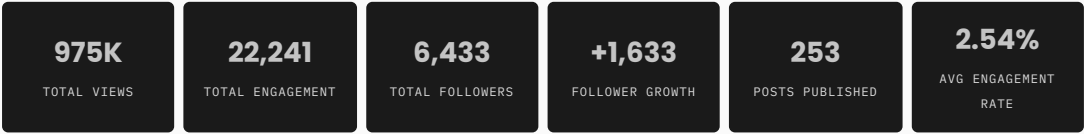


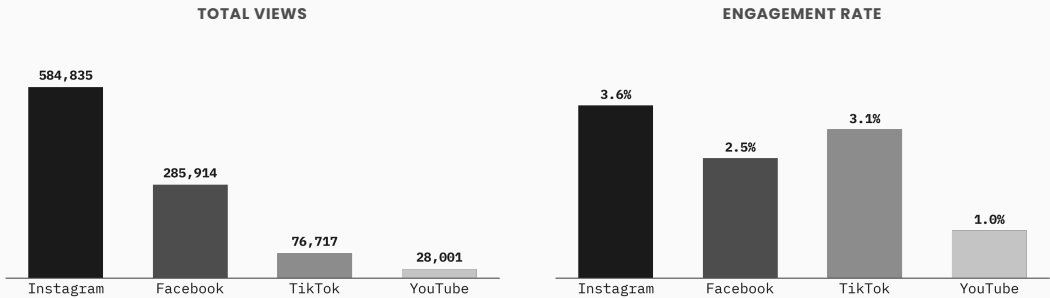
6 MONTH SOCIAL MEDIA PERFORMANCE REPORT

EXECUTIVE SUMMARY

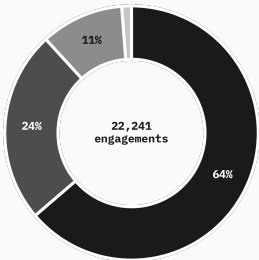
Before Aftertaste, this account was flat. February closed with just **2,957** views, **66** interactions, and a net loss of **6** followers, a closed audience with no real reach beyond people who already followed. Six months of consistent, organic content changed that. The account went from losing ground to generating **975,467 total views** and **22,241 interactions** across four platforms, adding **1,633 net new followers**, with zero paid spend behind any of it. A new TikTok channel and a new YouTube Shorts channel were also built from scratch in this window and are already contributing real numbers.



VIEWS & ENGAGEMENT RATE BY PLATFORM



WHERE ENGAGEMENT CAME FROM

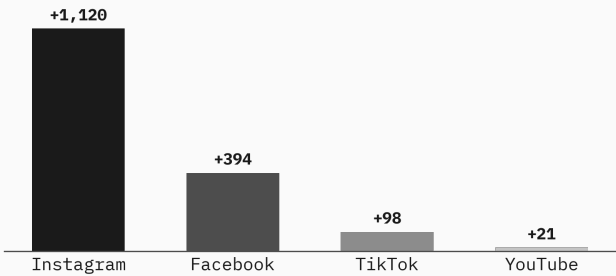


Instagram carried **64%** of all engagement across the six months, with Facebook a steady second at **24%**. TikTok is small but punching above its size, contributing **11%** of engagement on a fraction of the following. YouTube is brand new and still building.

PLATFORM BREAKDOWN

PLATFORM	FOLLOWERS	GROWTH	VIEWS	POSTS	ENGAGEMENT	ENG. RATE
Instagram	3,313	+1,120	584,835	78	14,176	3.6%
Facebook	2,770	+394	285,914	70	5,439	2.5%
TikTok	138	+98	76,717	64	2,351	3.1%
YouTube (Shorts)	212	+21	28,001	41	275	1.0%

FOLLOWER GROWTH BY PLATFORM



WHAT THE LAST SIX MONTHS PROVED

THE VIRAL MOMENT WASN'T A FLUKE

The Devonshire Street Reel hit 169K views and 1,638 shares in May. The months since proved the team can build a steady, growing audience around that same formula, not just chase a repeat.

INSTAGRAM IS THE ENGINE

78 posts, 585K views, and 64% of all engagement. Reels leading with feeling before facts is the consistent driver behind every strong number on this account.

TIKTOK PUNCHES ABOVE ITS WEIGHT

Started from zero in March. Six months later it holds a 3.1% engagement rate, ahead of Facebook and YouTube, on a fraction of the follower count.

YOUTUBE SHORTS IS THE NEW FRONTIER

41 short-form videos, 28K views, zero paid spend. Early days, but the format already has a foothold to build on in Q3.

DIRECT INBOX LEADS

33 leads

This figure counts only direct inbound messages to the account inbox. It does not include people who clicked through to the website or reached out through Hudson's other channels, so it understates true demand generated by this content.

"give your brand a taste that lingers."

Report prepared by Aftertaste Agency · September 2026 · emma@aftertaste.agency