

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

Prepared by Bright Loop Media

# Executive Summary

12,847

Total Reach

3.2%

Engagement Rate

47

New Followers

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

1,024

+21.0% vs last month

### WEBSITE CLICKS

286

+35.5% vs last month

# Performance Dashboard

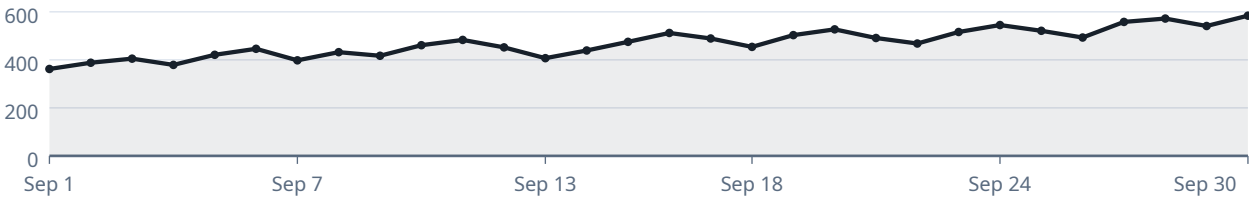
Instagram ended the month with 4,284 followers and a 3.2 percent engagement rate. Facebook had 2,156 followers. Visits to the profile and website also increased as the team shared more seasonal menu updates.

| 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        |

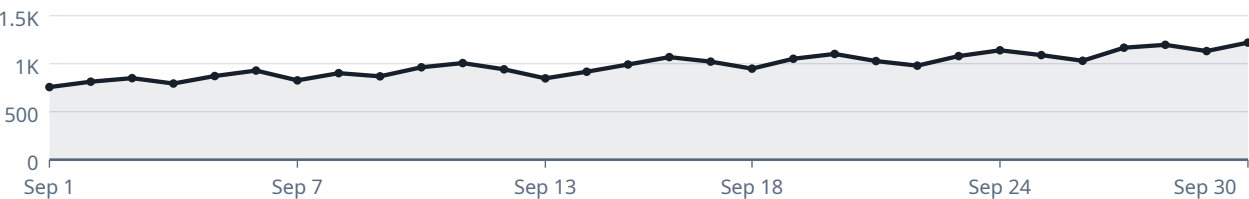
\* Facebook metrics shown where available. Primary reporting source: Instagram.

| 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

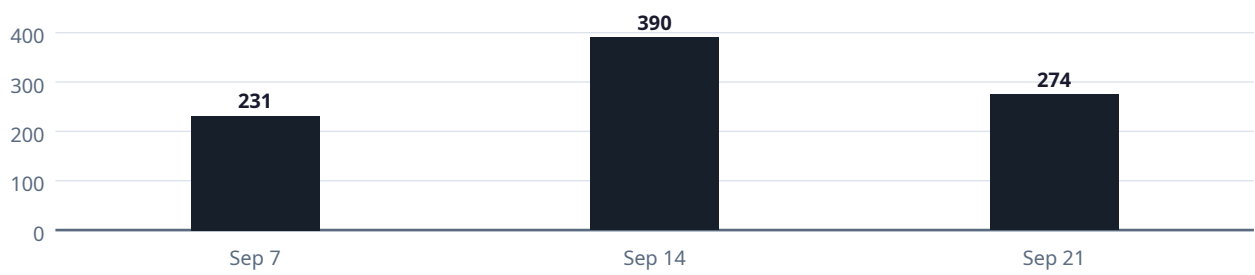


# Top Content This Month

| 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](https://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.