Scotmid Social Media Report

September 2021

Glossary of Terms

Reach

Refers to the number of individual users that have seen our content on their screens. For example, a post has reach 250 users.

Impressions

Refers to how many times our content has been seen on screen. For example, if we reached 250 users, but had 500 impressions, it means they have seen our content appearing on their screens more than once.

Engagement

Refers to actions taken on a post. This includes commenting, reactions (or likes), sharing, clicks and link clicks.

Page likes

People who identify as fans of your page but don't always see updates.

Page followers

People who follow the page and will see updates on their timeline more frequently.

Summary

Overview

Overall, it's been a good month for social with stats up on Instagram, Twitter and LinkedIn. Facebook has been the only platform to have a decrease, which can be attributed to the increase in posting. Therefore, the algorithm does not recognise this first month increase in posted and reach/impressions are lower.

Best time to post

The best performing posts for Facebook, Instagram and Twitter have been later on during the day at around 4pm/5pm (Instagram slightly later).

LinkedIn continues to be throughout the working day, such as lunch time or 3pm onwards.

Campaigns

Campaigns centred around the community which include still images have performed the best on all platforms. Store openings and award ceremonies have dominated this month.

Across the platforms (particularly Instagram) repeating graphics may not perform as well. This can be improved by utilising still images to freshen up the messaging around this.
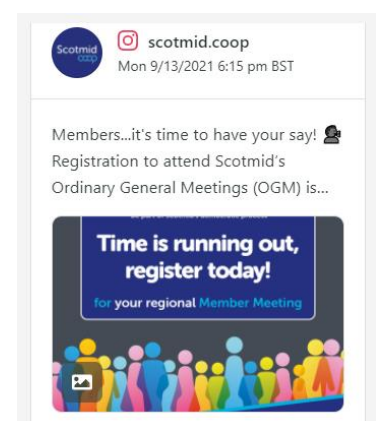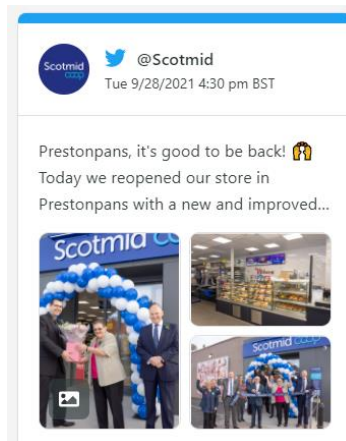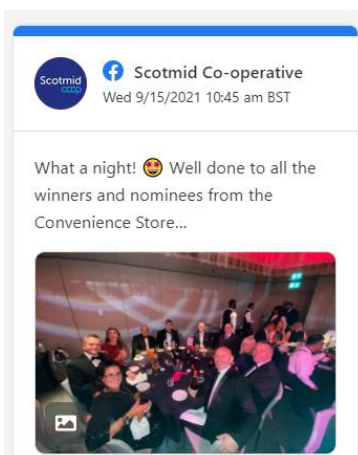
Profile Performance

September 2021

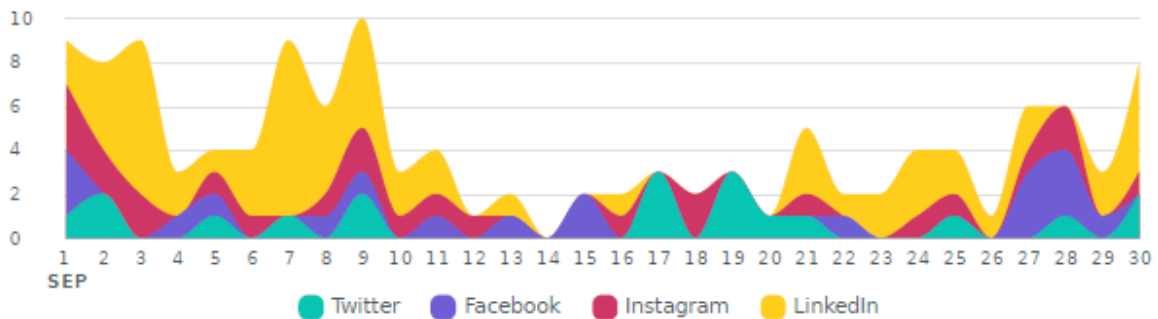Understand growth and health of your social profiles

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions ⓘ	Engagements ⓘ	Post Link Clicks ⓘ
157,438 ↘4.6%	**7,745** ↘31%	**1,452** ↘28.6%

Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

● Twitter ● Facebook ● Instagram ● LinkedIn

Audience Metrics	Totals	% Change
Total Audience ⓘ	**18,256**	↗0.7%
Total Net Audience Growth ⓘ	**89**	↘29.9%
Twitter Followers Gained	19	↘29.6%
Facebook Page Likes	19	↘56.8%
Instagram Followers Gained	25	↗31.6%
LinkedIn Followers Gained	63	↘14.9%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day

Sent Messages   Received Messages
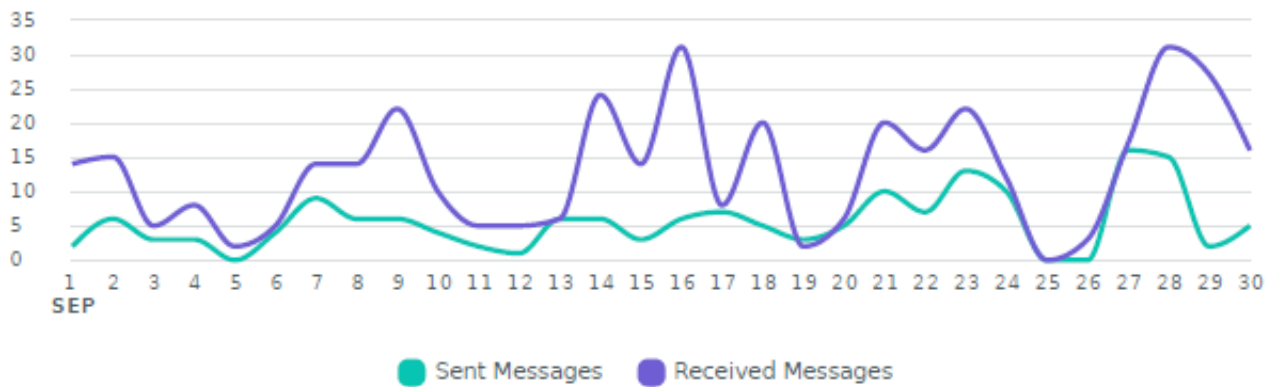
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	**165**	↗ **23.1%**
Twitter Sent Messages	54	↗ 5.9%
Facebook Sent Messages	68	↗ 7.9%
Instagram Sent Messages	14	↗ 75%
LinkedIn Sent Messages	29	↗ 141.7%

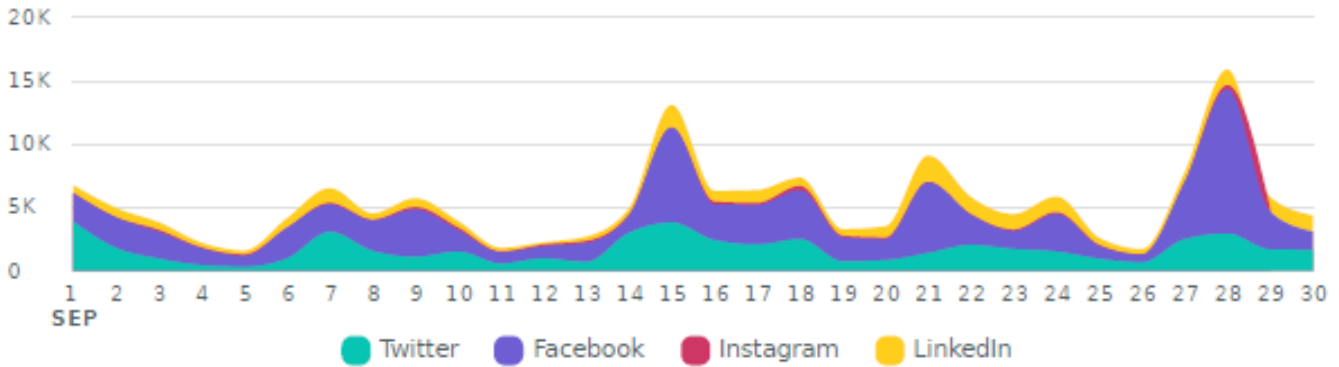| Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	**394**	↘ **16.5%**

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

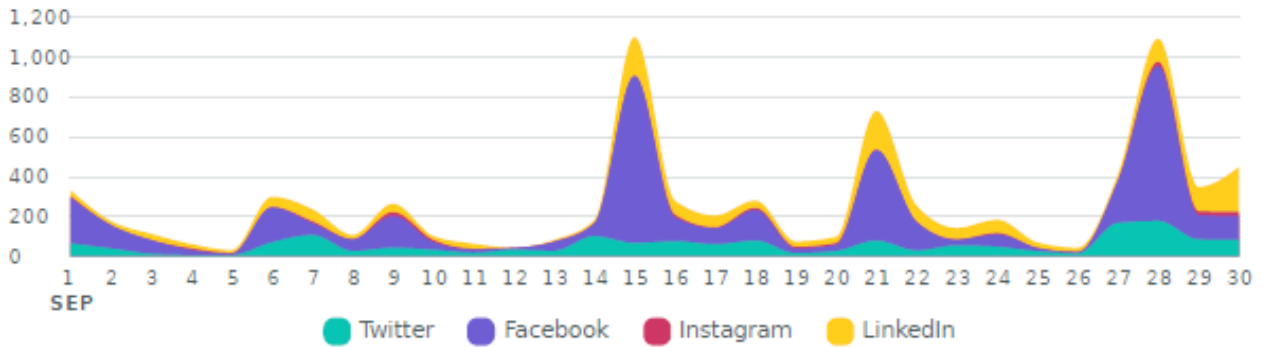| Impression Metrics	Totals	% Change
Total Impressions ⓘ	**157,438**	↘ **4.6%**
Twitter Impressions	48,574	↗ 9.3%
Facebook Impressions	81,171	↘ 18.2%
Instagram Impressions	3,427	↗ 73.1%
LinkedIn Impressions	24,266	↗ 25.5%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

Engagement Metrics	Totals	% Change
Total Engagements ⓘ	**7,745**	↘**31%**
Twitter Engagements	1,566	↗19.1%
Facebook Engagements	4,274	↘47.8%
Instagram Engagements	182	↗67%
LinkedIn Engagements	1,723	↗6.4%
Engagement Rate (per Impression) ⓘ	**4.9%**	↘**27.7%**

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day

● Twitter   ● Facebook   ● Instagram   ● LinkedIn
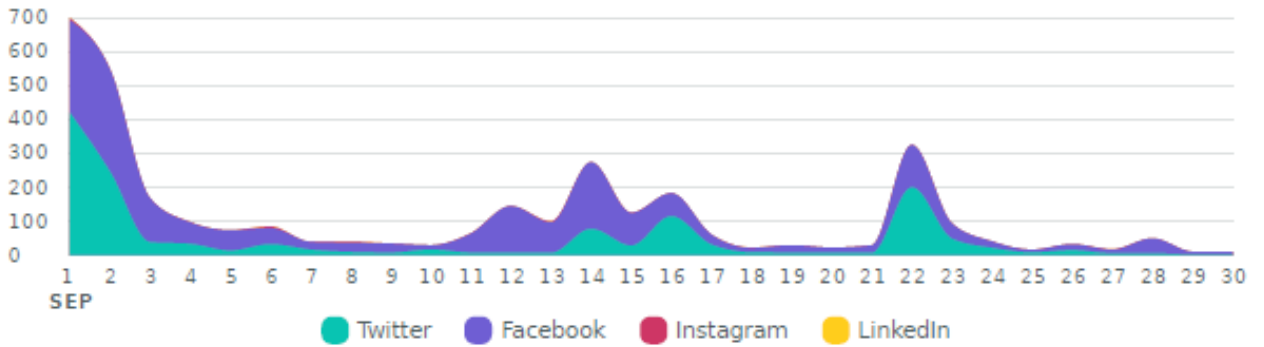
Video Views Metrics	Totals	% Change
Video Views ⓘ	**3,414**	**↘ 74.8%**
Twitter Video Views	1,397	↘ 11.6%
Facebook Video Views	1,995	↘ 82.8%
Instagram Post Video Views	22	↘ 94%
LinkedIn Video Views	0	↘ 100%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Sep 1, 2021 – Sep 30, 2021	**18,256** ↗0.7%	**89** ↘29.9%	**144** ↗54.8%	**157,438** ↘4.6%	**7,745** ↘31%	**4.9%** ↘27.7%	**3,414** ↘74.8%
Compare to Aug 1, 2021 – Aug 31, 2021	**18,133**	**127**	**93**	**164,983**	**11,228**	**6.8%**	**13,570**
▼ @Scotmid	5,329	9	53	48,574	1,566	3.2%	1,397
ⓕ Scotmid Co-operative	8,838	2	48	81,171	4,274	5.3%	1,995
in Scotmid Co-operative	3,413	61	29	24,266	1,723	7.1%	0
ⓘ scotmid.coop	676	17	14	3,427	182	5.3%	22

Facebook Pages
for **Scotmid Co-operative**

September 2021

Determine your impact on Facebook by analyzing your Facebook Page activity.
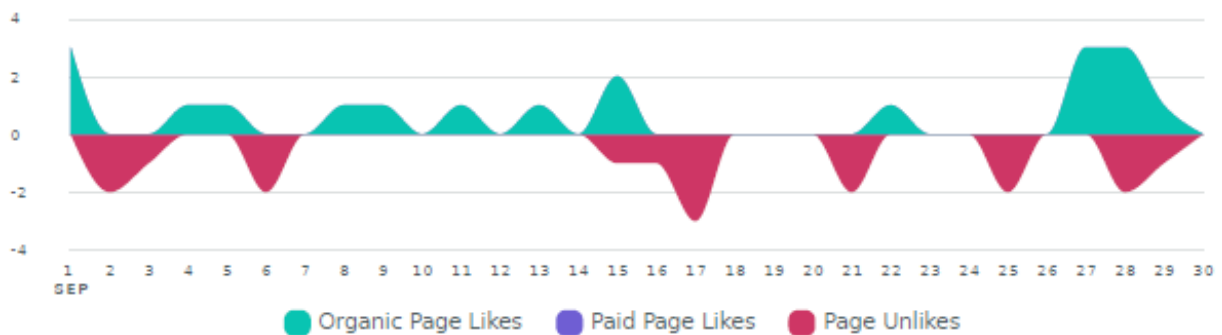
Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Link Clicks
81,171 ↘18.2%	**4,274** ↘47.8%	**224** ↘70.1%

Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

Organic Page Likes   Paid Page Likes   Page Unlikes

Audience Metrics	Totals	% Change
Fans	**8,838**	↗0.50%
Net Page Likes	**2**	↘92.59%
Organic Page Likes	19	↘56.82%
Paid Page Likes	0	→0.00%
Page Unlikes	17	→0.00%

Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day

Published Videos   Published Photos   Published Links   Published Text
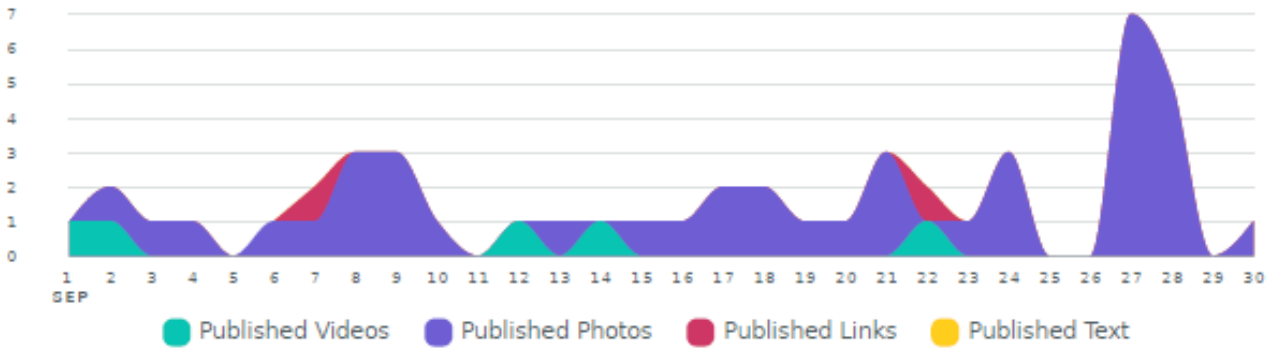
Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	**48**	↗ 77.8%
Published Videos	5	↘ 37.5%
Published Photos	41	↗ 115.8%
Published Links	2	↗ —
Published Text	0	→ 0%

Scotmid coop

Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements

Scotmid Co-op... Wed 9/15/2021 2:45 am ...	**Scotmid Co-op...** Tue 9/28/2021 8:30 am P...	**Scotmid Co-op...** Tue 9/21/2021 5:50 am P...
What a night! 😍 Well done to all the winners and nominees from the Convenience Store	Prestonpans, it's good to be back! 🙌 Today we reopened our store in Prestonpans with	Scotmid delivers another strong half year result! Despite the uncertainty and

Post 1
Total Engagements	**956**
Reactions	230
Comments	40
Shares	4
Post Link Clicks	—
Other Post Clicks	682

Post 2
Total Engagements	**465**
Reactions	102
Comments	7
Shares	3
Post Link Clicks	—
Other Post Clicks	353

Post 3
Total Engagements	**320**
Reactions	76
Comments	1
Shares	3
Post Link Clicks	78
Other Post Clicks	162

Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

Organic Impressions   Paid Impressions
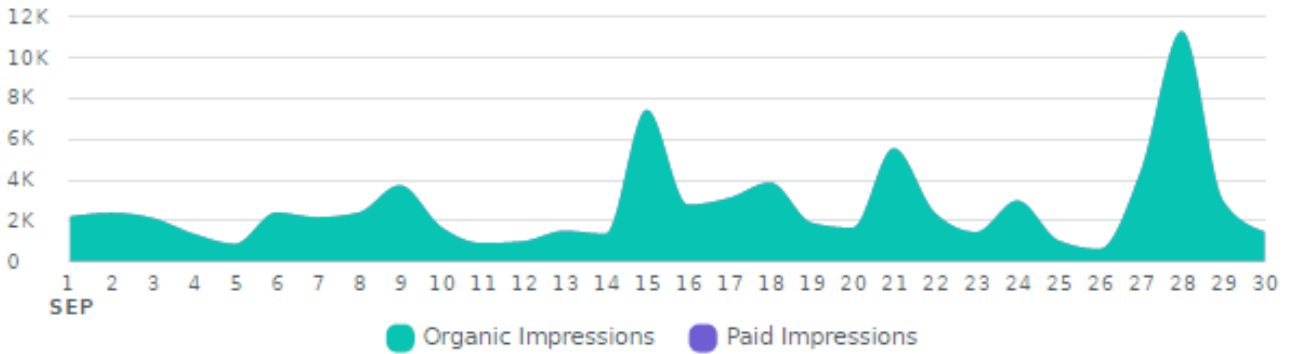
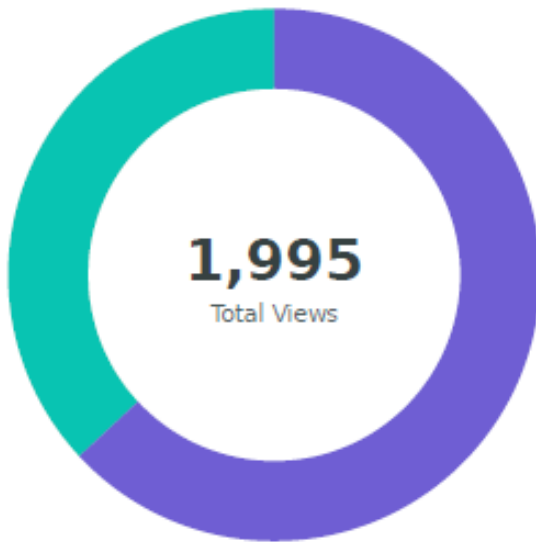| Impression Metrics	Totals	% Change
Total Impressions	ⓘ 81,171	↘18.2%
Organic Impressions	79,762	↘18.5%
Paid Impressions	0	→0%
Average Daily Impressions per Page	2,705.70	↘15.5%
Average Daily Reach per Page	1,686.20	↘33.5%

Video Performance

View your aggregate video performance during the reporting period.

View Metrics
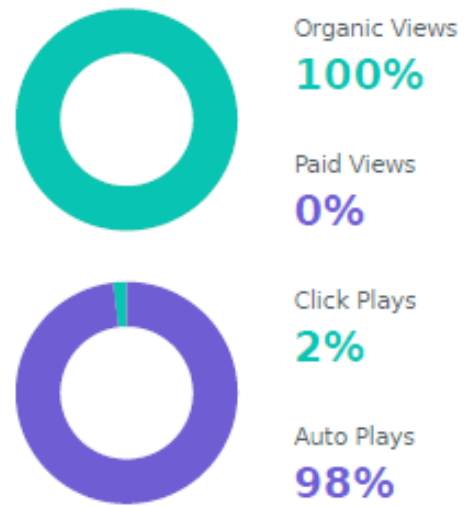
1,995
Total Views

Organic Full
737

Organic Partial
1,258

Viewing Breakdown

Organic Views
100%

Paid Views
0%

Click Plays
2%

Auto Plays
98%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

Legend: Reactions · Comments · Shares · Post Link Clicks · Other Post Clicks · Page Actions
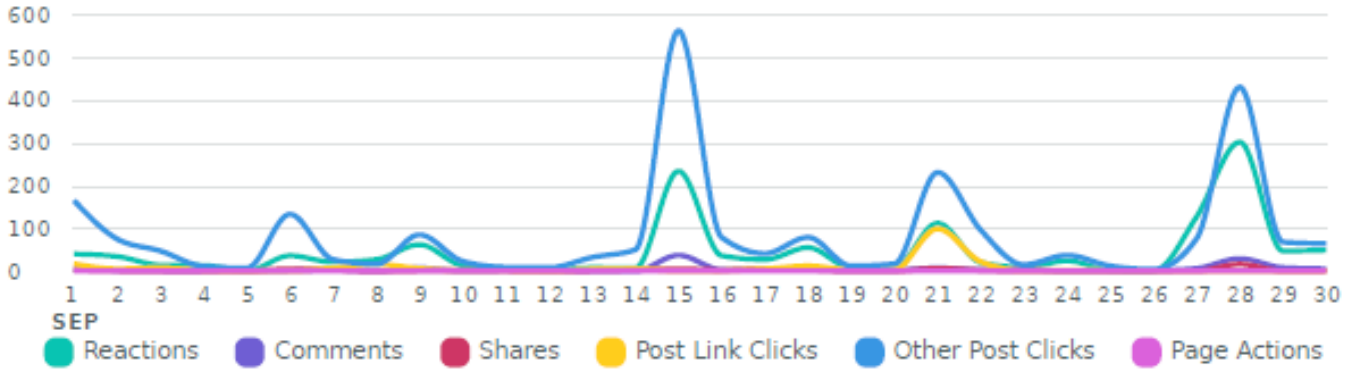
Engagement Metrics	Totals	% Change
Total Engagements	**4,274**	**↘47.8%**
Reactions	1,343	↘11.7%
Comments	134	↘49.4%
Shares	60	↘76%
Post Link Clicks	224	↘70.1%
Other Post Clicks	2,513	↘53.5%
Page Actions	0	→0%
Engagement Rate (per Impression)	**5.3%**	**↘36.2%**

![Scotmid coop logo]

Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.
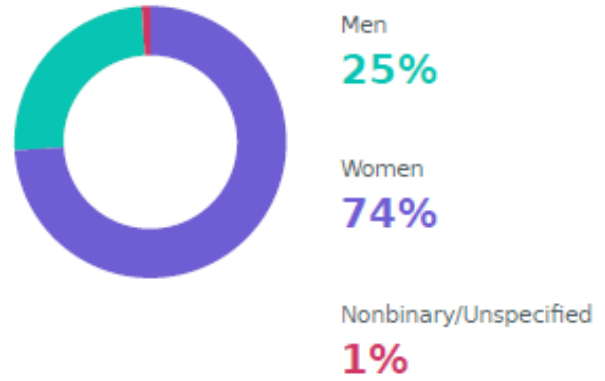
Audience by Age ⓘ

Age		Percentage
13-17		0.3%
18-24		4.2%
25-34		19.3%
35-44		27.6%
45-54		24%
55-64		13.7%
65+		10.9%

Audience by Gender ⓘ

Men
25%

Women
74%

Nonbinary/Unspecified
1%
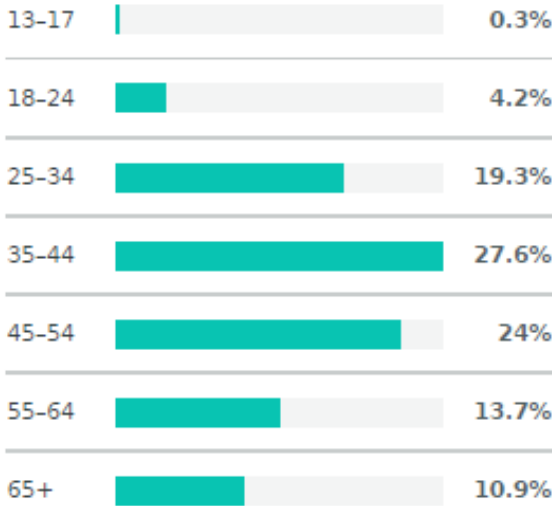
Women between the ages of **35-44** appear to be the leading force among your fans.

Audience Top Countries

Country	Count
🇬🇧 United Kingdom	8,511
🇺🇸 United States	31
🇮🇳 India	20
🇸🇪 Sweden	12
🇦🇺 Australia	11

Audience Top Cities

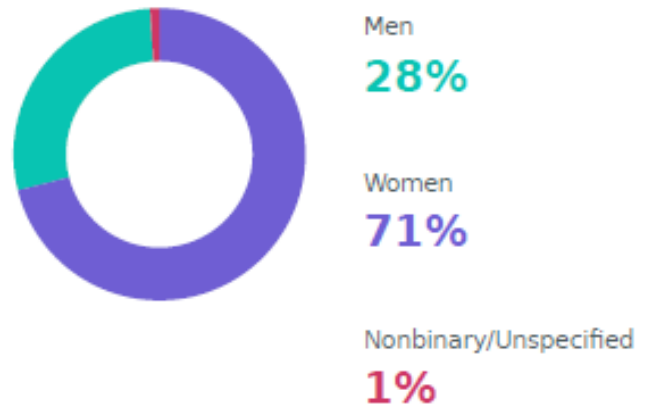| City	Count
Edinburgh, UK	679
Aberdeen, UK	632
Montrose, UK	387
Dundee, UK	347
Laurencekirk, UK	279

People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age ⓘ

Age		%
13–17		0.4%
18–24		6.3%
25–34		19.3%
35–44		25.9%
45–54		24.9%
55–64		13.5%
65+		9.7%
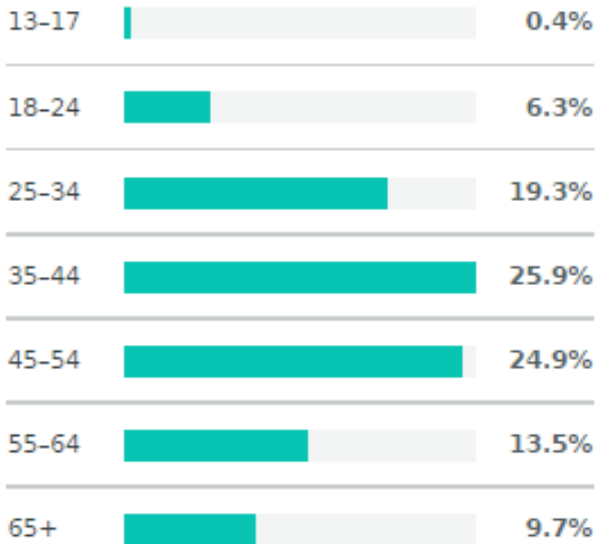
People Reached by Gender ⓘ

Men
28%

Women
71%

Nonbinary/Unspecified
1%

Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

People Reached Top Countries	Daily Average
🇬🇧 United Kingdom	1,647.25
🇺🇸 United States	3.36
🇨🇦 Canada	2.64
🇮🇪 Ireland	2.64
🇲🇳 Mongolia	2.57

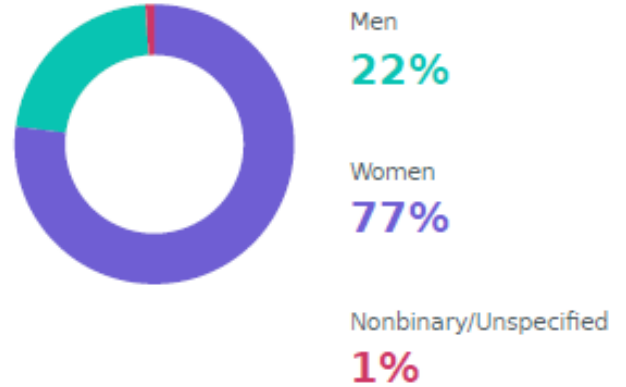| People Reached Top Cities	Daily Average
Edinburgh, UK	136.04
Montrose, UK	88.64
Dundee, UK	77.64
Aberdeen, UK	74.18
Laurencekirk, UK	62.46

People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reporting period.

People Engaged by Age ⓘ

Age		Percentage
13-17	▊	0.7%
18-24	▊	1.4%
25-34	▊▊▊	9.9%
35-44	▊▊▊▊▊	20.5%
45-54	▊▊▊▊▊▊▊	31.2%
55-64	▊▊▊▊▊	21.2%
65+	▊▊▊▊	15.1%
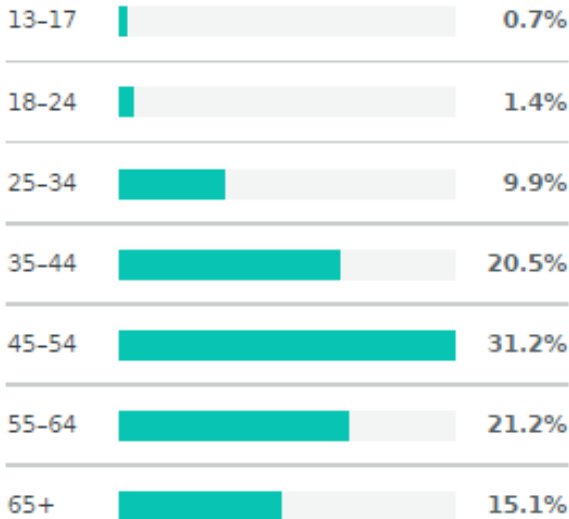
People Engaged by Gender ⓘ

Men 22%

Women 77%

Nonbinary/Unspecified 1%

Women between the ages of **45-54** are most likely to engage with your content.

People Engaged Top Countries	Daily Average
🇬🇧 **United Kingdom**	**210**
🇺🇸 United States	1.5
🇦🇺 Australia	0.5

People Engaged Top Cities	Daily Average
Alva, UK	**45**
Edinburgh, UK	20
Aberdeen, UK	10.5
Alloa, UK	9
Broxburn, UK	6.5

Pages

Review your aggregate page metrics from the reporting period.

Page	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
Reporting Period Sep 1, 2021 – Sep 30, 2021	**8,838** ↗0.5%	**2** ↘92.6%	**48** ↗77.8%	**81,171** ↘18.2%	**4,274** ↘47.8%	**224** ↘70.1%	**5.3%** ↘36.2%
Compare to Aug 1, 2021 – Aug 31, 2021	8,794	27	27	99,236	8,184	748	8.2%
Scotmid Co-operative	8,838	2	48	81,171	4,274	224	5.3%

Instagram Business Profiles
for **scotmid.coop**

September 2021

Determine the impact of Instagram content by analyzing your activity.

Performance Summary
View your key profile performance metrics from the reporting period.

Impressions	Engagements	Profile Actions
3,427 ↗73.1%	**182** ↗67%	**3** ↘25%

Audience Growth
See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

● Followers Gained ● Followers Lost
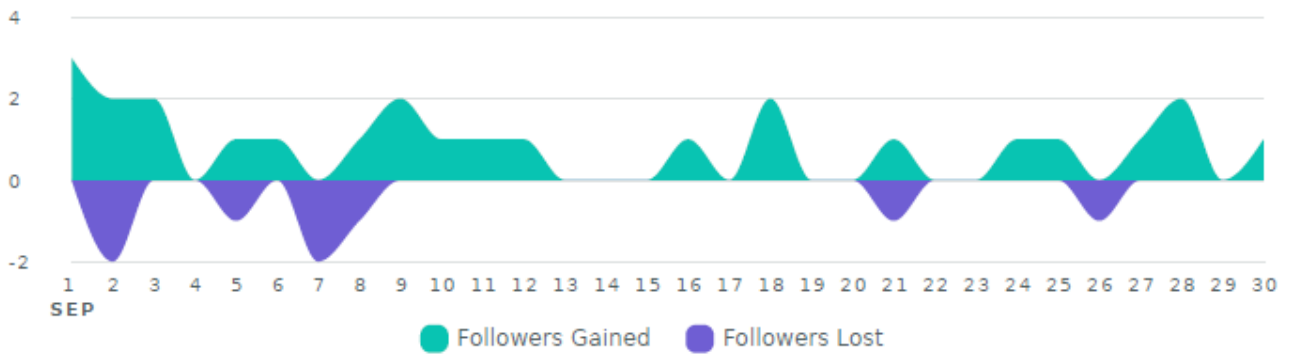
Audience Metrics	Totals	% Change
Followers	676	↗2.6%
Net Follower Growth	17	↗41.7%
Followers Gained	25	↗31.6%
Followers Lost	8	↗14.3%

Publishing Behavior

View the different types of posts and stories you published during the selected time period.

Published Posts & Stories Content Breakdown, by Day

- Published Carousels
- Published Videos
- Published Photos
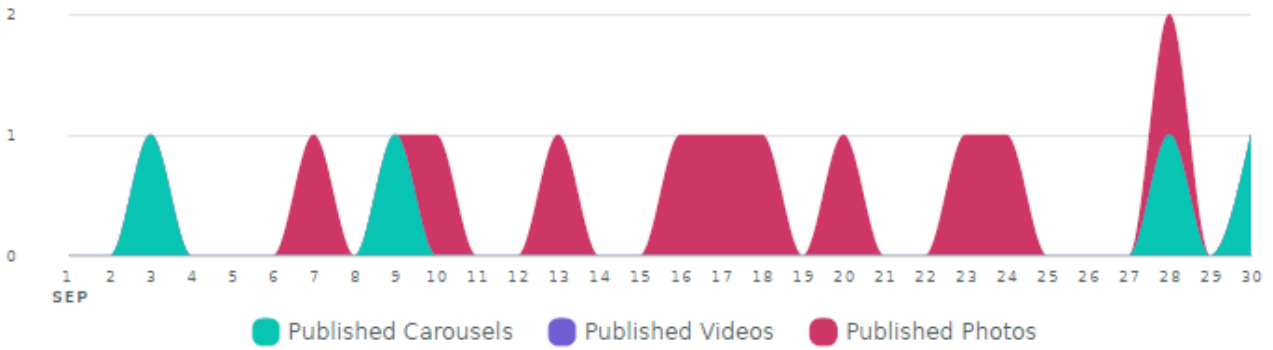
Publishing Behavior by Content Type	Totals	% Change
Total Published Posts & Stories	**14**	↗ 100%
Published Carousels	4	↗ 300%
Published Videos	0	↘ 100%
Published Photos	10	↗ 400%

Top Posts & Stories

Review your top posts and stories published during the selected time period, based on the post or story's lifetime performance.

By Lifetime Engagements

scotmid.coop
Tue 9/28/2021 8:31 am P...

Prestonpans, it's good to be back! 🙌 Today we reopened our store in Prestonpans wit...

Total Engagements	31
Likes	30
Comments	0
Saves	1

scotmid.coop
Thu 9/9/2021 9:45 am PDT

We can't believe it's been 4 months since we did the Kiltwalk in aid of Children's

Total Engagements	21
Likes	21
Comments	0
Saves	0

scotmid.coop
Sat 9/18/2021 7:15 am P...

Got a product you'd love to see on the shelves in one of our stores? 🤩 We're

Total Engagements	18
Likes	18
Comments	0
Saves	0

Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.

Most Used Hashtags		Top Hashtags by Lifetime Engagements	
#localshop	12	#localshop	165
#scotland	12	#scotland	165
#scotmid	12	#scotmid	165
#scotmidcoop	12	#scotmidcoop	165
#scotmidcooperative	12	#scotmidcooperative	165
#scottishcommunity	12	#scottishcommunity	165
#scottishcompany	12	#scottishcompany	165
#scottishshop	12	#scottishshop	165
#shoplocal	12	#shoplocal	165
#shopscotland	12	#shopscotland	165

Impressions

Review how your content was seen by the Instagram community during the reporting period.
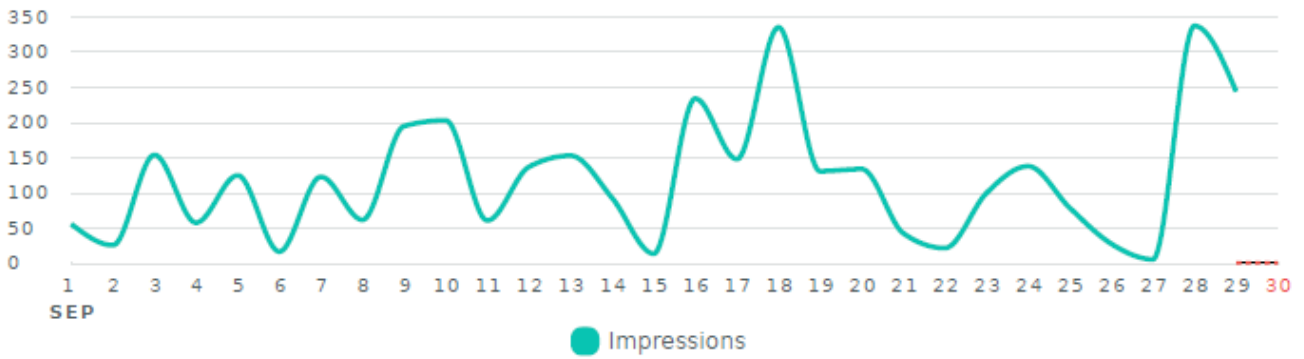
Impressions, by Day

Impression Metrics	Totals	% Change
Impressions	**3,427**	↗ **73.1%**
Average Daily Impressions per Profile	114.23	↗ 78.9%
Average Daily Reach per Profile	73.70	↗ 105.8%

Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ

Age	Percentage
13-17	2.7%
18-24	8.4%
25-34	28.6%
35-44	29.6%
45-54	20.8%
55-64	7%
65+	2.9%

Audience by Gender ⓘ

Men
35%

Women
54%

Nonbinary/Unspecified
11%
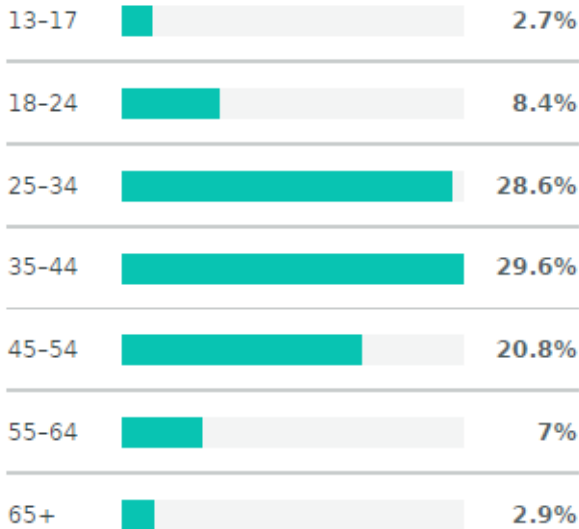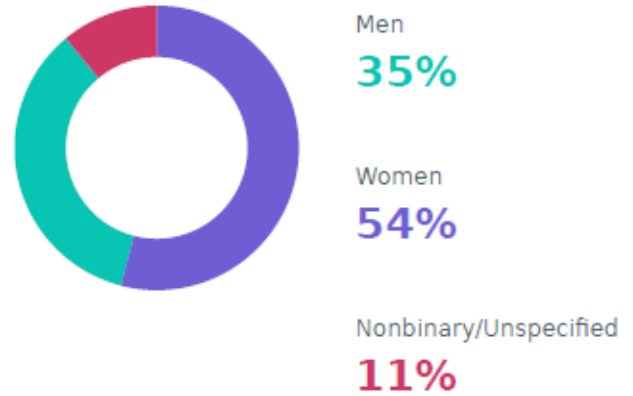
Women between the ages of **35-44** appear to be the leading force among your followers.

Audience Top Countries

🇬🇧	**United Kingdom**	**465**
🇮🇪	Ireland	2
🇮🇳	India	2
🇦🇪	United Arab Emirates	1
🇧🇷	Brazil	1

Audience Top Cities

Edinburgh, Scotland	**79**
Glasgow, Scotland	31
Dundee, Scotland	22
Bathgate, Scotland	11
Uddingston, Scotland	11

Profiles

Review your aggregate profile metrics from the reporting period.

Profile	Followers	Net Follower Growth	Published Posts & Stories	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Sep 1, 2021 – Sep 30, 2021	676 ↗2.6%	17 ↗41.7%	14 ↗100%	3,427 ↗73.1%	182 ↗67%	5.3% ↘3.5%
Compare to Aug 1, 2021 – Aug 31, 2021	659	12	7	1,980	109	5.5%
scotmid.coop Scotmid Co-operative	676	17	14	3,427	182	5.3%

Twitter Profiles
for **@Scotmid**

September 2021

Track profile performance to determine the impact of Twitter content.

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Link Clicks
48,574 ↗9.3%	**1,566** ↗18.9%	**63** ↘33%

Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth, by Day

● Net Follower Growth
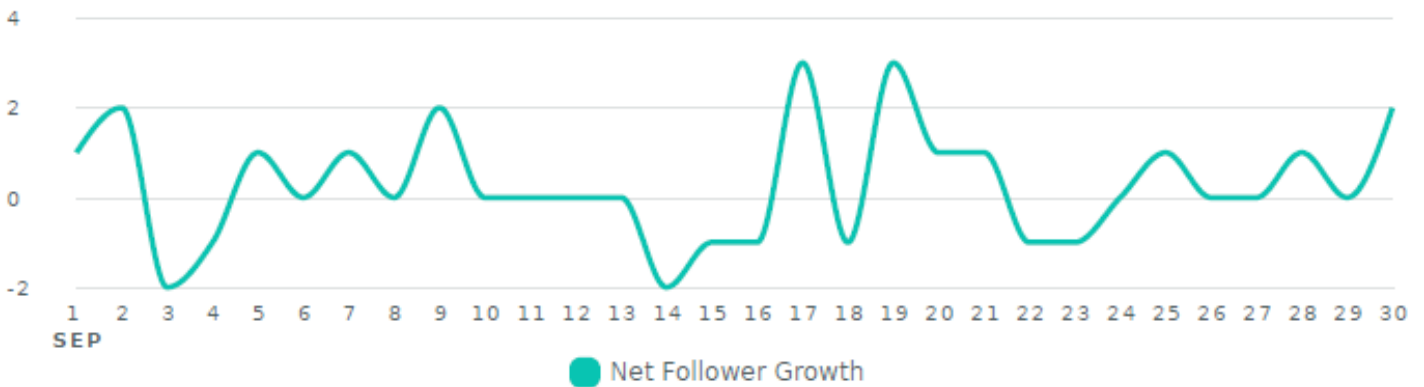
Audience Metrics	Totals	% Change
Followers	5,329	↗0.2%
Net Follower Growth	9	↘47.1%
Following	1,288	↗0.4%

Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day

Published Videos   Published Photos   Published Links   Published Text
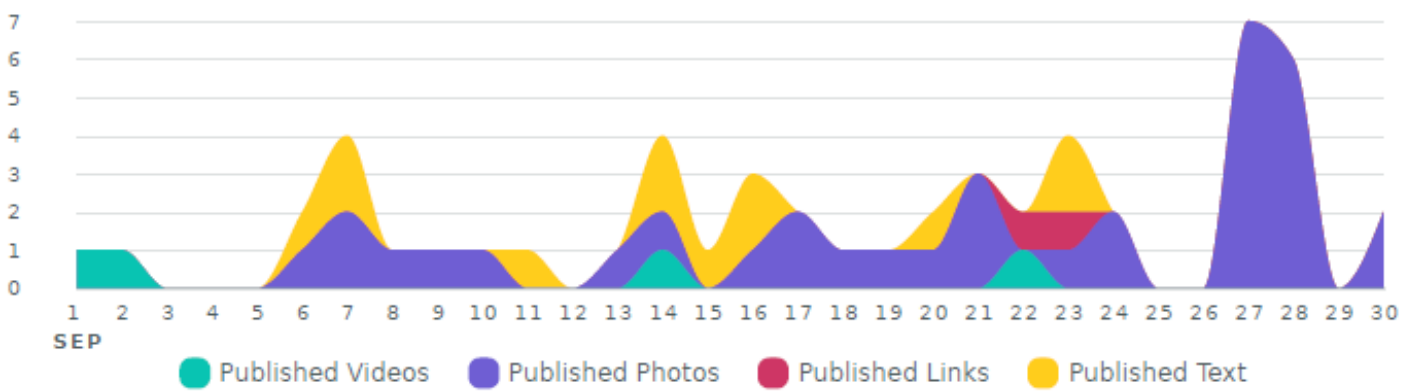
Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	**53**	↗ 12.8%
Published Videos	4	↘ 55.6%
Published Photos	35	↗ 84.2%
Published Links	2	↗ 100%
Published Text	12	↘ 33.3%

Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements

	Scotmid	
	Mon 9/6/2021 5:05 pm U...	

Hey Perth, guess what? Your new Scotmid store is on its way! 🙌 We can't wait for yo

New Store
West Mains Avenue, Perth
Opening 12pm 15th September

Scotmid coop

Total Engagements	176
Likes	11
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	165
Other Engagements	0

	Scotmid	
	Tue 9/28/2021 3:30 pm ...	

Prestonpans, it's good to be back! 🙌 Today we reopened our store in Prestonpans with

Scotmid co

📷 3 items

Total Engagements	148
Likes	7
@Replies	1
Retweets	0
Post Link Clicks	—
Other Post Clicks	140
Other Engagements	0

	Scotmid	
	Fri 9/17/2021 4:11 pm UTC	

Got a product you'd love to see on the shelves in one of our stores? 🤩 We're

Total Engagements	88
Likes	11
@Replies	3
Retweets	7
Post Link Clicks	6
Other Post Clicks	61
Other Engagements	0

Impressions

Review how your content was seen by the Twitter community during the reporting period.
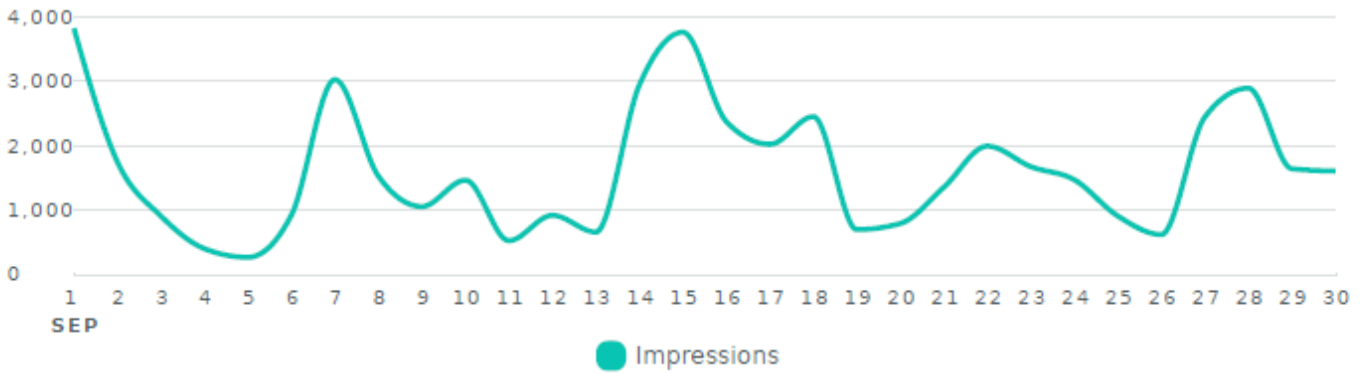
Impressions, by Day

Impression Metrics	Totals	% Change
Impressions	48,574	↗ 9.3%

Engagement

See how people are engaging with your posts during the reporting period.
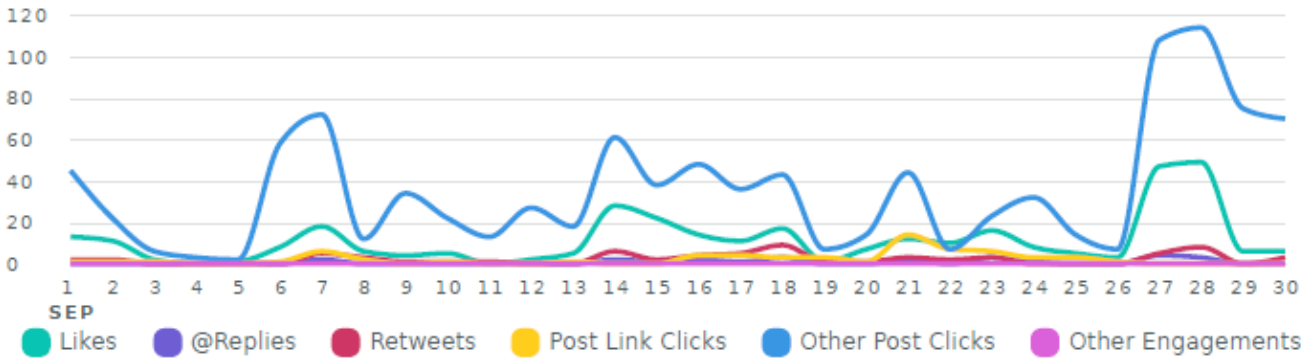
Engagements, by Day

Engagement Metrics	Totals	% Change
Total Engagements	**1,566**	↗ **18.9%**
Likes	337	↗ 50.4%
@Replies	24	↗ 26.3%
Retweets	67	↗ 6.3%
Post Link Clicks	63	↘ 33%
Other Post Clicks	1,075	↗ 17.5%
Other Engagements	0	↘ 100%
Engagement Rate (per Impression)	**3.2%**	↗ **8.8%**

Audience Demographics

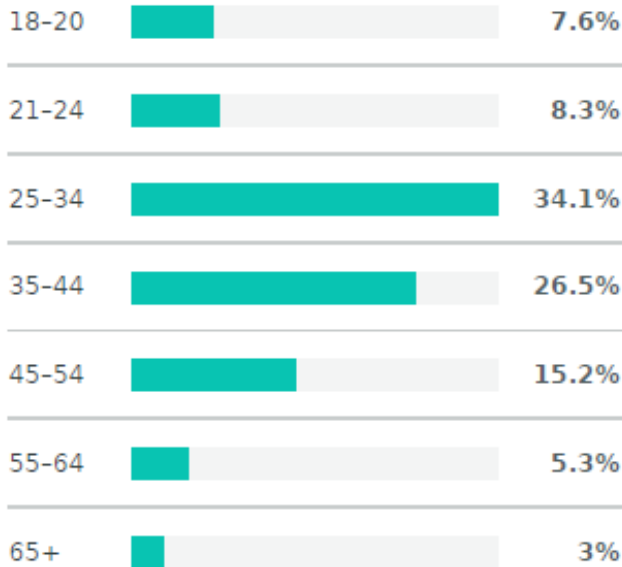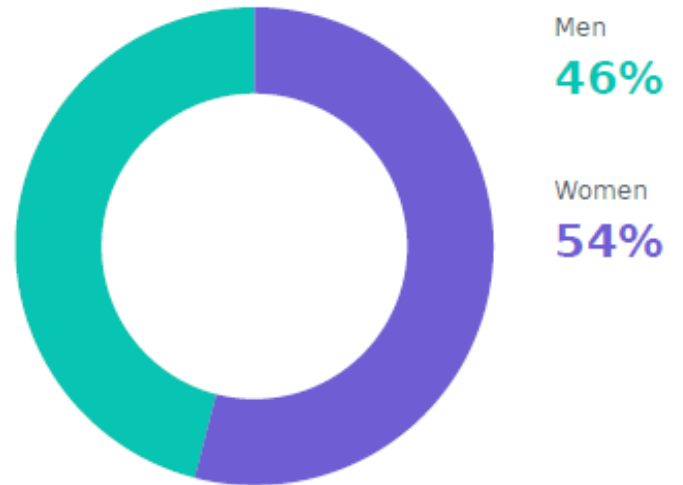Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ

Age	%
18-20	7.6%
21-24	8.3%
25-34	34.1%
35-44	26.5%
45-54	15.2%
55-64	5.3%
65+	3%

Audience by Gender ⓘ

Men **46%**

Women **54%**

The majority of your followers appear to be **women** along with people between the ages of **25-34**.

Profiles

Review your aggregate profile metrics from the reporting period.

Profile ▲	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
Reporting Period Sep 1, 2021 – Sep 30, 2021	5,329 ↗0.2%	9 ↘47.1%	53 ↗12.8%	48,574 ↗9.3%	1,566 ↗18.9%	63 ↘33%	3.2% ↗8.8%
Compare to Aug 1, 2021 – Aug 31, 2021	5,320	17	47	44,432	1,317	94	3%
🔵🐦 @Scotmid	5,329	9	53	48,574	1,566	63	3.2%

LinkedIn Pages
for **Scotmid Co-operative**
September 2021

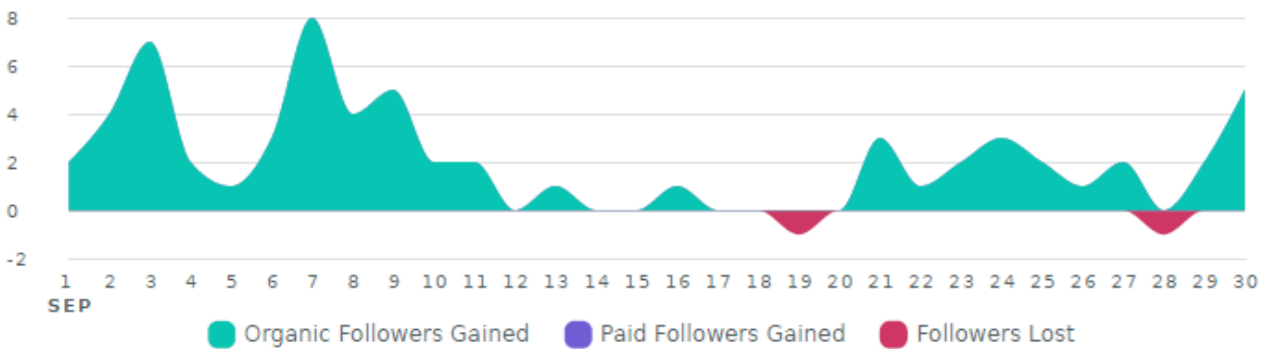Track page-level data to understand your organization's presence on LinkedIn

![Scotmid coop]

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Clicks (All)
24,266 ↗25.5%	**1,723** ↗6.4%	**1,165** ↘2.2%

Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

● Organic Followers Gained   ● Paid Followers Gained   ● Followers Lost

Audience Metrics	Totals	% Change
Followers	**3,413**	↗1.6%
Net Follower Growth	**61**	↘14.1%
Organic Followers Gained	63	↘14.9%
Paid Followers Gained	0	→0%
Followers Lost	2	↘33.3%

Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day
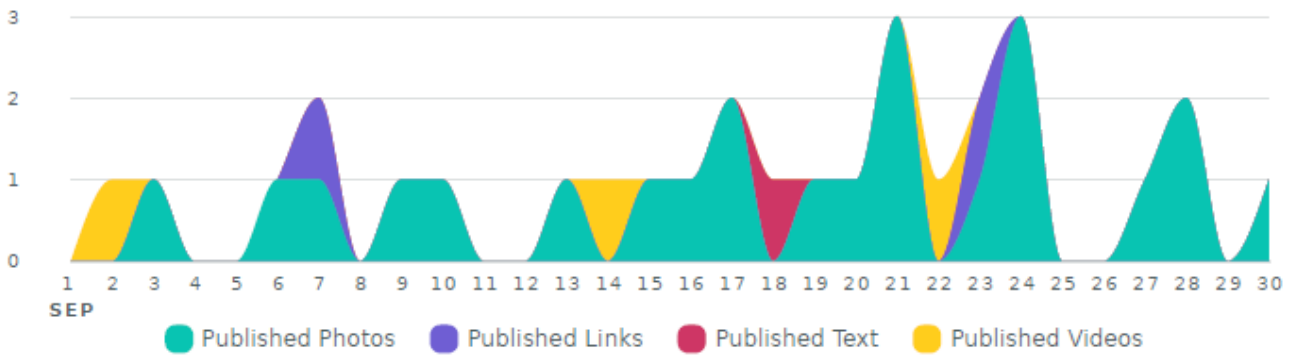
Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	**29**	↗ 141.7%
Published Photos	23	↗ 360%
Published Links	2	→ 0%
Published Text	1	↗ —
Published Videos	3	↘ 40%

Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements

Scotmid Co-op...
Wed 9/15/2021 9:45 am ...

What a night! 😍 Well done to all the winners and nominees from the

Total Engagements	304
Reactions	51
Comments	2
Shares	4
Post Clicks (All)	247

Scotmid Co-op...
Tue 9/21/2021 12:50 pm...

Scotmid delivers another strong half year result! Despite the uncertainty and

Total Engagements	283
Reactions	81
Comments	5
Shares	1
Post Clicks (All)	196

Scotmid Co-op...
Tue 9/28/2021 3:30 pm ...

Prestonpans, it's good to be back! 🙌 Today we reopened our store in Prestonpans wit

Total Engagements	245
Reactions	54
Comments	0
Shares	1
Post Clicks (All)	190

Impressions

Review how your content was seen by the LinkedIn community during the reporting period.
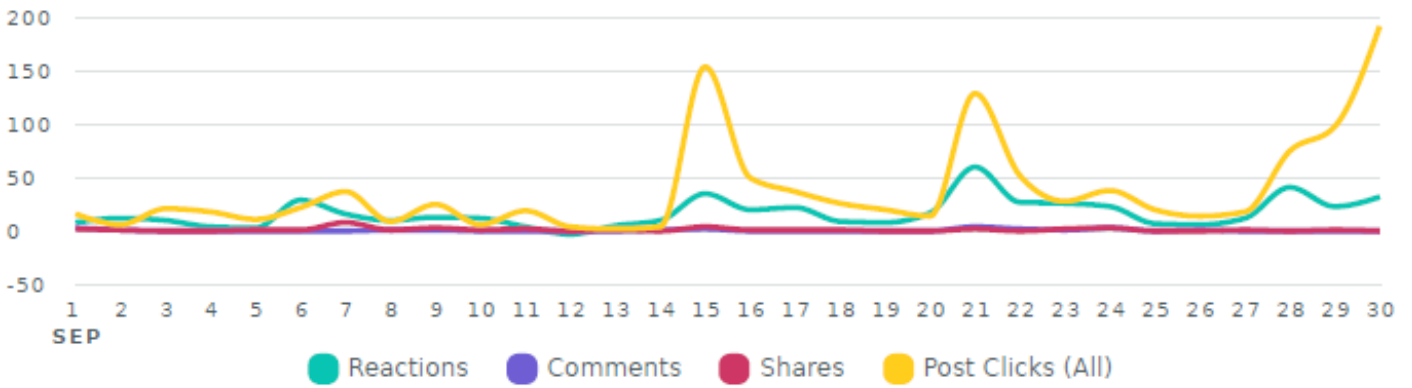
Impressions, by Day
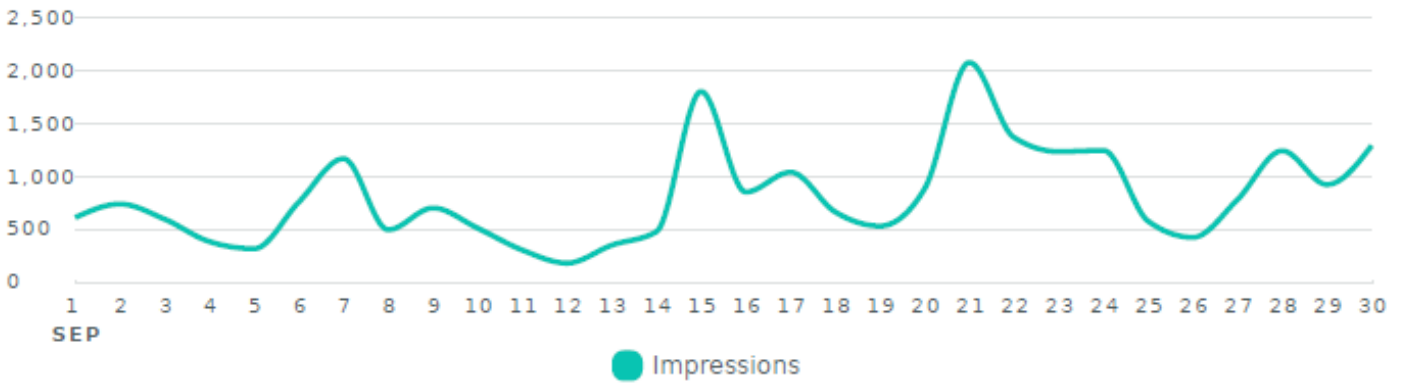
● Impressions

Impression Metrics	Totals	% Change
Impressions	**24,266**	↗ 25.5%
Average Daily Impressions per Page	808.87	↗ 29.7%
Average Daily Reach per Page	408.60	↗ 12%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

Engagement Metrics	Totals	% Change
Total Engagements	**1,723**	↗ **6.4%**
Reactions	501	↗ 33.6%
Comments	20	↗ 42.9%
Shares	37	↘ 7.5%
Post Clicks (All)	1,165	↘ 2.2%
Engagement Rate (per Impression)	**7.1%**	↘ **15.3%**

Audience Demographics

Review your follower demographics as of the last day of the reporting period.

Audience By Seniority Level

Senior	940
Entry-level	909
Manager	551
Director	466
Vice President (VP)	111
Owner	62
Chief X Officer (CXO)	46
Training	22
Unpaid	15
Partner	15

Audience Top Job Functions

Sales	763
Business Development	405
Operations	312
Support	222
Marketing	121
Program & Product Manage...	119
Information Technology	117
Finance	109
Community & Social Services	79
Administrative	72
Human Resources	71

Pages

Review your aggregate page metrics from the reporting period.

Page	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Clicks (All)	Engagement Rate (per Impression)
Reporting Period Sep 1, 2021 – Sep 30, 2021	3,413 ↗1.6%	61 ↘14.1%	29 ↗141.7%	24,266 ↗25.5%	1,723 ↗6.4%	1,165 ↘2.2%	7.1% ↘15.3%
Compare to Aug 1, 2021 – Aug 31, 2021	3,360	71	12	19,335	1,620	1,191	8.4%
Scotmid Co-operative	3,413	61	29	24,266	1,723	1,165	7.1%