

SOCIAL MEDIA

Analytics & Performance Report

Windham Parks · Life Elevation Project · Dec 2025 – Jun 2026

OVERVIEW

331K+	6,164	11K+	600+
WINDHAM VIEWS	INTERACTIONS	COMBINED REEL VIEWS	LEP FOLLOWERS
Dec 27 – Mar 26	Windham Parks	LEP IG + TikTok	Built from scratch

WINDHAM PARKS SOCIAL

Channel Performance

Dec 27, 2025 – Mar 26, 2026 · 90 days

331,703	19,333	6,164	76.5%
TOTAL VIEWS	ACCOUNTS REACHED	INTERACTIONS	FROM FOLLOWERS
	+18.2%		23.5% Non-followers

Interactions by Content Type

Content Type		%
Stories		45.4%
Posts		29.9%
Reels		24.7%

Engagement Detail

Metric	Total
Likes	1,638

Shares	132
Comments	81
Saves	14
Reposts	2
Total Interactions	6,164

Top Reels by Likes

#	Reel	Views	Likes	Saves
1	Collaboration-Led Performance	23,300+	800+	—
2	Concepted & Filmed — WMC Main Channel	38,000	500+	—
3	Filmed Seasonal Brand Moment	22,000	541	—
4	Top reel (by likes)	—	580	—
5	Second top reel (by likes)	—	201	—

Note: Full view counts for individual Windham Parks reels pending. WMC post data from platform reporting.

THE LIFE ELEVATION PROJECT

Instagram & TikTok Performance

Personal brand built from scratch · IG + TikTok · 2025–2026

INSTAGRAM

Top Reels

#	Reel / Caption	Views	Likes	Saves
1	"Think manifestation is just magical thinking?"	6,754	132	17
2	"If you are someone who is feeling behind in life..."	4,592	95	2

Instagram Reel Insights Detail

Metric	Reel 1	Reel 2
Views	6,754	4,592
Likes	132	95
Saves	17	2
Comments	4	0
Shares	2	1
Total Interactions	155	98
Profile Activity	69	30

TIKTOK

Top Videos

#	Video / Caption	Views	Likes	Saves
1	"One of the best pieces of advice ever given to me"	2,226	233	8
2	"A really powerful grounding technique I like to use"	1,898	112	9

TikTok Video Insights Detail

Metric	Video 1	Video 2
Views	2,226	1,898
Likes	233	112
Saves	8	9
Comments	2	4

AUDIENCE NOTE

The Life Elevation Project launched from zero with no existing audience or paid promotion. All reach, saves, and profile visits are organic. The 17 saves on the top Instagram reel and 69 profile visits indicate the content is converting curiosity into genuine interest. A TikTok viewer commented: "I love you! I love these videos! I'm so glad they popped up in my feed" — unsolicited, organic connection built entirely through content.