

Bright Loop Media

Social Media Report

September 2026

Prepared for The Local Kitchen

Prepared by Sarah Mitchell at Bright Loop Media.

12,847

TOTAL REACH

3.2%

ENGAGEMENT RATE

+47

NEW FOLLOWERS

Executive Summary

TOTAL REACH	ENGAGEMENT RATE	NEW FOLLOWERS
12,847	3.2%	+47
▲ +14.7% vs last month	▲ +3.2% vs last month	▲ +1.1%

September brought steady growth for The Local Kitchen. The account reached 12,847 people and added 47 Instagram followers.

The strongest post showed the Sunday preparation routine, giving customers a useful look at the people and care behind each meal.

BIGGEST WIN THIS MONTH

The Sunday preparation story earned the most likes and helped the community see the care behind each meal.

PROFILE VISITS	WEBSITE CLICKS
1,024	286
+21.0% vs last month	+35.5% vs last month

Performance Dashboard

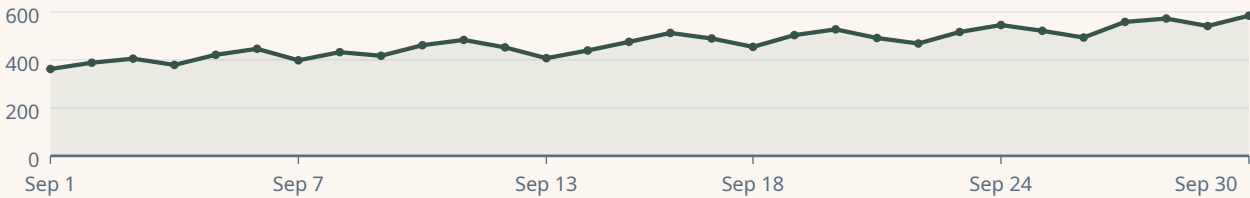
Instagram ended the month with 4,284 followers and a 3.2 percent engagement rate. Facebook had 2,156 followers. Visits to the profile and website also increased as the team shared more seasonal menu updates.

Platform	Followers	New	Reach	Eng. Rate	Views
Facebook	2,156	Not available	Not available	Not available	Not available
Instagram	4,284	+47	12,847	3.2%	28,740

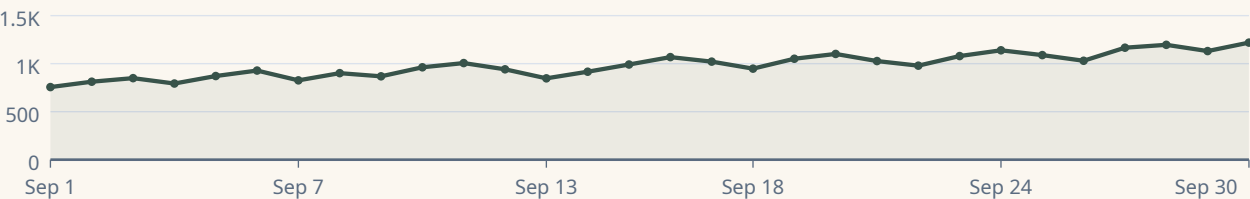
* Facebook metrics shown where available. Primary reporting source: Instagram.

Metric	This Month	Last Month	Change
Followers	4,284	4,237	▲ +1.1%
Facebook	2,156		
Instagram	4,284		
New followers	47	34	▲ +38.2%
Unique Reach	12,847	11,204	▲ +14.7%
Sum of Daily Reach	12,847	11,204	▲ +14.7%
Views	28,740	25,106	▲ +14.5%
Engagement rate	3.2%	3.1%	▲ +3.2%
Video / reel views	4,621	3,954	▲ +16.9%
Total engagement	411	Not available	Not available

Reach Trend



Impressions Trend

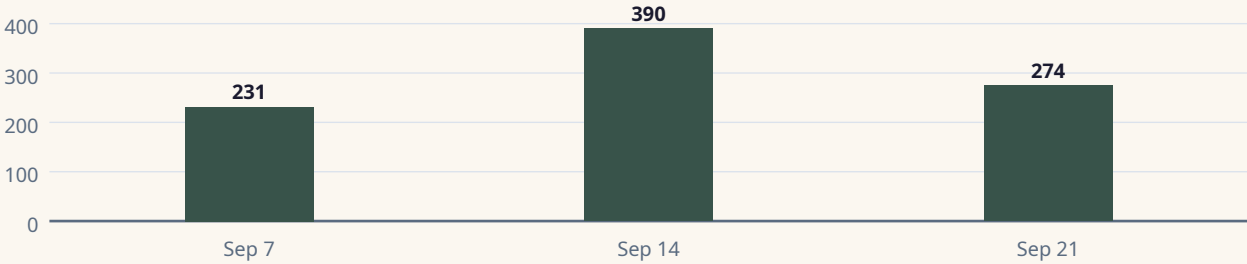


Top Content This Month

Date	Platform	Type	Caption	Likes	Comments	Saves	Shares
September 14	Instagram	Reel	Behind the scenes at Sunday prep	342	29	11	8
September 21	Instagram	Carousel	Fresh ingredients from our local growers	218	31	17	8
September 7	Instagram	Photo	A table ready for Sunday lunch	187	24	12	8

Behind the scenes at Sunday prep was the most liked post of the month, with 342 likes.

Engagement by Post



What We're Focusing on Next Month

1

Continue the Sunday preparation series, highlight seasonal ingredients, and invite customers to share their favorite dishes.

2

Visit thelocalkitchen.com to explore the menu.

Content Performance by Type

Type	Posts	Avg Reach	Avg Engagement Rate
Reel	8	1,142	4.1%
Carousel	5	883	3.6%
Photo	7	624	2.8%
Video	2	1,006	3.4%

Insight

Reels brought the highest average reach, while carousels earned strong saves.

Competitor Snapshot

All sample report details and performance data are fictional.



The Local Kitchen (Your page)

4,284 followers

RECENT POSTS

September 14
342 likes 29 cmt.
Behind the scenes at Sunday prep

September 21
218 likes 31 cmt.
Fresh ingredients from our local growers

September 7
187 likes 24 cmt.
A table ready for Sunday lunch



The Corner Cafe @thecornercafe

3,891 followers · 214 posts

Neighborhood cafe serving seasonal brunch and local produce.