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Subject: August Social Report

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Hi Both

Please find attached the August social media report and summary below:

Experience Cowes – August 2026 Summary

Facebook

Facebook had a **positive month overall**

- **53 total page likes**
- **20 new fans,**
- **2.5K page reach,**
- **4.6K post views**

The strongest Facebook posts included:

- **“Welcome to Cowes”** – 615 reach and 46 engagements
- **Attractions in Cowes** – 287 reach and 13 engagements
- **Cowes Week 2026** – 401 reach and 148 video views
- **Food & Drink in Cowes** – 58 reach but a strong 9% engagement rate
- **August Bank Holiday** and business-focused content also generated engagement.

Key Facebook takeaway:

The page is growing, but the audience is still relatively small. Content linked to **Cowes as a destination, attractions, events and major local occasions** appears to perform best.



Instagram

Instagram was particularly strong in August, with significant increases across almost every metric.

- **217 followers**
- **63 new followers in the last 30 days**
- **2.1K reach,**
- **21.9K views, up 114%**

- **885 total interactions**, up **158%**
- **1.6K of the reach came from non-followers**, compared with 275 followers.

This is particularly encouraging because **the majority of people seeing the content aren't currently following Experience Cows**. That means Instagram is successfully reaching new audiences and has good potential for continued follower growth.

Instagram posts

10 posts were published during August, generating:

- **2.2K reach**, up 23%
- **3.5K views**, up 33%
- **141 interactions**, up 17%
- **128 likes**
- **10 shares**
- **2 saves**

The strongest individual posts included:

August Bank Holiday

- Reach: **611** - Interactions: **26** - Likes: **21** - Shares: **5**

Food & Drink in Cows

- Reach: **373** - Interactions: **15**

Welcome to Cows

- Reach: **202** - Interactions: **27**

It was an honour to...

- Reach: **221** - Interactions: **21**

Reels are showing real potential

Only **two Reels** were published, but they performed very well:

- **938 reach**, up **85%**
- **1.2K views**, up **86%**
- **76 interactions**, up **61%**

- 75 interactions, up 51%

- 47 likes
- 21 shares
- 8.1% interaction rate

The best-performing Reel was:

“What a way to end Cowes Week” (Fireworks reel)

- 724 reach
- 858 views
- 50 interactions
- 29 likes
- 20 shares

The Cowes Week Reel also achieved **214 reach and 306 views**.

This is probably the biggest opportunity going forward. Reels are reaching people beyond the existing follower base and generating considerably more interaction than static content.



Overall picture

What is working

1. Event-led content performs well

Cowes Week, fireworks, the August Bank Holiday and other events generated some of the strongest results.

2. “Things to do” content works

Posts around **attractions, food & drink, shopping and East Cowes** give people useful destination information and encourage engagement.

3. Instagram is growing rapidly

The **63 new followers**, 114% increase in views and 158% increase in interactions are particularly positive.

4. Video should be increased

Reels generated strong reach, views and shares despite only two being produced.

5. Non-followers are discovering Experience Cowes

On Instagram, **1.6K of the 2.1K reach came from non-followers**, which is a very positive sign for destination discovery.

Overall assessment

August was a strong month for Experience Cowes, particularly on Instagram.

The most encouraging result isn't simply follower growth — it's the **158% increase in Instagram interactions and 114% increase in views**, combined with the fact that most reach is coming from people who don't yet follow the account.

The opportunity now is to **build on that momentum**, particularly through **Reels, events, local businesses and useful “things to do” destination content.**

One thing I'd flag is that **Facebook and Instagram are currently at very different stages**: Facebook has only 53 page likes, while Instagram has 217 followers, so I'd put more emphasis on **Instagram for audience growth**, while continuing to use Facebook for local community engagement and information sharing.

Kind regards

Zoe

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