

Seth M.R. Jaipuria School, Lucknow (Gomti Nagar)

Prepared by Group Marketing, corporate office | Facebook & Instagram

COMBINED REACH

1,84,900

COMBINED FOLLOWERS

30,690

NET NEW FOLLOWERS

+1,100

ADMISSIONS ENQUIRIES

78

Combined engagement rate 3.7% - above the 3% network benchmark

Campus page owner: Ms. Ananya Verma, Campus Communications Coordinator

02 Platform comparison

Facebook vs Instagram, against network benchmarks

03 Output and reach

What was published and what it earned

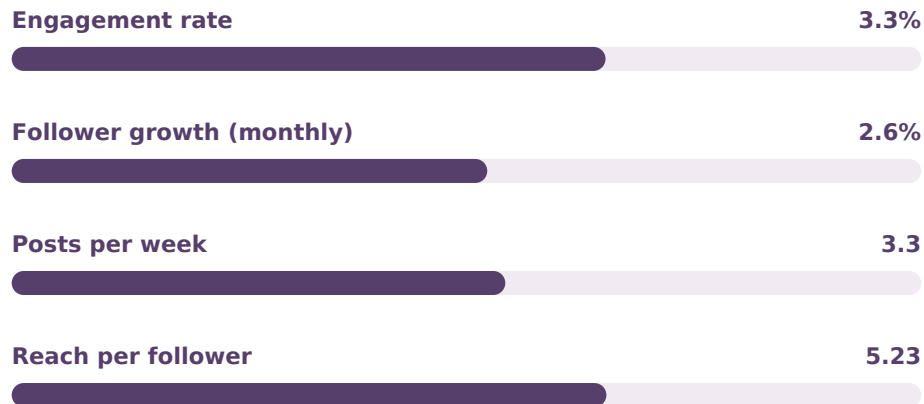
04 Verdict and actions

Where the campus stands and what happens next

Facebook vs Instagram: how each channel performed

Facebook Page

Strong - hold up as network example



ACCOUNTS REACHED

96,500

ENGAGEMENTS

3,150

ENQUIRIES

41

FIRST RESPONSE

3 h

STORIES

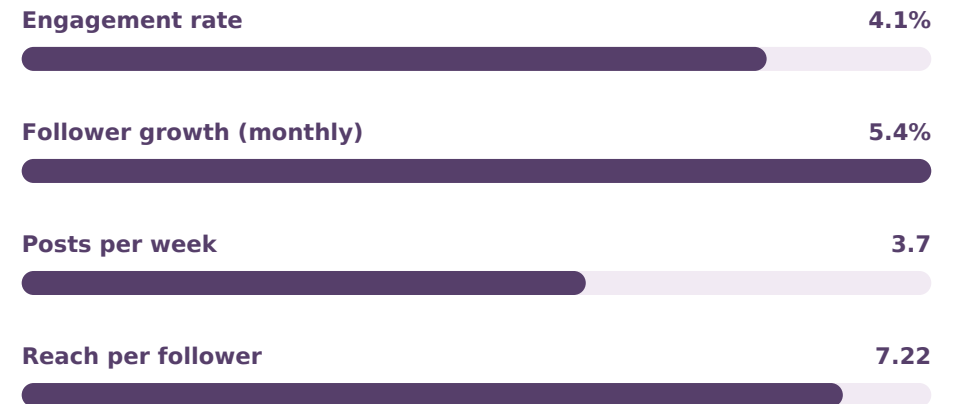
22

REELS / VIDEO

6

Instagram

Strong - hold up as network example



ACCOUNTS REACHED

88,400

ENGAGEMENTS

3,620

ENQUIRIES

37

FIRST RESPONSE

2 h

STORIES

34

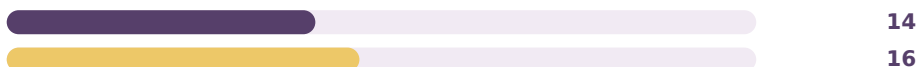
REELS / VIDEO

9

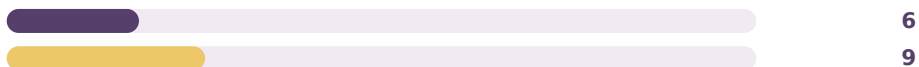
What we published, and what it earned

PUBLISHING OUTPUT

Posts



Reels / video



Stories



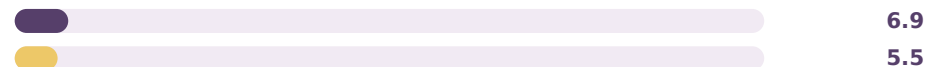
Purple = Facebook, Gold = Instagram. Network standard is at least 12 posts and 8 Reels a month per campus. This sample covers one month.

REACH, ATTENTION, ACTION

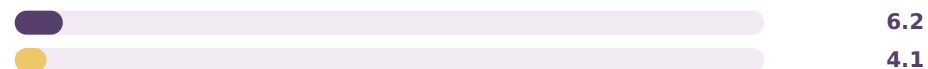
Reach (000s)



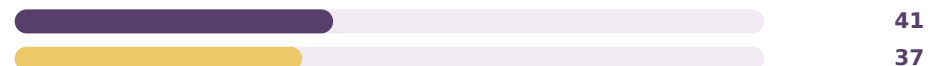
Avg reach per post (000s)



Link clicks (00s)



Admissions enquiries



Enquiries per 1,000 reached - Facebook 0.42, Instagram 0.42. Facebook still converts parent enquiries better; Instagram wins on attention.

Where this campus stands, and what happens next

FACEBOOK PAGE

Strong - hold up as network example

3.3% engagement | 2.6% monthly growth | 3.3 posts a week | 3 h first response

INSTAGRAM

Strong - hold up as network example

4.1% engagement | 5.4% monthly growth | 3.7 posts a week | 2 h first response

GROUP HEAD OBSERVATIONS & AGREED ACTIONS

Instagram is now the stronger engagement channel and Reels drive most of the reach; Facebook still delivers more admissions enquiries from parents. Both pages are publishing above the network minimum and responding well inside the 4-hour standard.

1. **Lift Facebook Reels from 6 to 10 a month - Campus team, by 31 July**
2. **Bring median first response under 2 hours on both pages - Front office, immediate**
3. **Rebuild the June alumni album as a Facebook carousel - Campus team, by 20 July**

REVIEWED WITH

**Ms. Ananya Verma, Campus
Communications Coordinator**

NEXT REVIEW

First week of the following month

ESCALATION

Group Marketing, corporate office