

Social media results

Instagram + LinkedIn | Prepared for the chapter board

Instagram

Reporting window: 180 days, April 3 - September 29, 2026.

Metric	Result
Content views	33,157
Net followers	+81
Interactions	536
Viewers	3,599
Profile visits	656
Bio link taps	8

Content performance

Content type	Views (rounded)	Interactions
Posts	24K	390
Stories	6.3K	52
Reels	3.3K	94
Live videos	0	0

Student Mixer content led the visible top-content list: the flyer showed approximately 6.8K views and the recap Reel approximately 2.1K views.

Source: supplied Instagram Insights screenshots. Views are not unique people. Content-type view figures are rounded and may include Facebook views; they do not reconcile directly to the headline total.

Audience + LinkedIn

Instagram audience

75.1% of followers are ages 18-34 (49.7% ages 18-24; 25.4% ages 25-34). The displayed gender split is 69.5% men and 30.5% women. The United States accounts for 82.1% of the audience.

Instagram highlights Tuesdays from 12-6 PM and Wednesdays from 3-6 PM as active follower windows, in Central Daylight Time.

LinkedIn page visits

Export coverage: January 1 - September 28, 2026.

Metric	Result
Page views, full export period	319
Page views, February 1 - September 28	299

Month	Page views	Month	Page views
January	20	June	24
February	57	July	40
March	48	August	40
April	39	September 1-28	39
May	12		

Visitor location highlights

The location tab reports 214 views from the San Antonio metropolitan area, followed by Austin (26), Greater Houston (25), and Washington DC-Baltimore (24). These figures use the full export period.

Next steps

Continue promoting the golf tournament and October general meeting. Ask board members to invite relevant LinkedIn connections and repost chapter announcements. Continue student and young professional content to serve the large younger Instagram audience.

Sources: supplied Instagram Insights screenshots and LinkedIn visitor export. Platform periods and metrics differ and are not combined. The LinkedIn file measures page visits, not post impressions or follower growth. Daily unique visitors were not summed because people may return on multiple days.