Q4 2025 Social Media Performance Report

Performance metrics across all platforms continue to have strong visibility, steady engagement, and continued audience growth. Facebook and Instagram continue to reach new viewers and maintain solid interaction, with Instagram leading in visibility and discovery. The addition of giveaways to our strategy affords us the opportunity to bolster periods of expected lower reach and provide an opportunity for cross promotion of additional offers during periods of projected lower viewership and engagement. Google Business continues to drive high-intent actions such as website clicks and calls to the business.

Facebook Performance

Metric	**Result**
Total Views	22.4K
Total Reach	7681
— Followers Reached	3.9k
— Non-Followers Reached	3.7k
Content Interactions	537
3-Second Video Views	4.2k
Audience Composition	49% Non-Followers, 51% Followers

Summary & Insights

– 22k views with near equal representation from followers and non-followers
– Video performance shows positive trend as a result of increased production of reels which is possible due to the inclusion of content creation in 2025
– Opportunities for CBBR to join local, travel related Facebook groups to further promote brand awareness identified and acted upon

Instagram Performance

Metric	Result
Total Views	161K
Total Reach	18.1K
— Followers Reached	*no longer avail
— Non-Followers Reached	*no longer avail
Content Interactions	11.6K
Audience Composition	*no longer avail

Summary & Insights
– Achieved 161.1K total views, 31.8k of which are attributed to our Nov 28th giveaway
– Overall increase in engagements, however 7.6k can be attributed to Nov 28th giveaway
– Sustainable growth noted beyond contest
– Instagram continues improve brand visibility and engagement for the business, driving bookings
– Instagram contest provided substantial growth of +250 new subscribers to our owned database of newsletter subscribers
– Sample content began deployment during this quarter, showing positive results

Combined Meta Platform Overview

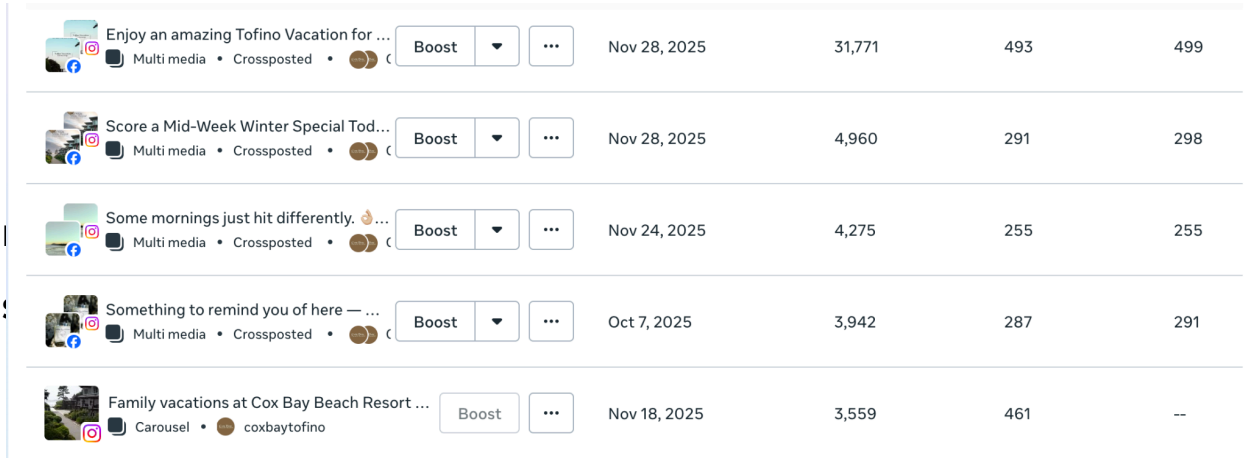
Platform	Total Views	Total Reach	Content Interactions	Non-Follower Reach
Facebook	22.4K	7681	537	3.9k
Instagram	161K	18.1K	11.6K	No longer avail
Total	**138.2K**	**37.4K**	**2.36K**	**33.4K**

Key Takeaways
– Initial Instagram giveaway showed excellent results with increase to overall followership, increased subscribership to our owned database in addition to creating and growing relationships with other businesses (Seaflora, Basic Goodness Pizzeria, Jamie's Whaling Station)
– Overall performance reflects improved content effectiveness attributed to 2025

content creation, exponential reach due to platform growth, and sustained viewer interaction

Google Business Profile

Metric	Result
Total Views	4,631
Calls	457
Website Clicks	2,912
Direction Requests	934

Summary & Insights
– Generated **4631 total views**, reflecting strong visibility in local search and maps and showing a **26% increase over Q4 2024**
– Figures of **457 calls** and close to **3,000 website clicks** show up to 72% of viewers too actions associated with booking
– **934 direction requests** indicating good off-season interest
– Overall, Google Business has seen a positive trend when compared to 2024
– Platform tools indicate account is in good standing

Visual Overview: Meta Platforms