

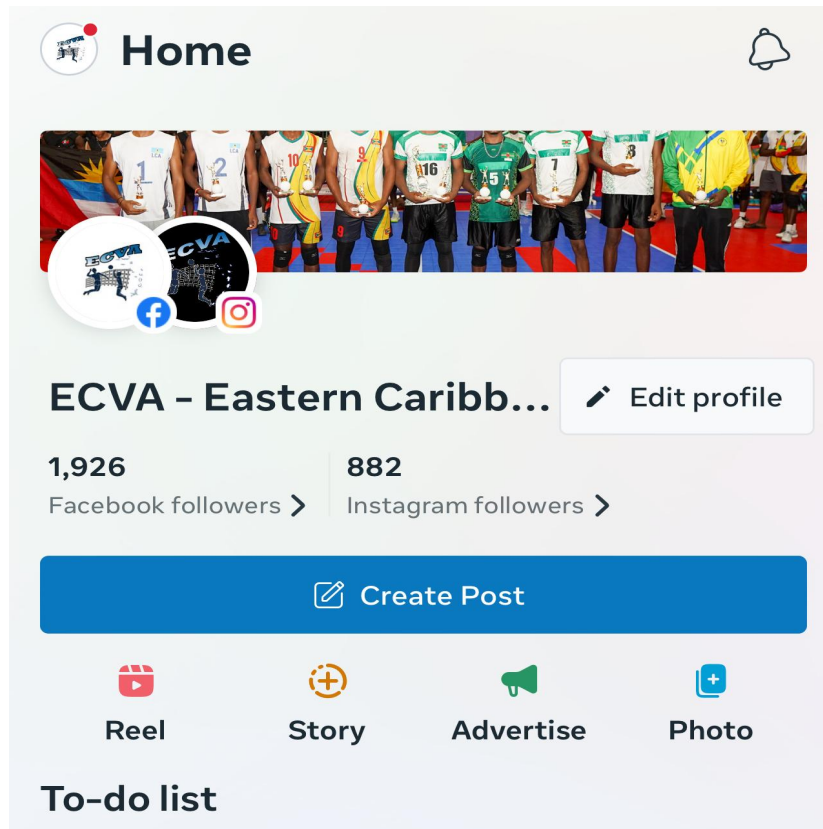


ECVA Social Media Analytics

FACEBOOK AND INSTAGRAM

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OVERVIEW



Current Status (as of December 2025):

Facebook Followers:1,926

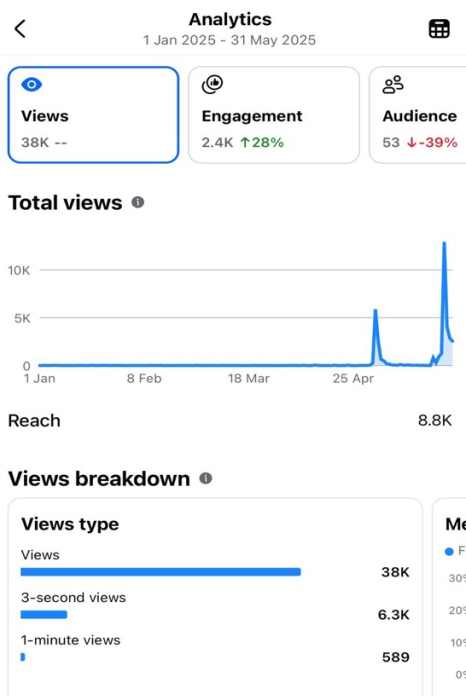
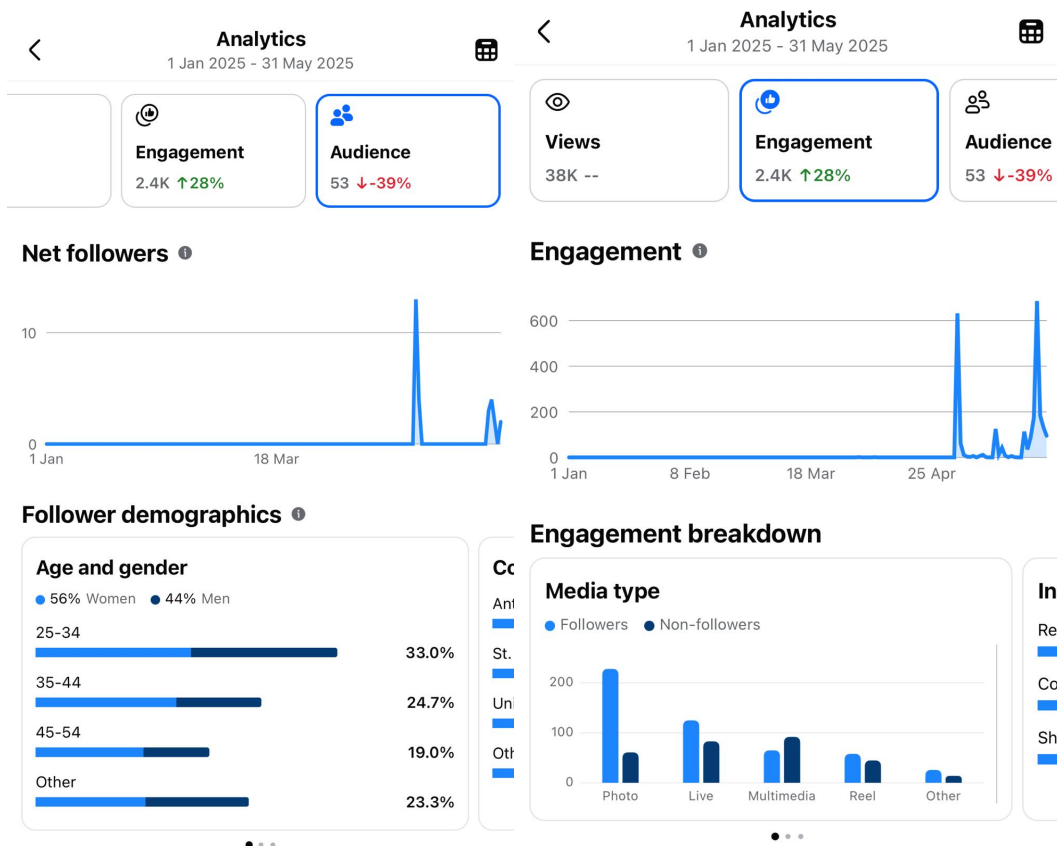
Instagram Followers:882

Key Insights:

- The ECVA has established a solid social media presence with nearly 2,000 followers on Facebook and a growing audience on Instagram.
- Focused on community engagement and event promotion, enhancing visibility and interaction with followers.

Next Steps:

- Continue to create engaging content that resonates with the community.
- Leverage analytics to refine strategies and increase follower engagement and growth across platforms.



Social Media Analytics - Facebook (1 Jan 2025 - 31 May 2025)

Overview

This report summarizes key analytics metrics, including engagement levels, audience size, net followers, and follower demographics for the period from January 1 to May 31, 2025.

Key Metrics

Total Engagement: 2.4K (28% increase)

Total Audience Size: 53 (39% decrease)

Net Followers

- The net followers count shows fluctuations, particularly with a notable spike around mid-March, indicating a volleyball tournament.

Follower Demographics

Gender Breakdown:

- Women: 56%
- Men: 44%

Age Distribution:

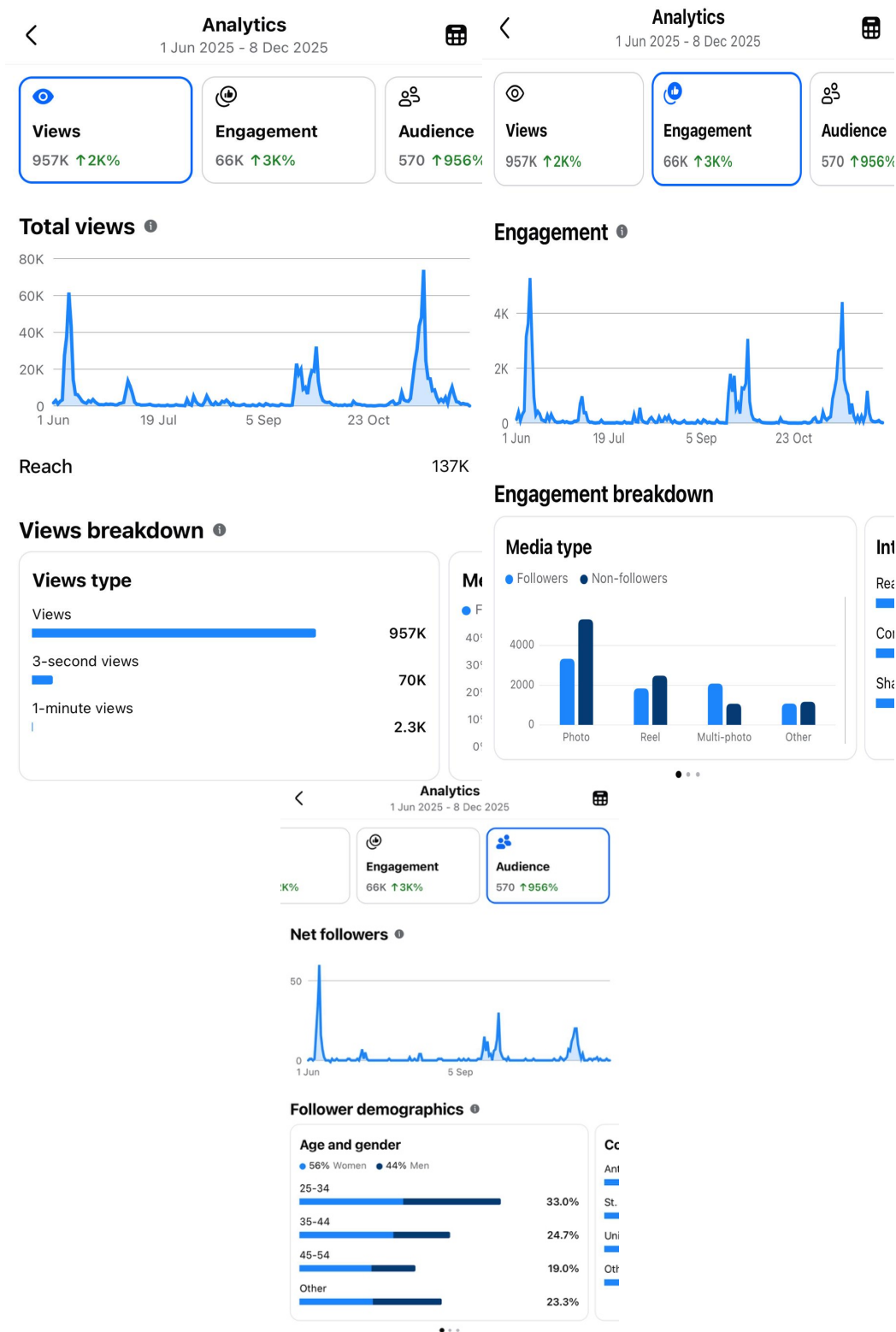
- 25-34 years: 33.0%
- 35-44 years: 24.7%
- 45-54 years: 19.0%
- Other: 23.3%

Observations

- Despite a significant increase in engagement, there is a notable decrease in audience size, which may require strategies to retain followers.
- Most followers fall within the 25-34 age range, indicating that targeting efforts could focus on this demographic to sustain engagement levels.

Conclusion

- The first half of 2025 presented challenges in audience retention despite increased engagement. Focusing on targeted content and retention strategies will be essential moving forward.



Social Media Analytics Report - Facebook (1 Jun 2025 - 8 Dec 2025)

Overview

This report summarizes key metrics from social media analytics during the specified period, including total views, engagement, audience growth, and media type engagement breakdown.

Key Metrics

- Total Views: 957K (191% increase)
- Total Engagement: 66K (3% increase)
- Total Audience Size 570 (956% increase)

Net Followers

- The net followers experienced substantial growth throughout this period, with consistent upward trends and notable spikes at various points, indicating the effectiveness of recent content strategies during and after tournaments.

Engagement Trends

- Engagement shows a steady increase over the period, with notable peaks. The engagement breakdown indicates which media types resonate most with the audience.

Engagement Breakdown by Media Type

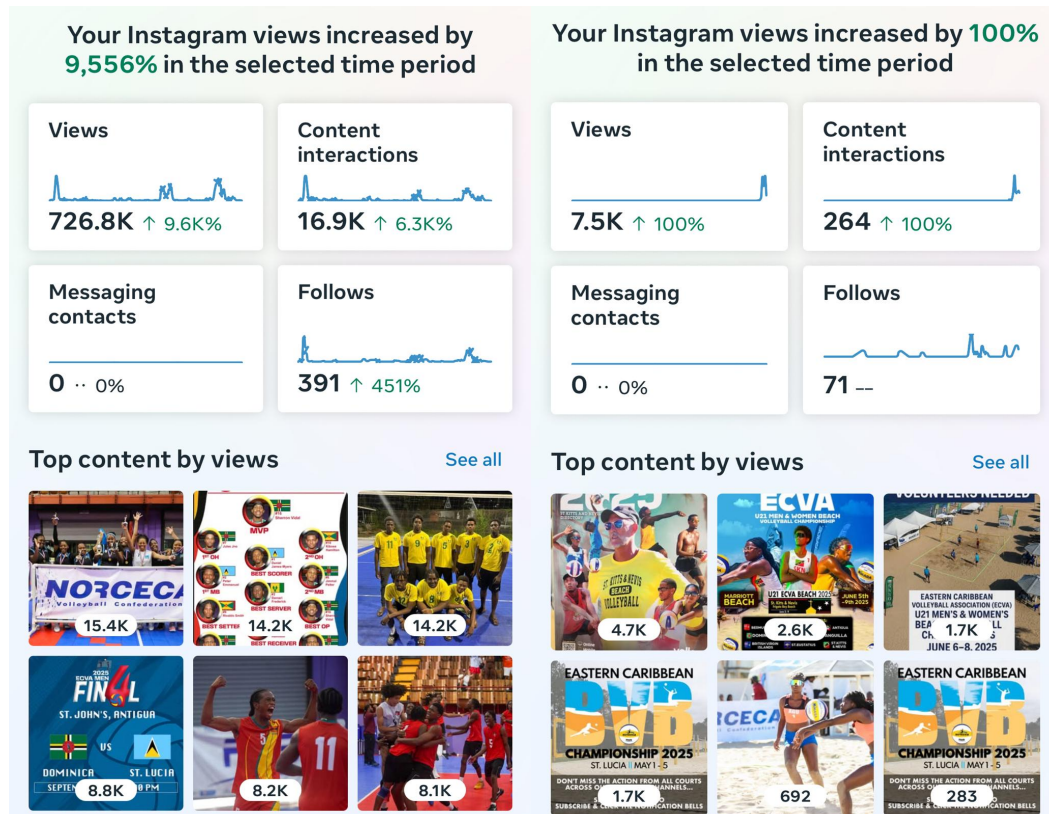
- Photo: Highest engagement
- Reel: Significant engagement
- Multi-photo: Moderate engagement

Observations

- The significant increase in audience size suggests that recent efforts to engage followers have been successful.
- The demographic data indicates most of the audience is between 25 and 34 years old, highlighting a critical target group for future content.
- The substantial increase in total views indicates successful content strategies.
- The highest engagement types will be leveraged for future posts to maximize audience interaction.

Social Media Analytics Report - Instagram

Period: (June 1 – December 8, 2025) vs Period: (January 1 – May 31, 2025)



The content performance analysis (June 1 – December 8, 2025), indicates a positive trend in viewership and reach, with specific opportunities for enhancing follower engagement and content strategy. By focusing on high-performing content and actively converting non-followers, the overall audience growth can be achieved, leading to improved engagement and retention.

The analysis (January 1 – May 31, 2025) indicated promising growth in content views and interactions. However, the low follower count and lack of regular engagement indicate areas which required potential enhancement. By refining content strategies and actively promoting viewer interaction, the account achieved sustained growth and deeper audience engagement in the second half of 2025.

Looking Ahead

Continue Engagement Tactics: Maintain and enhance strategies that have driven engagement growth, particularly focusing on content appealing to the 25-34 demographic.

Explore New Content Formats: Analyze engagement data by media type to determine if different formats, such as videos or reels, yield higher engagement rates.

Conclusion

The analytics from the period (June 1 – December 8, 2025) indicates a successful increase in audience with substantial growth in engagement and ongoing focus on high-performing content types will be essential for future growth.