



# PASO ROBLES YOUTH ARTS CENTER

## Social Media Comparison Report



Description	Results Nov 2022-April 2023	Results May 2023 - Present	% Change	
Facebook Reach	11,322	37,028	<b>327%</b>	UP
Instagram Reach	2,807	3,319	<b>118%</b>	UP
Facebook Visits	681	4,281	<b>629%</b>	UP
Instagram Profile Visits	567	1,163	<b>205%</b>	UP
Facebook Page New Likes	35	90	<b>257%</b>	UP
New Instagram Followers	10	116	<b>1160%</b>	UP
Paid Reach	4,652	19,554	<b>420%</b>	UP
Paid Impressions	13,665	75,357	<b>551%</b>	UP
Ad Spend	\$101	\$489	<b>484%</b>	UP