

4KHDR **SUMMIT**

SOCIAL MEDIA REPORT

7 EDITION



2021 SUCCESS SUMMARY

307K SOCIAL MEDIA REACH #4KSUMMIT

+120 MENTIONS #4KSUMMIT (TOTAL 129)

+1300 QUALITY SOCIAL MEDIA FOLLOWERS (1374 TOTAL)

+390 POSTS ON SOCIAL MEDIA DURING THE EVENT MONTH (392 TOTAL)

+1500 INTERACTIONS ON SOCIAL MEDIA CONTENT (1538 TOTAL)

51K TOTAL SOCIAL MEDIA IMPRESSIONS

**Data obtained from [Brand24](#) reports, [Hootsuite](#) and insights from each social network.*

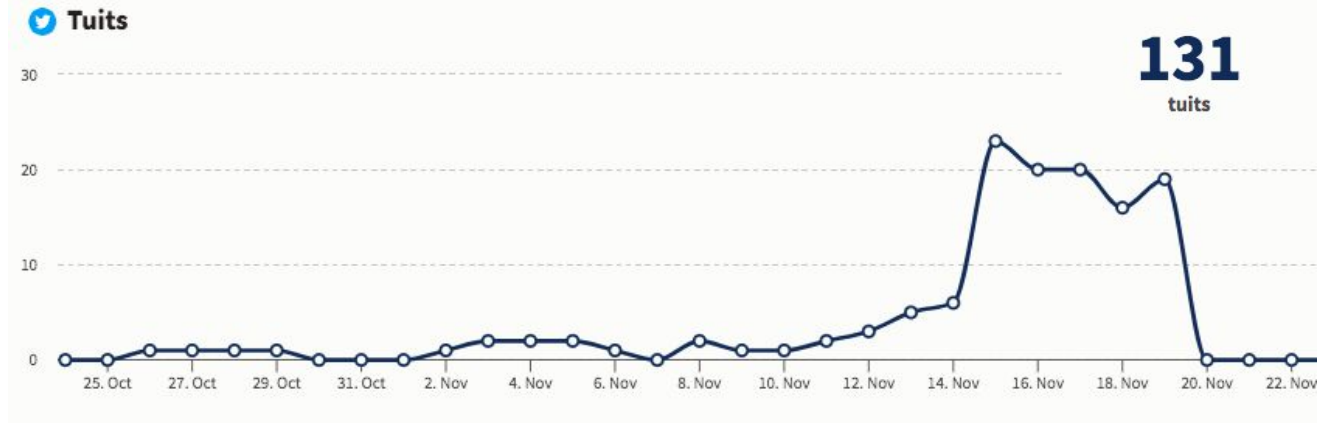
TWITTER



8 de 790

Publication data by days:

<https://docs.google.com/spreadsheets/d/1UKp-2qxq4bDzEq4xLYRZRWc9ObzYCzrtZDJDePmgmHE/edit?usp=sharing>



Data from October 24 - November 24, 2021

TWITTER: IMPRESSIONS, MENTIONS AND PROFILE VIEWS



PROFILE VIEWS: 12,4 MIL

↑ 1.017,3 %



IMPRESSIONS

↑ 447,9 %

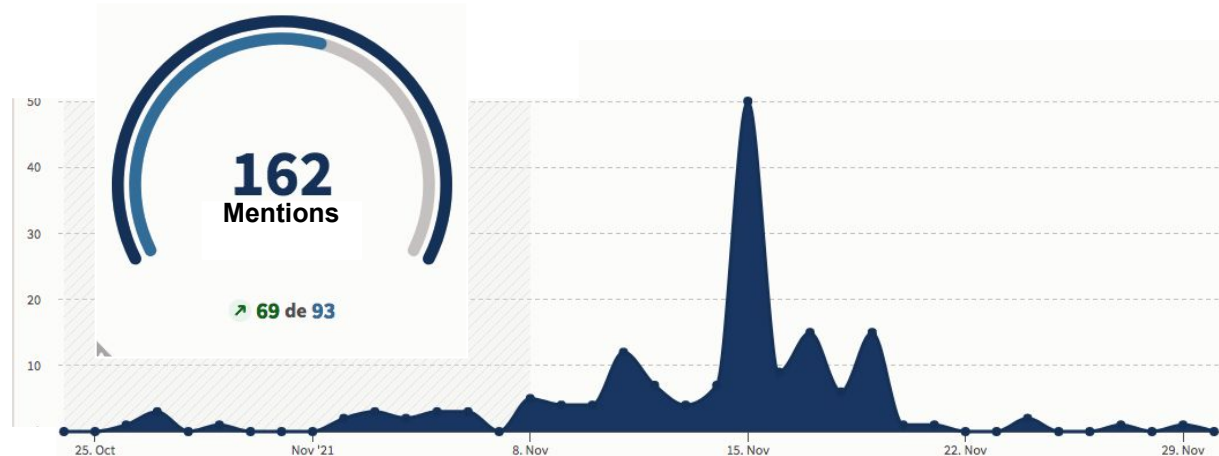


23K

IMPRESSIONS

↗ 14K de 8.7K

MENTIONS



TWITTER: KEY PUBLISHING INTERACTIONS



TOTAL INTERACTIONS

689

INTERACTIONS

↗ 325 de 364

360 LIKES

320
RETWEETS

5
QUOTE TWEETS

4
REPLIES

LINKEDIN



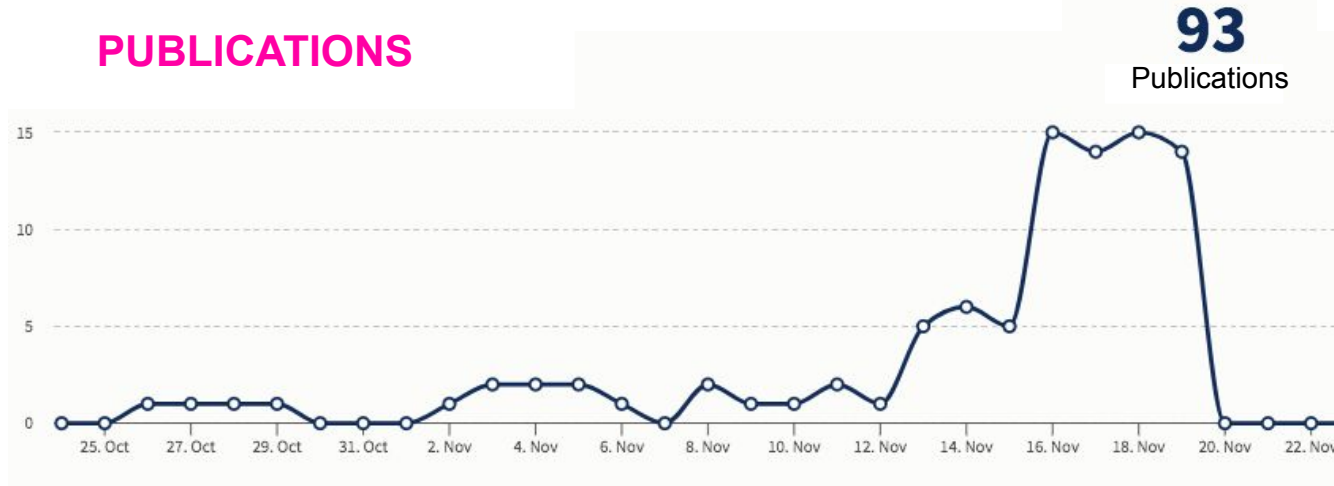
FOLLOWERS



Publication data by days:

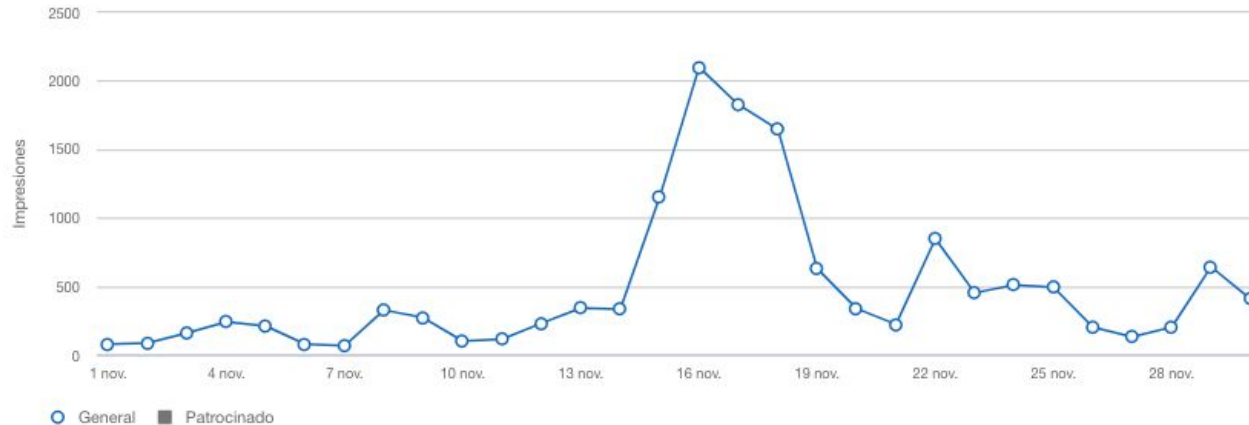
<https://docs.google.com/spreadsheets/d/1UKp-2qxq4bDzEq4xLYRZRWc9ObzYCzrtZDJDePmgmHE/edit?usp=sharing>

PUBLICATIONS



Data from October 24 - November 24, 2021

LINKEDIN: IMPRESSIONS



IMPRESSIONS



➔ 21K de 5.4K

LINKEDIN: KEY PUBLISHING INTERACTIONS



PAGE CLICKS

681

clics

↗ 180 de 501

CLICKS ON THE PUBLICATION

606

clics

↗ 60 de 546

TOTAL INTERACTIONS

416
INTERACTIONS

↗ 221 de 195

337

REACTIONS

69

SHARES

10

COMMENTS

FACEBOOK



f Fans



0 de 266

Publication data by days:

<https://docs.google.com/spreadsheets/d/1UKp-2qxq4bDzEq4xLYRZRWc9ObzYCzrtZDJDePmgmHE/edit?usp=sharing>

PUBLICATIONS

46

Publications



Data from October 24 - November 24, 2021

FACEBOOK PAGE REACH



596 ↑ 1353,7 %

FACEBOOK PAGE REACH



Data from October 24 - November 24, 2021

FACEBOOK: KEY PUBLISHING INTERACTIONS



CLICKS ON PUBLICATION

52

clics

↗ 13 de 39

CLICKS IN CONTENT

75

clics

↗ 31 de 44

TOTAL INTERACTIONS

106

INTERACTIONS

↗ 56 de 50

82

REACTIONS

20

SHARES

4

COMMENTS

INSTAGRAM



Instagram



51 Publicaciones 56 Seguidores 154 Siguiendo

4K Summit

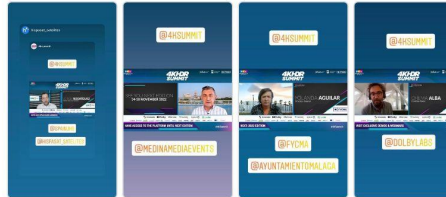
An event dedicated to the unstoppable technological and consumer evolution of the audiovisual industry.

Physical event: 15 Nov... más
linkin.bio/4ksummit

29 Publications



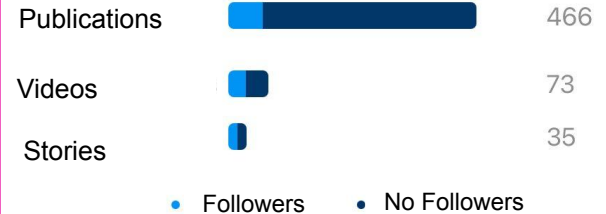
77 Stories



16 Videos



Reach content



Publication data by days:

<https://docs.google.com/spreadsheets/d/1UKp-2qxq4bDzEq4xLYRZRWc9ObzYCzrtZDJDePmgmHE/edit?usp=sharing>

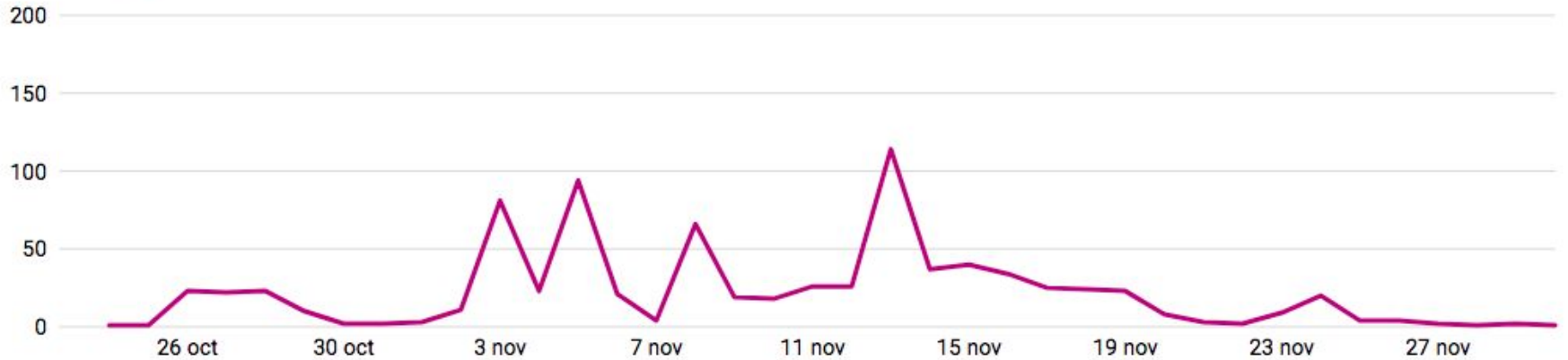
Data from October 24 - November 24, 2021

INSTAGRAM: REACH



Instagram

459 ↑ 766 %



Data from October 24 - November 24, 2021

INSTAGRAM: INSIGHTS RESUME & IMPRESSIONS



IMPRESSIONS

2.392
+2.316%

INSIGHTS RESUME

You have reached **+744** more number of accounts than in the previous period.

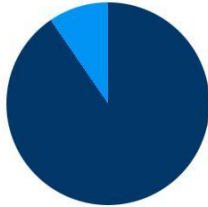
Accounts Reach	439 > +744%
Interacting accounts	34 > +183%
Total Followers	56 > 0%

INSTAGRAM: AUDIENCE AND PROFILE ACTIVITY



Instagram

AUDIENCE REACHED



42

Followers

397

No Followers

You have reached **+917** more number of accounts than in the previous period.

PROFILE ACTIVITY

Profile Visits	191
	+634%
Clicks on Website	8
	+300%
Clicks on Email	0
	0%
Clicks on Phone number	0
	0%

Data from October 24 - November 24, 2021

Numerical summary

BRAND24 REPORT

 129 MENTIONS	 126 SOCIAL MEDIA MENTIONS	 3 NON-SOCIAL MENTIONS	 307 K SOCIAL MEDIA REACH
 1891 NON SOCIAL MEDIA REACH	 754 INTERACTIONS	 126 USER GENERATED CONTENT	 574 LIKES
 27 79% POSITIVE MENTIONS	 7 21% NEGATIVE MENTIONS	 \$ 22 435 AVE	 100 MENTIONS FROM TWITTER

Data from October 24 - November 24, 2021

IMPACTOS E IMPRESIONES

TOTAL IMPRESIONES

51K

TOTAL SOCIAL MEDIA REACH

307K