

GIRLS ACADEMY SOCIAL MEDIA REPORT APRIL 2021

INSTAGRAM | FACEBOOK | TWITTER



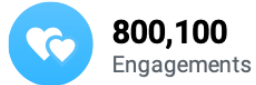
GIRLS
ACADEMY

AGGREGATES



LIFETIME

Aggregate overview



Aggregate audience

29,573
Total audience of all social accounts

13%
Facebook

65%
Instagram

22%
Twitter

Aggregate engagements

800,100
Total engagements of all social accounts

14%
Facebook

85%
Instagram

1%
Twitter

Aggregate impressions

20,289,290
Total impressions of all social accounts

6%
Facebook

72%
Instagram

22%
Twitter



MONTH OF APR '21

Aggregate overview



30,468
Audience



173,704
Engagements



4,807,733
Impressions

Aggregate audience

30,468

Total audience of all social accounts

15%
Facebook

63%
Instagram

22%
Twitter

Aggregate engagements

173,704

Total engagements of all social accounts

12%
Facebook

87%
Instagram

1%
Twitter

Aggregate impressions

4,807,733

Total impressions of all social accounts

7%
Facebook

73%
Instagram

20%
Twitter





FACEBOOK



**GIRLS
ACADEMY**

FACEBOOK APR '21

Performance

The Girls Academy

Engaged Users
10,289 ↗ 49%

Post Impressions
329,076 ↗ 66%

Reactions
6,434 ↗ 53%

Post Reach
91,524 ↗ 16%

Page & Post Engagements
20,965 ↗ 89%

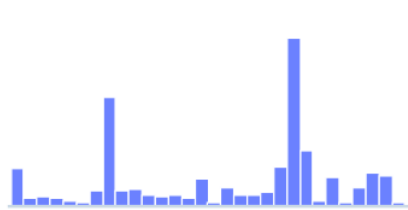
Link Clicks
759 ↗ 57%

New Fans
267 ↗ 18%

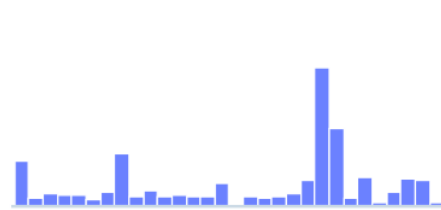
Posts
223 ↗ 89%

Average performance

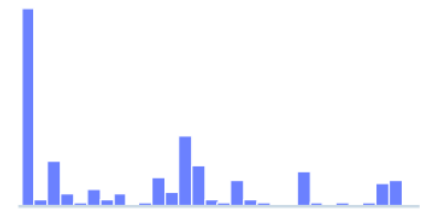
The Girls Academy



Daily average engagements
699 ↗ 89%



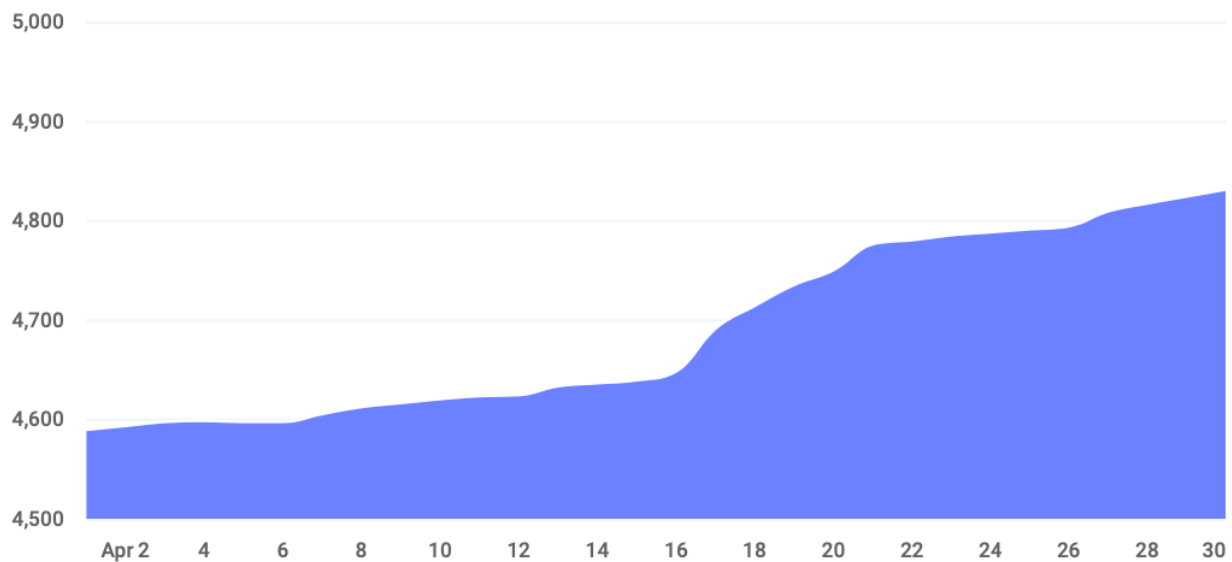
Daily average impressions
10,969 ↗ 66%



Daily average clicks
25 ↗ 57%

Total Fans

The Girls Academy



FACEBOOK APR '21

Post summary

The Girls Academy

Posts

223 ↗ 89%

Reach

305,012 ↗ 72%

Reactions

4,355 ↗ 74%

Comments

119 ↗ 311%

Shares

282 ↗ 28%

Engagement Rate

5.87% ↗ 25%

Post insights

The Girls Academy

Showing 5 posts in total

Sorted by Impressions



April 16, 2021 03:29am

Florida GA Spring Event is about to kick off! Link to the games is now LIVE! Check it out at LIVETGA.COM #GAFL21 #GARising Let's go!

| Post Clicks | Reactions | Impressions | Reach | Eng. Rate | Spend |
|-------------|-----------|-------------|-------|-----------|-------|
| 499 | 35 | 5,181 | 4,754 | 10.65% | — |



April 15, 2021 05:27pm

DEMISE 2 RISE. 🌪️ As we get ready for #GAFL21 we reflect back on our first year at the GA. It's been an EPIC journey on and off the field. See you in FL! #GARising #OnAMission #ForThePlayers

| Post Clicks | Reactions | Impressions | Reach | Eng. Rate | Spend |
|-------------|-----------|-------------|-------|-----------|-------|
| 297 | 32 | 4,470 | 4,053 | 7.76% | — |



April 1, 2021 07:57pm

#GAFL21 is just around the corner. USYNT Scouts will be evaluating the games and tracking our Top Talents. #GARising #USYNT #TalentID #AttacktheGame

| Post Clicks | Reactions | Impressions | Reach | Eng. Rate | Spend |
|-------------|-----------|-------------|-------|-----------|-------|
| 71 | 78 | 4,032 | 3,732 | 4.04% | — |

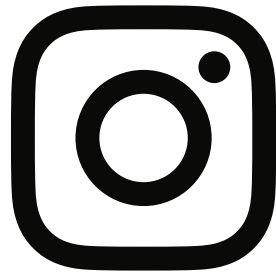


April 20, 2021 10:30pm

Wrapping up an AMAZING event here in Florida! Thank you all! 🙌🙌 #GAFL21 #GARising #OnAMission

| Post Clicks | Reactions | Impressions | Reach | Eng. Rate | Spend |
|-------------|-----------|-------------|-------|-----------|-------|
| 177 | 35 | 3,554 | 3,350 | 6.22% | — |





INSTAGRAM



INSTAGRAM APR '21

Performance

 girlsacademyleague

Posts

217 ↗ 84%

Impressions

3.56m ↗ 141%

Reach

344,614 ↗ 5%

Likes

150,507 ↗ 106%

Comments

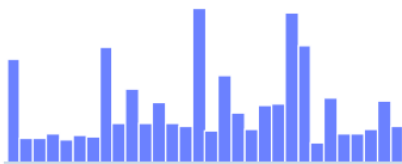
1,063 ↗ 128%

New Followers

1,222 ↗ 9%

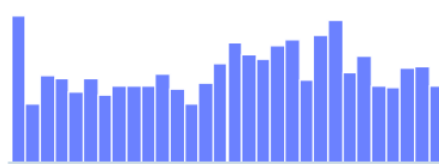
Average performance

 girlsacademyleague



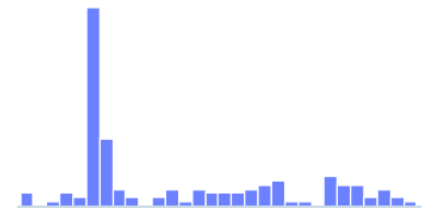
Daily average impressions

118,545 ↗ 141%



Average likes per post

694 ↗ 12%

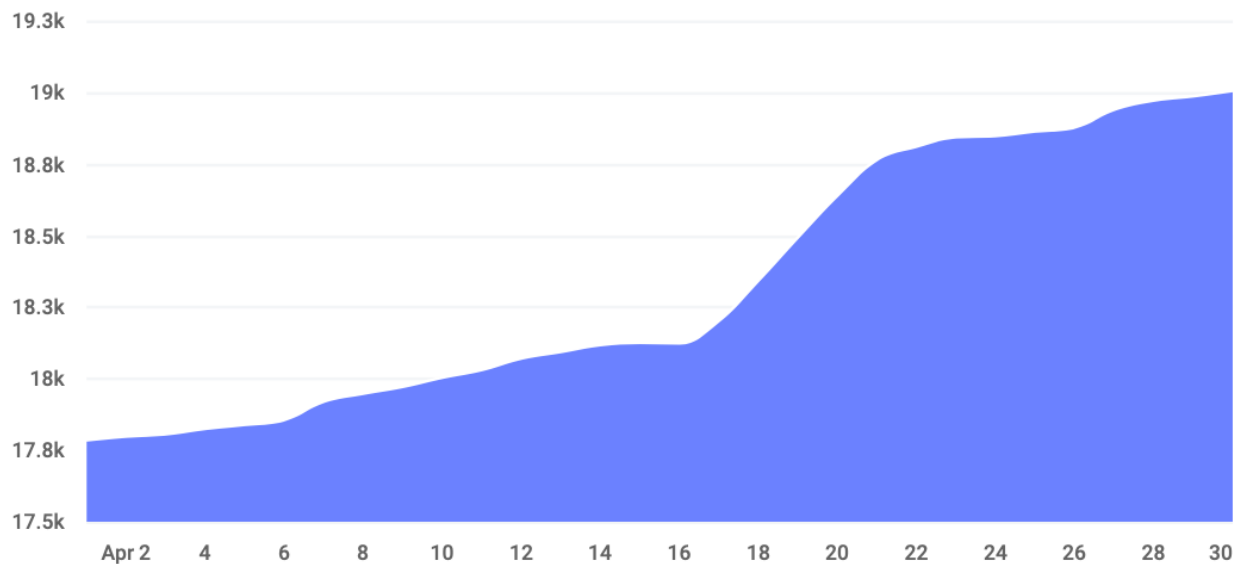


Average comments per post

5 ↗ 25%

Total Followers

 girlsacademyleague



INSTAGRAM APR '21

Post summary

 girlsacademyleague

Posts

217 ↗ 84%

Impressions

1.8m ↗ 85%

Reach

1.55m ↗ 79%

Likes

150,507 ↗ 106%

Comments

1,063 ↗ 128%

Engagement Rate

8.49% ↗ 11%

Post insights

 girlsacademyleague

Showing 5 posts in total

Sorted by Likes



April 19, 2021 08:43pm

It's not an easy thing to be this COOL in a place as hot as Florida - but she sure pulls it off! 🐅 Lovin' it! #GAFL21 #GARising #OnAMission

| Likes | Comments | Impressions | Reach | Eng. Rate | Spend |
|-------|----------|-------------|--------|-----------|-------|
| 2,078 | 14 | 15,403 | 13,652 | 13.69% | — |



April 16, 2021 07:38pm

"She's got the eye of the tiger!" Focus and effort are keywords here at the GA Florida event. #AttackTheGame #OnAMission #GAFL21

| Likes | Comments | Impressions | Reach | Eng. Rate | Spend |
|-------|----------|-------------|--------|-----------|-------|
| 1,744 | 13 | 13,475 | 11,265 | 13.12% | — |



April 20, 2021 03:12pm

Don't worry about a thing - we got your BACK! 🐅 #GAFL21 #AttackTheGame #OnAMission #GARising

| Likes | Comments | Impressions | Reach | Eng. Rate | Spend |
|-------|----------|-------------|--------|-----------|-------|
| 1,657 | 18 | 13,691 | 11,053 | 12.29% | — |



April 19, 2021 04:30pm

The players keep raising the bar here at the GA Florida Showcase! GAME - SET - ACTION! #GAFL21 #GARising #OnAMission

| Likes | Comments | Impressions | Reach | Eng. Rate | Spend |
|-------|----------|-------------|--------|-----------|-------|
| 1,657 | 32 | 14,359 | 11,789 | 11.86% | — |



TWITTER



TWITTER APR '21

Performance

 GAcademyLeague

Tweets

226 ↗ 95%

Retweets

379 ↗ 15%

Impressions

922,305 ↗ 44%

Engagements

8,735 ↗ 68%

Replies

43 ↗ 49%

Clicks

1,404 ↗ 92%

Likes

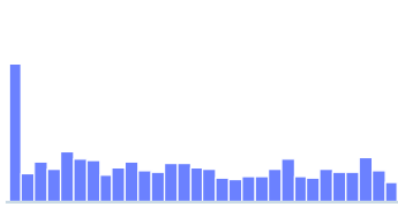
3,231 ↗ 40%

New Followers

304 ↗ 46%

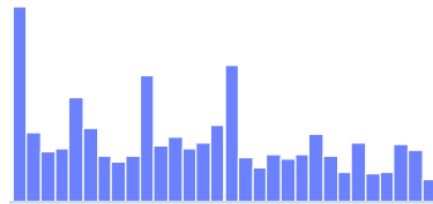
Average performance

 GAcademyLeague



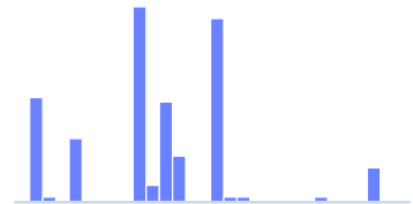
Average impressions per tweet

4,081 ↘ 26%



Average engagements per tweet

39 ↘ 13%

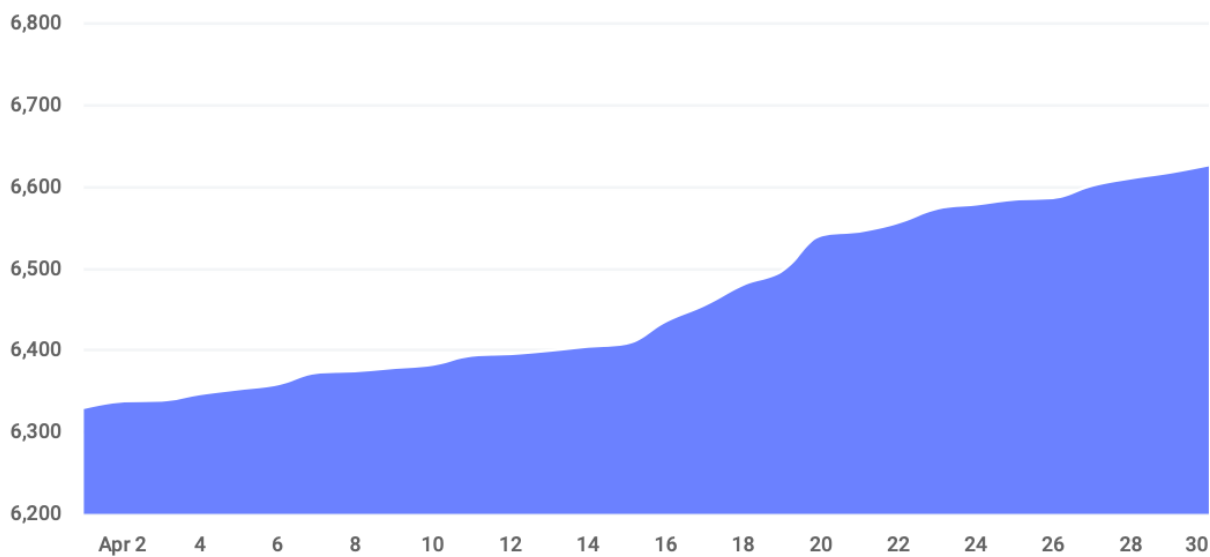


Average clicks per tweet

6

Total Followers

 GAcademyLeague



TWITTER APR '21

Post summary

GAcademyLeague

Posts

226 ↗ 95%

Retweets

379 ↗ 15%

Replies

43 ↗ 49%

Clicks

1,404 ↗ 92%

Likes

3,231 ↗ 40%

Engagement Rate

0.80% ↗ 15%

Tweet insights

GAcademyLeague

Showing 5 posts in total

Sorted by Impressions



April 7, 2021 12:19am

ARE YOU READY #GAFL21 is only 10 days away. #GARising #AttacktheGAME #OnAMission <https://t.co/0xtQtdQVoi>

| Clicks | Retweets | Likes | Impressions | Eng. Rate |
|--------|----------|-------|-------------|-----------|
| 0 | 16 | 55 | 23,240 | 0.60% |

#GAFL21 is just around the corner. USYNT Scouts will be evaluati...

April 1, 2021 07:58pm

#GAFL21 is just around the corner. USYNT Scouts will be evaluating the games and tracking our Top Talents. #GARising #USYNT #TalentID #AttacktheGAME <https://t.co/f3o28WuP42>

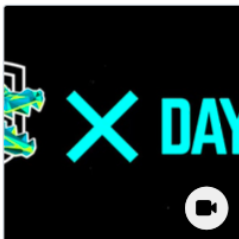
| Clicks | Retweets | Likes | Impressions | Eng. Rate |
|--------|----------|-------|-------------|-----------|
| 0 | 17 | 83 | 19,912 | 0.70% |

Florida GA Spring Event is about to kick off! Link to the games off! Link to the games off! ...

April 16, 2021 03:29am

Florida GA Spring Event is about to kick off! Link to the games is now LIVE! Check it out at <https://t.co/JEuENe9yXJ> #GAFL21 #GARising Let's go! <https://t.co/tpr02wF3IC>

| Clicks | Retweets | Likes | Impressions | Eng. Rate |
|--------|----------|-------|-------------|-----------|
| 965 | 34 | 86 | 17,529 | 6.80% |



April 20, 2021 10:30pm

Wrapping up an AMAZING event here in Florida! Thank you all! 🙌 #GAFL21 #GARising #OnAMission <https://t.co/oa43FBaiBP>

| Clicks | Retweets | Likes | Impressions | Eng. Rate |
|--------|----------|-------|-------------|-----------|
| 0 | 7 | 53 | 14,574 | 0.60% |





THANK YOU.



**GIRLS
ACADEMY**