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



destinations too? Here are 9 reasons why a visit to #SeeOKC is a must and will leave you surprised as well! bit.ly/ 2py8em7 @VisitOKC #travel #ttot



TOTAL REACH

46,545

TOTAL ENGAGEMENT 1,686

> TOTAL RETWEETS 140

TOTAL LIKES



Headed to @VisitOKC and wondering if it's even possible to eat #vegan there?! Worry not - all the gastro-research has been done for you! Check out the vegan guide here - bit.ly/2wbQ2Tc #SeeOKC #veganfood



389

TOTALS: SOCIAL

TOTAL

REACH ENGAGEMENT

TOTAL 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