

FACEBOOK

September 1-30, 2017

ACTIVITY OVERVIEW

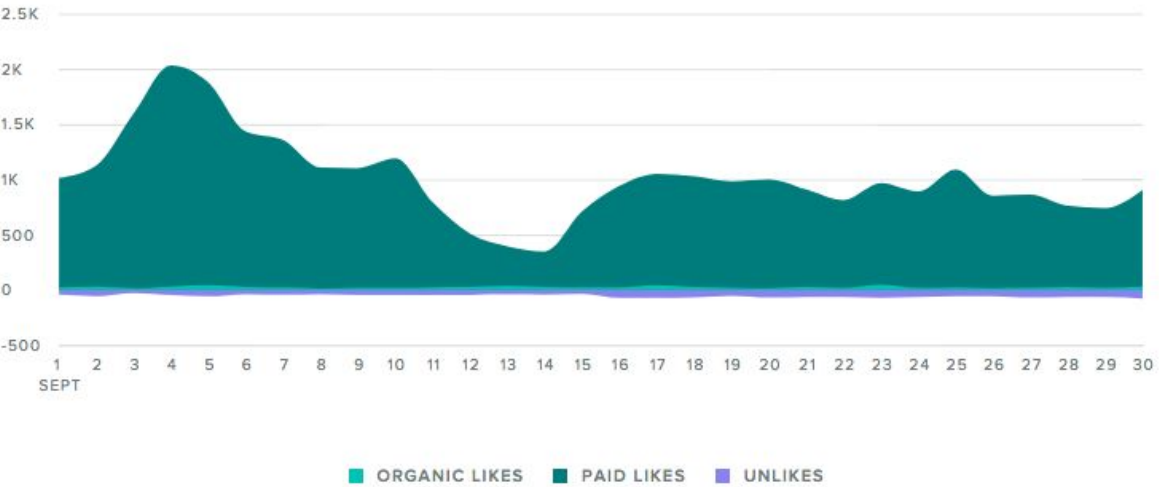
Facebook Activity Overview

 <b>6,575,573</b> Impressions	 <b>24,857</b> Engagements	 <b>80,857</b> Clicks
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Month	April	May	June	July	August	September
Impressions	9,017,056	9,030,560	7,780,587	6,961,713	8,880,298	6,575,573
Engagements	93,678	71,842	60,713	82,323	101,390	24,857
Net Likes	12,981	18,289	16,691	7,673	16,069	28,699
Organic Clicks	48,856	59,421	51,961	54,807	57,850	56,956
Total Clicks	110,878	104,455	94,523	89,901	105,071	80,857

Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	291,133
Paid Likes	29,682
Organic Likes	695
Unlikes	1,678
Net Likes	28,699

Total fans increased by  
**▲11.2%**  
since previous month

\*Net Likes were up significantly from August due to paid likes.

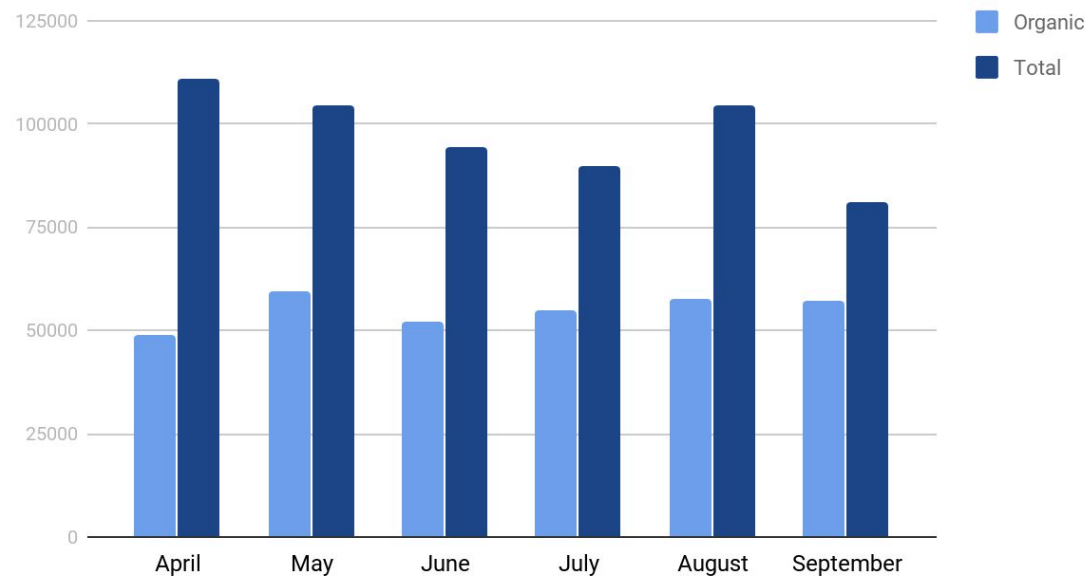
ENGAGEMENT & CLICKS

Action Metrics	Totals
Reactions	16,868
Comments	1,731
Shares	6,258
Total Engagements	24,857

Total Engagements decreased by  
**-70.6%**  
since previous month

\*All engagement numbers were down significantly from August. This is most likely due to a large focus on gaining Facebook fans (putting the budget toward like campaigns). We also largely focused on our own videos (which is key) and less on sharing viral videos from other sources.

Click Analysis



## IMPRESSIONS

Impressions Metrics	Totals
Organic Impressions	2,509,373
Viral Impressions	264,217
Paid Impressions	3,801,983
<b>Total Impressions</b>	<b>6,575,573</b>
<b>Users Reached</b>	<b>4,032,041</b>

Total Impressions decreased by

▼ **23.3%**  
since previous month

\*Impressions are down due to a decrease in paid impressions.

## Top Performing Posts By Clicks:

**Million Mile Secrets**  
September 28 at 3:05am · 🌐

A cracked screen on the \$1,000+ iPhone X will easily cost a few hundred dollars to fix. So it makes sense to pay with a card that'll get you automatic purchase protection.



**Don't Regret Paying for Your \$1,000+ iPhone X (or ANY Device!) With the Wrong Credit Card**

With \$10,000 in coverage, you'll have more than enough to cover the cost of replacing your phone.

MILLIONMILESECRETS.COM

**1,516 clicks**



Million Mile Secrets

September 26 at 7:25pm · 🌐

...

3 things AMEX does NOT want you to do! (Partner Offer, Terms Apply)



### Why Most Folks In The Miles & Points Hobby Should NOT Be Affected By This!

AMEX is paying attention to whether or not folks are opening cards just for the sign-up bonus.

MILLIONMILESECRETS.COM

1,474 clicks



Million Mile Secrets

September 28 at 11:59am · 🌐

...

If you haven't applied for these cards before, now is a great time to consider it!




### They're Back, Baby! Increased Card Bonuses That Let You Travel TWICE as Far

These cards are twice as valuable today as they were yesterday!


MILLIONMILESECRETS.COM

1,162 clicks

## Top Performing Post By Shares

**Million Mile Secrets** ✓Published by Million Mile Secrets [?] · September 27 at 11:05am · 🌐

I'm optimistic following our 1-on-1 interview with the former Starwood executive now leading Hyatt's efforts.




**5 Important Takeaways From Our Interview With Hyatt's New Head of Loyalty**

Hyatt is definitely listening to loyalty members when it comes to future changes to their loyalty program.

[MILLIONMILESECRETS.COM](https://millionmilesecrets.com)

**145 shares**

## Top Performing Post By Comments

**Million Mile Secrets** ✓Published by Hootsuite [?] · September 12 · 🌐

What's the ONE destination you most want to return to?


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23,320 people reached [Boost Post](#)


**288 comments**



## Top Performing Post By Reactions


 **Million Mile Secrets** ✓ shared UNILAD Adventure's video. \*\*\*  
Published by Shannon Michelle Delaney [?] · September 15 · 🌐

Looks unforgettable!



14,587,874 Views

**UNILAD Adventure** ✓  
July 27 · 🌐

 Like Page

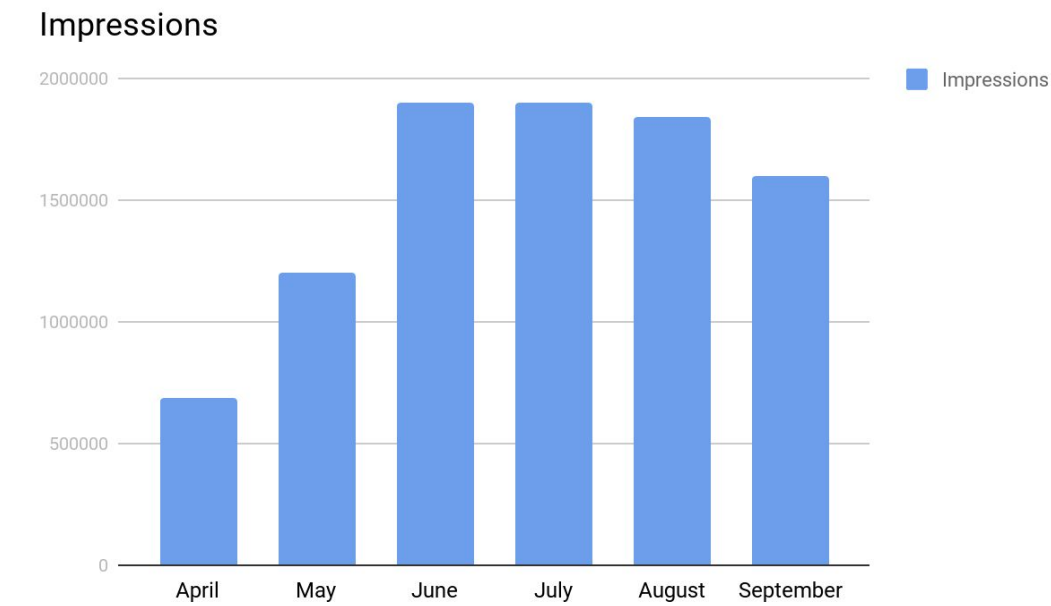
2,044 reactions

**ANALYSIS:** Impressions and engagements were significantly down from August, but likes were significantly up. This change is due to putting the budget toward like campaigns. Organic clicks remain steady.

TWITTER

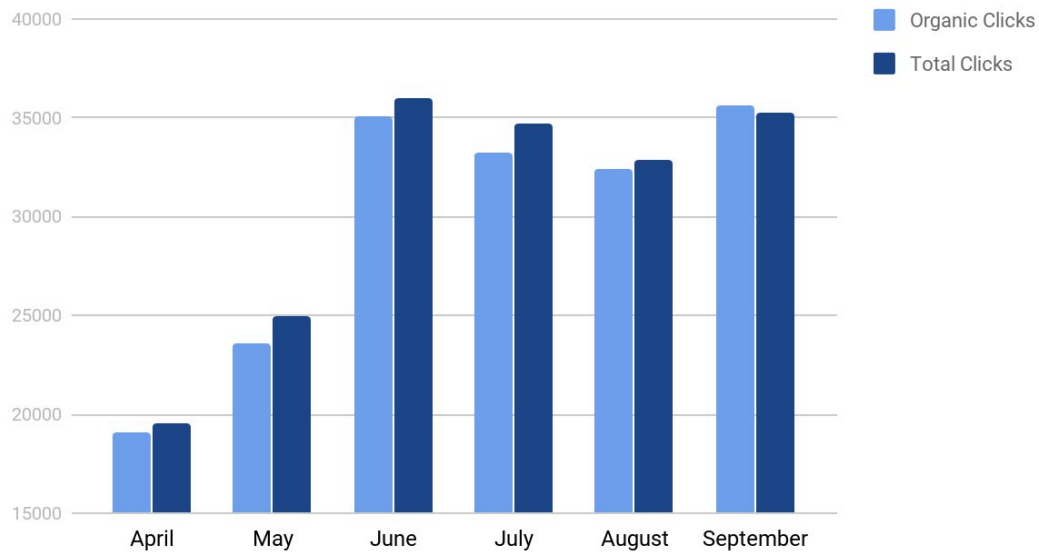
ACTIVITY OVERVIEW

Month	April	May	June	July	August	September
Impressions	689K	1.2M	1.9M	1.9M	1.84M	1.6M
Retweets	408	349	442	376	368	327
Likes	566	808	1.2K	1.2K	1.1K	1.2K
Replies	89	122	178	197	114	155
Followers Gained	673		525	739	688	636
Organic Clicks	19,105	23,554	35,104	33,208	32,405	35,255
Total Clicks	19.5K	25K	36K	34.7K	32.9K	35.6K





## Click Analysis



## TOP TWEETS BY CLICKS:



**Million Mile Secrets** @MilMileSecrets  
Wow! Up to 30,000 Bonus Miles per Hotel  
NIGHT With This Promotion -  
<http://bit.ly/2hcMKdB>  
[pic.twitter.com/d9RKWyYZie](http://pic.twitter.com/d9RKWyYZie)

**512 clicks**



**Million Mile Secrets** @MilMileSecrets  
We're Letting You In on a BIG Secret That'll  
Change Everything! -> <http://bit.ly/2wnoQy3>  
[pic.twitter.com/QzPa2LSRgo](http://pic.twitter.com/QzPa2LSRgo)

**470 clicks**

**Million Mile Secrets** @MilMileSecrets

These sign-up bonuses are worth at LEAST \$600 to \$700.  
(Partner Offer, Terms Apply, Offer Through November 8, 2017)  
<https://millionmilescrets.com/2017/09/28/theyre-back-baby-increased-card-bonuses-that-let-you-travel-twice-as-far/> ...

**423 clicks**

**ANALYSIS:** Another solid month for Twitter. Plus, we are now verified, which may bring more traffic (due to having more authority).

## INSTAGRAM

### Instagram Activity Overview

 <b>5,876</b> Total Followers	 <b>1,912</b> Likes Received	 <b>114</b> Comments Received
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Follower Metrics	Totals
Total Followers	5,876
Followers Gained	247
People that you Followed	423

Total followers increased by

**▲4.4%**  
since previous month

Publishing Metrics	Totals
Photos	25
Videos	5
Other	2
Total Media	32

The number of media you sent increased by

**▲3.2%**  
since previous month

Engagement Metrics	Totals
Likes Received	1,912
Comments Received	114
<b>Total Engagements</b>	<b>2,026</b>

The number of engagements increased by

**▲8.8%**  
since previous month

Engagements per Follower	0.34
Engagements per Media	63.31

The number of engagements per media increased by

**▲5.4%**  
since previous month

# Instagram Outbound Hashtag Performance

## MOST USED HASHTAGS

#instagood	28
#travel	26
#bigtravelsmallmoney	25
#millionmilesecrets	25
#travelbug	25
#travelstagram	24
#tripstagram	24
#instatravel	24
#travelgram	24
#vacation	23

## MOST ENGAGED HASHTAGS

#travel	1,263
#instatravel	1,235
#bigtravelsmallmoney	1,145
#tripstagram	1,105
#travelbug	1,058
#millionmilesecrets	1,025
#travelstagram	994
#instagood	914
#travelgram	906
#vacation	707

### Instagram Top Posts



@millionmilesecrets  
159 Engagements



@millionmilesecrets  
118 Engagements



@millionmilesecrets  
112 Engagements

**ANALYSIS:** We saw an increase in followers and engagements from August. It would be helpful to have more recent photos from team member travels with insights about the photos (location, tips, things to avoid, etc.).