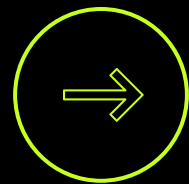


SOCIAL MEDIA *Performance* REPORT



OCTOBER 2025

By Cate Calvert

Overview

This report is an overview of analytics and social media performance across three different Instagram accounts.

This analysis highlights reports of each profile's followings, accounts reached, interactions, and views over the past 90 days.

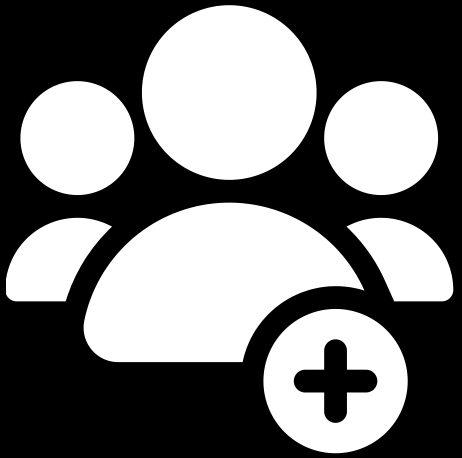
01 Overview

02 Account no. 1: Recess

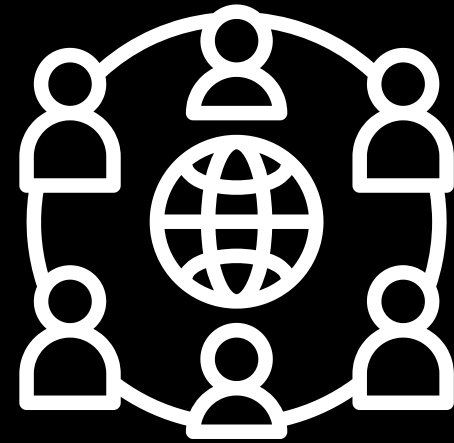
03 Account no. 2: Clydes & Costellos

04 Account no. 3: The Warehouse

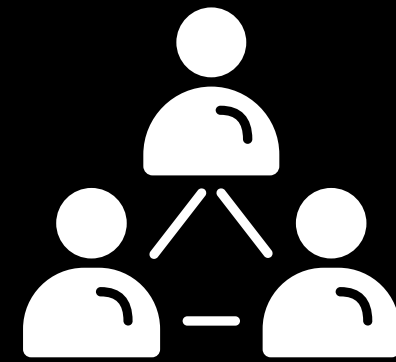
ACCOUNT: @clubrecess



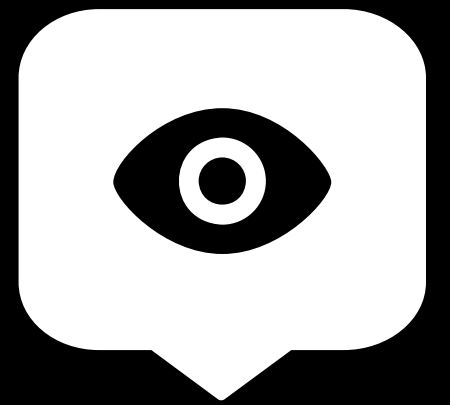
7.5 %
increase in
followers
(+7,157)



32.7%
increase in
accounts
reached



70,654
interactions

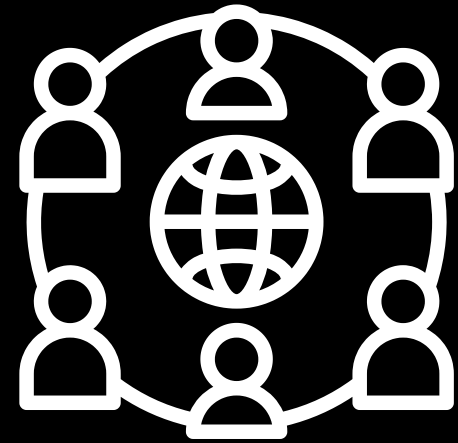


10,231, 912
views (71.8%
followers;
28.2% non
followers)

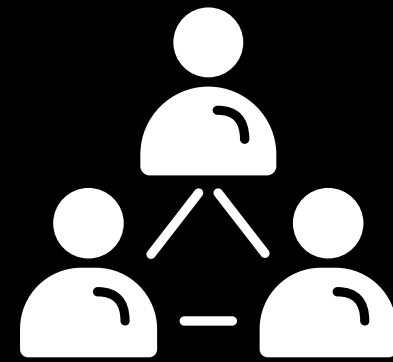
ACCOUNT: @clydesandcostellos



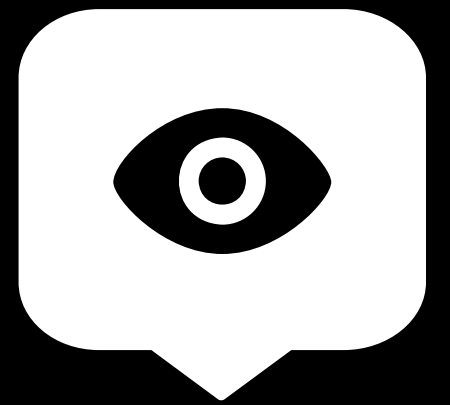
13.1 %
increase in
followers
(+5,865)



32.3%
increase in
accounts
reached



68,704
interactions

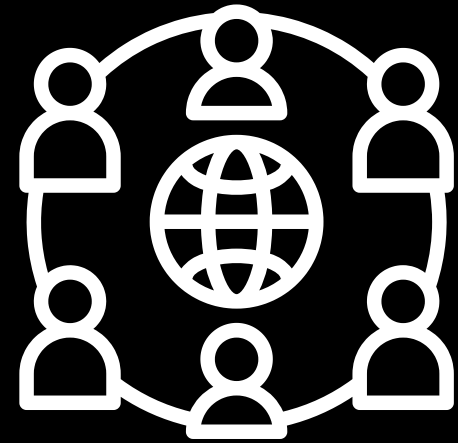


8,407,051
views
(75.8%
followers;
24.2% non
followers)

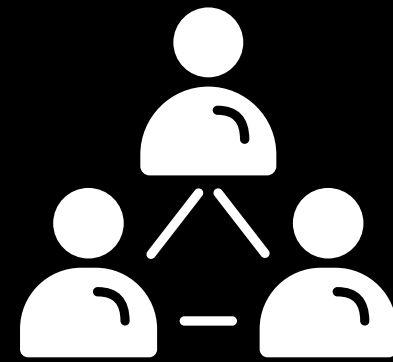
ACCOUNT: @thewarehouseoncollege



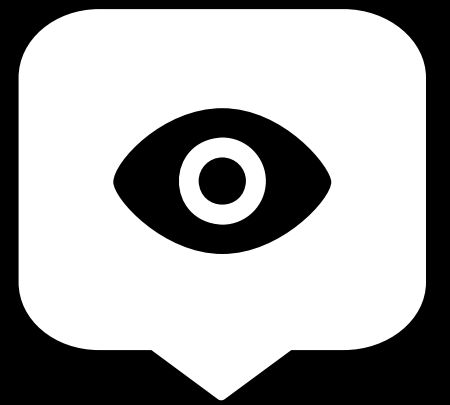
13.3 %
increase in
followers
(+4,212)



31.6%
increase in
accounts
reached



38,958
interactions



4,360,649
views
(67.5%
followers;
32.5% non
followers)