

# Social Media Update

---

FEBRUARY 2018



# 1. Audience Growth





# KPI: Audience Growth

---

*Maintaining significant and steady YOY social audience growth*

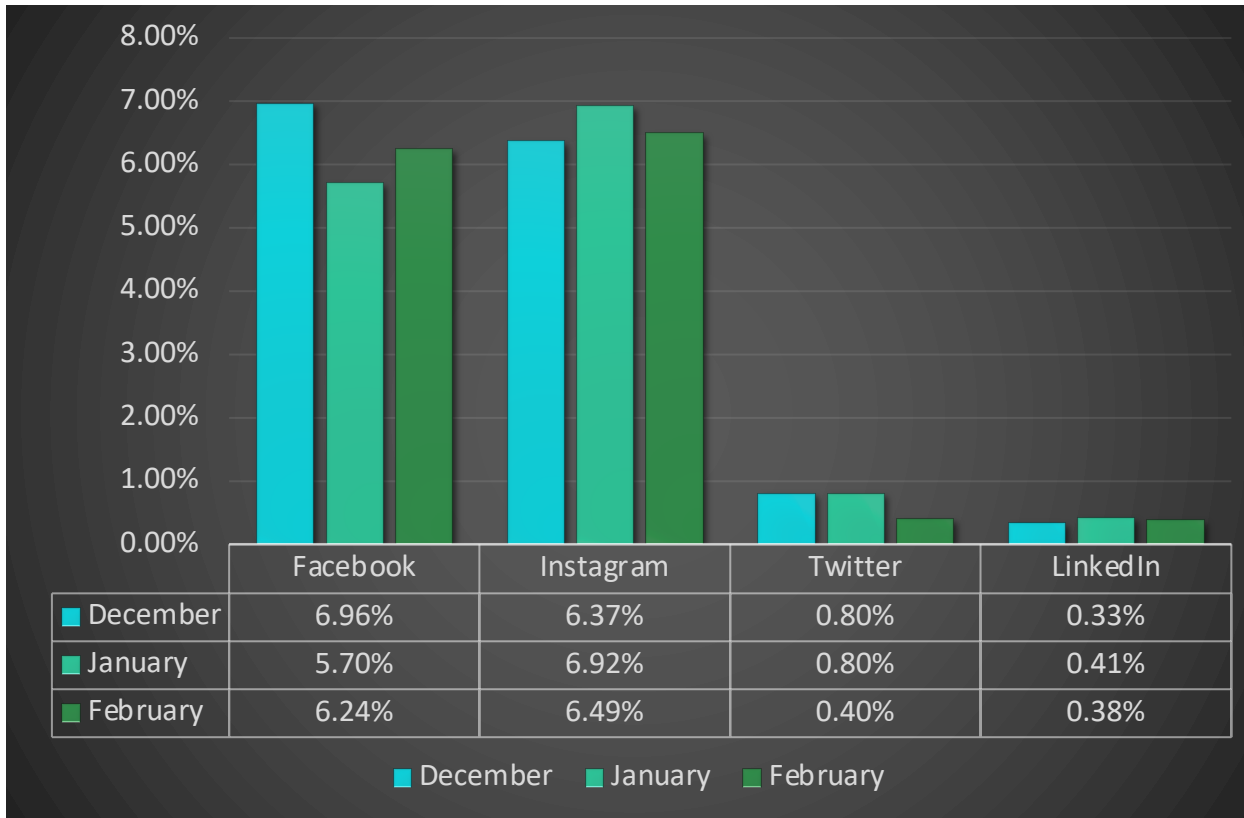
<u>Channel</u>	<u>Followers</u>	<u>New Followers</u>	<u>% Growth</u>
Instagram	32,777	+13,568	+ 71%
Facebook	70,593	+ 12,065	+ 20%
Twitter	28,079	+ 1,464	+ 6%
LinkedIn	21,991	+ 4,583	+ 26%
Pinterest	1,757	+ 218	+ 14%

## 2. Engagement





# KPI: Social Engagement Rates



**Virtuoso earns high marks for engagement ratings**

### What's Considered a Good Social Engagement Rate?

Facebook, LinkedIn & Twitter      .05-3% (1.25%)  
Instagram      3-6% (4.5%)

# 3. Referral Traffic





# KPI: Traffic to V.com

Social Media Traffic Report												
Traffic Overview	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18
Total V.com Traffic	109,440	115,116	121,134	124,439	133,520	138,711	126,918	143,209	137,326	126,492	170,391	154,363
Total New Users	77,895	86,786	90,247	92,230	98,764	102,350	94,051	106,405	101,970	93,915	125,948	114,379
Total Social Referral Traffic	2,964	4,839	3,282	5,726	5,662	5,372	3,127	3,835	4,236	4,285	4,543	3,816
% of Referral Traffic from Social	2.71%	4.20%	2.71%	4.60%	4.24%	3.87%	2.46%	2.68%	3.08%	3.38%	2.94%	2.47%
New Users via Social	2,305	4,011	2,620	4,514	4,506	3,965	2,340	2,950	3,206	3,226	4,002	2,970
% of New Users via Social	2.86%	4.62%	2.91%	4.90%	4.56%	3.87%	2.49%	2.77%	3.14%	3.43%	3.18%	2.60%
Click to V.com by Channel												
Blog	1	2	2	2	2	3	4	0	0	3	3	4
Facebook	1,914	3,787	1,918	4,201	3,820	3,245	1,589	2,387	2,474	2,337	2,514	1,790
Instagram	167	153	171	159	107	91	87	131	351	230	237	148
Instagram Stories	0	0	0	0	0	0	0	0	0	11	14	10
LinkedIn	162	67	168	257	350	358	121	193	246	391	268	164
Pinterest	286	487	374	534	843	926	805	642	652	891	1451	1,064
Twitter	144	129	150	207	265	353	230	218	256	212	203	100
<b>TOTAL</b>	<b>2,674</b>	<b>4,625</b>	<b>2,783</b>	<b>5,360</b>	<b>5,387</b>	<b>4,976</b>	<b>2,836</b>	<b>3,571</b>	<b>3,979</b>	<b>4,075</b>	<b>4,690</b>	<b>3,280</b>

# Top Performing Posts








# Facebook: Top Posts in February

South Africa  
Tourism Event—  
10.9% Engagement  
Rate Ad spend  
\$20.



**Virtuoso Travel**  
Published by Falcon.io [?] · February 27 at 10:00am · 🌐

From family-friendly safaris to romantic train trips and world-class museums, you'll be amazed at the diverse opportunities. Join South African Tourism for an online event, taking you on a virtual journey to experience the wonders of South Africa. Register here: <https://virtuoso.ltd/j2EZ5gwY>



👤 6,401 people reached **Boost Unavailable**

Recent Activity


Boosted on Feb 27  
Audience: United States, People who like Virtuoso...  
By Kim Bush · Completed

[View Results](#)

👍❤️👹 533 15 Comments 72 Shares

**Virtuoso Travel**  
Published by Falcon.io [?] · February 15 · 🌐

Simply Serene: Less is more on Francis Ford Coppola's private hideaway, Coral Caye. #VirtuosoTravel



**Paradise Found**  
Sustainable Travel in Belize  
VIRTUOSO.COM

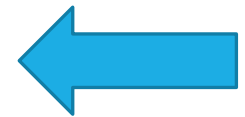
👤 3,360 people reached **Boost Unavailable**

👍 Like Comment Share

👍❤️👹 308 Top Comments

21 Shares

Francis Ford  
Coppola's Coral  
Caye— 10.5%  
Engagement Rate  
Ad spend \$20

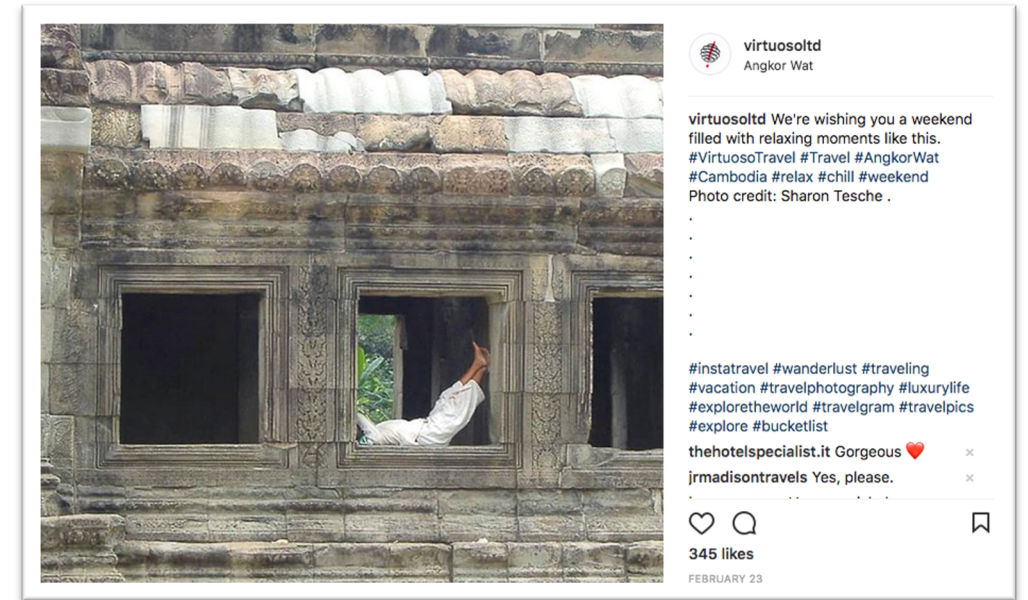




# Instagram: Top Posts in February






**Engagements: 429**  
**Engagement Rate: 8.14%**



**Engagements: 353**  
**Engagement Rate: 7.39%**



# Twitter: Top Posts in February

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
 <p><b>Virtuoso</b> Wishing you and yours a Happy Valentine's Day full of love, joy, and happy travels. #VirtuosoTravel #ValentinesDay <a href="https://t.co/49q2vHJf6Y">https://t.co/49q2vHJf6Y</a> (Tweet) February 14, 2018 9:31 am</p>	52,665	10	–	10
 <p><b>Virtuoso</b> 5 Reasons to Book a Cruise through a Travel Advisor (Rather than Doing It Yourself) <a href="https://t.co/sNJILvhk5m">https://t.co/sNJILvhk5m</a> #VirtuosoTravel <a href="https://t.co/uARh7zhjuq">https://t.co/uARh7zhjuq</a> (Tweet) February 21, 2018 10:00 am</p>	28,665	7	–	5
 <p><b>Virtuoso</b> Few trips reap rewards like family vacations. Find inspiration to plan your tribe's next big getaway here. <a href="https://t.co/SawYxidW5r">https://t.co/SawYxidW5r</a> #VirtuosoTravel <a href="https://t.co/nkb716Qj12">https://t.co/nkb716Qj12</a> (Tweet) February 15, 2018 10:00 am</p>	34,887	7	–	7