Brand engagement

Comparison between Nov 04, 2025 - Feb 01, 2026 and Dec 04, 2025 - Jan 02, 2026

Is your brand getting the love ❤️ and attention 👀 you'd hoped for?

Review these key metrics to understand how people interact with your content and brand on social media.

👋 *Psst, you can edit this note or add a new one.*

Followers

13,950
followers

0.6% from 13,862

Followers > Social netw...

Facebook...	+ 0.7%	10,633
Instagram ...	+ 0.2%	2,616
X	+ 1%	701

New followers

321
new followers

291% from 82

New followers > Social n...

Facebook Page	+ 278%	291
Instagram Bus...	+ 229%	23
X	+ 450%	7

Post impressions

199,913
impressions

233% from 60,124

Post reactions & likes

2,792
reactions

207% from 908

Post link clicks

456
clicks

365% from 98

Average post engageme...

5.54%
engagement rate

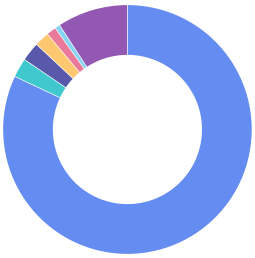
7% from 5.18%

Page followers

10,633
followers

0.7% from 10,558

Page followers > Country



82 %	United States	8,802
2 %	Canada	259
2 %	United Kingdom	257
2 %	Australia	199
1 %	Indonesia	126
1 %	South Africa	64
9 %	Other	978

Page followers > City

Pakuniran, E...	+ 47.4%	56
Indianapolis, In	- 5.9%	48
San Antonio, Tx	+ 16.7%	35
Noblesville, In	+ 6.3%	34
Oklahoma City...	+ 3.4%	30
Phoenix, Az	+ 7.4%	29

Page views > Page

WoodT...	+ 217%	250,664

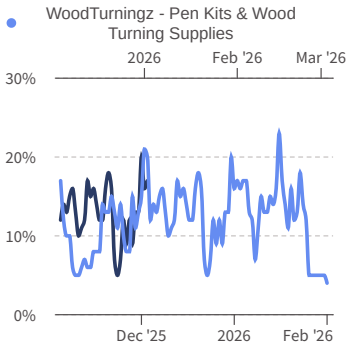
Page views > Follow type

Non-fol...	+ 211%	157,312
Follower	+ 227%	93,352

Page engagements > Page

WoodTur...	+ 208%	10,150

Page engagement rate > ...



Post views

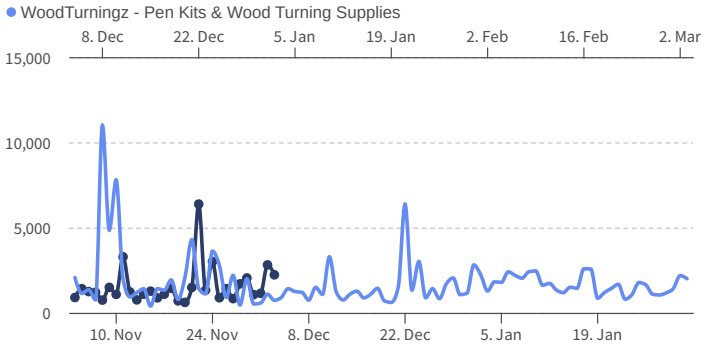
163,847
views

242% from 47,849

Post views > Media type

Photo	+ 223%	145,319
Reel	+ 925%	15,362
Album	+ 144%	3,166

Post views > Page



Post link clicks

453
clicks

367% from 97

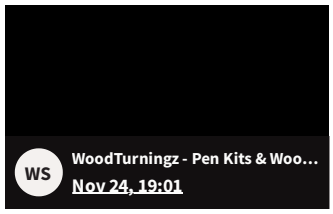
Top posts

We love seeing international talent! Check out these beautiful pens turned by Norbert Kroll from Memmelsdorf, Germany! The

77 likes and reactions

(Post with no description)

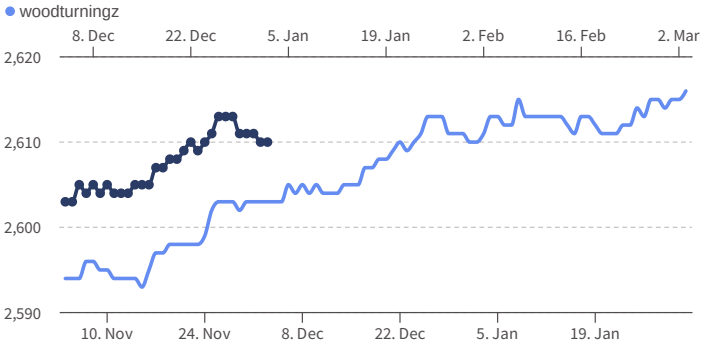
37 likes and reactions



🪖Introducing the U.S. Military Pen Kit! 🖊️ See the detail on these amazing pens in the video. Find us on Kickstarter and help us hit

37 likes and reactions

Followers > Account



New followers

23
followers

229% from 7

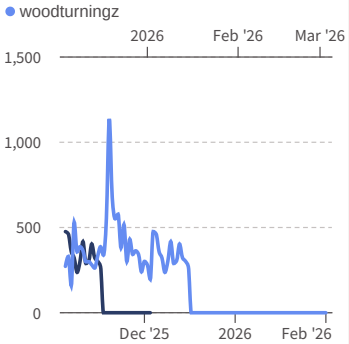
New followers > Account

woodturningz	+ 229%	23

Profile views > Account

woodtur...	+ 264%	16,253

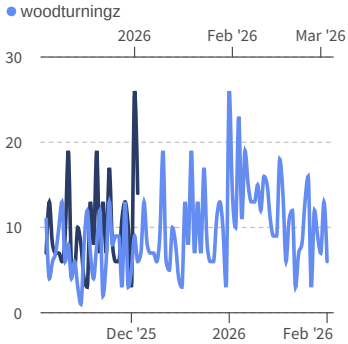
Profile views > Account



Post engagement > Acco...

woodturningz	+ 193%	858

Post engagement > Acco...



Post views

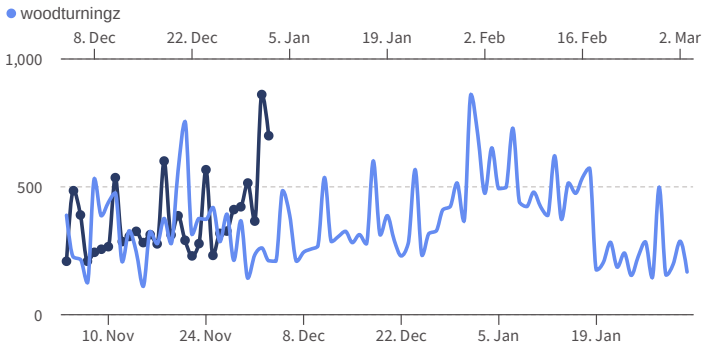
32,344
views

189% from 11,203

Post views > Post type

Photo post	+ 168%	28,676
Reel	+ %	2,529
Carousel al...	+ 85.9%	924
Story	+ %	215

Post views > Account



Received DMs > Account

woodturningz + 390% 49

Top posts

ONLY 1 DAY LEFT! Our Kickstarter was fully funded, but you can still pledge to our U.S. Military Twist Pen Kickstarter to secure

19 likes

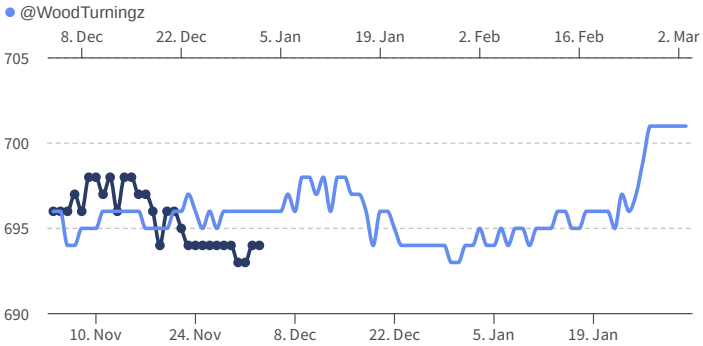
Check out this customer creation of our Diamond Painting Tools! 👀 The vibrant blanks were a great choice with the classic

16 likes

Choose your favorite whiskey! 🥃🪵 Our barrel blanks come with a certificate adding to the overall richness of the gift/purchase.

15 likes

Followers > Account



Net new followers

7
followers

450% from -2

Net new followers > Acco...

@WoodTurningz + 450% 7

Post impressions

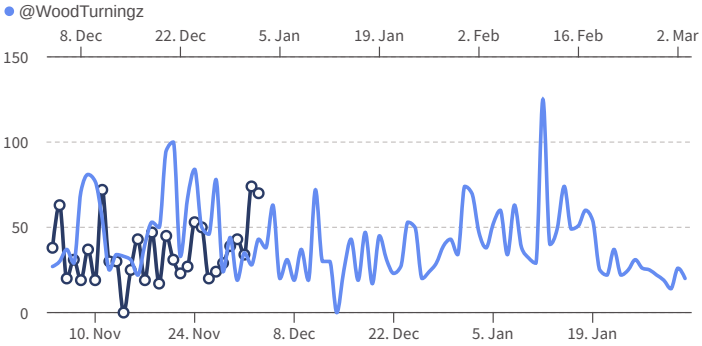
3,722
impressions

247% from 1,072

Post impressions > Account

@WoodTu... + 247% 3,722

Post impressions > Account



Post engagements

282
engagements

257% from 79

Post link clicks

3
clicks

200% from 1

Top posts

@WoodTurningz
Nov 25, 15:59

@DanielWhit64754 this pen design to life. Thanks for your interest and please let us know if you still have questions. 2/2

80% engagement rate

Followers

You have no data sources selected

Net new followers > Acco...

You have no data sources selected

Net new followers > Account

You have no data sources selected

Post engagement rate

You have no data sources selected

Post video views

You have no data sources selected

Top posts

You have no data sources selected

Followers

You have no data sources selected

Page new followers > Page

You have no data sources selected

Page new followers > Page

You have no data sources selected

Page impressions

You have no data sources selected

Page impressions > Page

You have no data sources selected

Page impressions > Page

You have no data sources selected

Post impressions

You have no data sources selected

Post impressions > Page

You have no data sources selected

Post engagement rate

You have no data sources selected

Post engagement rate > ...

You have no data sources selected

Post clicks

You have no data sources selected

Top posts

You have no data sources selected

Page subscribers gained

You have no data sources selected

Page subscribers gained ...

You have no data sources selected

Page subscribers lost

You have no data sources selected

Page subscribers lost > A...

You have no data sources selected

Page videos added to pla...

You have no data sources selected

Page videos added to pla...

You have no data sources selected

Post videos added to pla...

You have no data sources selected

Post videos added to pla...

You have no data sources selected

Page engagement

You have no data sources selected

Page engagement

You have no data sources selected

Page engagement rate

You have no data sources selected

Page impressions

You have no data sources selected

Page impressions > Acco...

You have no data sources selected

Page impressions > Account

You have no data sources selected

Post impressions

You have no data sources selected

Post impressions > Account

You have no data sources selected

Post impressions > Account

You have no data sources selected

Page link click-throughs	Page link click-throughs ...	Page link click-through r...	Page link click-through r...
You have no data sources selected	You have no data sources selected	You have no data sources selected	You have no data sources selected

Report sources

Analytics

X

@WoodTurningz

Facebook Pages

WoodTurningz - Pen Kits & Wood Turning Su…

Instagram Business

woodturningz

Extra notes

All tiles marked with ◆ might contain aggregated values across networks. To see the breakdown, head into Hootsuite and use compare by social network. You can customize these metric tiles in Hootsuite to see how each network contributed to the total.