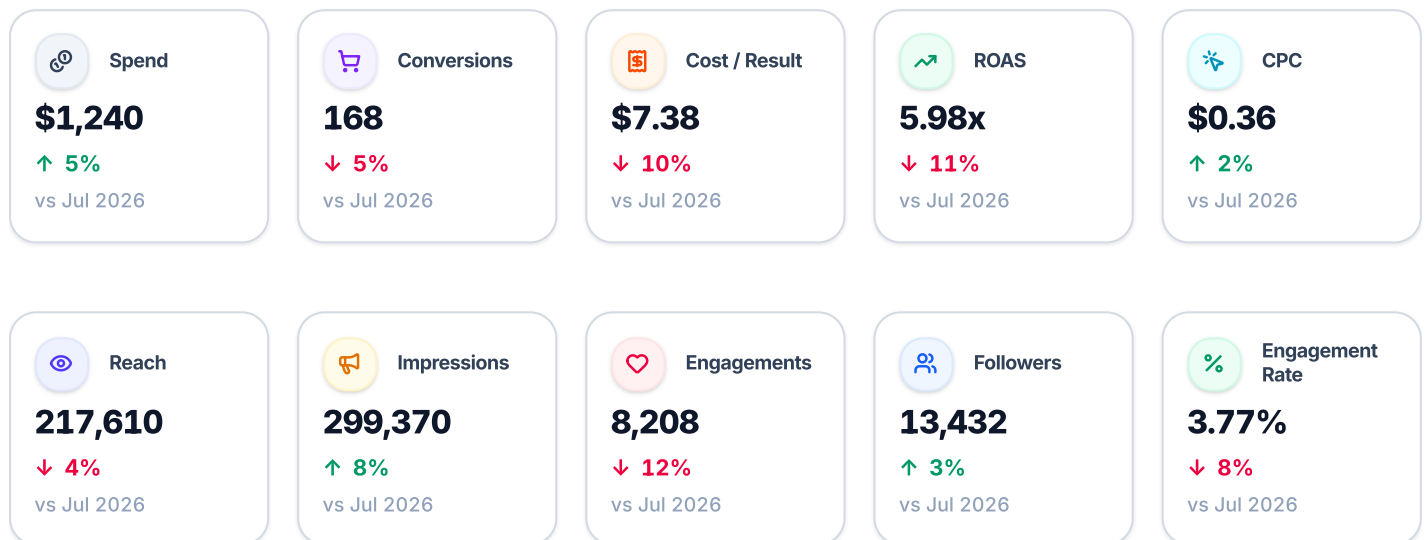




EXECUTIVE SUMMARY

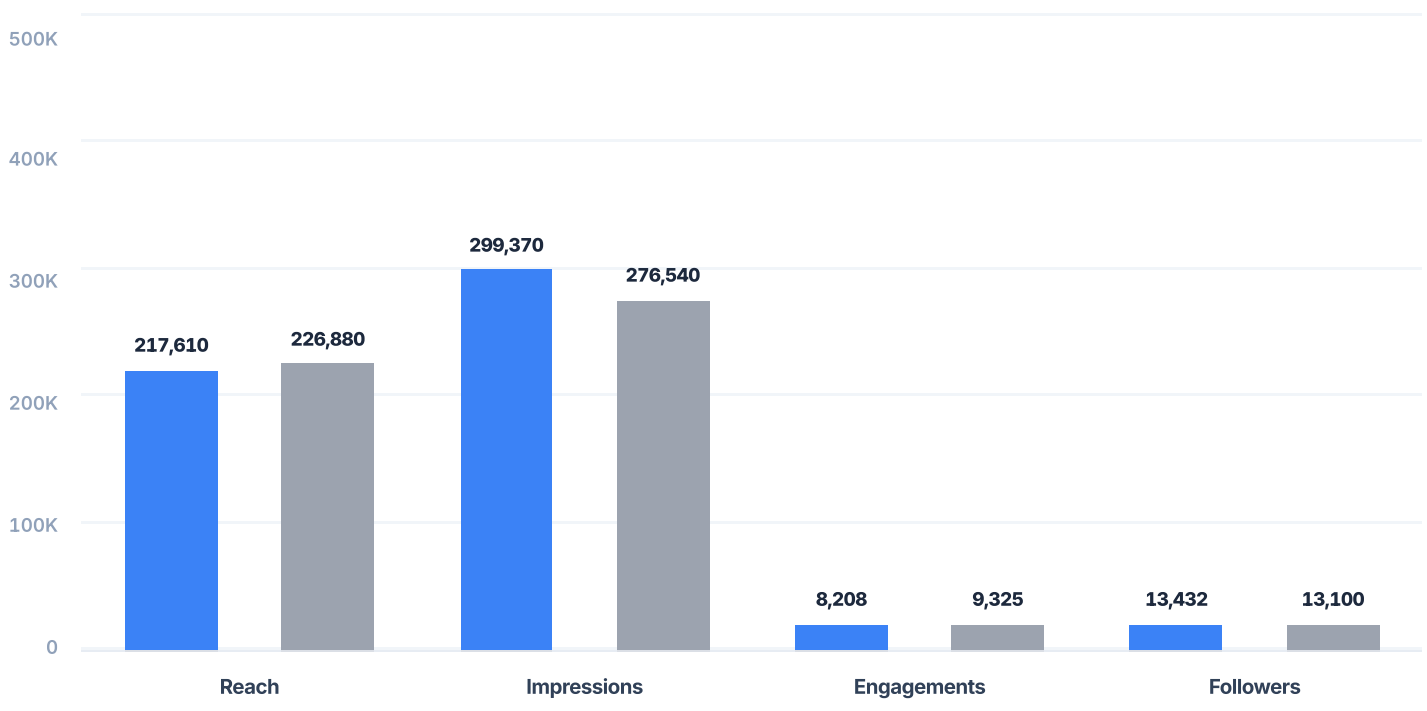
During August 2026, TikTok new followers experienced the largest movement, declining by 47.2% to 285. On Facebook, impressions increased by 11.3% to 238,900, while overall ROAS fell by 11.0% to 5.98x. Instagram saves grew by 8.5% to 447, but TikTok video views dropped 14.2% to 110,200. The data suggests focusing on stabilizing engagement and video views across TikTok and Instagram next period.

RESULTS



Performance Overview

Aug 1 – Aug 31, 2026 Jul 1 – Jul 31, 2026





PLATFORM PERFORMANCE

Where did performance come from this month?

Audience Growth

Total followers across all platforms

+332

Net New Followers

13,100

Previous Period

Jul 2026



13,432

Current Period

Aug 1 – Aug 31, 2026

↑ 3%

vs Jul 2026

Platform Performance

Key metrics by platform this reporting period.

PLATFORM	PRIMARY METRIC	ENG. RATE	KEY RESULT	SUMMARY
Facebook	94,100 Reach ↑ 6.0% vs Jul 2026	—	— Engagements	18% of total reach this period
Instagram	39,610 Reach ↓ 6.0% vs Jul 2026	6.7%	2,648 Engagements	8% of total reach this period
TikTok	83,900 Reach ↓ 13.0% vs Jul 2026	6.6%	5,560 Engagements	16% of total reach this period

Additional Metrics

Other metrics from your upload, not part of the headline summary above.

FACEBOOK

3,486

Link Clicks

INSTAGRAM

302

Comments

1,668

Likes

138

New Followers

2,845

Profile Visits

447

Saves

231

Shares

TIKTOK

350

Comments

4,520

Likes

285

New Followers

690

Shares

110,200

Video Views



STRATEGIC RECOMMENDATIONS

Key insights and actions to drive growth next month.



WHAT WORKED THIS MONTH

- Instagram Saves increased by 8.5% rising from 412 to 447
- Facebook Impressions grew by 11.3% to 238,900 from 214,600
- TikTok Followers grew by 5.7% from 3,860 to 4,080



WATCH-OUTS

- TikTok Video Views decreased 14.2% from 128,400 to 110,200
- Total Engagements dropped 12.0% down to 8,208 this month



NEXT MONTH: ACTION PLAN

- Analyze Instagram save-generating content to replicate engagement
- Review Facebook ad targeting to improve overall ROAS from 5.98x
- Optimize TikTok video posting times to reverse the decline in views