



@boyddigital

# BoydDigital

Glasgow company. SEO, Social Media and Display/PPC experts and all round good guys. We will follow you back so keep it interesting ☐☐☐

**Followers**

531




**Uploads**

225

**Engagement**

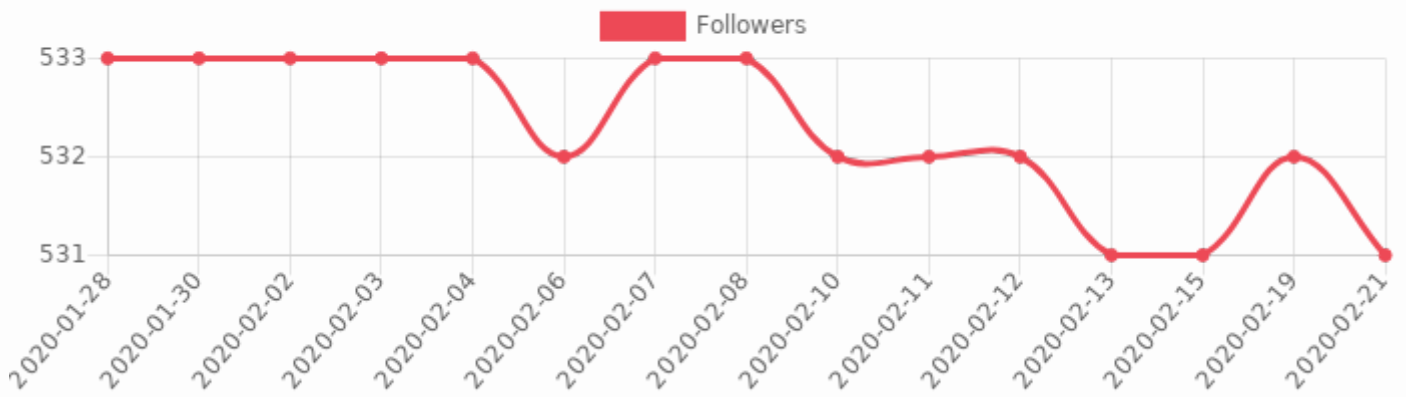
5.74%

## Other Average Engagement

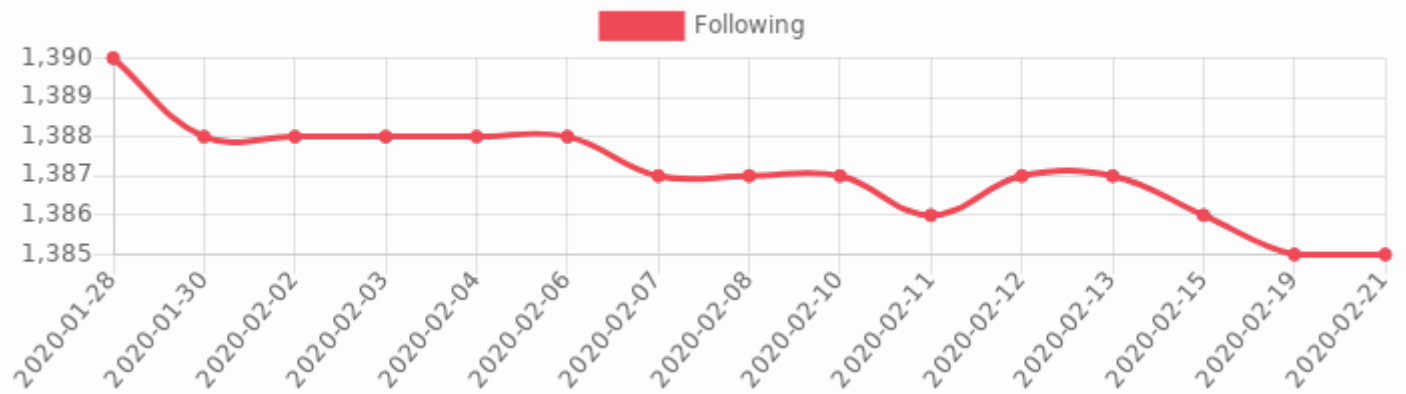
|  |    |
|--|----|
| Engagement        | 6% |
| Average Likes     | 28 |
| Average Comments  | 2  |

# People Statistics Summary

## Followers evolution chart



## Following evolution chart



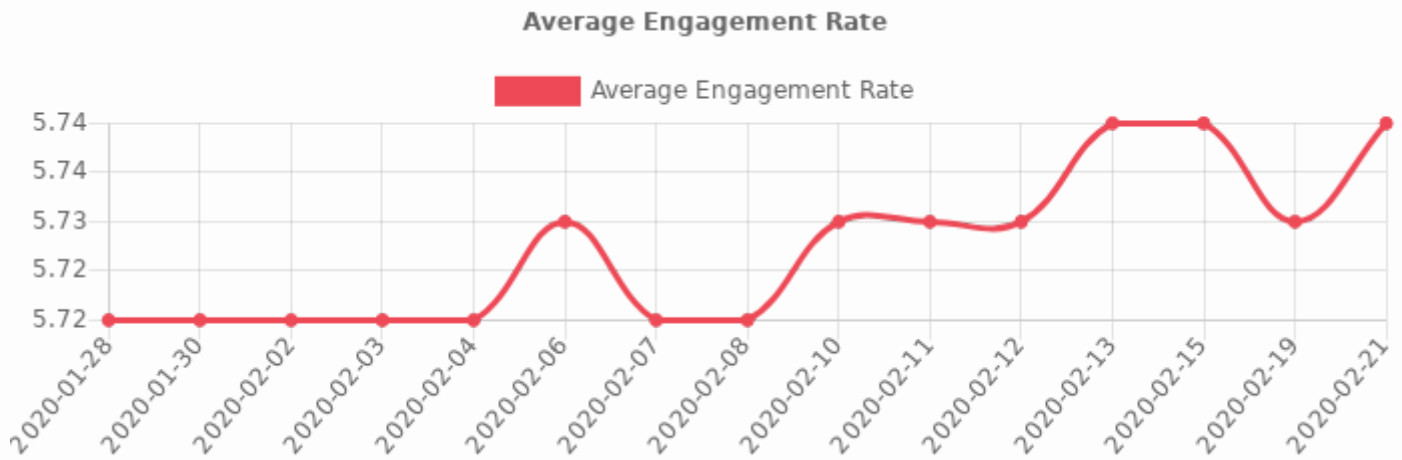
# Account Stats Summary

Showing last 15 entries.

| Date             |     | Followers |    | Following |    | Uploads |   |
|---|-----|-----------|----|-----------|----|---------|---|
| 2020-02-21  | Fri | 531       | -1 | 1,385     | -  | 225     | - |
| 2020-02-19  | Wed | 532       | +1 | 1,385     | -1 | 225     | - |
| 2020-02-15  | Sat | 531       | -  | 1,386     | -1 | 225     | - |
| 2020-02-13  | Thu | 531       | -1 | 1,387     | -  | 225     | - |
| 2020-02-12  | Wed | 532       | -  | 1,387     | +1 | 225     | - |
| 2020-02-11  | Tue | 532       | -  | 1,386     | -1 | 225     | - |
| 2020-02-10  | Mon | 532       | -1 | 1,387     | -  | 225     | - |
| 2020-02-08  | Sat | 533       | -  | 1,387     | -  | 225     | - |
| 2020-02-07  | Fri | 533       | +1 | 1,387     | -1 | 225     | - |
| 2020-02-06  | Thu | 532       | -1 | 1,388     | -  | 225     | - |
| 2020-02-04  | Tue | 533       | -  | 1,388     | -  | 225     | - |
| 2020-02-03  | Mon | 533       | -  | 1,388     | -  | 225     | - |
| 2020-02-02  | Sun | 533       | -  | 1,388     | -  | 225     | - |
| 2020-01-30  | Thu | 533       | -  | 1,388     | -2 | 225     | - |
| 2020-01-28  | Tue | 533       | -  | 1,390     | -  | 225     | - |
|  Total Summary |     |           | -2 |           |    | -       |   |

# Average Engagement Rate Chart

Each value in this chart is equal to the Average Engagement Rate of the account in that specific day.



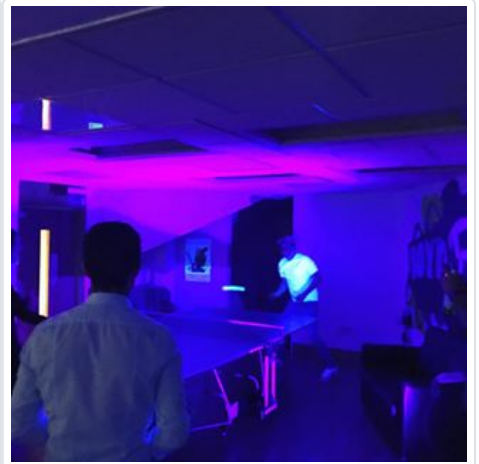
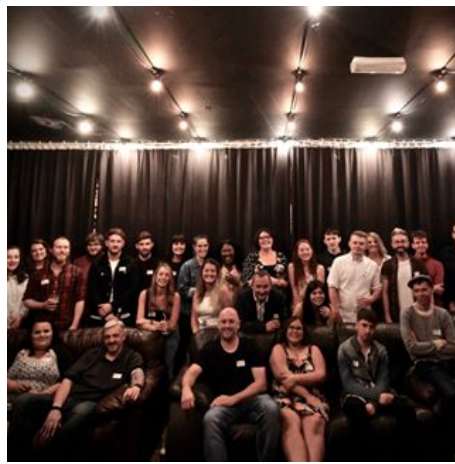
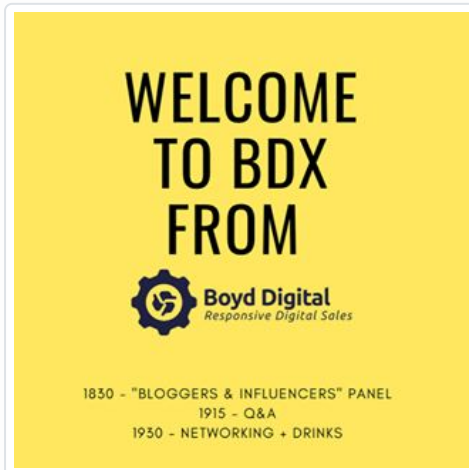
## Future Projections

Here you can see the approximated future projections based on your previous days averages

| Time Until             | Date       | Followers        | Uploads        |
|------------------------|------------|------------------|----------------|
| Current Stats          | 2020-02-21 | 531              | 225            |
| 30 days                | 2020-03-22 | 531              | 225            |
| 60 days                | 2020-04-21 | 531              | 225            |
| 3 months               | 2020-05-21 | 531              | 225            |
| 6 months               | 2020-08-19 | 531              | 225            |
| 9 months               | 2020-11-17 | 531              | 225            |
| 1 year                 | 2021-02-20 | 531              | 225            |
| 1 year and half        | 2021-08-21 | 531              | 225            |
| 2 years                | 2022-02-20 | 531              | 225            |
| Based on an average of |            | - followers /day | - uploads /day |

# Top Posts

Top posts from the last 10 posts



# Top @Mentions

Top mentions from the last 10 posts

|             |   |
|-------------|---|
| @brewgooder | 2 |
| @citizenm   | 1 |


# Top #Hashtags

Top hashtags from the last 10 posts

|                          |   |
|--------------------------|---|
| #seo                     | 8 |
| #digital                 | 6 |
| #glasgow                 | 5 |
| #officebeer              | 1 |
| #pingpong                | 1 |
| #tabletennis             | 1 |
| #london                  | 1 |
| #beerpong                | 1 |
| #beer                    | 1 |
| #agency                  | 1 |
| #gladgow                 | 1 |
| #vareitychildrenscharity | 1 |
| #kiltwalk                | 1 |
| #brewgooder              | 1 |
| #dublin                  | 1 |






# Engagement Rates on Instagram

These are overall / average engagement rates found on Instagram. Statistics based on analysis of more than 1 million influencer profiles.

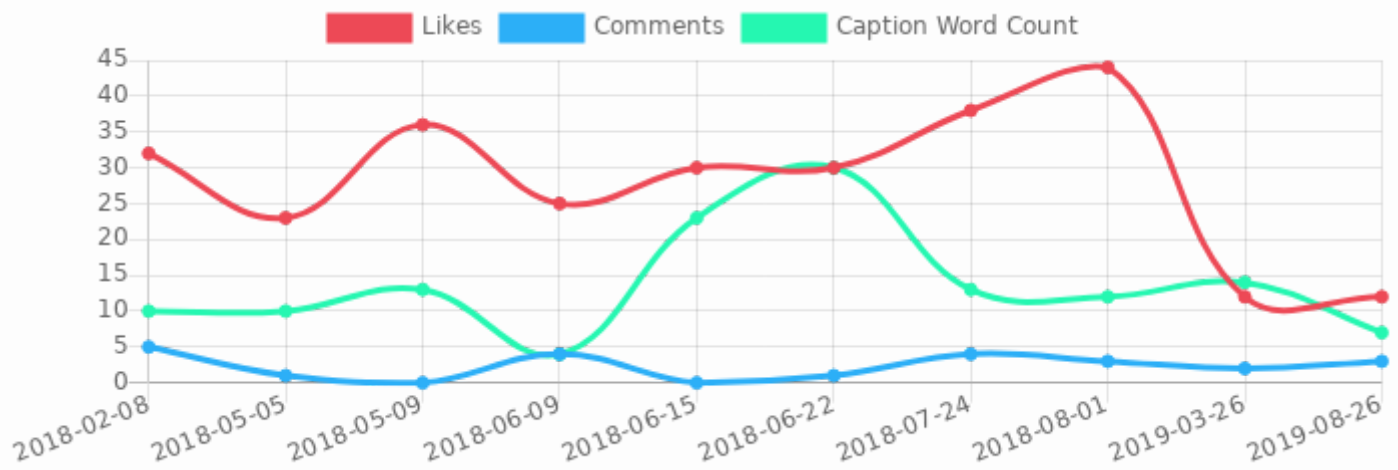
| Followers | Other Average Engagement | Profile Engagement  |
|-----------|--------------------------|---|
| < 1,000   | 8%                       |  5.74% |
| < 5,000   | 5.7%                     |   |
| < 10,000  | 4%                       |   |
| < 100,000 | 2.4%                     |   |
| 100,000+  | 1.7%                     |   |

# Media Stats Summary

Showing last 10 entries.

|   | Posted On  | Caption                     | Likes      | Comments  |
|---|------------|-----------------------------|------------|-----------|
|    | 2019-08-26 | SEO Text Tips #seo #301re.. | ❤️ 12 -57% | 💬 3 +30%  |
|   | 2019-03-26 | Get your tickets for tomo.. | ❤️ 12 -57% | 💬 2 -13%  |
|    | 2018-08-01 | Bdx tonight don't miss ..   | ❤️ 44 +56% | 💬 3 +30%  |
|    | 2018-07-24 | Summer nights out used to.. | ❤️ 38 +35% | 💬 4 +74%  |
|   | 2018-06-22 | Boyd Digital run the orig.. | ❤️ 30 +6%  | 💬 1 -57%  |
|   | 2018-06-15 | Treating one of our inter.. | ❤️ 30 +6%  | 💬 0 -100% |
|   | 2018-06-09 | Islay beach rugby @brewgo.. | ❤️ 25 -11% | 💬 4 +74%  |
|   | 2018-05-09 | Belated #kiltwalk Boyd Di.. | ❤️ 36 +28% | 💬 0 -100% |
|  | 2018-05-05 | Friday beers thanks to @b.. | ❤️ 23 -18% | 💬 1 -57%  |
|   | 2018-02-08 | UV table tennis! #digital.. | ❤️ 32 +13% | 💬 5 +117% |

## Media Stats Chart





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