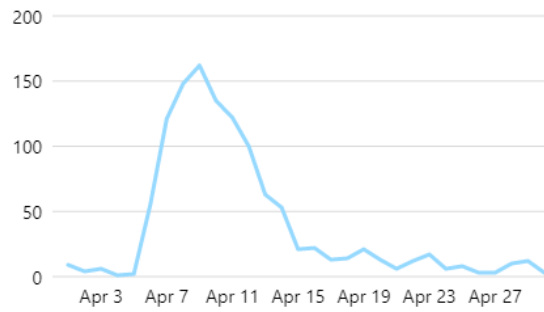
Facebook Page new likes ⓘ

8 ↓ 81%



New Instagram followers ⓘ

1,165 ↑ 756.6%



Ad trends

Export

Paid reach ⓘ

0 ↓ 100%

Paid impressions ⓘ

0 ↓ 100%



Data unavailable

This data is currently unavailable.

Audience

Export

Current audience

Potential audience

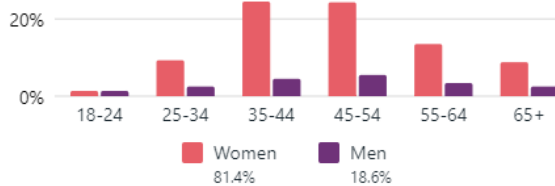
Facebook Page followers ⓘ

11,214

Instagram followers ⓘ

4,957

Age & gender ⓘ



Age & gender ⓘ

