



Profile Performance

July 1, 2023 – July 1, 2024

Understand growth and health of your social profiles



Included in this Report

✂ @FlexHighSchool

✂ @Learn4Life

Facebook FLEX High Ohio

Facebook Learn4Life

Instagram flexhighmichigan

Instagram holston.academy

Instagram treceducation

LinkedIn Holston Academy

LinkedIn Trauma-Resilient Educational Communities

TikTok Learn4Life Schools

✂ @FLEXMichigan

Facebook FLEX High Michigan

Facebook Holston Academy

Facebook Trauma-Resilient Educational Communities

Instagram flexhighschool

Instagram learn4life

LinkedIn FLEX High Schools

LinkedIn Learn4Life Schools

TikTok Flex High School

Performance Summary

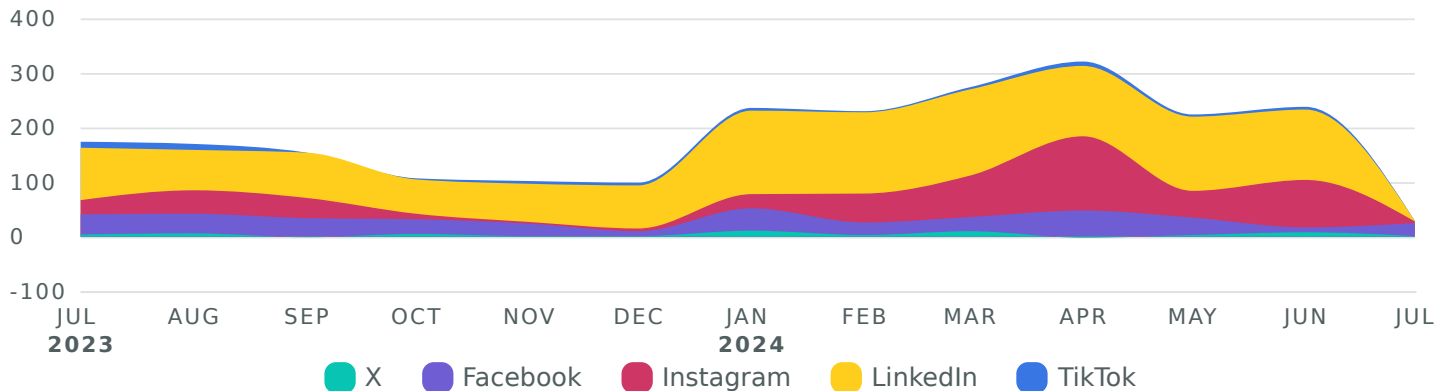
View your key profile performance metrics from the reporting period.

Impressions 24,780,996 ↗ 22.4%	Engagements 147,526 ↘ 63.2%	Post Link Clicks 87,314 ↘ 40.7%
Engagement Rate (per Impression) 0.6% ↘ 69.9%		

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month



Audience Metrics

Totals

% Change

Total Audience

14,326**↗ 16.6%**

Total Net Audience Growth

2,355**↗ 48.1%**

X Net Follower Growth

50

↘ 13.8%

Facebook Net Follower Growth

369

↘ 1.9%

Instagram Net Follower Growth

554

↗ 184.1%

LinkedIn Net Follower Growth

1,320

↗ 40.6%

TikTok Net Follower Growth

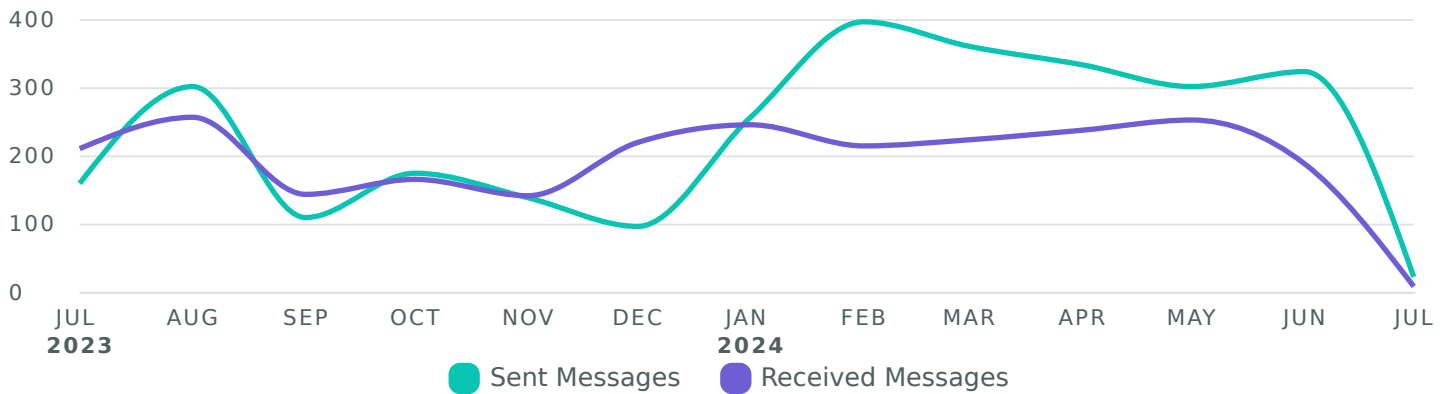
62

↗ 181.8%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Month



Sent Messages Metrics

Totals

% Change

Total Sent Messages

2,968

↗ **61.7%**

X Sent Messages

370

↘ 8.6%

Facebook Sent Messages

924

↗ 77.4%

Instagram Sent Messages

1,085

↗ 61.2%

LinkedIn Sent Messages

455

↗ 120.9%

TikTok Sent Messages

134

↗ 346.7%

Message Volume

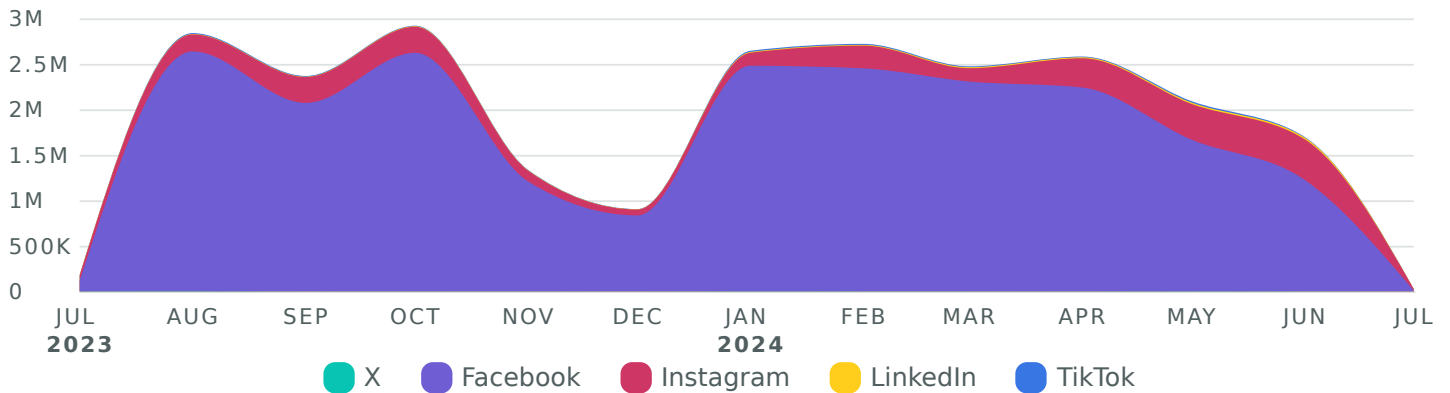
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
Total Received Messages	2,501	↗ 31%
X Received Messages	439	↗ 6.6%
Facebook Received Messages	939	↗ 80.2%
Instagram Received Messages	957	↗ 5.2%
LinkedIn Received Comments	92	↗ 53.3%
TikTok Received Messages	74	↗ 1,133.3%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Month



Impression Metrics

Totals

% Change

Total Impressions

24,780,996**↗ 22.4%**

X Impressions

23,286

↘ 32.7%

Facebook Impressions

21,846,773

↗ 36.5%

Instagram Impressions

2,713,704

↘ 34.3%

LinkedIn Impressions

97,183

↗ 65.2%

TikTok Impressions

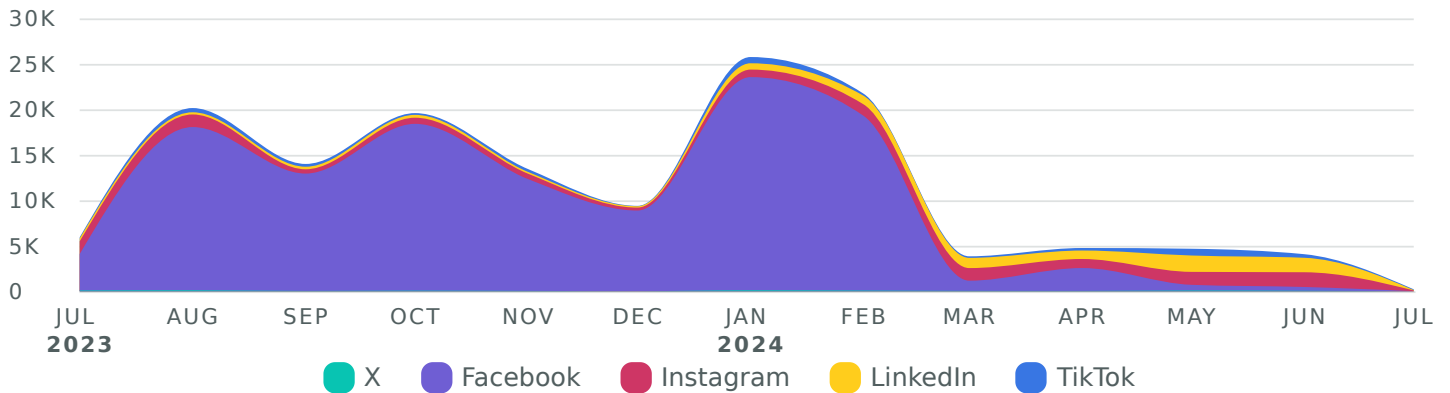
100,050

↗ 457.5%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month



Engagement Metrics

Totals

% Change

Total Engagements

147,526**↘ 63.2%**

X Engagements

794

↘ 48.9%

Facebook Engagements

121,664

↘ 68.6%

Instagram Engagements

12,421

↗ 69%

LinkedIn Engagements

8,630

↗ 106%

TikTok Engagements

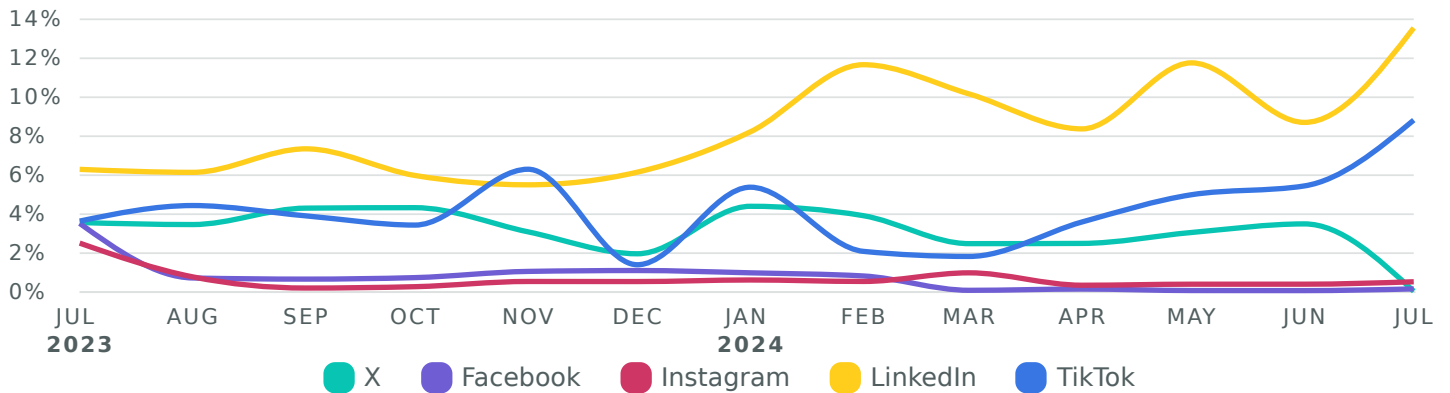
4,017

↗ 976.9%

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression), by Month



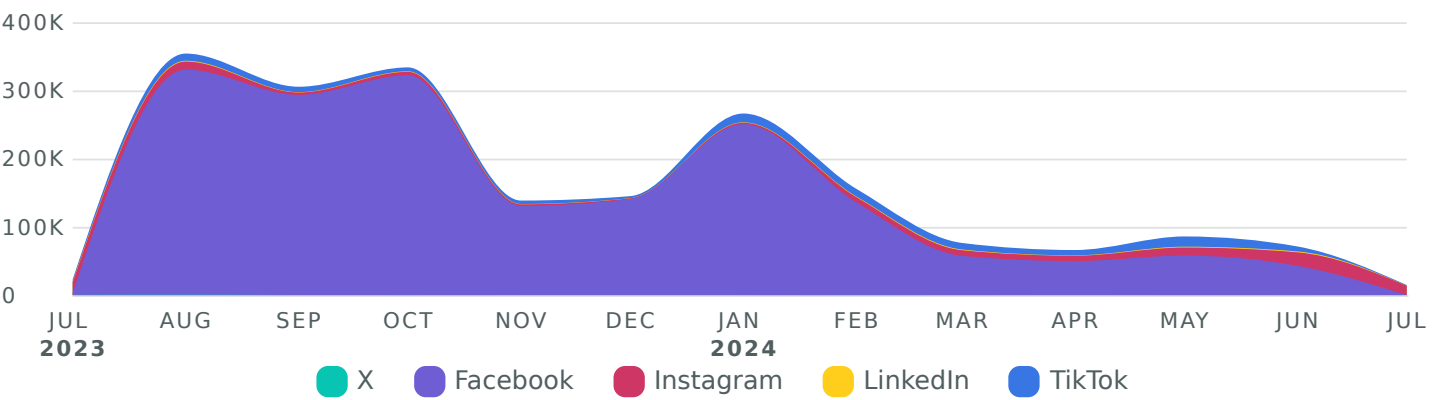
Engagement Rate Metrics

Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	0.6%	↘ 69.9%
X Engagement Rate	3.4%	↘ 24.1%
Facebook Engagement Rate	0.6%	↘ 77%
Instagram Engagement Rate	0.5%	↗ 157.4%
LinkedIn Engagement Rate	8.9%	↗ 24.7%
TikTok Engagement Rate	4.0%	↗ 93.2%

Video Views

Review how your videos were viewed across networks during the reporting period.













Video Views, by Month



Video Views Metrics	Totals	% Change
Video Views	2,036,259	↘ 8.5%
X Video Views	1,641	↗ 6.6%
Facebook Video Views	1,814,662	↘ 16.7%
Instagram Post Video Views	109,955	↗ 366.5%
LinkedIn Video Views	9,951	↗ 217.1%
TikTok Video Views	100,050	↗ 457.5%






Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Jul 1, 2023 – Jul 1, 2024	14,326 ↗ 16.6%	2,355 ↗ 48.1%	2,301 ↗ 54.7%	24,780,996 ↗ 22.4%	147,526 ↘ 63.2%	0.6% ↘ 69.9%	2,036,259 ↘ 8.5%
Compare to Jun 29, 2022 – Jun 30, 2023	12,286	1,590	1,487	20,251,110	400,483	2%	2,224,737
 @FlexHighSchool	63	4	19	444	21	4.7%	1
 @FLEXMichigan	22	8	64	1,109	40	3.6%	84
 @Learn4Life	844	38	286	21,733	733	3.4%	1,556
 FLEX High Michigan	261	41	81	792,500	8,409	1.1%	213,609
 FLEX High Ohio	513	18	34	297,814	3,130	1.1%	31,345
 Flex High School	8	—	23	—	0	—	—
 FLEX High Schools	122	90	86	3,133	276	8.8%	828
 flexhighmichigan	112	5	93	35,600	619	1.7%	3,885
 flexhighschool	224	17	31	31,682	207	0.7%	896
 Holston Academy	294	72	35	5,322,494	26,770	0.5%	57,431
 Holston Academy	164	5	26	8,197	664	8.1%	—
 holston.academy	315	104	42	978,230	344	0%	0

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
 Learn4Life Schools	3,778	987	248	68,044	4,634	6.8%	7,664
 Learn4Life Schools	143	62	78	100,050	4,017	4%	100,050
 Trauma-Resilient Educational Communities	19	30	128	3,759	474	12.6%	1,048
 Trauma-Resilient Educational Communities (TREC)	240	238	93	17,809	3,056	17.2%	1,459
 treceducation	281	227	220	13,622	994	7.3%	8,472