

DISCOVER SISKIYOU

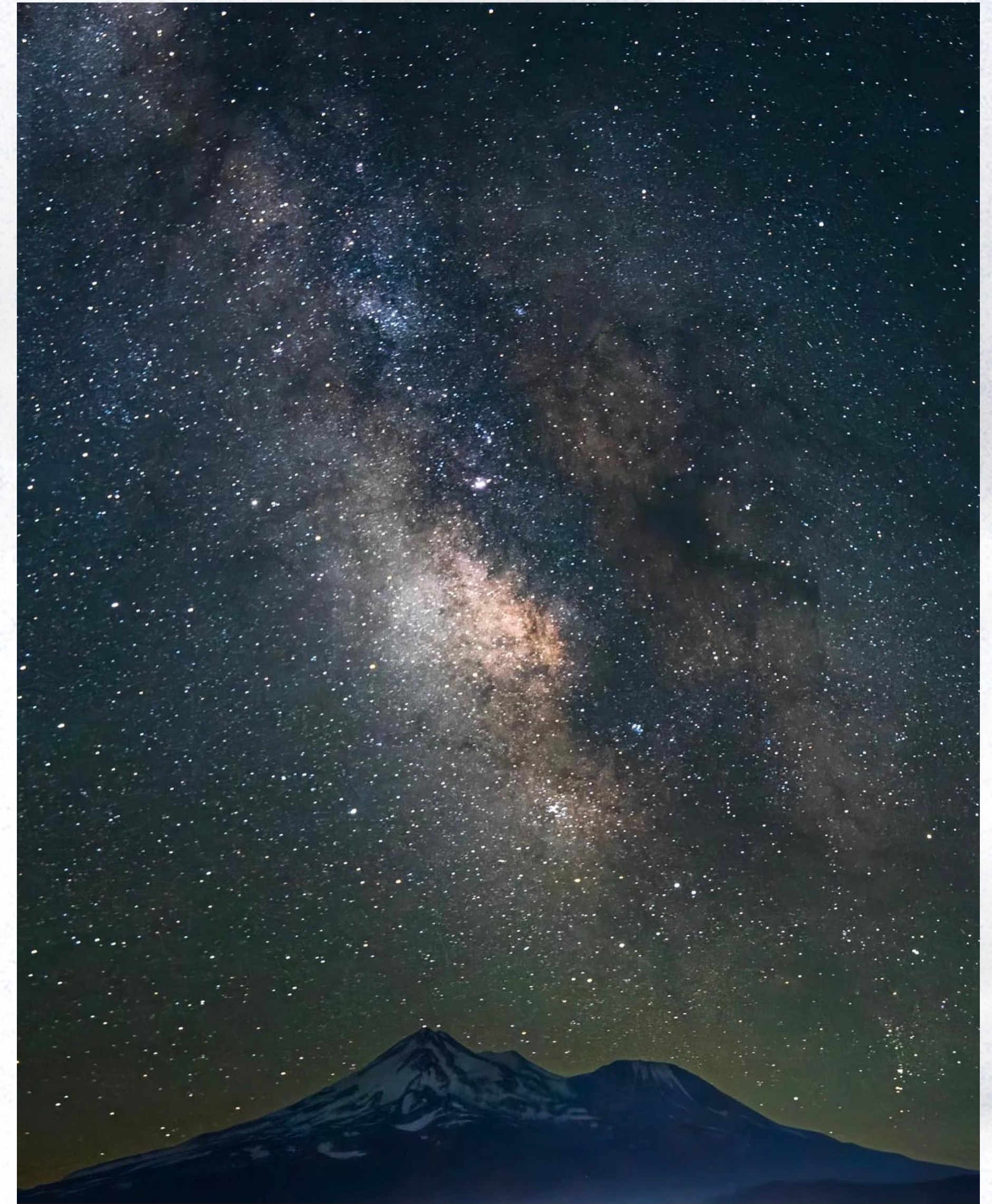
Performance Report | October 2023



EXECUTIVE SUMMARY

This report includes social media performance metrics for Siskiyou's October 2023 organic and paid social content.

- **Platforms:** Instagram, Facebook, TikTok, Pinterest
- **Benchmarks:** Month-over-month
- **Insights around performance**
- **Optimizations for future success**



STR REPORT – OCTOBER

STR Report	OCT 2022	OCT 2023	MOM
Occupancy	65.4	55.6	-15.1%
ADR	114.85	115.85	.02%
RevPar	75.16	63.99	-14.9%

A scenic landscape featuring a calm lake in the foreground, reflecting the surrounding environment. The background consists of a dense forest of evergreen trees on a hillside, leading up to rugged, rocky mountains. The sky is a mix of purple and blue, suggesting dusk or dawn. The text "PAID SOCIAL" is prominently displayed in the center of the image in a bold, white, sans-serif font. The image is framed by dark, triangular shapes in the corners, creating a modern, graphic look.

PAID SOCIAL

KEY TAKEAWAYS

Addition of WANDER Videos Enhances Performance: After early learnings upon the campaign's launch in September indicated the strength of video creative in the ad rotation, October performance enjoyed steady rises in reach and engagement with the implementation of the WANDER video series and the pausing of underperforming static image ads.

Growth Among Older Users, New Audience Segments: While younger users (18-34) and the "Adventure" audience remain top-performing segments, Siskiyou saw substantial improvements in performance among "Authentic" and "Family" audience members, and particularly from users 65+.



AUDIENCE OVERVIEW

Adventure: Users ages 21-54 with indicated interest in “Adventure Travel” (or similar interest parameters)

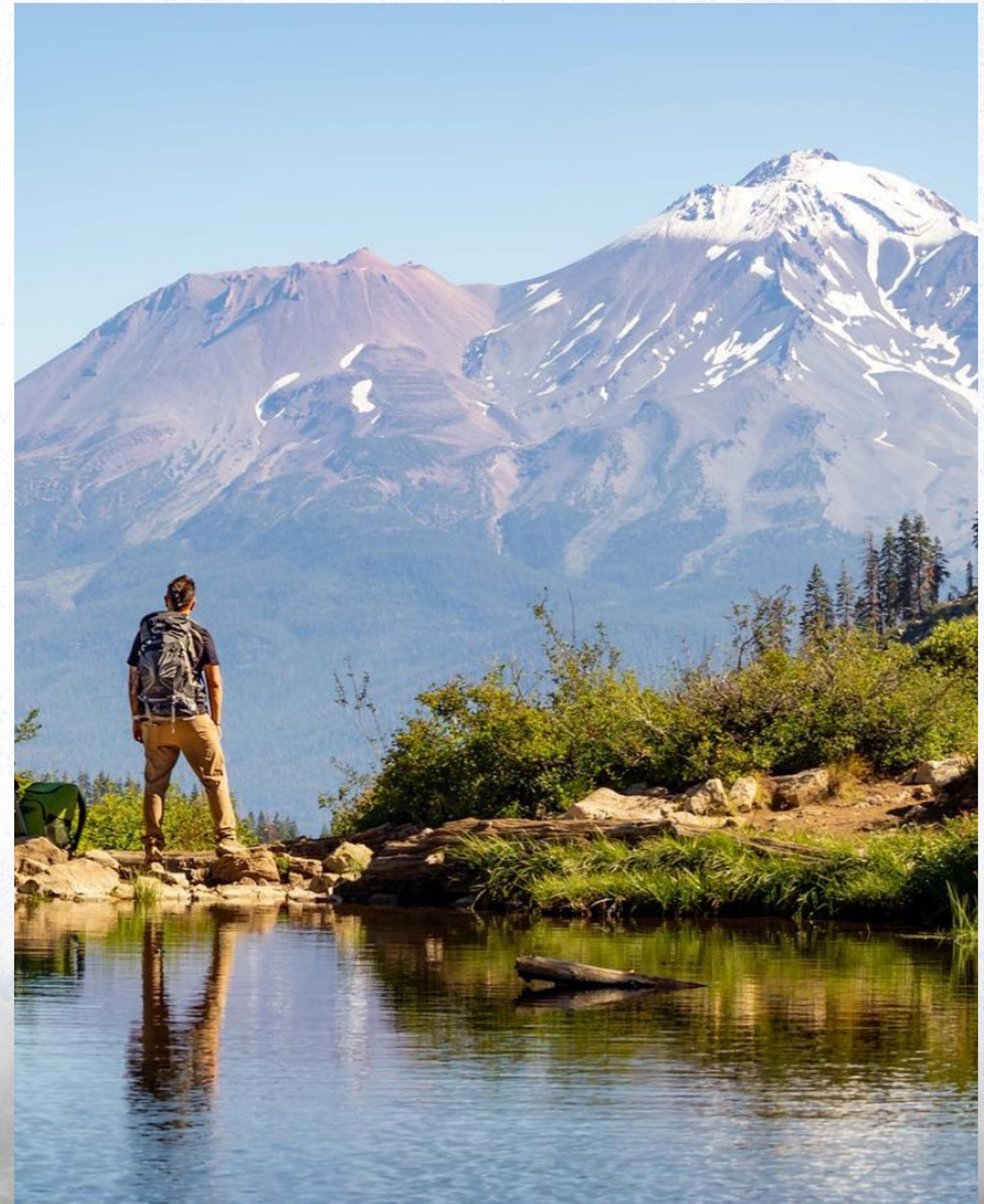
Authentic: Users ages 21 and up who indicated interest in “Weekend Trips,” “Sightseeing,” or other similar parameters.

Family: Users ages 25-54 with indicated interest in “Travel” AND who indicate they are married and are a parent

Boosted Content: Posts are often boosted to one of these three audiences based on the subject matter of a particular post.

NOTE: In summer 2023, we tested boosting content to a composite of all three audiences, but found this diluted performance and thus reverted back to boosting to more refined audiences.

GEO FOR ALL AUDIENCES: State of California



PERFORMANCE SNAPSHOT



TOP DEMOS

- Male: 0.94% engagement rate
- Female: 0.93% engagement rate
- Ages 25-34: 1.04% engagement rate

TOP AUDIENCES

- Adventure (1.23% engagement rate)
- Authentic (0.85% engagement rate)
- Family (0.77% engagement rate)

TOP GEOS

- Widest Reach: Los Angeles, Bay Area, Sacramento, Fresno
- Most Engaged: Fresno (1.08%)

TOP CREATIVE

- Waterfall Video (4.24% engagement rate)
- “Epic” Video (3.67% engagement rate)

YTD Engagement Rate: 0.99%

(industry benchmark is 0.09%)

DATA BREAKDOWN

	Impressions	Eng. Rate	CPM
Total	1,720,334	0.94%	\$1.60

Gender	Impressions	Eng. Rate	CPM
Male	1,230,395	0.94%	\$1.61
Female	464,456	0.93%	\$1.58
Uncategorized	25,483	0.96%	\$1.60

Age	Impressions	Eng. Rate	CPM
18-24	413,765	0.87%	\$1.59
25-34	224,232	1.01%	\$1.58
35-44	268,556	0.92%	\$1.60
45-54	278,380	0.85%	\$1.60
55-64	303,564	0.88%	\$1.61
65+	231,837	1.16%	\$1.63

Additionally, while the Los Angeles DMA will continue to be included in ad targeting, optimizations will be made to spend more heavily in better-performing DMAs, often in central and Northern CA.

DMA	Impressions	Eng. Rate	CPM
Los Angeles	602,813	0.87%	\$1.57
Bay Area	270,905	0.90%	\$1.59
Sacramento	258,376	0.95%	\$1.62
Fresno	166,958	1.08%	\$1.64
All Others	421,282	0.99%	\$1.62

Audience	Impressions	Eng. Rate	CPM
Adventure	530,620	1.21%	\$1.62
Authentic	545,343	0.85%	\$1.57
Family	644,371	0.77%	\$1.62

Siskiyou's engagement improved by more than 10% month-over-month, and to date the campaign's 0.99% total engagement rate is more than 10x higher than the 2023 industry average for Meta channels (Facebook and Instagram).



ORGANIC SOCIAL



INSTAGRAM RESULTS

Performance Totals

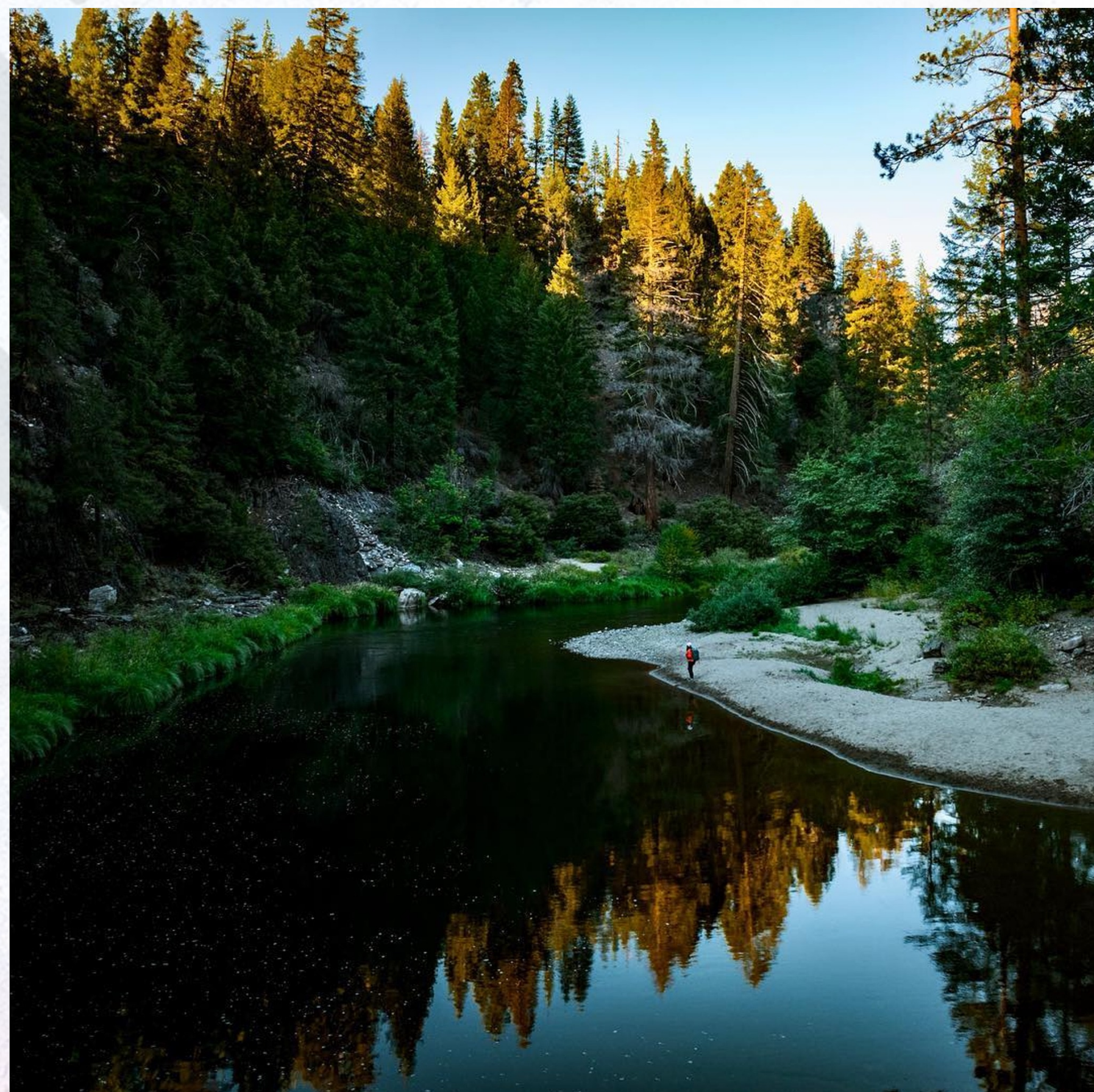
	Impressions	Likes	Comments	Shares	Saves	Activity	Engagement Rate
<i>OCT 2023</i>	18,714	1,133	16	36	17	92	6.91%
<i>SEP 2023</i>	24,477	1,881	33	104	36	166	9.07%
<i>DIFF. MoM</i>	-23.5%	-39.8%	-51.5%	-65.3%	-52.8%	-44.6%	-23.8%

Performance on Siskiyou's Meta channels leveled off from September, though this is largely due to a positive performance outlier in September (Balloon Festival) rather than any sort of regression within October's content plan. On Instagram, October content finished the month within 5% of year-to-date averages across all KPIs on a per-post basis, and Siskiyou's engagement rate over the course of the month was substantially higher than 2023 travel industry benchmarks (0.09%).

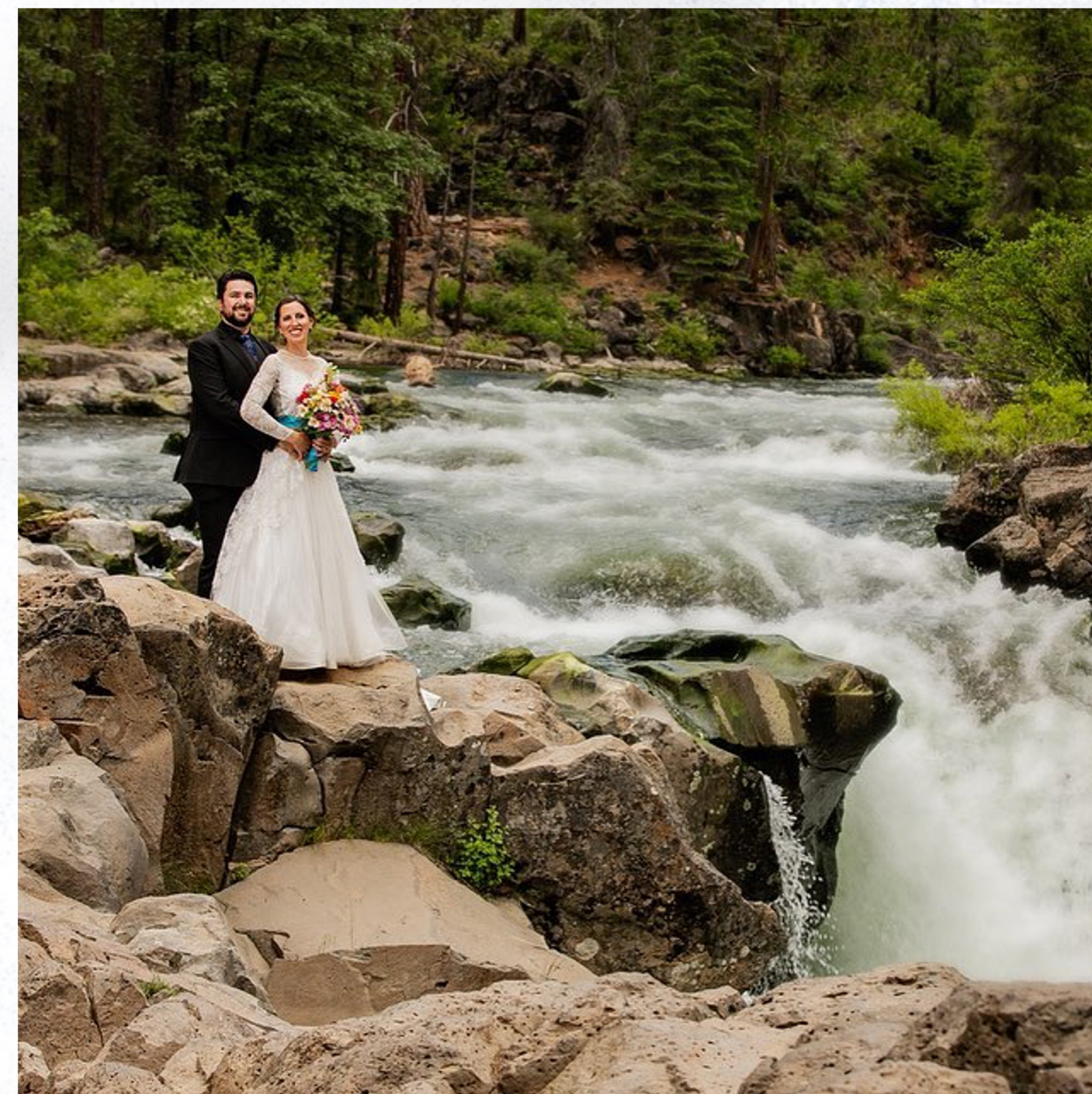
As the holiday season commences, Siskiyou will continue to lean on stunning natural imagery that has proven to be the most engaging with this audience and will dovetail this theme into seasonal cues as well, from snowfall to holiday accommodations and more.



TOP POSTS BY TOTAL ENGAGEMENT



Likes: 445 | Comments: 0 | Shares: 10 | Interactions: 18
Saves: 6 | Eng. Rate: 13.6%



Likes: 647 | Comments: 4 | Shares: 64 | Interactions: 8
Saves: 19 | Eng. Rate: 17.6%



FACEBOOK RESULTS

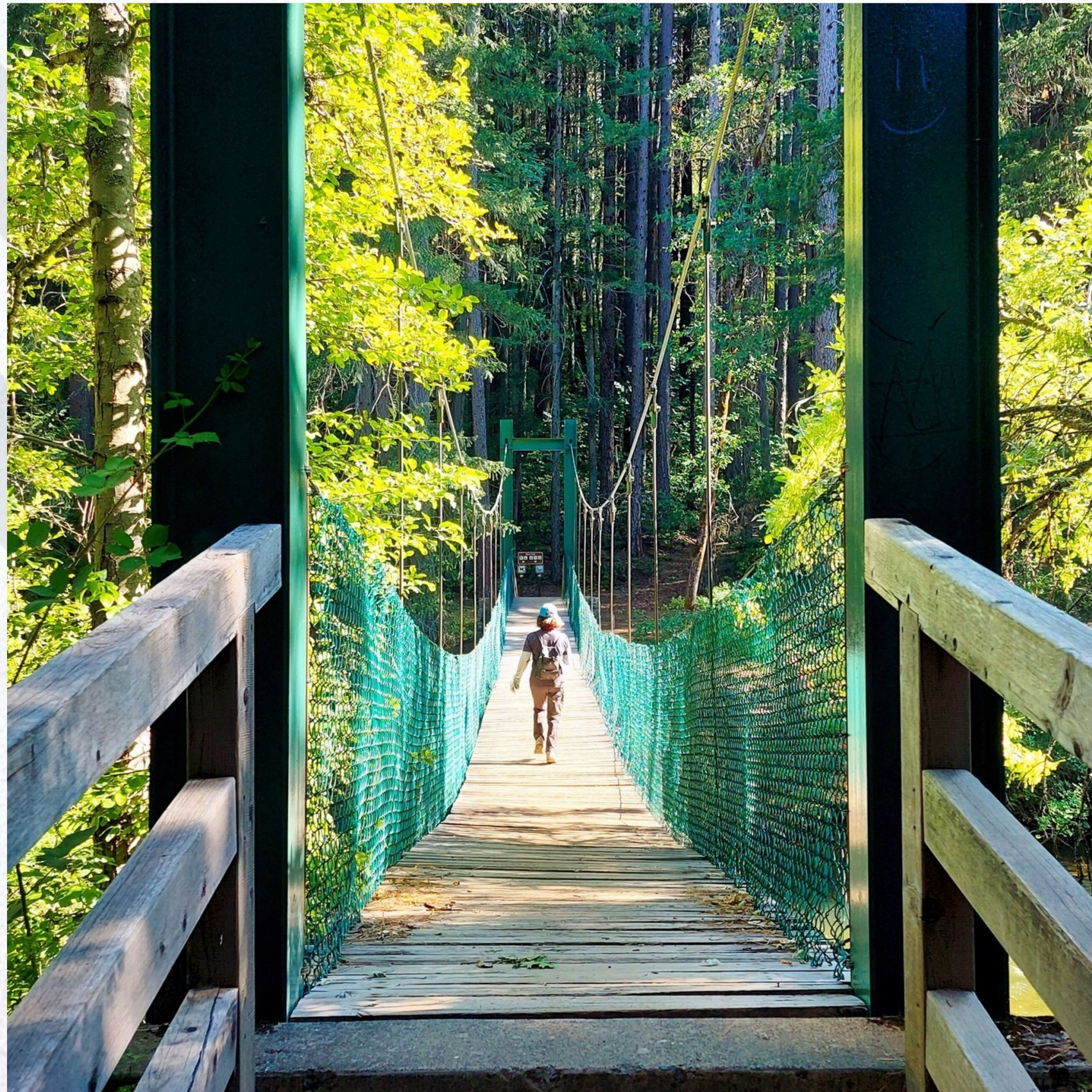
Performance Totals

	Impressions	Reactions	Comments	Shares	Total Clicks	Engagement Rate
OCT 2023	6,757	117	3	9	81	3.11%
SEP 2023	6,083	177	12	18	71	4.09%
DIFF. MoM	+11.1%	-33.9%	-75.0%	-50.0%	+14.1%	-24.0%

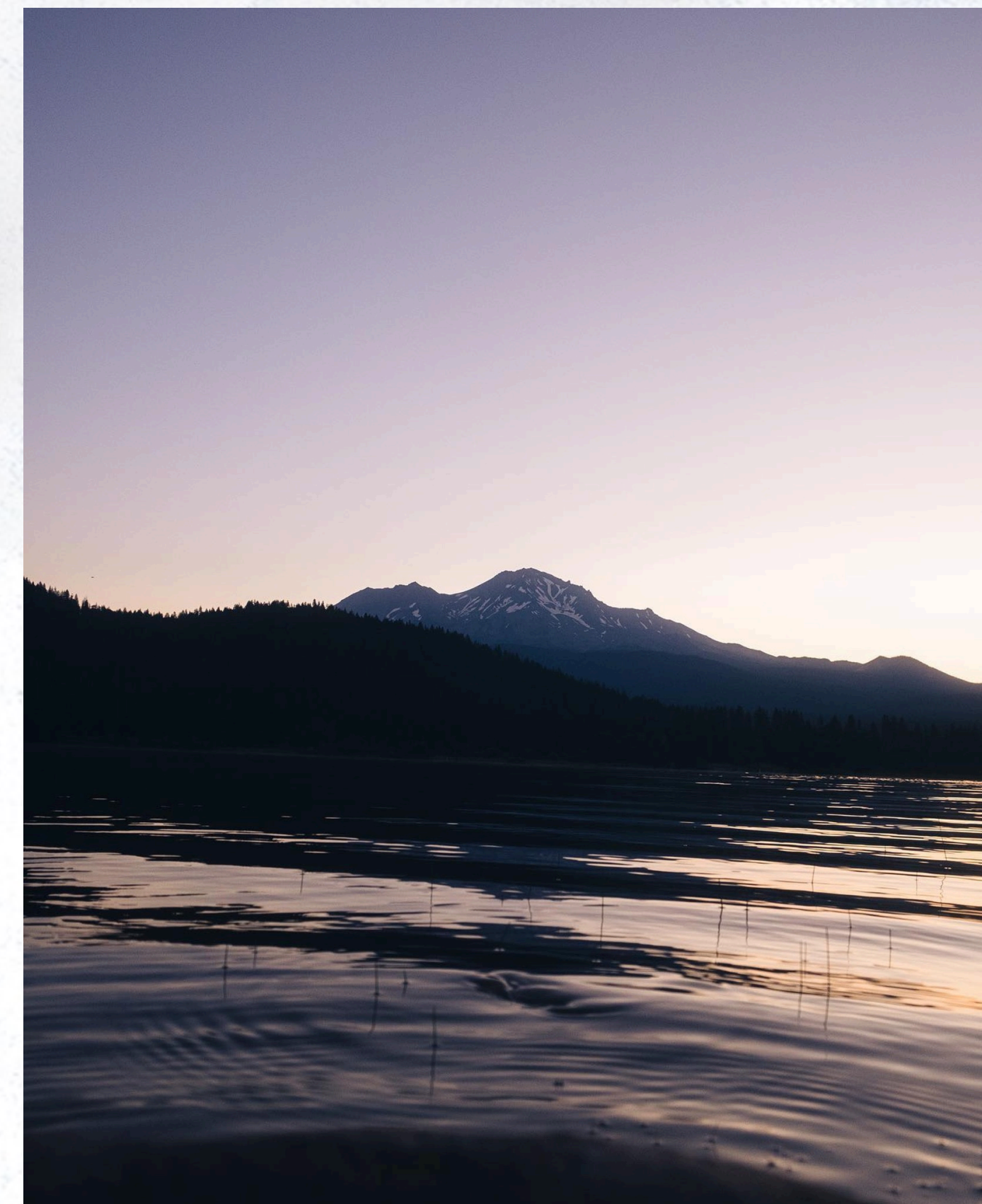
On Facebook, October content actually proved to be wider-reaching than September's posts, though a similar dip occurred across most KPI's in comparison to the Balloon Festival's success the month prior. However, we were encouraged to see Total Clicks rise month-over-month, particularly as holiday marketing comes front and center in Siskiyou's organic social content plan in the coming months.

Facebook content continues to show the most promise when promoting a fun, unique local event, and the immediate success of the Night the Light Facebook Event Page further reinforces this principle as we look ahead to holiday festivities and the start of 2024.

TOP POSTS BY TOTAL ENGAGEMENT



Reactions: 82 | Comments: 9 | Shares: 4
Clicks: 68 | Eng. Rate: 12.3%



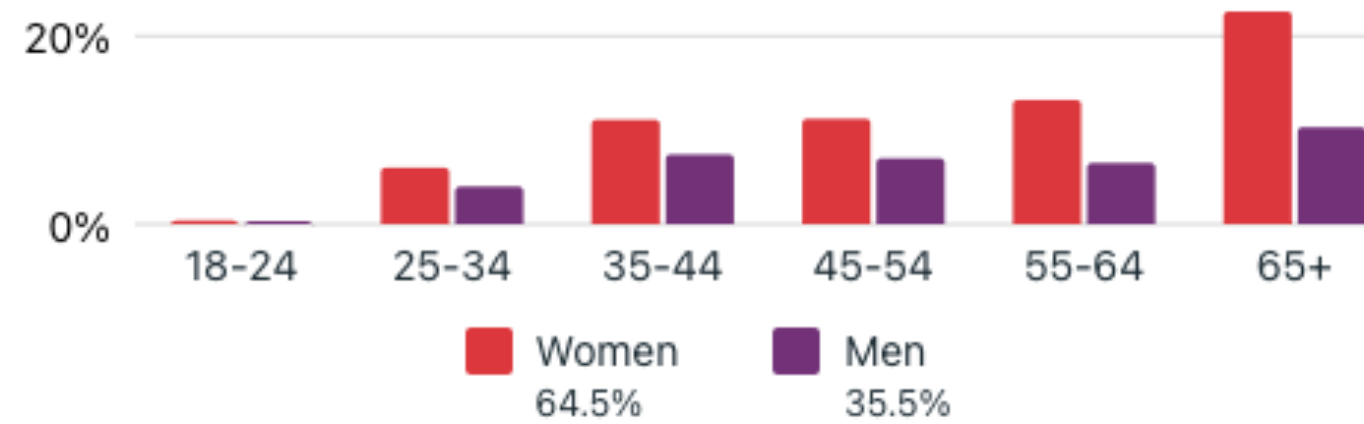
Reactions: 80 | Comments: 5 | Shares: 5
Clicks: 54 | Eng. Rate: 2.08%

AUDIENCES OVERVIEW

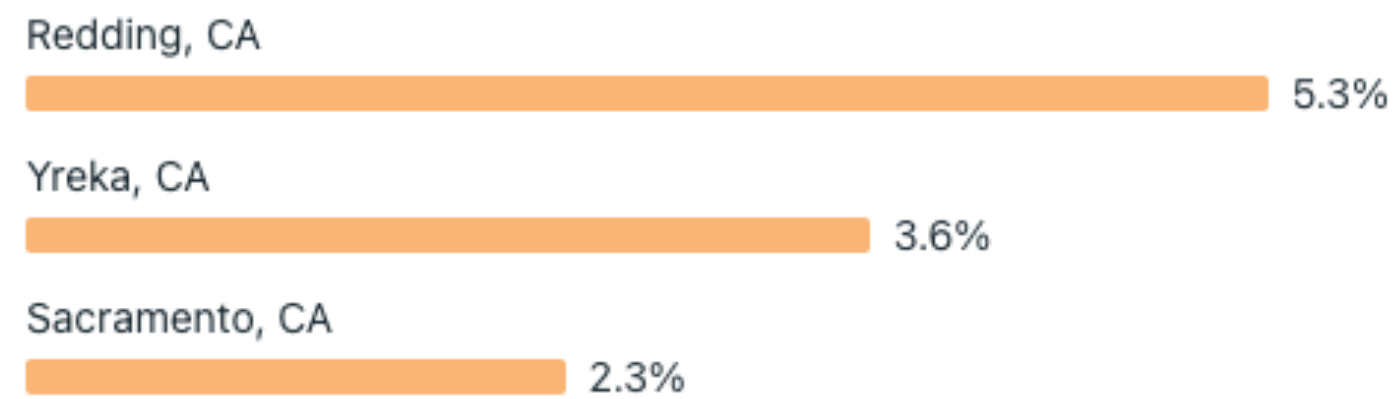
Facebook followers ⓘ

14,808

Age & gender ⓘ



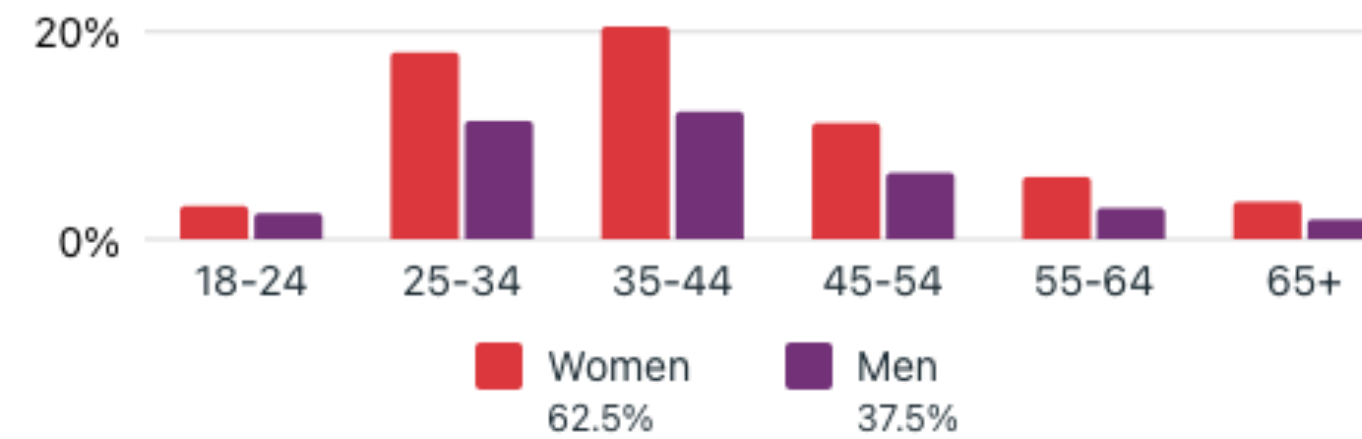
Top cities



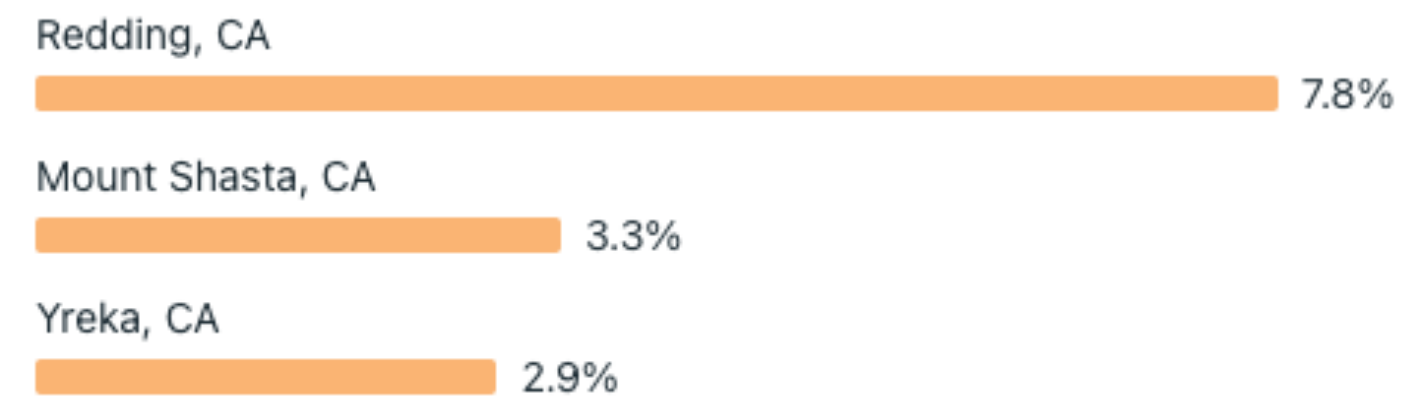
Instagram followers ⓘ

12,797

Age & gender ⓘ



Top cities



Net Audience Growth (Sep '23):

+15
(0.10%)



Net Audience Growth (Sep '23):

+43
(0.34%)



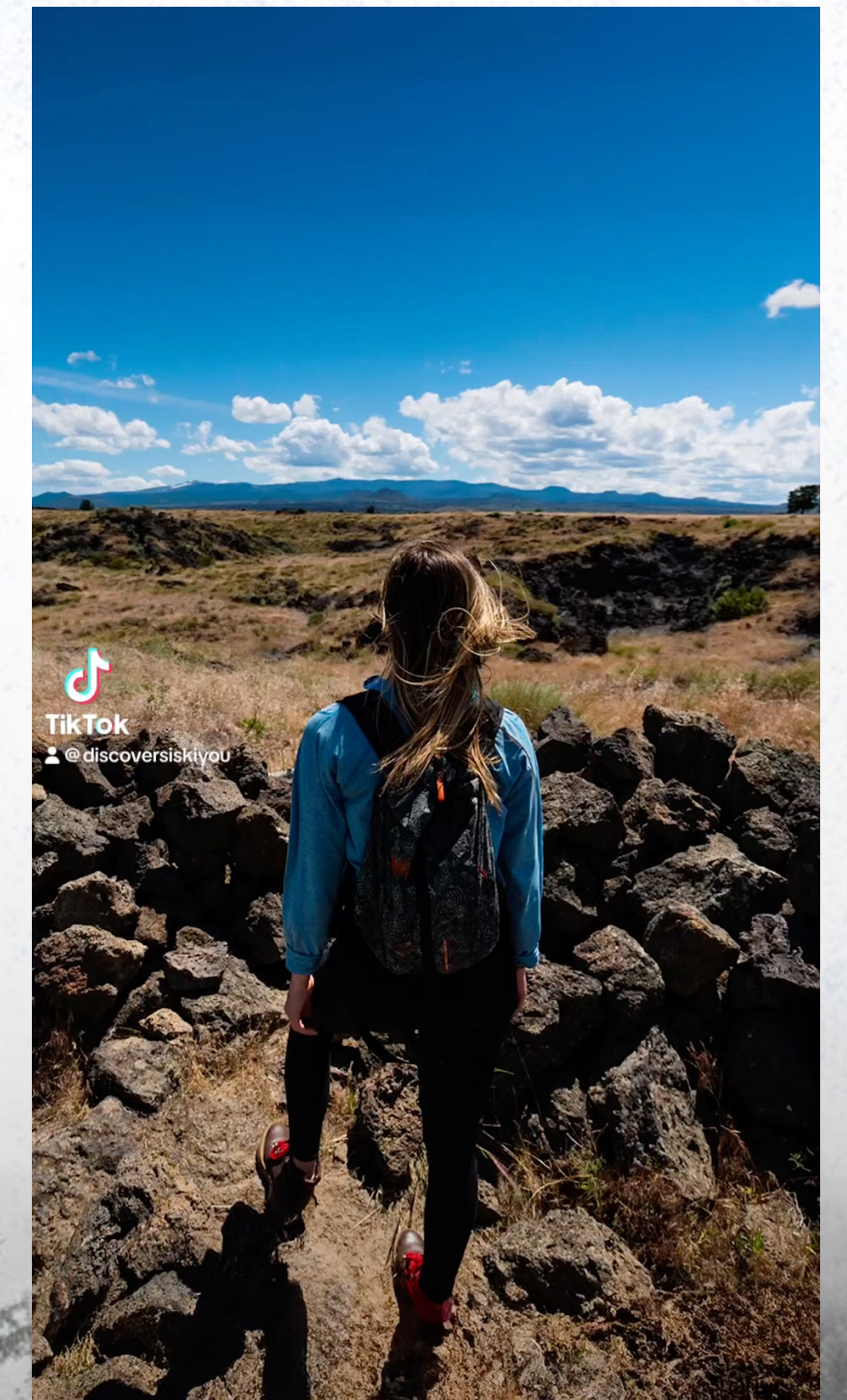
TIKTOK RESULTS

Performance Overview

	Video Views	Likes	Comments	Shares	Saves	Profile Views	Eng. Rate
OCT 2023	1,401	10	0	2	2	14	2.00%
SEP 2023	1,718	27	2	2	1	30	3.61%
DIFF. MoM	-18.5%	-63.0%	-INF.	-	+100.0%	-53.3%	-44.6%

Much of the performance drop-off on TikTok ties back to publishing only two videos during October (compared to the usual allotment of three videos) with the third video (Bites, Brews & Za Pass) spilling into early November. On a per-video basis, performance remained steady with recent months, and the debut of the WANDER Pledge videos on organic social in November and December should further elevate performance above year-to-date benchmarks.

Most Viewed Video





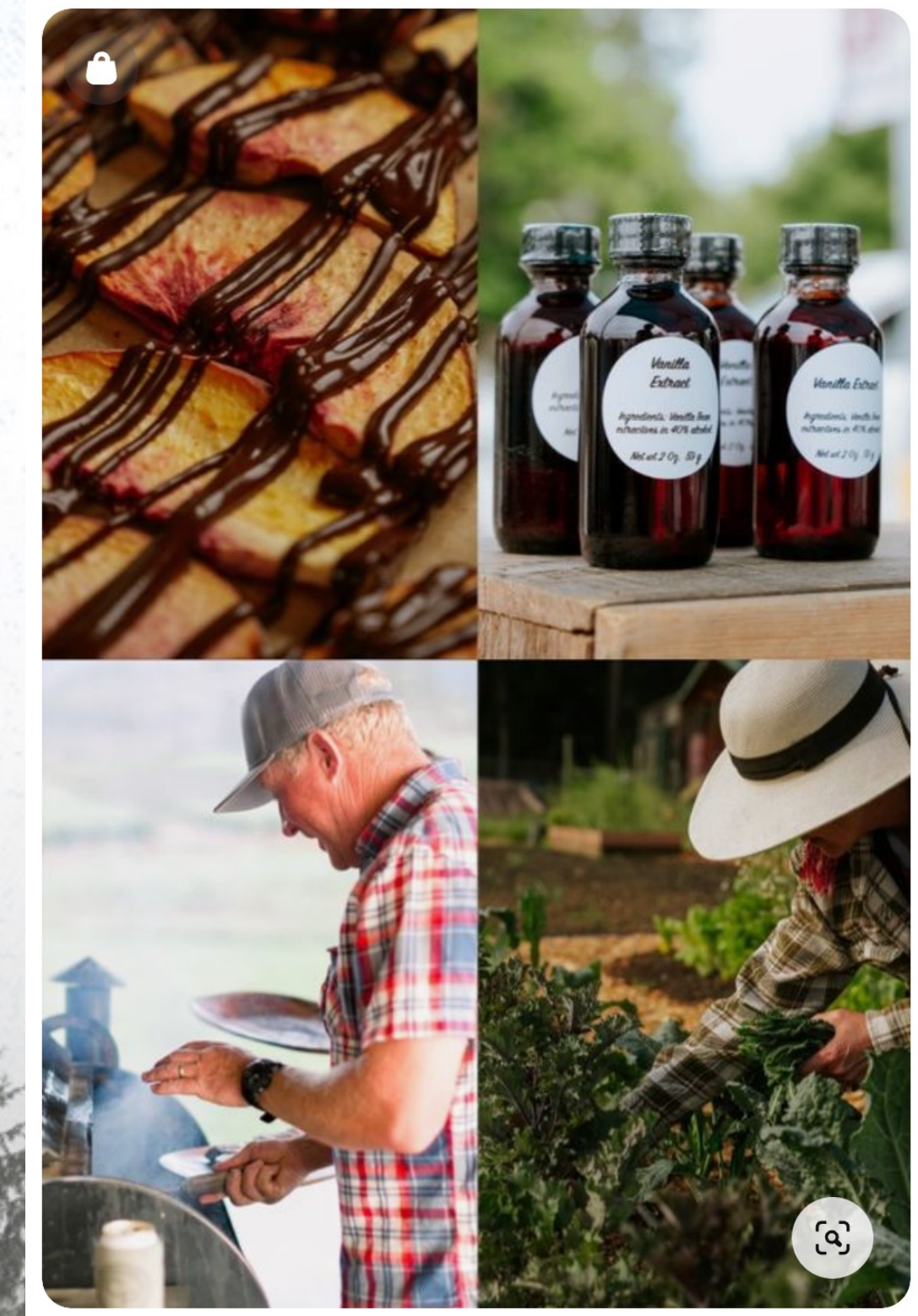
PINTEREST RESULTS

Performance Totals

	Impressions	Pin Clicks	Outbound Clicks	Saves	Engagement Rate
OCT 2023	1,330	44	11	7	4.66%
SEP 2023	1,228	40	9	10	4.80%
DIFF. MoM	+8.31%	+10.0%	+22.2%	-30.0%	-2.92%

Pinterest performance continued a steady rise than spans back to before the start of summer in 2023. What especially stood out among October performance was the striking success of the Siskiyou Farm Co. carousel (see right). This pin nearly doubled the per-pin engagement average for Siskiyou in 2023, and as a result we will begin testing more carousels in this space.

Most Saved Pin

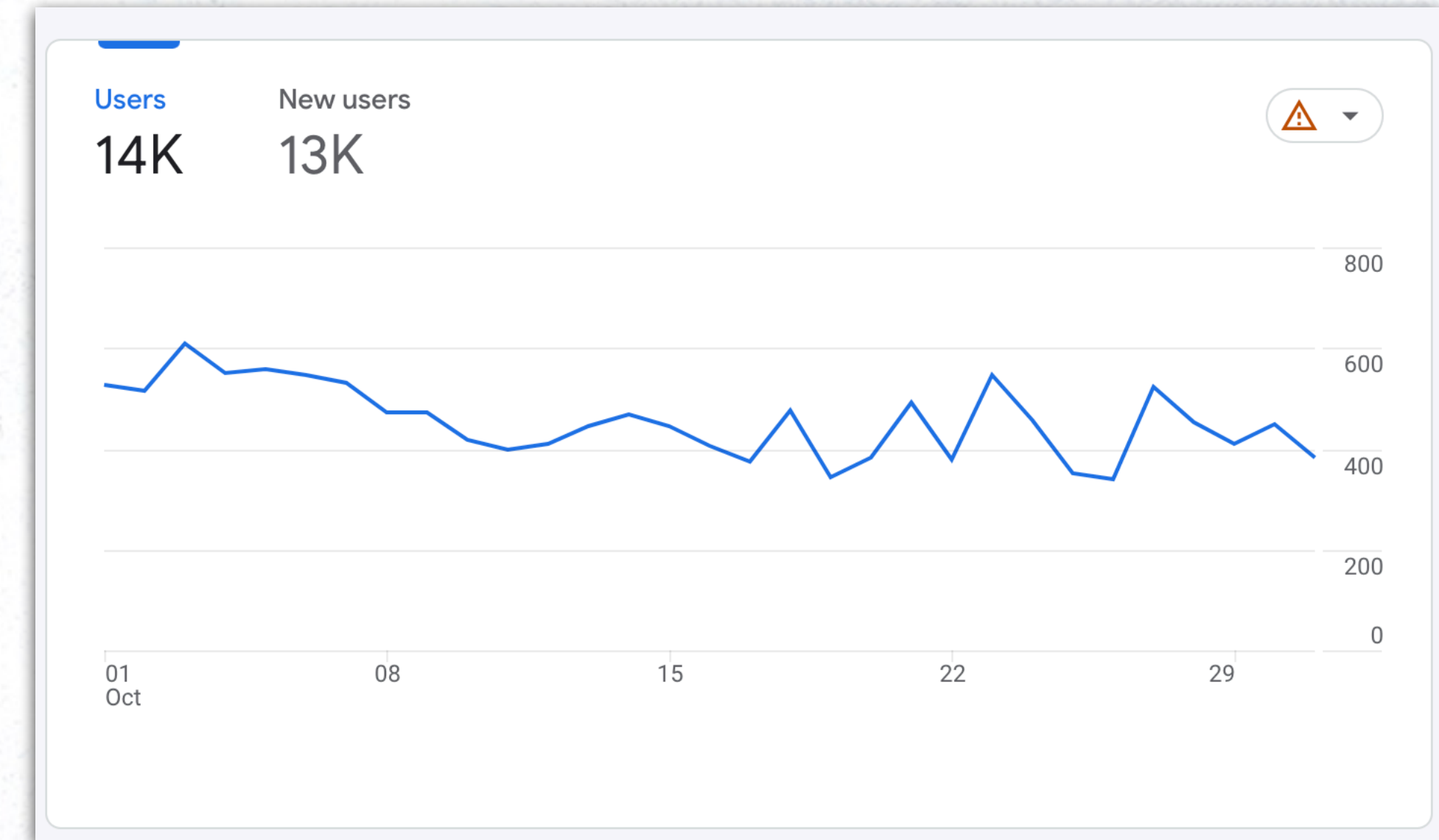
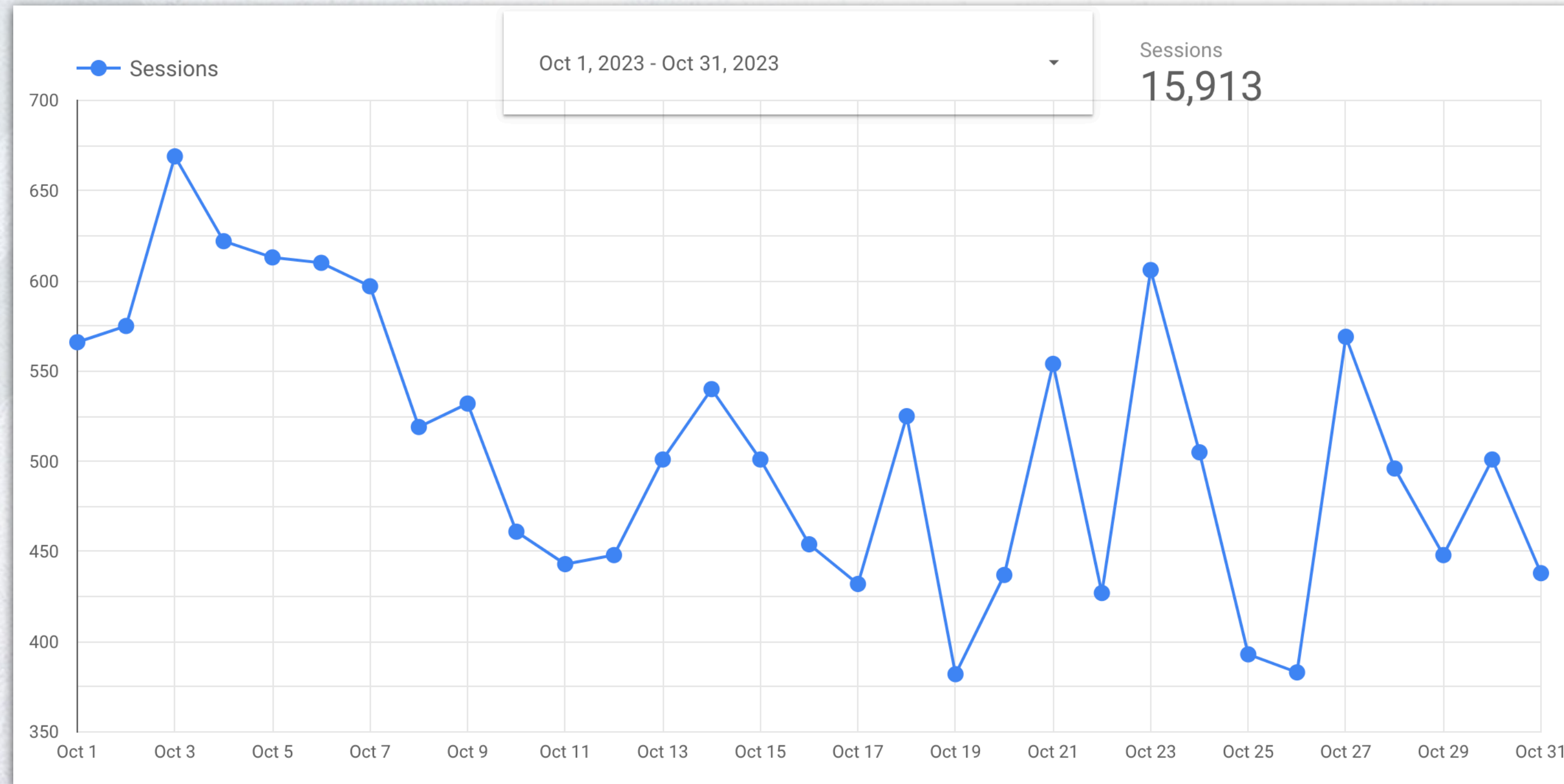




DIGITAL RESULTS

October 2023

SITE TRAFFIC



Traffic spikes were on October 3rd and October 23rd

WEBSITE REPORT

MoM

Sessions	Users	Engaged Sessions	Engaged Session Per User	Avg. Session Duration	Bounce Rate	New Users
7.84% <i>15,903 vs 14,747</i>	11.25% <i>13,516 vs 12,149</i>	-52.92% <i>6,623 vs 14,067</i>	-57.68% <i>1.16 vs 0.49</i>	-21% <i>1:37 vs 2:00</i>	-54.06% <i>58.37 vs 37.89</i>	12.73% <i>13,316 vs 11,812</i>

YoY

Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	New Users
+40% <i>10,523 vs 14,747</i>	+50% <i>8,973 vs 13,516</i>	30% <i>17,601 vs 22,947</i>	-70% <i>1.67 vs 0.49</i>	17% <i>1:17 vs 1:37</i>	12% <i>67.02% vs 58.37%</i>	10% <i>82.96% vs 92.85%</i>

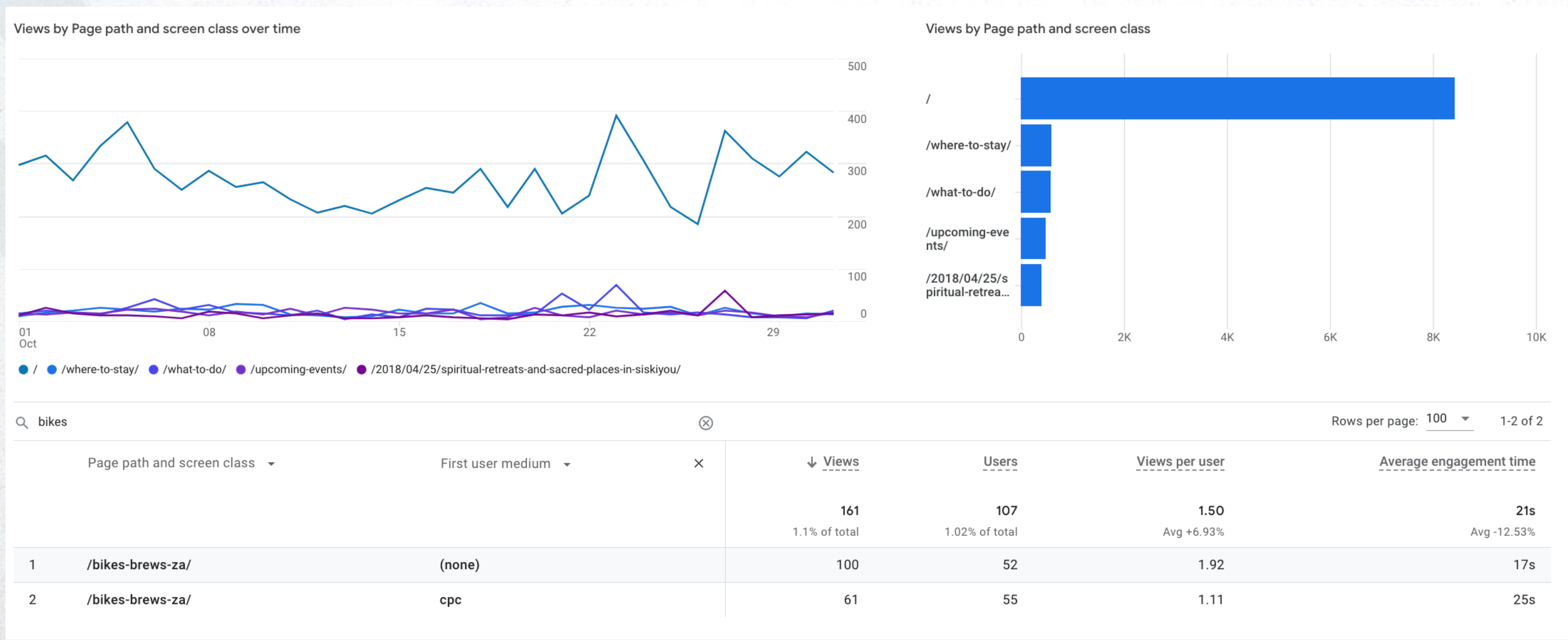
- For the month of October, there was an increase in sessions and users. This can be attributed to the great performance through organic search and paid social.
- When comparing YoY, we see positive increases in terms of overall traffic to the website based on overall website metrics. While pages per session decreased YoY, this could indicate that users are locating the information they are looking upon navigating to the site directly from search or referral links.

TOP PAGES

	Page path and screen class +	↓ Views	Users	Views per user	Average engagement time
		16,873 100% of total	11,195 100% of total	1.51 Avg 0%	28s Avg 0%
1	/	8,424	7,393	1.14	6s
2	/where-to-stay/	597	398	1.50	45s
3	/what-to-do/	582	265	2.20	1m 13s
4	/upcoming-events/	474	288	1.65	1m 29s
5	/2018/04/25/spiritual-retreats-and-sacred-places-in-siskiyou/	390	256	1.52	1m 02s
6	/activities/	382	283	1.35	19s
7	/2020/06/18/roadtrip-idea-all-the-way-around-mt-shasta/	277	217	1.28	39s
8	/upcoming-events/apple-harvest-festival/	265	195	1.36	47s
9	/adventures/stewart-springs/	262	203	1.29	1m 09s
10	/2020/09/21/enjoy-fall-color-in-siskiyou-4/	240	167	1.44	53s

- For the month of October, the homepage remained at the number one most viewed page and saw an increase of 59.18%.
- The top engaged page from the top five most visited pages was the events page with an average engagement rate of 1:29.
- Organic Search, followed by Paid social drove the most traffic to the homepage.

BIKES, BREWS & 'ZA



- In October, the Bikes, Brews, And 'Za Pass page had 161 views with 107 users and an average engagement time of 0:21 seconds.

VOLCANIC LEGACY

Page path and screen class	Landing page + query string	Views	Users	Views per user	Average engagement time
SHOW ALL ROWS					
		61 vs. 369 ↓ -83.47%	49 vs. 271 ↓ -81.92%	1.24 vs. 1.36 ↓ -8.57%	23s vs. 19.07 ↑ 21.92%
1	/volcanic-legacy-scenic-byway-pass/				
	Oct 1 - Oct 31, 2023	61	49	1.24	23s
	Sep 1 - Sep 30, 2023	369	271	1.36	19s
	% change	-83.47%	-81.92%	-8.57%	21.92%

- In October, the Volcanic Legacy Scenic Byway Pass page had 61 views with 49 users with an average engagement time of 0:23 seconds.
- While traffic decreased, there was an increase of 21.92% on the average engagement time MoM.

GEO / DEMOGRAPHIC

City	Sessions	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
(not set)	10,014 100% of total	8,868 100% of total	8,520 100% of total	3,492 100% of total	34.87% Avg 0%	0.39 Avg 0%	28s Avg 0%
1 (not set)	3,611	3,539	3,447	497	13.76%	0.14	9s
2 Hampton	1,022	1,021	1,021	21	2.05%	0.02	0s
3 San Jose	850	733	679	460	54.12%	0.63	41s
4 Sacramento	742	647	578	422	56.87%	0.65	48s
5 San Francisco	532	454	427	311	58.46%	0.69	49s
6 Los Angeles	518	442	412	224	43.24%	0.51	32s
7 Seattle	496	392	348	320	64.52%	0.82	59s
8 Mount Shasta	285	222	194	208	72.98%	0.94	1m 13s
9 Redding	243	192	177	174	71.6%	0.91	1m 27s
10 Yreka	233	184	156	177	75.97%	0.96	1m 28s

- The top performing cities for the month of October include Hampton, San Jose, Sacramento and San Francisco.
- Discoversiskiyou's audience continues to skew more female with 52.8% of the total audience. With the top age group being 25-34 year olds.

SITE AUDIENCE – WORLD

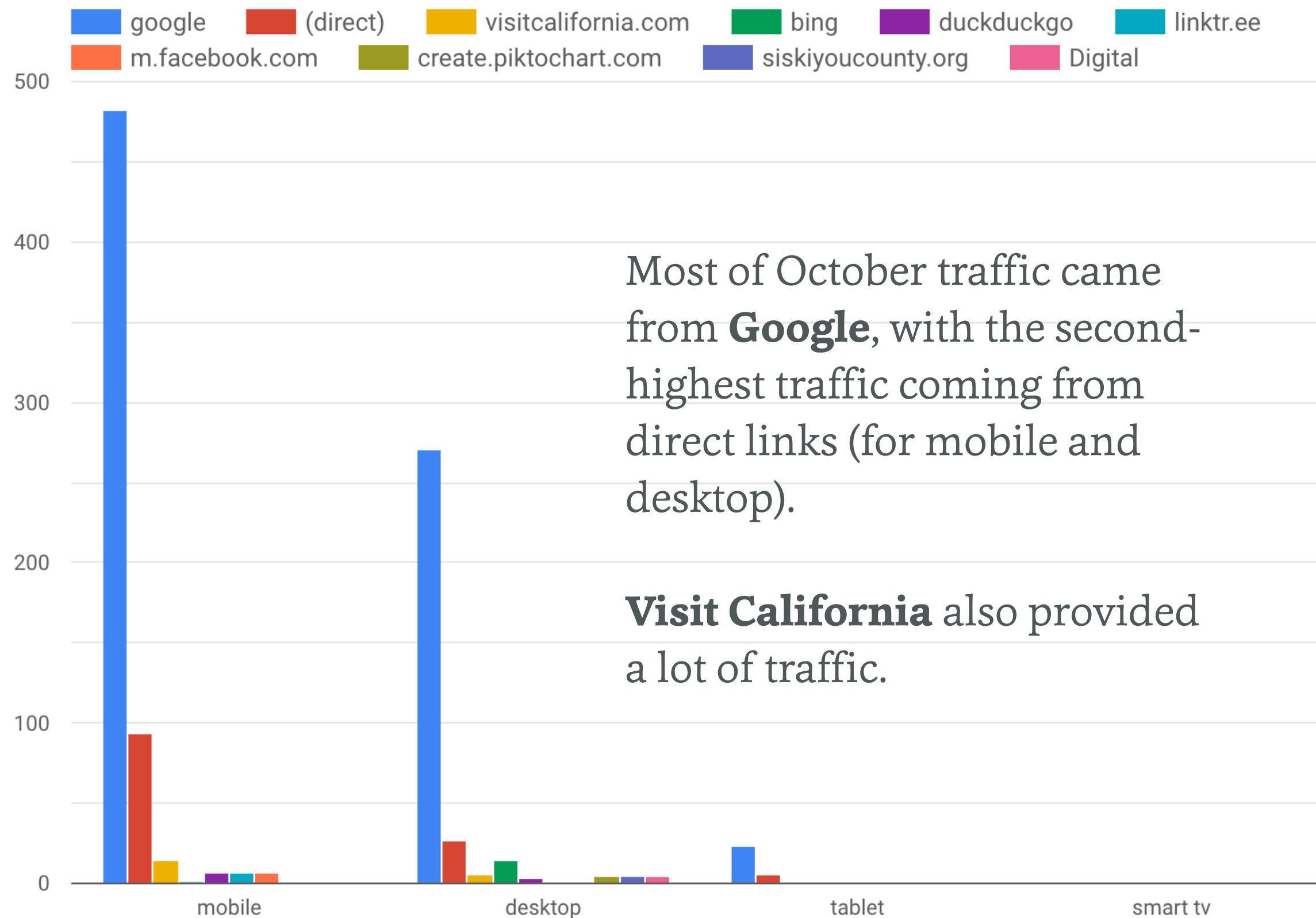
The top three countries with the most site visits were **US, India and Canada.**

Also in the top countries are **China** and **Germany.**

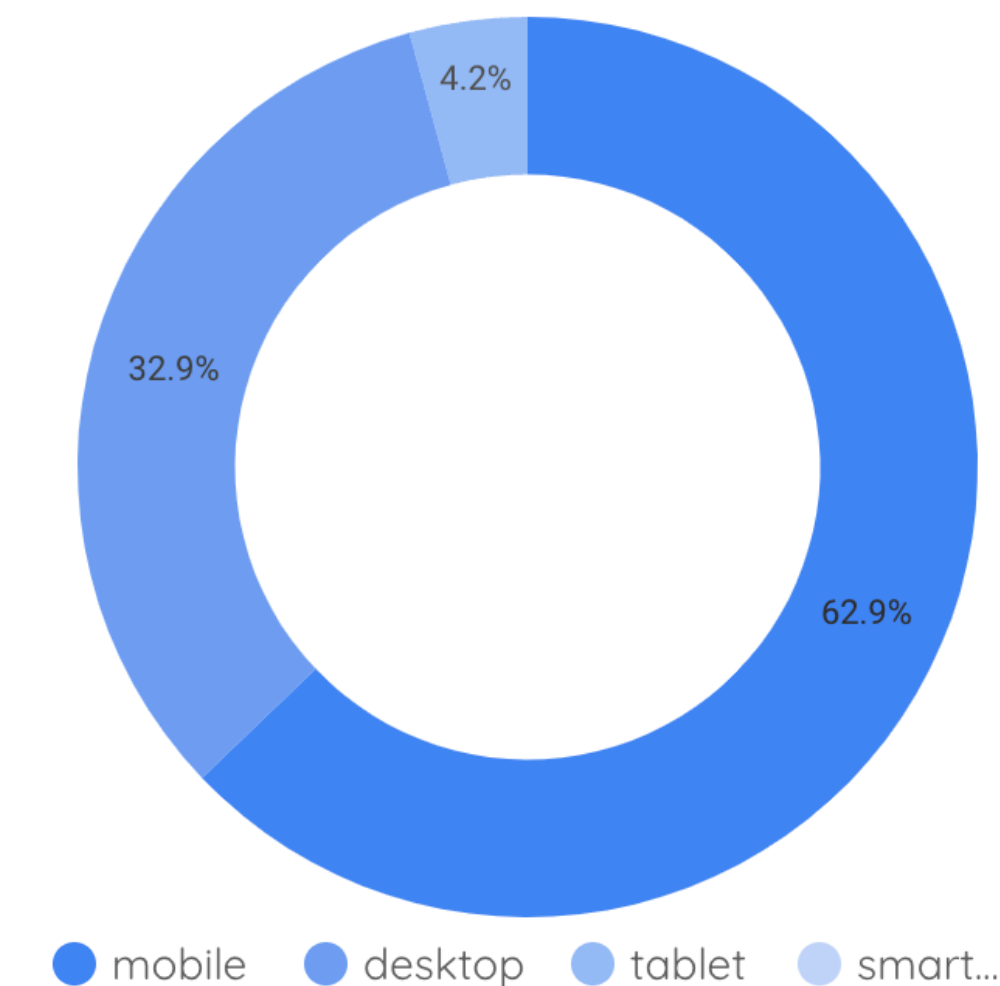
		13,141 100% of total
1	United States	12,555
2	(not set)	165
3	India	157
4	Canada	93
5	China	67
6	Germany	56
7	United Kingdom	47
8	Mexico	41
9	Brazil	37

AUDIENCE DEVICE

Traffic Source



Percentage of sessions on each device type



Mobile users were the majority at 62.9%

PAID SEARCH - OCTOBER



- In October, the new paid search campaign generated 1,227 clicks with a 3.27% CTR at an extremely low \$0.92 cost per click.
- The top three locations for search based on total clicks were San Francisco (586) Sacramento (563) and Siskiyou County (65).
- The top search category for the Month of October was "Things To Do in Northern California".

TOP SEARCH KEYWORDS

● Keyword	Final URL	↓ Clicks	Impr.	CTR	Avg. CPC
Keywords in your curren... ?		1,227	37,527	3.27%	\$1.47
● road trip california	—	180	4,410	4.08%	\$1.32
● california things to do	—	122	2,944	4.14%	\$1.35
● cabins	—	111	2,300	4.83%	\$1.94
● visit northern california	—	110	1,679	6.55%	\$1.56
● things to do in northern california	—	66	948	6.96%	\$1.60
● travel to california	—	55	1,143	4.81%	\$1.22
● things to do near me	—	55	1,178	4.67%	\$1.75
● things to do california	—	55	1,612	3.41%	\$1.55

- **Top Keywords with the highest clicks: “Road Trip California”, “California Things To Do” and “Visit Northern California” were the most clicked keywords for October.**
- **Things to do and places to stay continue to be among the top searched keywords.**

SEO UPDATES

October 2023 Updates completed

- **Fixed 23 broken links**
- **Ongoing blog post review for SEO**
- **Removed 8 closed listings**
- **Removed 1 duplicate listing**

New Tasks/To Be Started

- **Reviewing WordPress Rocket plugin**
- **Blog review list**
- **Optimize on-page SEO**



BLOGS/NEWSLETTERS RESULTS

October 2023

OCTOBER BLOG OVERVIEW

Blog: A Spooktacular Siskiyou Halloween

Published: 10/20/23

Views: 134

Average Engagement Time: 1:05



A SPOOKTACULAR SISKIYOU HALLOWEEN

As the weather turns colder, the leaves begin to drift toward the ground and the smell of pumpkin spice drifts

[...]

OCTOBER BLOG OVERVIEW

Blog: Journey Along The Volcanic Legacy Byway

Published: 10/27/23

Views: *Pending enewsletter send for traffic reporting*

Average Engagement Rate: --



JOURNEY ALONG THE VOLCANIC LEGACY SCENIC BYWAY

Siskiyou is among the reigning royalty of California's road-trip destinations and the Volcanic Legacy Scenic Byway All American Road is [...]

OCTOBER ENEWSLETTER OVERVIEW

Subject line: A Spooktacular Siskiyou Halloween 🧛🍁

Launched: 10/21/23

Open Rate: 36.5%

CTR: 3.0%

Clicks: 130

- **Spooktacular Siskiyou Blog: 74 clicks**
- **Miner Street Ghost Tour: 59 clicks**
- **Where to Stay: 27 clicks**



SPOOKY SISKIYOU

As the weather turns colder, the leaves begin to drift toward the ground and the smell of pumpkin spice drifts through the air, Siskiyou comes alive with anticipation. There's something magical about the Halloween season when you are surrounded by such an enchanting natural landscape. So get your costume ready and read on to find out what kind of spooks and scares you can look forward to during your fall visit to Siskiyou.

[READ MORE](#)

OCTOBER ENEWSLETTER OVERVIEW

Subject line: Boozy Brunches in Siskiyou 🍷🍳🥓

Launched: SCHEDULED 11/17 AM send

Open Rate: ---

CTR: ---

Clicks: ---

-



QR CODE RESULTS

October 2023

QR CODE YTD SCANS

Events

- Facebook – 12 (+7 MoM)
- Instagram – 40 (+ 27 MoM)

Trifolds

- Total Scans – 40 (+ 23 MoM)

Redding Airport

- 4 scans (no change MoM)

Medford Airport

- 39 scans (no change MoM)

Granzella's

- 8 scans (no change MoM)

Etna Banner

- 0 scans (no change MoM)

Bandwango Volcanic Pass

- 1 scan (no change MoM)



PR RESULTS

October 2023

MEDIA RELATIONS UPDATE

Proactive Pitches:

- Get Outdoors in These Adventurous Destinations
- California Wildlife
- Winter Wonderland Mountain Towns to Visit
- Best Ice-Skating Rinks in the U.S.
- How to Cut Down a Christmas Tree + Where
- Siskiyou's Historic Gold Rush
- Skiing, Ice Skating, Snowboarding and More in Siskiyou
- Holiday Gift Guide: The Gift of Travel
- Stargazing Destinations
- Adventure and Wellness Destinations
- Yreka Night of Lights



EARNED MEDIA RESULTS

- Secured Clips: 9
 - Est. Digital Monthly Visits: 29.5M
 - Est. Digital Coverage Views: 234K
-
- Coverage featured beautiful places to visit in the fall, epic California road trips, Halloween events, scenic hiking trails, where to go sledding and more.



THE TRAVEL

These Are The 10 Most Beautiful Places To Visit In California In The Fall

4 Mount Shasta



Mount Shasta and Heart Lake

Mount Shasta, the fifth-highest peak in California, is a perfect outdoor paradise for autumn tourists. In fall, the lower slopes of the mountain get painted in brilliant autumn colors as the dogwood, big leaf maples, aspen, and oaks change into reds, yellows, and oranges.

To take advantage of the leaf-peeping opportunities, visitors can hike the numerous trails, including Box Canyon, Castle Lake Shore, and McCloud River Falls trails. The hike to Lake Siskiyou is another experience not to miss in California in the fall.

- **Where to find fall foliage:** Hike including Box Canyon, Castle Lake Shore, and McCloud River Falls trails

COVERAGE HIGHLIGHTS



The 11 Most Scenic Hiking Trails in All of California

Next on our list of stunning scenic hiking trails is the **McCloud River Trail** in Shasta-Trinity National Forest. This lovely trail, as its name suggests, is along the McCloud River. It takes hikers to multiple refreshing and lush waterfalls.

The McCloud River Trail is long. To hike the entire trail, which leads to multiple waterfalls, campgrounds, and natural points, it's about 15 miles long. It's important to note that camping is not allowed in Day Use Only areas. Instead, camping is only allowed in official campgrounds. Some animals you can encounter on this trail are herons, bald eagles, ospreys, bears, and ducks.

The first natural point stop on the McCloud River Trail is the Lower Falls, which is about 15 feet tall. The Middle Falls are a bit higher, at 50 feet tall. Here you can swim, fish, and view wildlife.



America's Greatest Roadside Restaurants

Yaks on the 5

> **Location:** Dunsmuir, California

> **Don't miss:** Bacon Overload burger



16 EPIC California Road Trips (by Region + Photos)

Volcanic Legacy Byway (Mount Shasta)

Length: 445 Miles (but can be taken in smaller sections)

Duration: 10-12 hours, but ideal as a long weekend

Seasonal Risks?:

THE SISKIYOU DAILY NEWS

Where to find Siskiyou Halloween events, 'Nightmare Before Christmas' and ghost tours

Another big draw is the ninth annual **McCloud Apple Harvest Festival**, 10 a.m. to 5 p.m. on Saturday, Oct. 14 along Main Street. Celebrate the ripening of this versatile fall fruit with live music, a quilt show, a pumpkin patch, apple pies and craft, food and drink vendor booths. For more information or to order pies, go to tinyurl.com/y44re9k8 or call 530-964-3113.



These Small Towns In Northern California Have The Best Historic Districts

80 miles east of Crescent City is Yreka, one of the **oldest founded towns in Northern California**. Settlers travelled to this region during the Gold Rush in the 1850s to seek their fortune. Once you arrive, you can check out the Ley Station Fire Museum, Siskiyou County Museum and historic downtown Miner Street. There is also a Historic Homes Walking Tour that will guide you around over 70 houses that were built before the turn of the century.

A short drive from town is the stunning Mount Shasta. This mountain is seen as a very sacred place to local **Native American** people. There is a legend that this was the home of the creator, and it is believed that the water from this mountain has healing powers.



The Top 5 Places to Go Sledding in California

MOUNT SHASTA

Located in Northern California, **Mount Shasta** is not only an imposing peak but also a sledding paradise. Its expansive area and snow-covered meadows offer plenty of space for everyone from toddlers on saucers to adults on high-speed sleds. The Everitt Memorial Highway provides various locations where families can pull over and sled down gentle slopes, making it convenient and accessible. While you're there, don't forget to admire the majestic views of Mount Shasta itself, a sight that's equally enchanting in the winter.

COVERAGE HIGHLIGHT LINKS

- The Travel - [These Are The 10 Most Beautiful Places To Visit In California In The Fall](#)
- More Than Just Parks - [16 EPIC California Road Trips \(by Region + Photos\)](#)
- Siskiyou Daily News - [Where to find Siskiyou Halloween events, 'Nightmare Before Christmas' and ghost tours](#)
- AZ Animals - [The 11 Most Scenic Hiking Trails in All of California](#)
- 24/7 Wall St. - [America's Greatest Roadside Restaurants](#)
- The Travel - [Small Town Charm On A Dime: 10 Affordable Vacations In Picturesque U.S. Towns](#)
- The Travel - [10 Amazing Trips To Take On The West Coast In The Winter](#)
- WorldAtlas - [These Small Towns in Northern California Have the Best Historic Districts](#)
- California.com - [The Top 5 Places to Go Sledding in California](#)

A scenic landscape featuring a calm lake in the foreground, reflecting the surrounding environment. The background consists of a dense forest of evergreen trees on the left, and rugged, rocky mountains on the right. The sky is a mix of purple and blue, suggesting dusk or dawn. The text "THANK YOU" is centered in the middle of the image in a large, white, bold, sans-serif font. The image is divided into three triangular sections by diagonal lines: a dark purple section at the top, a dark blue section at the bottom left, and a light blue section at the bottom right.

THANK YOU

APPENDIX: SOCIAL MEDIA GLOSSARY

Impressions: The number of times a piece of content is viewed on social media.

Clicks: Clicks include all forms of clicks, including link clicks, clicks to visit Discover Siskiyou's profile, or clicks to expand an image.

Interactions: Any engagement with an Instagram post beyond a like, comment, save or share via DM. Interactions include clicks on the link in bio or into the Discover Siskiyou profile.

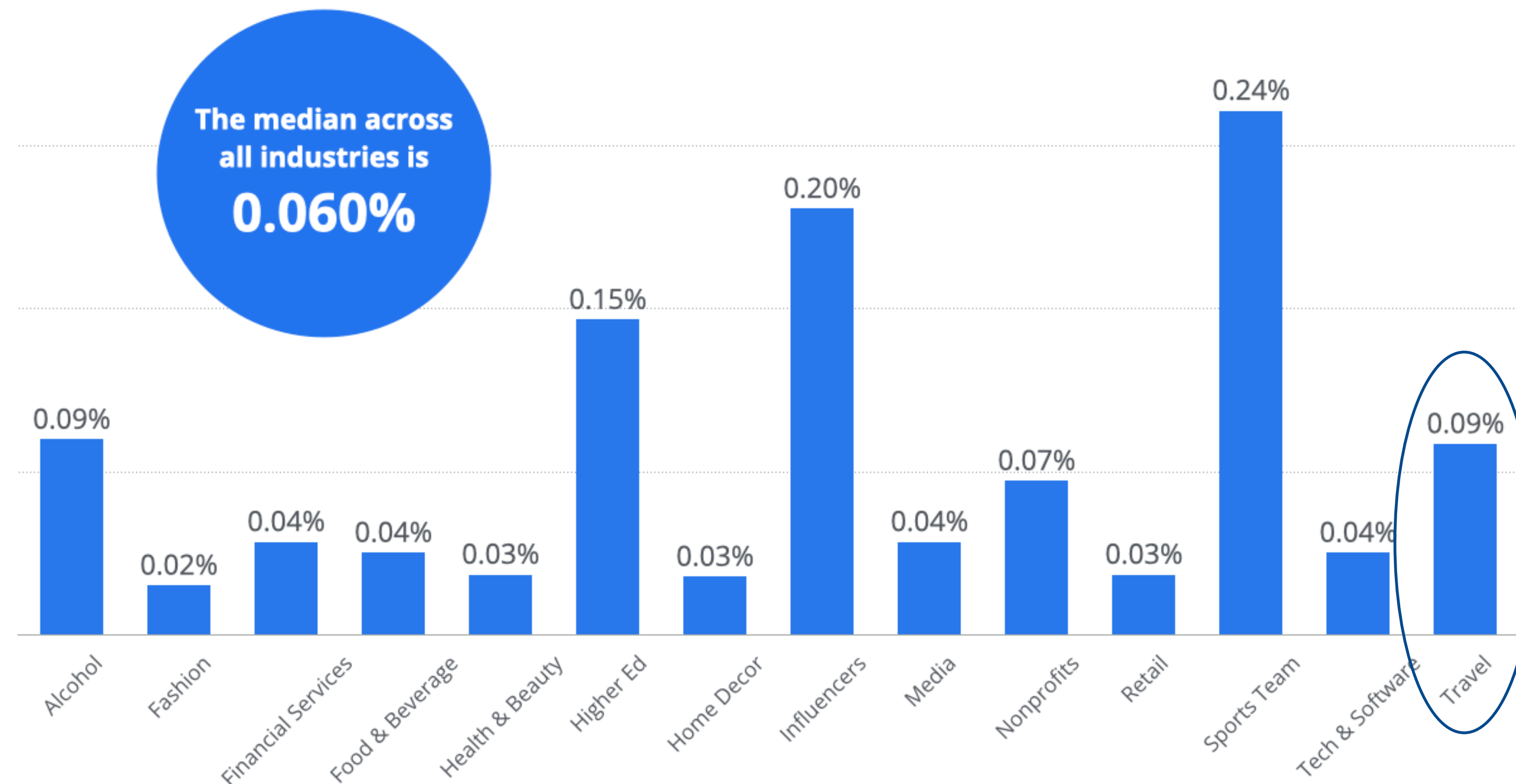
Engagement: The number of times users interact with a post. Engagements includes likes/reactions, comments, shares, and all clicks (plus saves on Instagram).

Engagement Rate: The rate at which users engage a piece of content. This is calculated by dividing the number of engagements by the number of impressions, then converting to a decimal.

APPENDIX – INDUSTRY BENCHMARKS (2023)

f Facebook engagement

Engagement rate per post (by follower)



APPENDIX – INDUSTRY BENCHMARKS (2023)

Instagram engagement

Engagement rate per post (by follower)

