
A SOUTHERN GYPSY

VEGAN + CONSCIOUS TRAVEL & LIFESTYLE BLOG



CAMPAIGN SUMMARY

TOTAL REACH: 69,832

TOTAL ENGAGEMENT: 5,313

TOTAL ENGAGEMENT RATE: 13%

60-DAY CAMPAIGN REPORT

INSTAGRAM



LIKES: 261
COMMENTS: 12
REACH: 1,700

LIKES: 839
COMMENTS: 4
REACH: 1,056

LIKES: 798
COMMENTS: 7
REACH: 1,533

LIKES: 863
COMMENTS: 13
REACH: 2,130

LIKES: 365
COMMENTS: 5
REACH: 2,003

INSTAGRAM STORIES

TOTAL PICTURES + VIDEOS: 46 | TOTAL VIEWS: 6,138 | LINK

TWITTER

TOTAL REACH

46,545

TOTAL
ENGAGEMENT

1,686

TOTAL
RETWEETS

140

TOTAL LIKES

389



TOTALS: SOCIAL

TOTAL REACH	TOTAL ENGAGEMENT	ENGAGEMENT RATE	TOTAL POSTS
68,126	5,280	13%	122

BLOG POSTS

Vegan Guide to Oklahoma City

Pageviews: 1,250

Unique Views: 362

Comments: 25

[Link](#)

Why OKC Surprised Me

Pageviews: 456

Unique Views: 145

Comments: 8

[Link](#)