

Ale Valdés Gastélum | Noviembre

SOME1

Personalidad de Internet.

Social Reach



31.3 k

Interactions

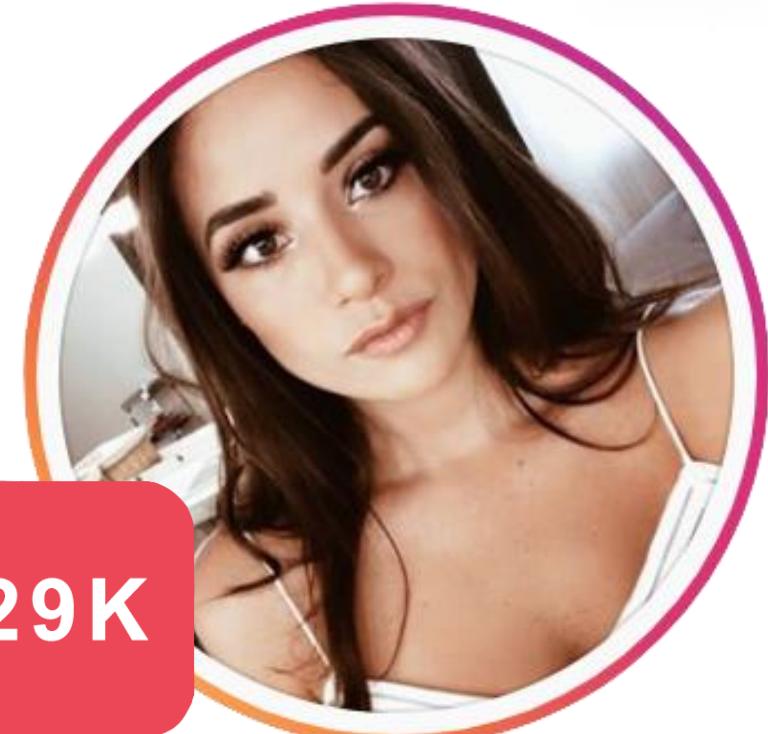


18.9 k

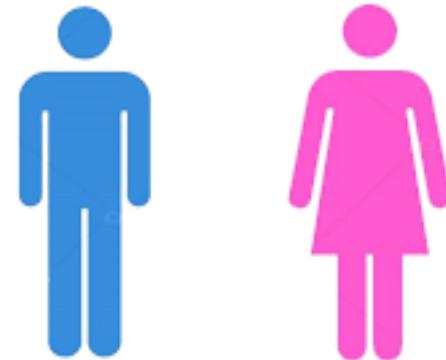


f
227

1.7K



Ale Valdés Gastélum | Noviembre



36% | 64%

SHARES
 19

COMMENTS
 6.2 K

ENGAGEMENT RATE
 2.63

SOCIAL POSTS
95



Instagram

Noviembre 2018



Ale Valdés Gastélum | KPIs



Followers

Total Followers

29 400

Absolute Change in Followers

2 471

Relative Change in Followers

+ 9.18 %

Engagement

2.78

Content

Total Posts

23

Moving 7-Day Average of Interactions per 1000 Followers

17.51

Moving 30-Day Average of Interactions per 1000 Followers

13.18

Interactions

Total Interactions

18 733

Likes

12 553

Comments

6 180

Avg Likes per Post

558

Avg Comments per Post

223

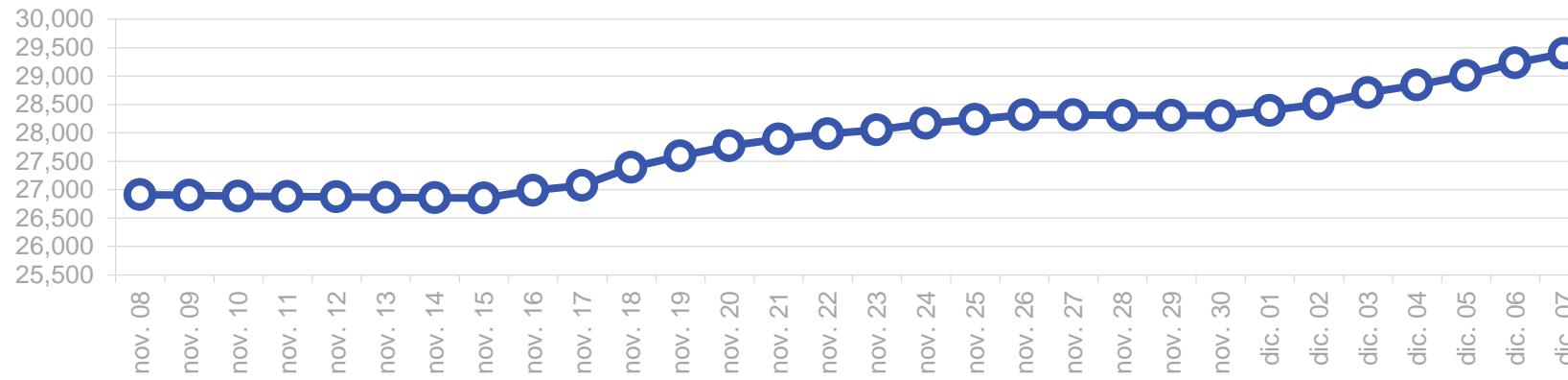
Noviembre 2018



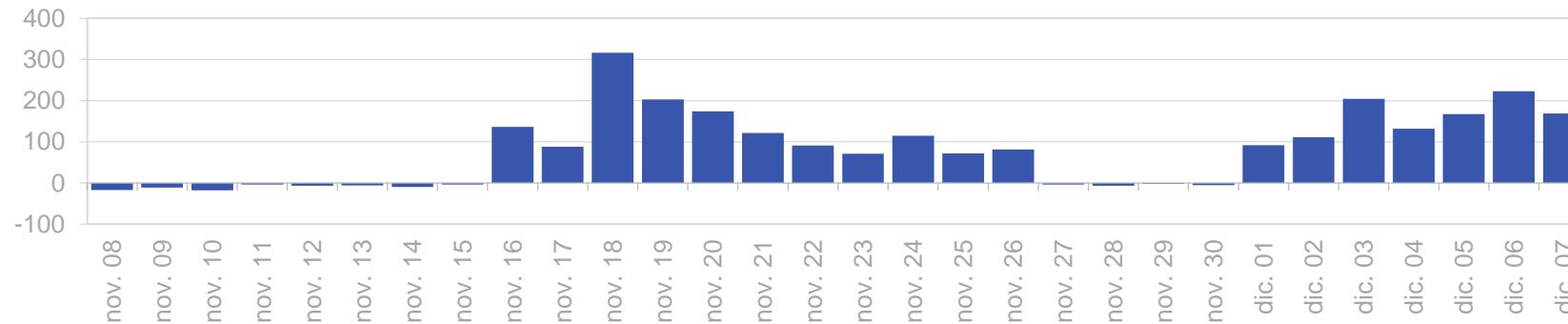
Ale Valdés Gastélum | Followers



Total Followers



Growth of Total Followers



Followers Overview

Total Followers
29 400

Change in Followers
2 471

Max Change of Followers
316

domingo nov. 18, 2018

Avg Followers Change per Day
82.37

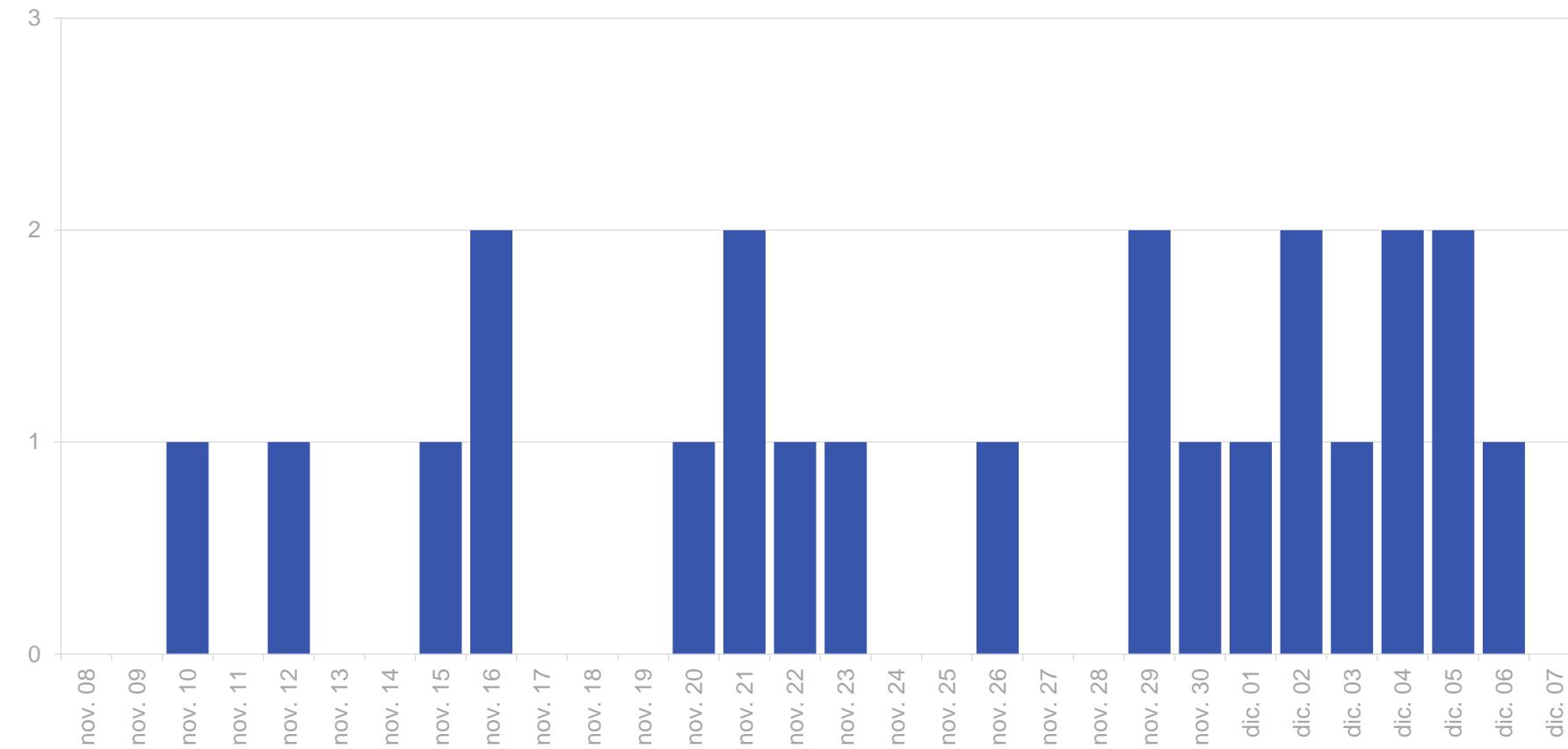
Noviembre 2018



Ale Valdés Gastélum | Posts



Number of Posts



Content Overview

Total Profile Posts

23

Avg Posts per Day

0.77

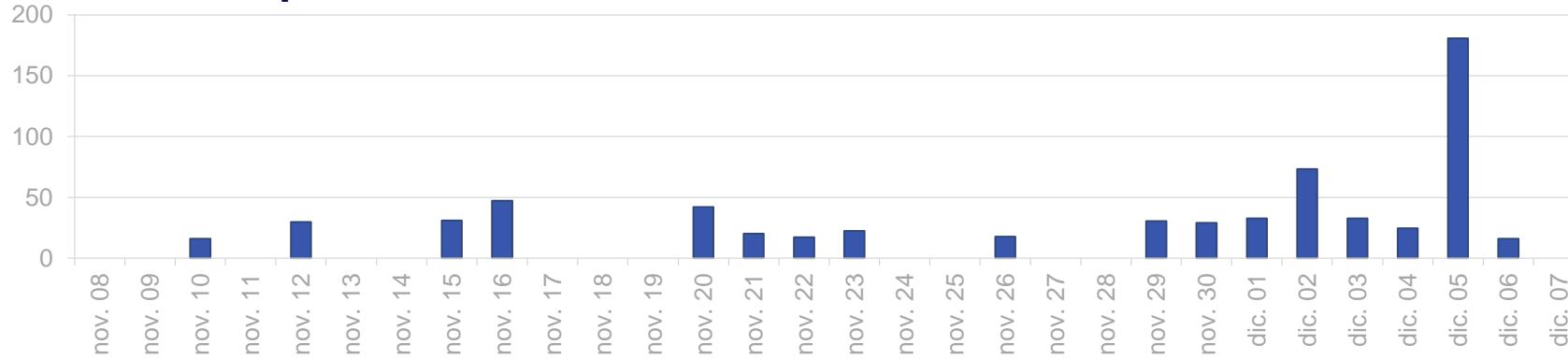
Noviembre 2018



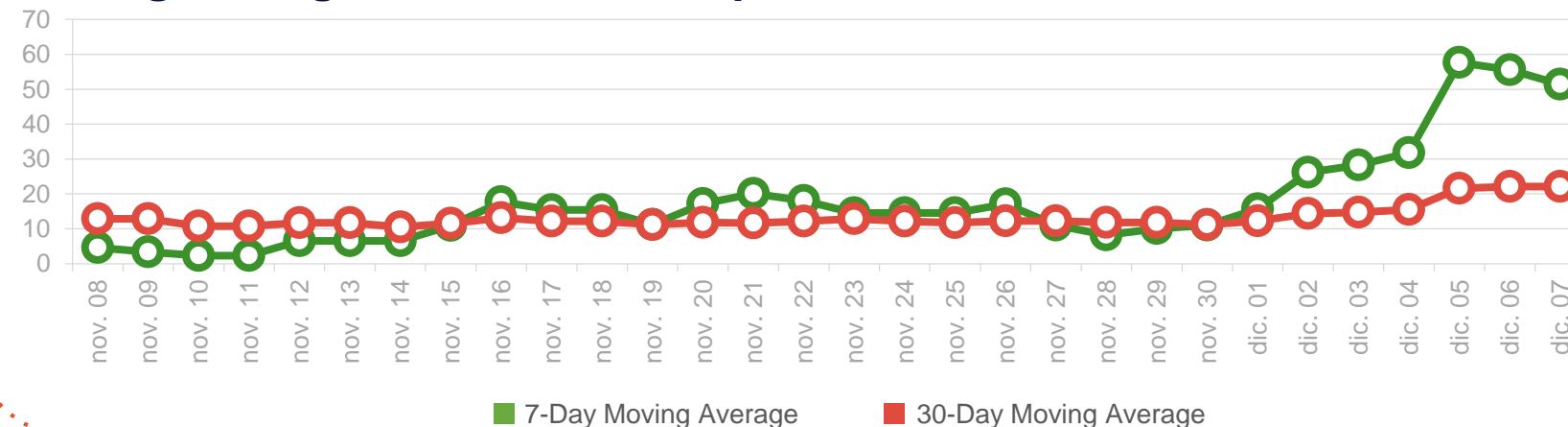
Ale Valdés Gastélum | Interactions



Interactions per 1000 Followers



Moving Averages of Interactions per 1000 Followers



Activity Overview

Max Interactions per 1000 Followers on
180.85
miércoles dic. 05, 2018

Min Interactions per 1000 Followers on
15.95
sábado nov. 10, 2018

Noviembre 2018



Ale Valdés Gastélum | Top Posts



dic. 06, 2018
18:00:26 UTC -06:00



VACAY TIME!
Porque diciembre esta lleno de sorpresas,
karenmuno y yo queremos consentirlos

dic. 03, 2018
18:00:36 UTC -06:00



CHRISTMAS GIVEAWAY
Porque los queremos mucho, danigalvanz

nov. 20, 2018
13:11:01 UTC -06:00



We were looking for you everywhere
Mickey! Happy 90th Birthday!
disneylandparis

dic. 03, 2018
10:27:07 UTC -06:00



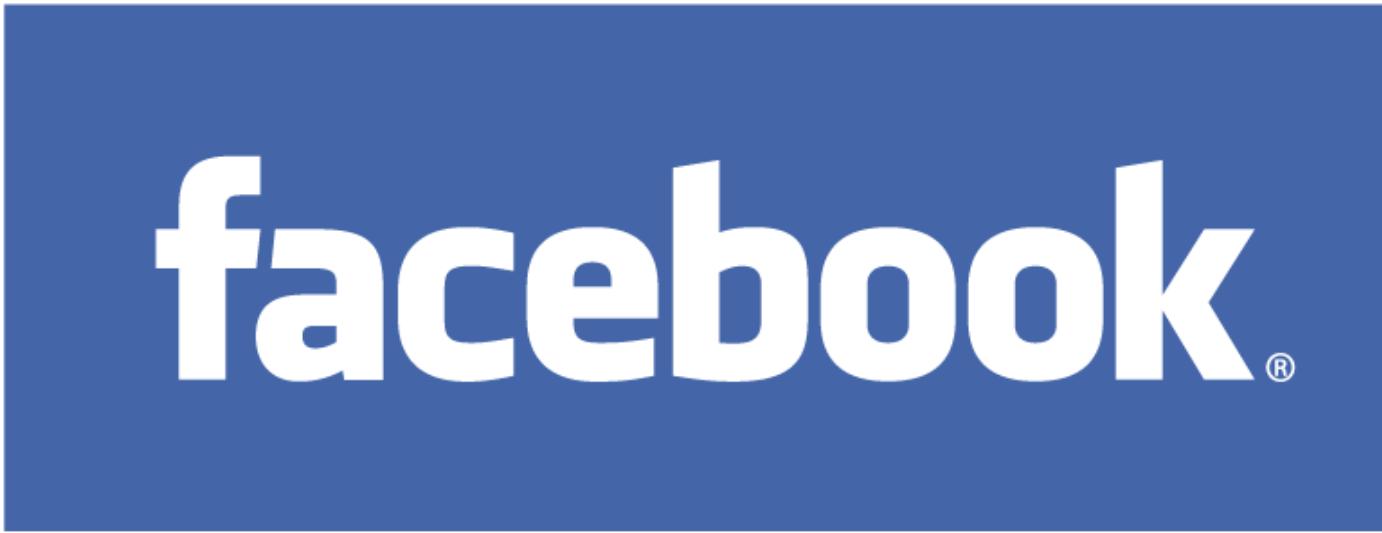
El día en que el amor se convierta en
mezcal, me lo tomo en serio. —
#gavinoguerra

Total Interactions	4.8K
Likes	834
Comments	3.9K
Interactions per 1000 Followers	164.1

Total Interactions	1.3K
Likes	212
Comments	1.1K
Interactions per 1000 Followers	45.18

Total Interactions	1.2K
Likes	1.1K
Comments	62
Interactions per 1000 Followers	42.13

Noviembre 2018

A large, white, sans-serif font "facebook" logo is centered on a solid blue rectangular background. A small registered trademark symbol (®) is positioned at the bottom right of the word "book".



Ale Valdés Gastélum | KPIs



Fans

Total Fans

227

Absolute Change in Fans

0

Relative Change in Fans

0 %

Engagement

2.09

Content

Page Posts

25

Moving 7-Day Average of Interactions per 1000 Fans

1.08%

Moving 30-Day Average of Interactions per 1000 Fans

0.30

Interactions

Total Interactions

118

Reactions

85

Comments

24

Shares

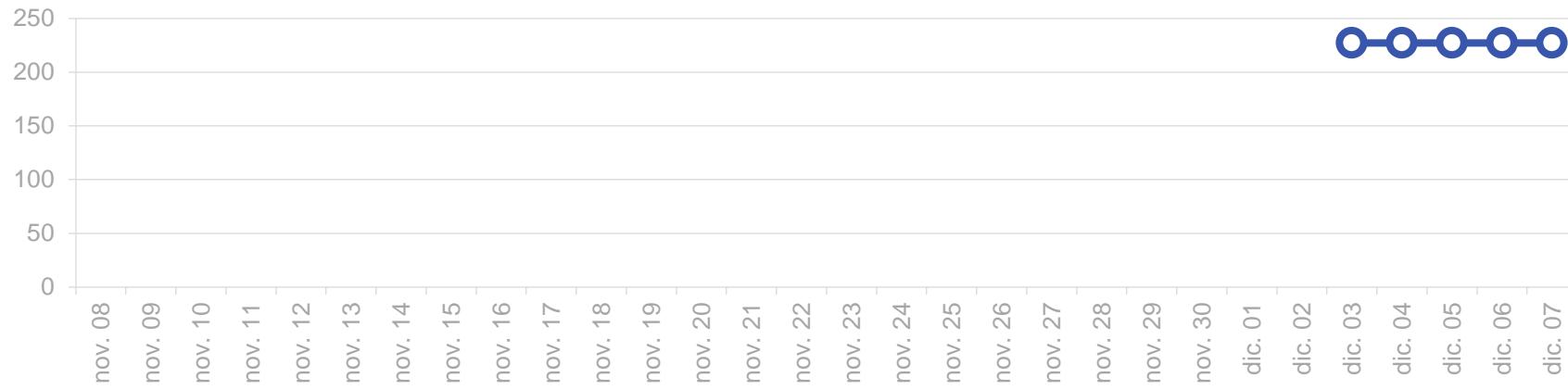
9



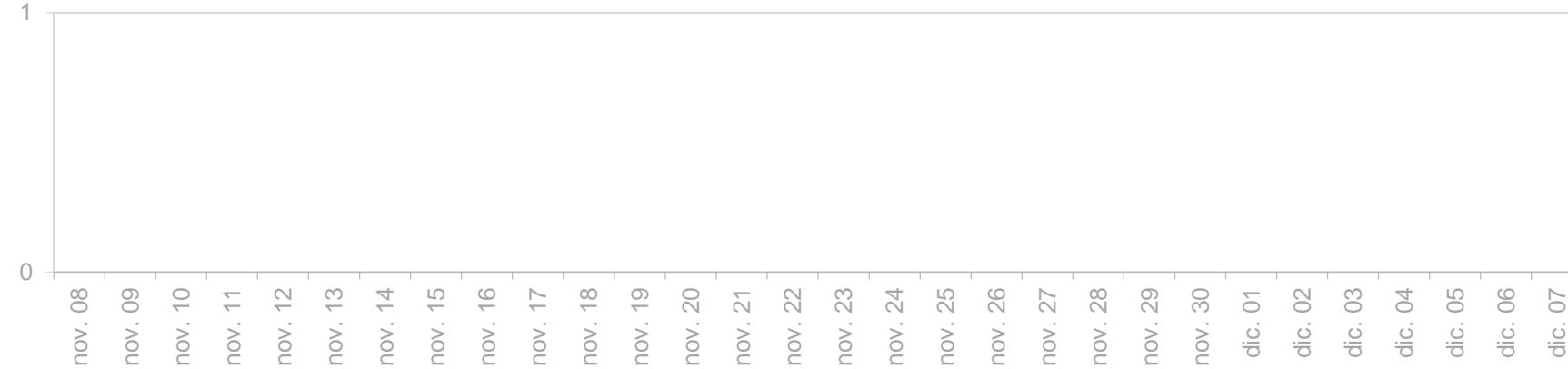
Ale Valdés Gastélum | Followers



Total Fans



Growth of Total Fans



Fans Overview

Total Fans

227

Change in Fans

0

Max Change of Fans

NA

Avg Fan Change per Day

NA

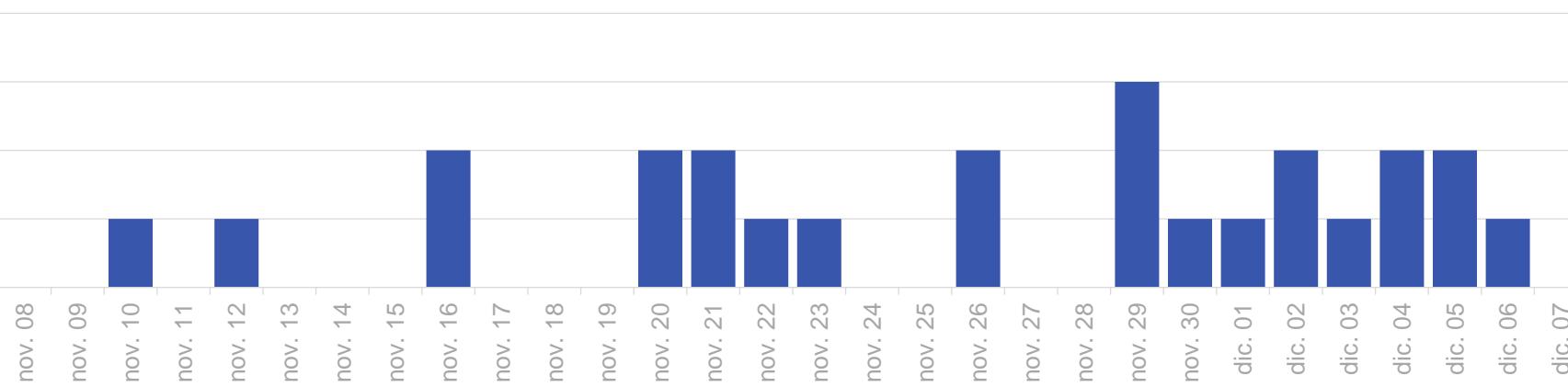
Noviembre 2018



Ale Valdés Gastélum | Content



Page Posts by day



Content Overview

Total Page Posts

25

Avg Posts per Day

0.83

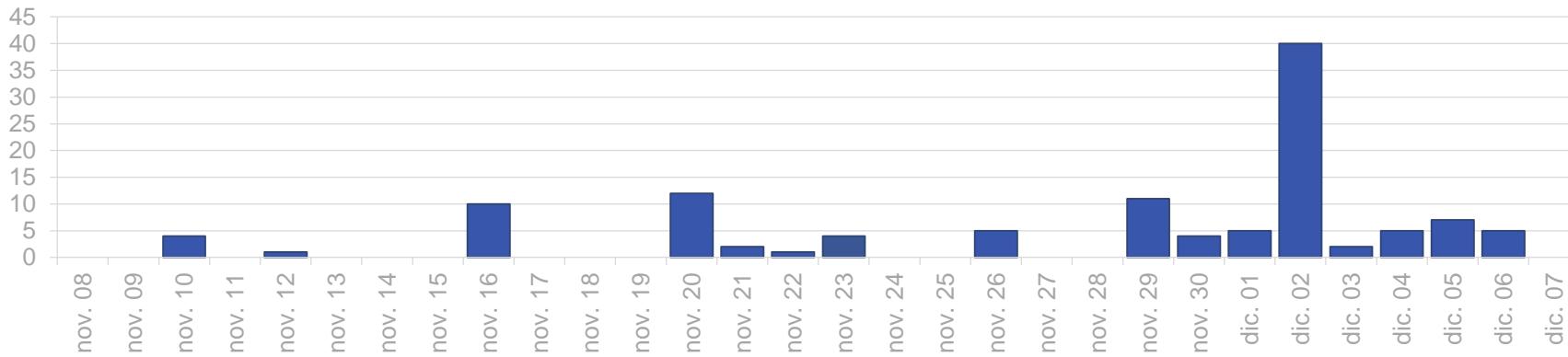
Noviembre 2018



Ale Valdés Gastélum | Interactions



Daily Interactions



Interactions Overview

Total Interactions
118

Max Interactions
40

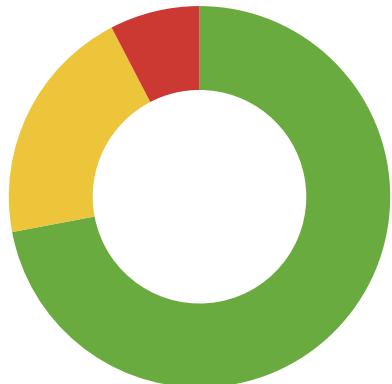
domingo dic. 02, 2018

Min Interactions
1

lunes nov. 12, 2018

Avg Interactions per Day
4

Distribution of Interactions



Interaction Type	% of Interactions	# of Interactions
Reacciones	72.03 %	85
Comentarios	20.34 %	24
Veces que se ha compartido	7.63 %	9

Noviembre 2018



Ale Valdés Gastélum | Top Posts



dic. 06, 2018
10:46:21 UTC -06:00
[View on Facebook](#)



Delicioso mezcal, bendito tormento, ¿Qué haces afuera? Vamos pa' dentro. Estiro la mano, encojo el codo y a la salud de

Organic

dic. 05, 2018
10:48:41 UTC -06:00
[View on Facebook](#)



Ayer en el brunch de @yllanoptica
¡Muchas gracias por invitarme y hacerme parte de su equipo! Y sobre todo gracias

Organic

dic. 04, 2018
13:50:01 UTC -06:00
[View on Facebook](#)



Don't be a prick! ↗ — #gavinoguerra

Organic

dic. 06, 2018
18:00:38 UTC -06:00
[View on Facebook](#)



VACAY TIME!

Organic

Porque diciembre esta lleno de sorpresas,

Total Interactions	5
Reactions	5
Comments	0
Shares	0
Interactions per 1000 Fans	22.03

Total Interactions	5
Reactions	4
Comments	1
Shares	0
Interactions per 1000 Fans	22.03

Total Interactions	3
Reactions	2
Comments	1
Shares	0
Interactions per 1000 Fans	13.22

Total Interactions	2
Reactions	2
Comments	0
Shares	0
Interactions per 1000 Fans	8.81

Noviembre 2018



Noviembre 2018



Ale Valdés Gastélum | KPIs



Followers

Total Followers

1 726

Absolute Change in Followers

-1

Relative Change in Followers

- 0.06 %

Engagement

.09

Content

Profile Tweets

47

Moving 7-Day Average of Interactions per 1000 Followers

1.30

Moving 30-Day Average of Interactions per 1000 Followers

0.98

Interactions

Total Interactions

74

Likes

57

Replies

7

Retweets

10

Mentions

7

Noviembre 2018



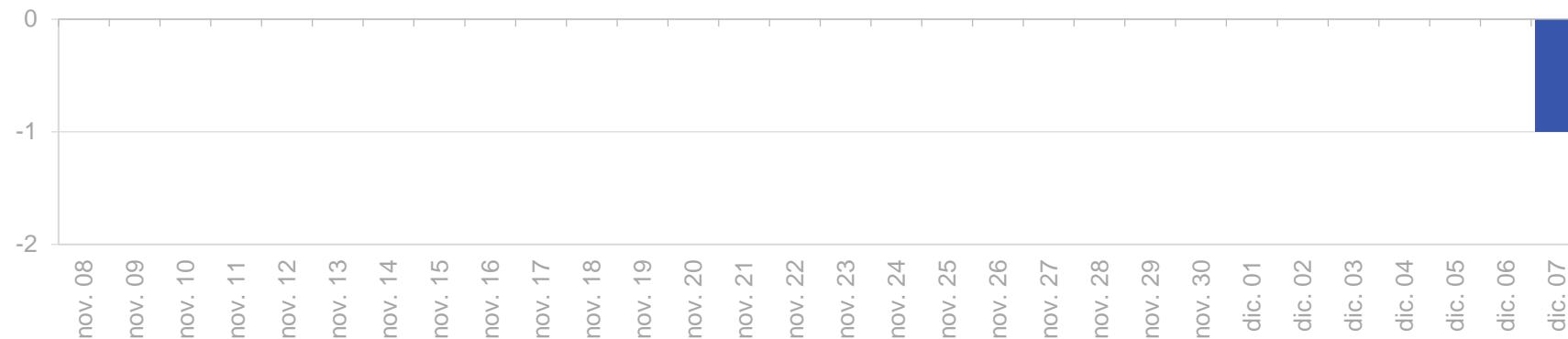
Ale Valdés Gastélum | Followers



Total Followers



Growth of Total Followers



Followers Overview

Total Followers
1 726

Change in Followers
-1

Max Change of Followers
-1

viernes nov. 09, 2018

Avg Followers Change per Day
-0.03

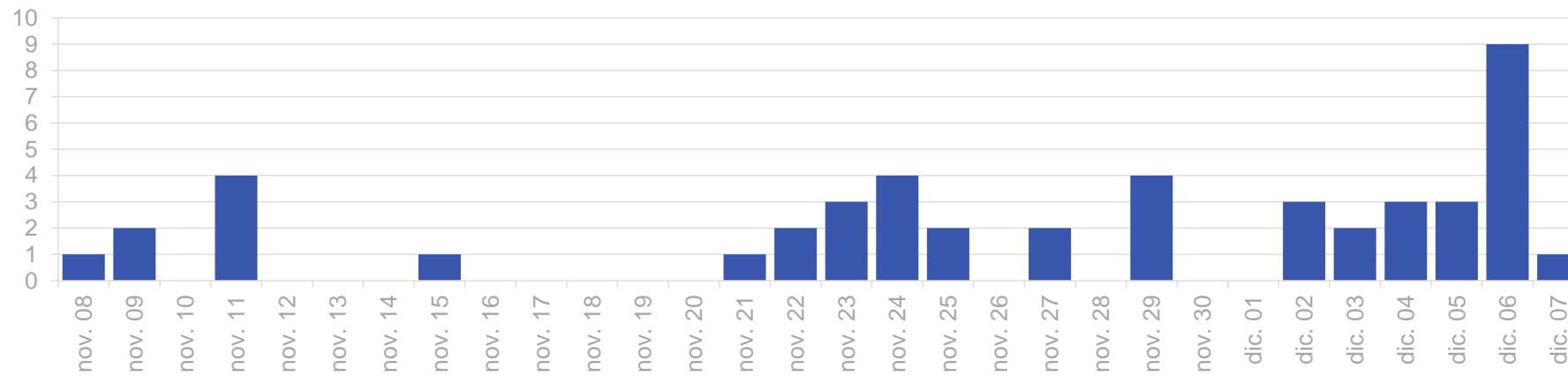
Noviembre 2018



Ale Valdés Gastélum | Content



Profile Tweets by day



Content Overview

Total Profile Tweets

47

Avg. Tweets per Day

1.57

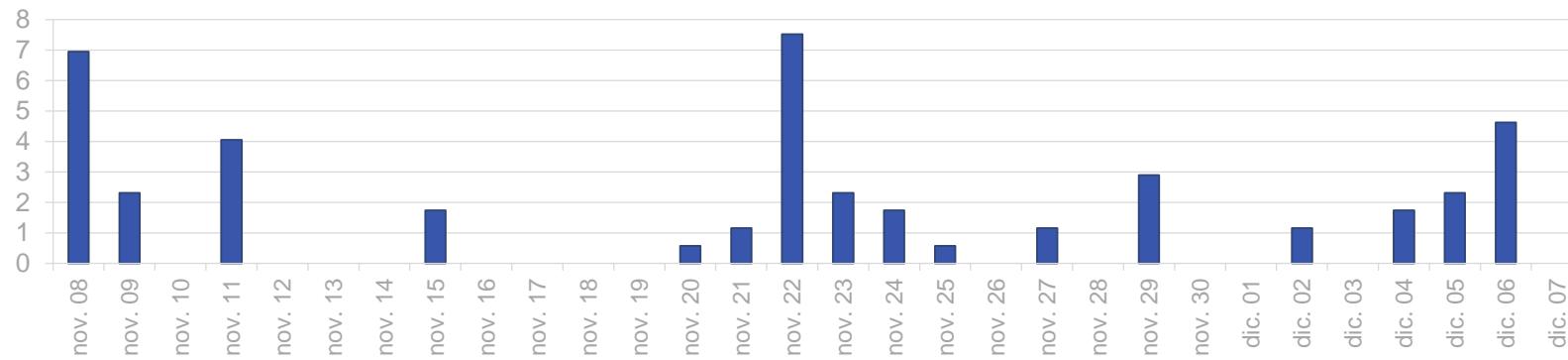
Noviembre 2018



Ale Valdés Gastélum | Interactions



Interactions per 1000 Followers



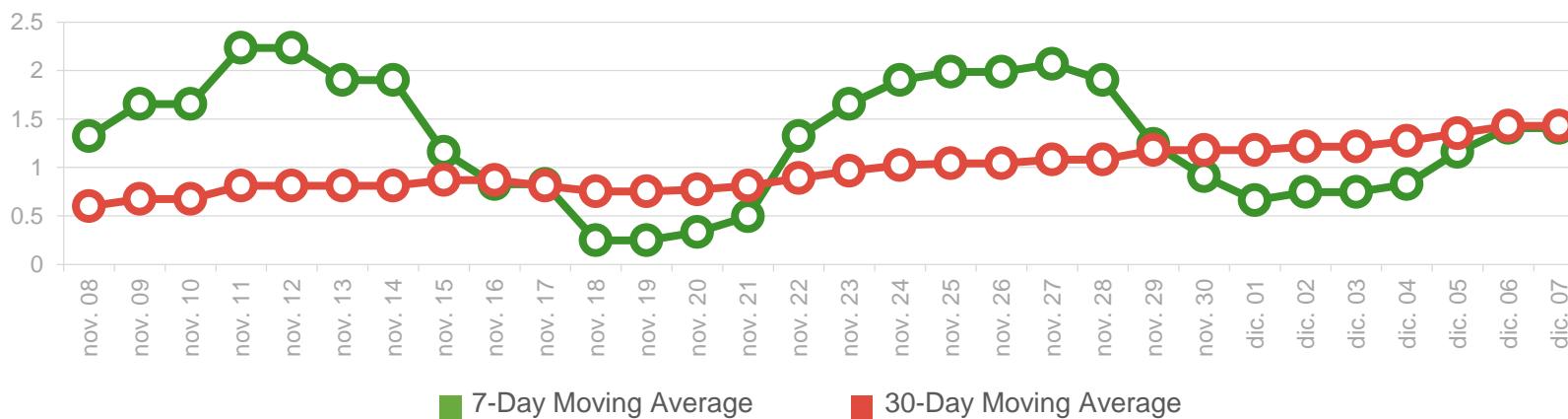
Activity Overview

Interactions per 1000 Followers

7.53

jueves nov. 22, 2018

Moving Averages of Interactions per 1000 Followers



Noviembre 2018



Ale Valdés Gastélum | Top Posts



nov. 08, 2018
02:41:15 UTC +00:00
[View on Twitter](#)

Estoy más sola que ayer, pero menos que mañana.

nov. 22, 2018
02:39:49 UTC +00:00
[View on Twitter](#)

Hay vibras en el ambiente.

nov. 22, 2018
01:23:19 UTC +00:00
[View on Twitter](#)

En esta vida, si no tienes huevos te pierdes de mucho.

nov. 29, 2018
00:43:06 UTC +00:00
[View on Twitter](#)

De todo lo que acostumbras, soy lo contrario.

Total Interactions	12
Replies	0
Retweets	3
Likes	9
Interactions per 1000 Followers	6.95

Total Interactions	8
Replies	1
Retweets	1
Likes	6
Interactions per 1000 Followers	4.63

Total Interactions	5
Replies	0
Retweets	1
Likes	4
Interactions per 1000 Followers	2.90

Total Interactions	4
Replies	1
Retweets	0
Likes	3
Interactions per 1000 Followers	2.32

Noviembre 2018



Ale Valdés Gastélum | Insights

SOME1

- **Beyond**

Buena tasa crecimiento de followers.

Alto porcentaje de comentarios en Instagram versus otros influencers de su categoría.

- **Opportunity**

Aumentar las publicaciones el día miércoles, debido a que es el día con menor interacción.

Otras redes.

- **Strategy**

Campañas en colaboración

Incrementar los posts sobre moda y en lugares de interés este tipo de contenido reacciona su audiencia con mayor interacciones.

El mejor día para publicar son los domingos con un promedio 40 interacciones.