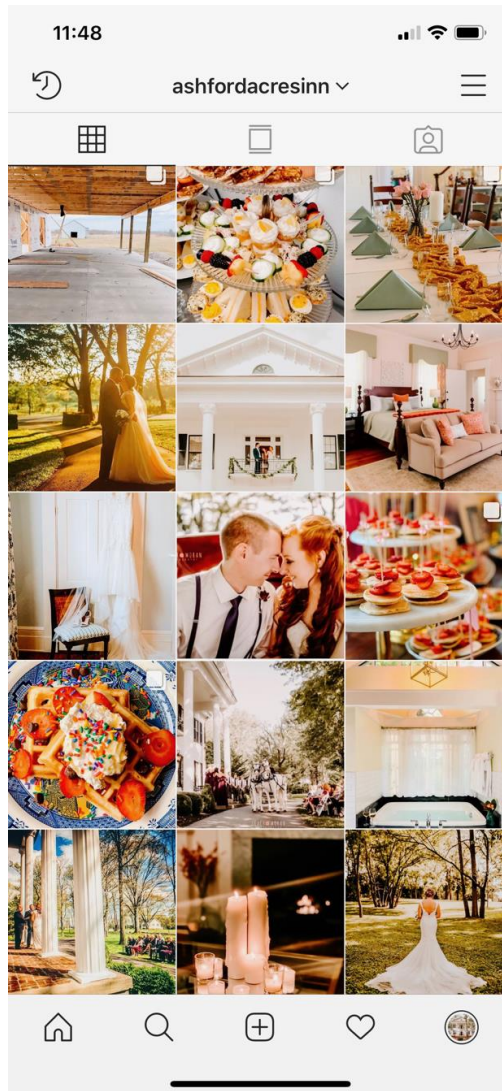


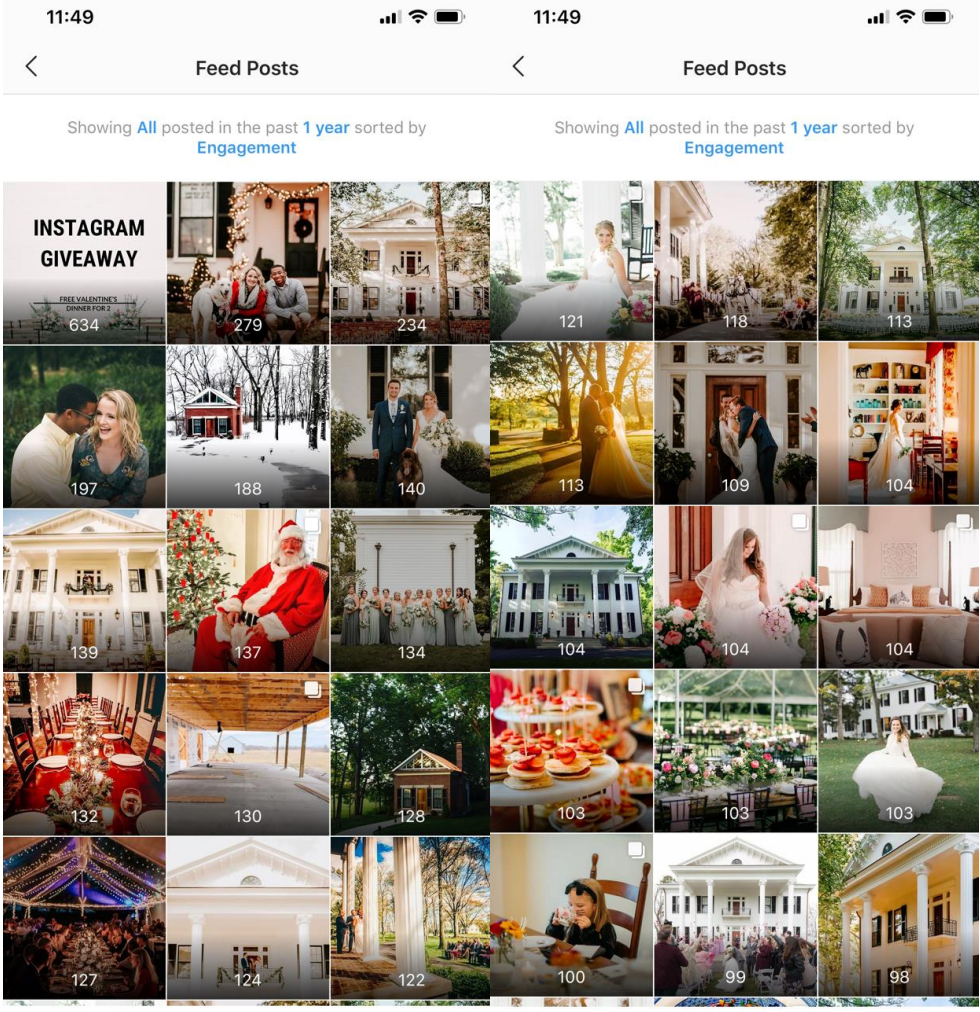
## Instagram/Social Media Tips



- Stayed in the 30-60 Likes Range
- Not a lot of hashtags, no diversity in hashtags
- Did not tag people on pics or in captions



- Purchased a filter from a company
- Started tracking stats, popular viewing days, etc.
  - Starting posting more of what people 'liked'
- Started posting more of what we wanted to attract
  - 70-140 likes on all photos
- More Wedding Inquiries and Instagram mentions on tours



Ashford Acres' Top Instagram Pics

1. A Giveaway
2. Personal Pictures
3. Weddings
4. The Front of the House

11:49

Insights

ashfordacresinn

Activity Content Audience

**Interactions** ⓘ

159

Actions taken on your account from Mar 13 - Mar 19

Day	Interactions
Wed	6
Thu	38
Fri	38
Sat	15
Sun	25
Mon	22
Tue	15

Profile Visits 153  
-43 vs. Mar 06 - Mar 12

Website Clicks 5  
-7 vs. Mar 06 - Mar 12

Get Directions 1  
-1 vs. Mar 06 - Mar 12

**Discovery** ⓘ

1,791

Accounts reached from Mar 13 - Mar 19

11:49

Insights

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Activity Content Audience

1,811 followers  
+7 vs. Mar 06 - Mar 12

**Top Locations** ⓘ Cities Countries

Location	Percentage
Cynthiana	26%
Lexington	22%
Louisville	5%
Georgetown	5%
Paris	2%

**Age Range** ⓘ All Men Women

Age Range	Percentage
13-17	Less than 1%
18-24	14%
25-34	41%
35-44	23%
45-54	12%
55-64	7%
65+	3%