



Social Media Analytics Report



Q4
2025



Prepared by Say Hey There

sayheythere.com | 402.917.6452

Campaign Overview

Time Period Reported: Oct-Dec 2025

Objective: The ongoing objective is to continue building brand awareness of the Nebraska Children's Commission, grow our audience, and have an active presence on social media platforms that informs and engages stakeholders.

Our strategy includes planning content, crafting messages, publishing posts, advertising, and community monitoring.

Advertising Budget: \$400/Month

Quarterly Report

Demographics/Followers

LinkedIn

- 45 followers (24% increase)
- Locations where the audience lives, in order of prominence: Omaha (56%), Lincoln (24%), and others <5%
- Top job functions: Business Dev (20%), Community and Social Services (20%), Administrative (7%), Human Resources (7%), Legal (7%), Operations (7%), and others <5%

Facebook

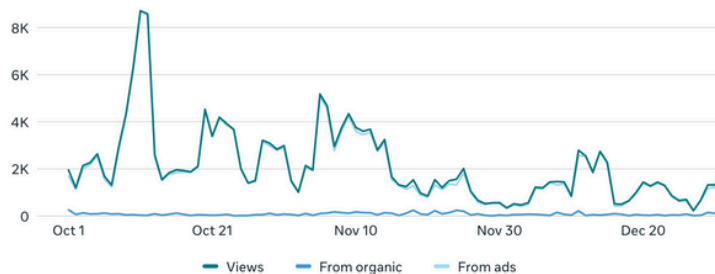
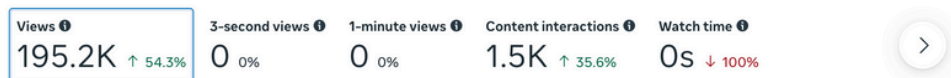
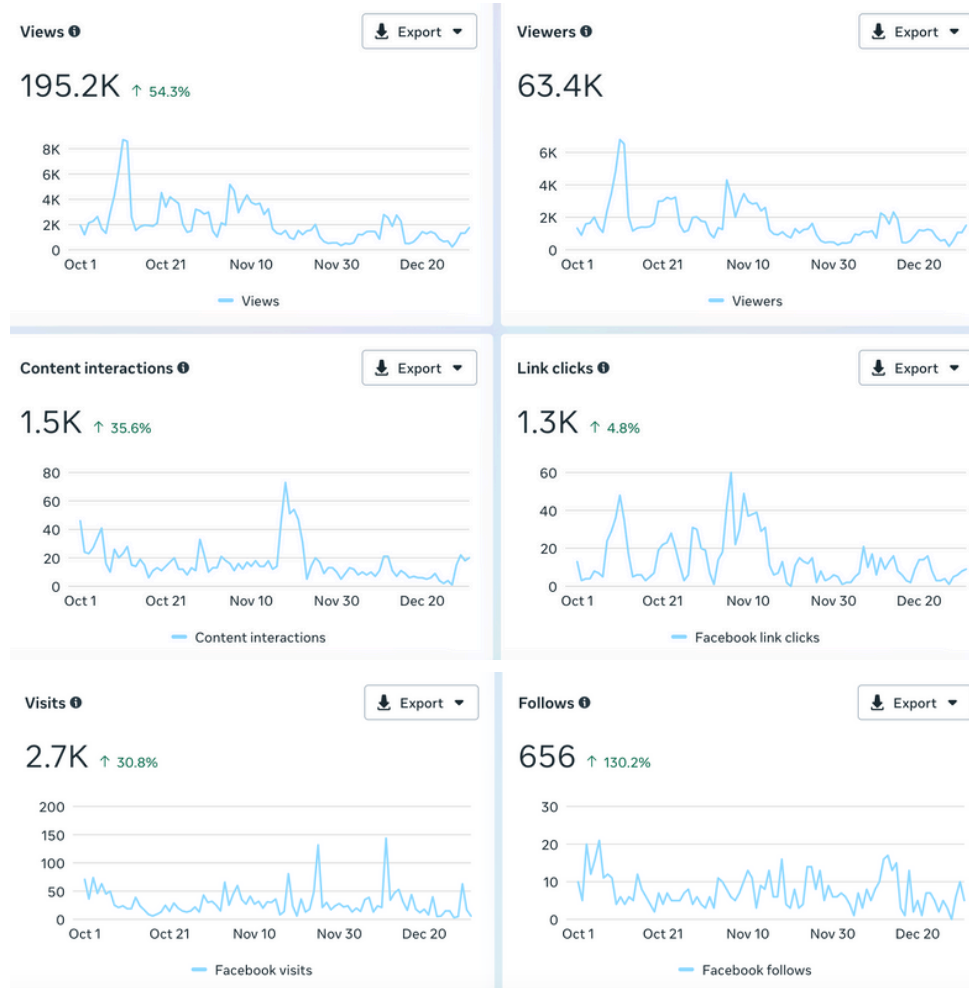
- 2,447 Followers (38% increase)
- 81% women, 19% men
- The audience skews adult and mid-to-older aged, with the strongest concentration between ages 35–65+, and minimal reach among users under 25
- Locations where our audience lives, in order of prominence: Omaha (13%), Lincoln (11%), Grand Island (2%), and other communities <2%

Instagram

- 300 Followers (99% increase)
- 88% women, 12% men
- The audience is heavily concentrated among adults ages 25–54
- Locations where our audience lives in order of prominence: Omaha (28%), Lincoln (25%), Chalco (4%), Papillion (4%), Bellevue (3%), and other communities <3%



Facebook Analytics (Q4 2025)



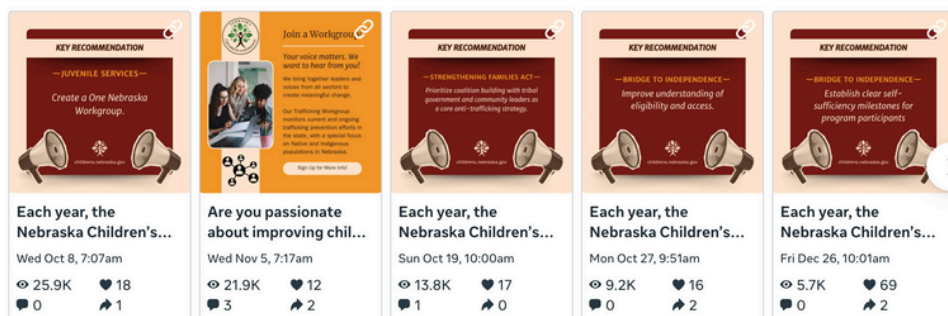
Views breakdown

Oct 1, 2025 - Dec 31, 2025

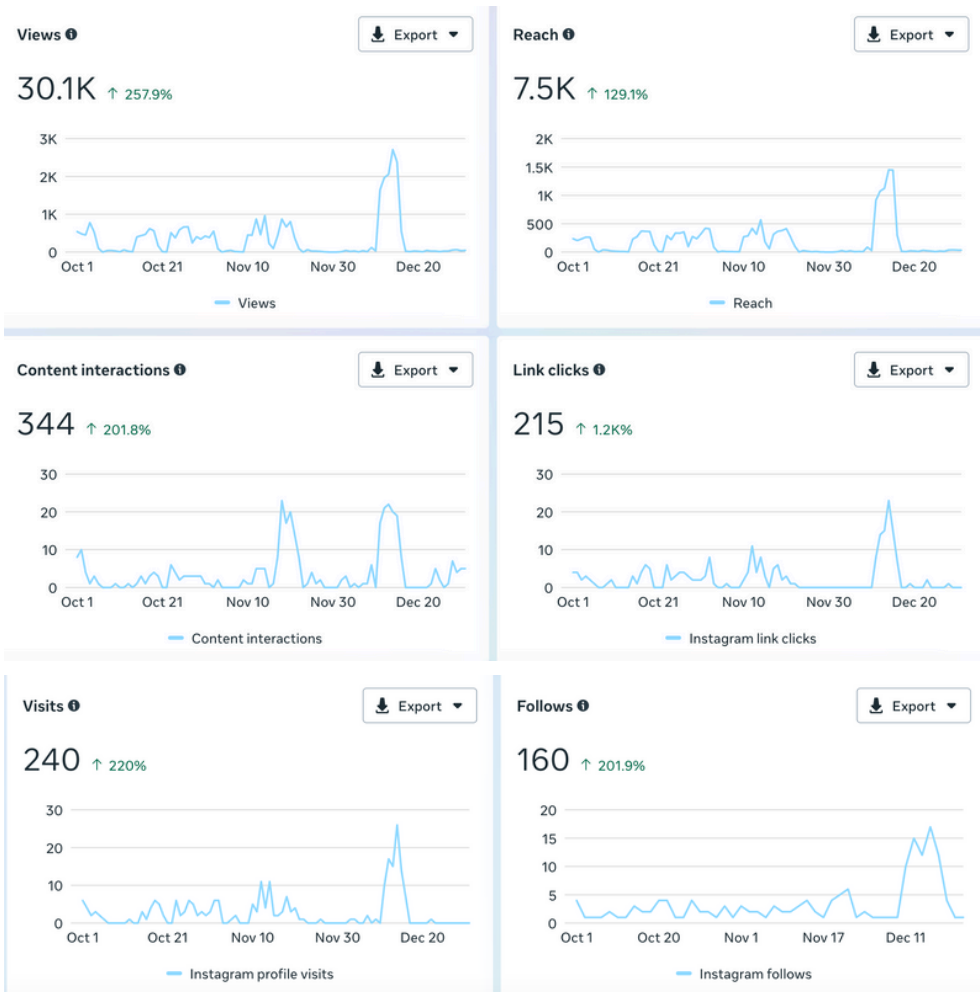
Total	195,192	↑ 54.3%
From organic	7,160	↑ 4.4%
From ads	188,032	↑ 57.2%
Viewers	63,420	

Top content by views

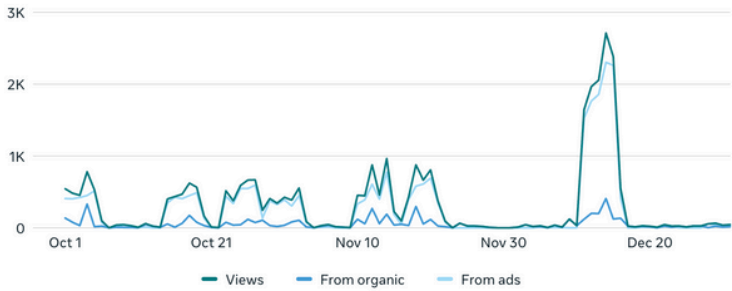
Boost content See all content



Instagram Analytics (Q4 2025)



Views 30.1K ↑ 257.9% **Reach** 7.5K ↑ 129.1% **Content interactions** 344 ↑ 201.8%



Views breakdown

Oct 1, 2025 - Dec 31, 2025

Total
30,127 ↑ 257.9%

From organic
5,136 ↑ 17.6%

From ads
24,991 ↑ 517.1%

Top content by views

Boost content

See all content



LinkedIn Analytics (Q4 2025)

Highlights

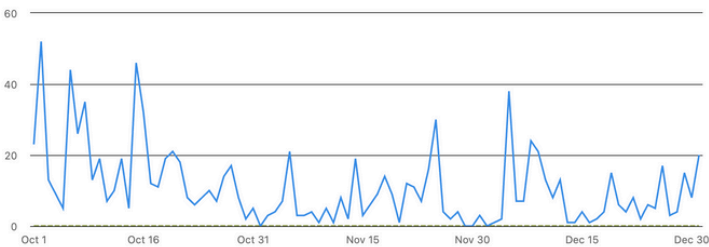
Data for 10/1/2025 - 12/31/2025

996
Impressions
▼ 3.2%

10
Reactions
▼ 44.4%

Metrics

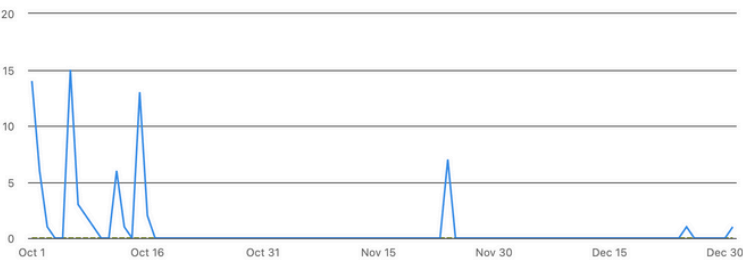
Impressions ▼



- ✓ Organic
- ✓ Sponsored

996
0

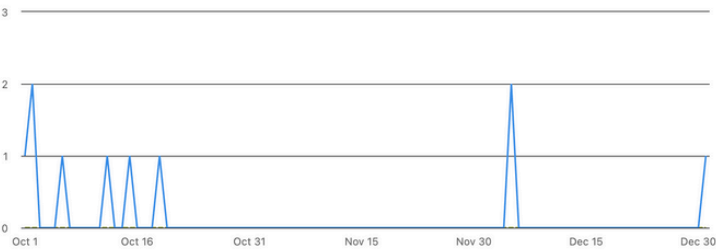
Clicks ▼



- ✓ Organic
- ✓ Sponsored

73
0

Reactions ▼



- ✓ Organic
- ✓ Sponsored

10
0