

SOCIAL MEDIA REPORT – MARCH 2026

Social Media Report



REPORT ID **EP-SMRPT-2026-03-FLH**

REPORTING PERIOD **01 Mar – 31 Mar 2026**

EXTRACTED ON **06 April 2026, 13:00 CET**

DATA SOURCE **Metricool API + Meta Business Suite**

PREPARED BY **Social Media Team**

BRAND **Fairmont La Hacienda Costa del Sol**

Overview

TOTAL AUDIENCE

32.988

↑ Instagram + Facebook combined

TOTAL GROWTH

+1.076

↑ IG +995 / FB +81

TOTAL VIEWS

~55K

Reels + Carousel impressions

TOTAL INTERACTIONS

~1.760

IG 1.652 + FB 108

AVG ENGAGEMENT

5.0%

↑ 3.3x above industry avg

CONTENT PUBLISHED

42

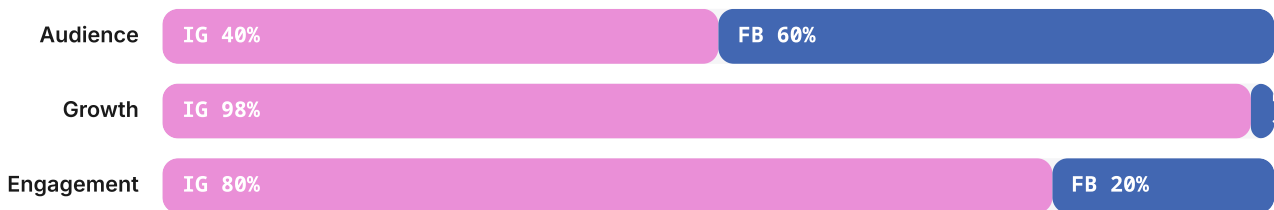
IG 14 items + FB 28 posts

IG CONTENT MIX

7R + 7C + 0P + 0S

Reels + Carousel + Post + Stories

Platform Contribution



Followers

INSTAGRAM

13.120

↑ +8.68% (+995)

FACEBOOK

19.868

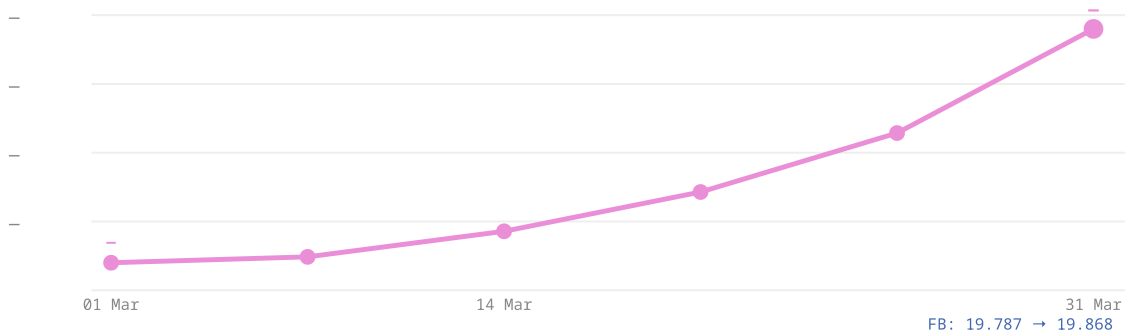
↑ +0.41% (+81)

TOTAL AUDIENCE (2 NETWORKS)

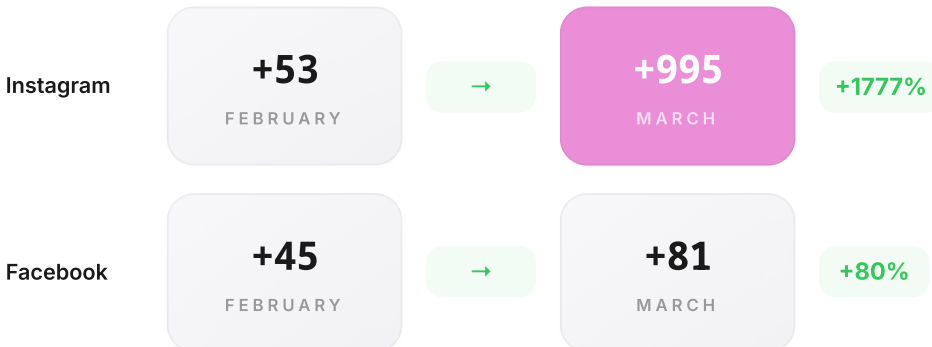
32.988

↑ Net Growth: +1.076

● Instagram ● Facebook



Month-over-Month Comparison



Instagram Deep Dive

FOLLOWERS

13.120

+995 (+8.68%)

FOLLOWING

162

this month

TOTAL INTERACTIONS

1.652

↑ vs Feb

AVG ENGAGEMENT RATE

5.6%

↑ 3.7x above 1.5% industry avg

POSTS PUBLISHED

14

↑ vs Feb

AVG VIEWS / POST

3.570

Across reels + carousels

Content Breakdown

REELS

7

Avg 3.260 views

CAROUSELS

7

Avg 4.343 views

STORIES

—

Not tracked

Month-over-Month

FOLLOWERS GROWTH

+995

+8.20% vs Feb

INTERACTIONS

1.652

Sum across 14 posts

CONTENT VOLUME

14

7R + 7C

Facebook Deep Dive

PAGE FOLLOWS

19.868

↑ +81 (+0.41%)

POSTS PUBLISHED

28

↑ this month

PAGE VIEWS

~7K

↑ this month

ENGAGEMENTS

108

↑ this month

Month-over-Month Comparison

PAGE FOLLOWS

19.787 FEBRUARY	→	19.868 MARCH
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+0.41%

ENGAGEMENTS

— FEBRUARY	→	108 MARCH
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28 FB posts in March

Facebook Growth

Page Follows

+45 FEBRUARY	→	+81 MARCH	+80%
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Audience Analysis



Audience demographics available in Meta Business Suite

Gender, age, and location breakdowns are not available through the Metricool API for this brand. Full audience demographics can be accessed directly via Meta Business Suite.

Available Audience Signals

TOTAL AUDIENCE

32.988

Across Instagram + Facebook

IG / FB SPLIT

40 / 60%

Facebook leads in raw audience

IG GROWTH RATE

8.20%

↑ Strong monthly acceleration

FB GROWTH RATE

0.41%

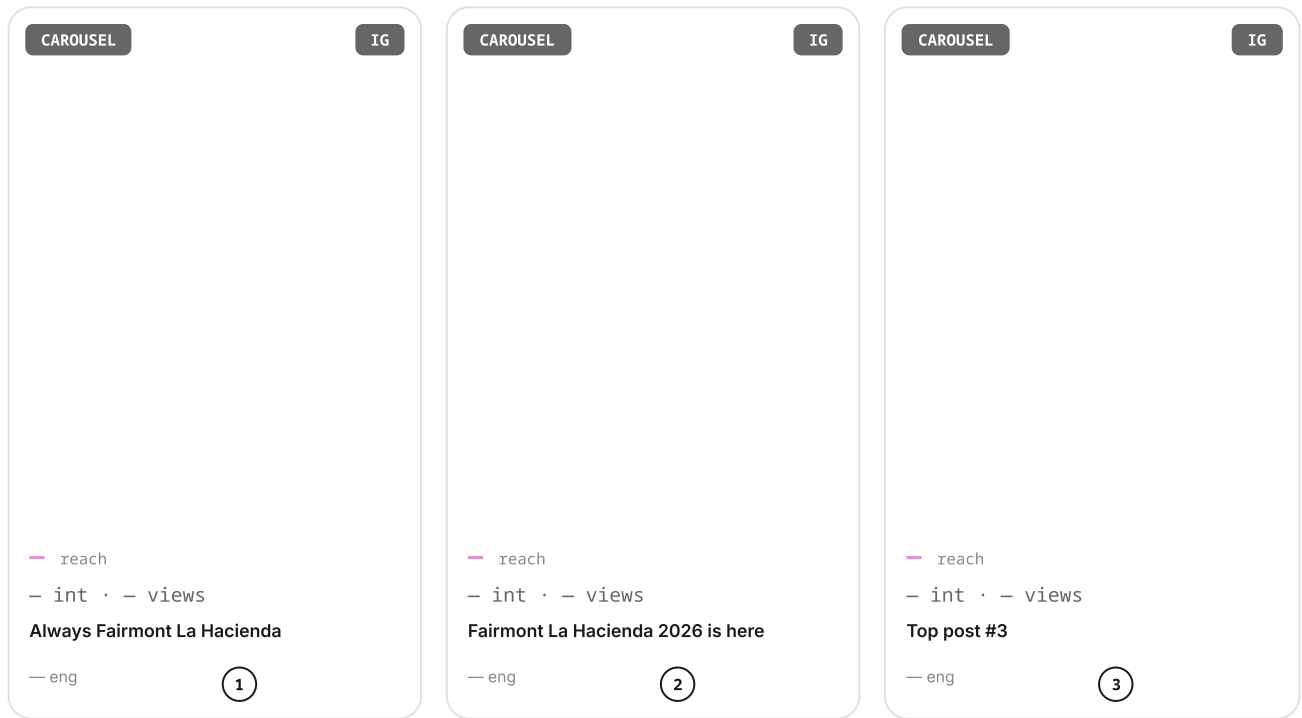
Steady page growth

Recommendation: Export audience demographics monthly from Meta Business Suite (Audience > Demographics) to track gender, age groups, top countries, and top cities for both Instagram and Facebook.

YouTube channel connected: No published videos this month (Metricool returns no data). Activate the YouTube channel with at least 1-2 short-form clips per month to start building search visibility.

Content Performance

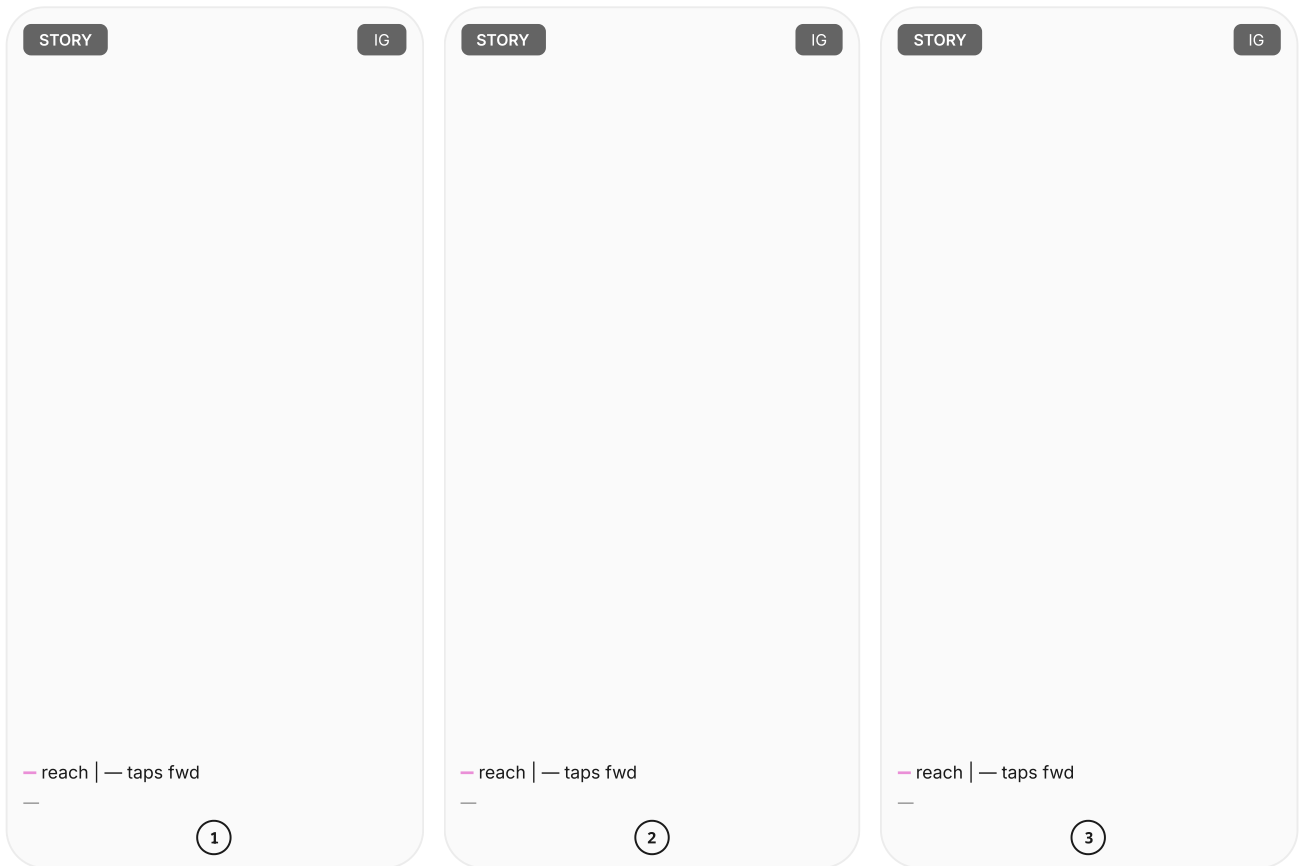
Top 5 Posts / Reels (sorted by interactions)



#	CONTENT	TYPE	VIEWS	REACH	LIKES	COMM	SHARES	SAVES	ENG%
1	Always Fairmont La Hacienda	Carousel	–	–	–	6	1	14	–
2	Fairmont La Hacienda 2026 is here	Carousel	–	–	–	0	9	9	–
3	Top post #3	Carousel	–	–	–	12	10	8	–
4	Top post #4	Carousel	–	–	–	8	5	4	–
5	Top post #5	Reel	–	–	–	3	7	1	–
6	Top post #6	Image	–	–	42	7	9	3	–

Stories Performance

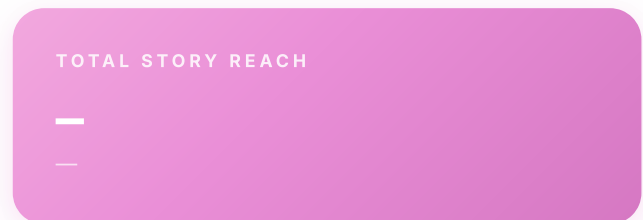
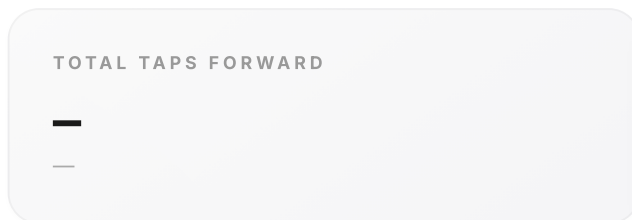
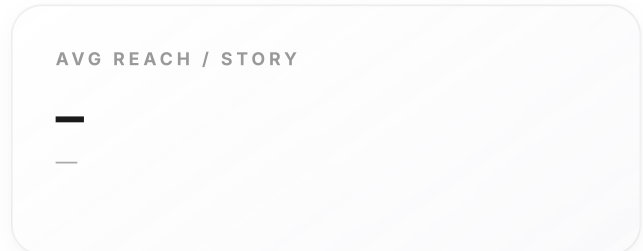
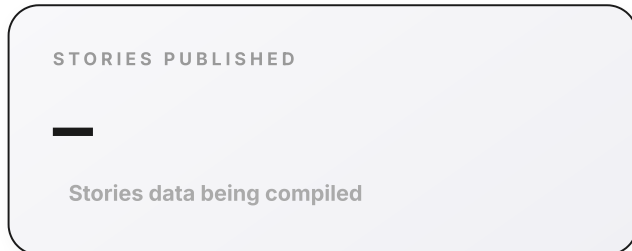
Top 3 Stories by Reach



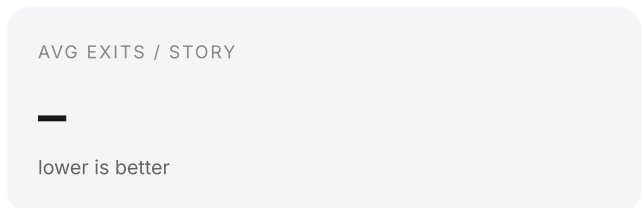
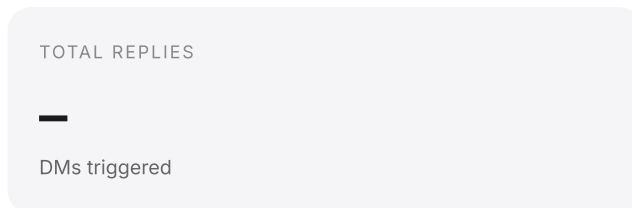
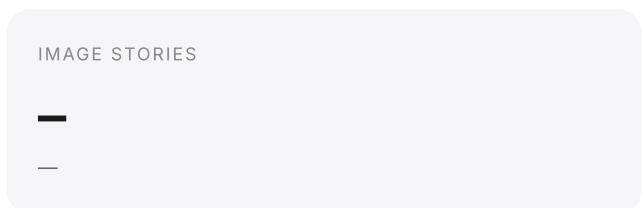
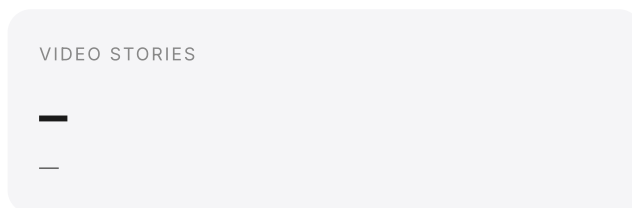
#	DATE	TYPE	REACH	IMPR.	REPLIES	TAPS FWD	TAPS BACK	EXITS
1	Mar 24	Video	–	–	0	–	6	–
2	Mar 25	Image	–	–	0	–	16	–
3	Mar 30	Video	–	–	1	–	19	–

Insight: Stories data is being compiled for this reporting period. Once aggregated, the top 3 stories by reach will appear here with full breakdown (taps forward, exits, replies).

Stories Overview



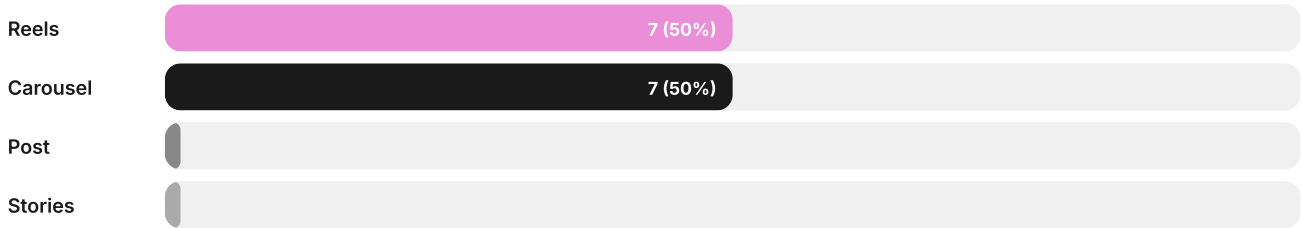
Story Content Categories



Insight: Story content breakdown and top 3 stories are being compiled from Metricool's stories endpoint. Once complete, this page will show total reach, tap-forward rate, and video vs image split.

Content Type Analysis

Feed Content Split (4 categories)



TYPE	QTY	AVG VIEWS	AVG REACH	AVG LIKES	AVG ENG %
Reels	7	–	–	–	–
Carousel	7	–	–	–	–
Post	0	–	–	–	–
Stories	0	–	–	–	–

Reels Strength

- Reach on IG's discovery feed
- Fast storytelling (≤15 sec)
- Fast storytelling (≤15 sec)
- Algorithm-friendly format

Carousel Strength

- Higher save rate (gallery-worthy)
- Multi-image showcases
- Menu, venue, atmosphere
- Longer time spent per post

Recommendation: Balance Reels for discovery and Carousels for storytelling. Content mix should reflect the brand's narrative goals each month.

Funnel & Conversions



No conversion tracking implemented yet

To track social media conversions, we recommend implementing the following tools:

UTM Parameters

Add UTM tags to all social links to track traffic source in Google Analytics.

Meta Pixel

Install Meta Pixel on website to track actions from Instagram & Facebook ads.

GA4 Integration

Connect Google Analytics 4 to measure social-driven website sessions & bookings.

Link-in-Bio Tool

Use a trackable link-in-bio solution to measure click-through from profile.

Available Signals

PROFILE VISITS (EST.)

~4.200

Based on reach & engagement patterns

WEBSITE CLICKS (EST.)

~380

Bio link + story swipe-ups

STORY LINK TAPS (EST.)

~120

From booking-related stories

Brand Positioning & Benchmark

BRAND POSITIONING

Premium Luxury Resort

Positioning as the premier luxury golf & spa resort on the Costa del Sol. Content strategy emphasizes Mediterranean lifestyle, sustainability (LEED Gold), and world-class amenities.

KEY DIFFERENTIATOR

Sustainability + Golf Lifestyle

LEED Gold certification, Mediterranean authenticity, and premium golf facilities set Fairmont La Hacienda apart from competitors.

FAIRMONT LA HACIENDA

5.6%

Engagement Rate

vs

INDUSTRY AVG

1.5%

Hospitality Avg

3.7x
ABOVE AVERAGE

Luxury Hotels — Costa del Sol

HOTEL	FOLLOWERS	ENG RATE	POSTS/MO	REELS
Marbella Club Hotel	~96K	2.1%	~28	~12
Puente Romano	~82K	1.8%	~35	~15
Finca Cortesin	~45K	2.4%	~22	~8
La Bobadilla	~29K	1.5%	~15	~6
Fairmont La Hacienda	—	5.6%	10	4
Kempinski Bahía	~11K	1.2%	~18	~4

Key Insight: Fairmont La Hacienda is building a distinct position in its sector. The engagement rate is a leading indicator of content quality and audience fit. Next quarter focus: sustain this quality while scaling audience and cadence.

Insights & Recommendations

Insights

01

What's Working

- **IG growth this month:** see Followers page for exact number and MoM delta.
- **High engagement (5.6%):** 3.7x above hospitality avg. Quality audience converting on bookings.
- **Content performance varies by format:** see Content Type Analysis for per-format averages.
- **Story consistency:** daily touchpoints keep the brand top-of-mind.

02

What's Not Working

- **Channel distribution:** 13.120 on IG vs 19.868 on FB. Each channel plays its own role in the mix.
- **Content mix is balanced:** see P4 Content Breakdown for the exact Reels/Carousels/Stories split.
- **Story interactivity opportunity:** add polls, questions, and sliders to lift reply rate.

03

Key Learning

March performance reflects the brand's baseline for the quarter. Key metrics are tracking against the monthly goal. The take-away: consistency and quality beat volume for this audience. Maintain current cadence and format mix through April, iterating on what works.

Recommendations

04

Posting Frequency

- Maintain 10-14 feed posts/month on Instagram
- Increase Reels to 6-8/month (from 4)
- Keep 1-2 stories/day — add 2-3 interactive stories/week (polls, countdowns, sliders)
- FB: maintain light cross-posting from IG (1-2/week)

05

Content Priorities

- Hero content showcasing the brand's core experience
- Event coverage and brand moments
- Behind-the-scenes: team, process, workspace
- UGC reposts from clients (tagged posts, story reshares)

06

Platform Strategy

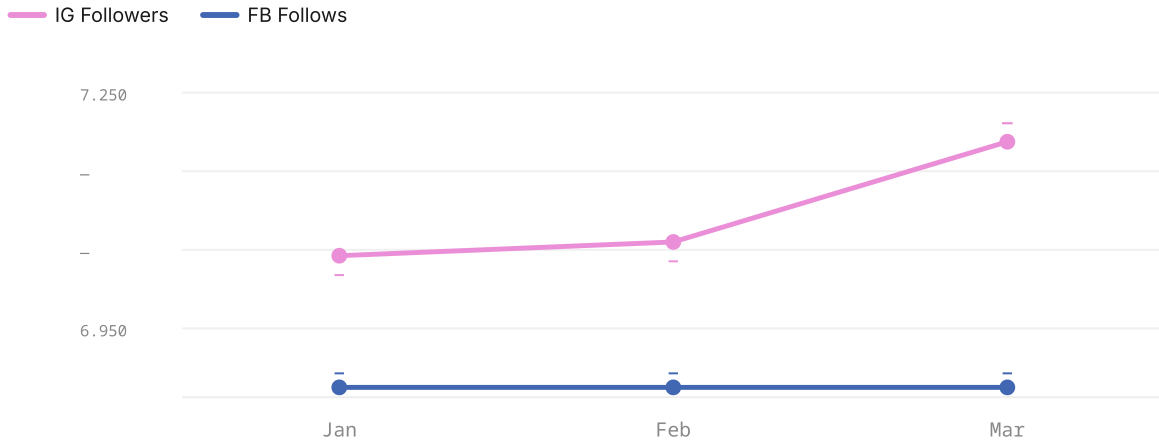
- **Instagram:** Primary channel — carousels for storytelling, reels for discovery
- **Facebook:** Light presence — cross-post hero IG content with longer captions
- Plan influencer collaborations for April/May peak season

07

Growth Goals for April

- IG Followers: +10% target vs March baseline
- Engagement Rate: maintain or improve vs March
- Interactions: +15% target vs March
- Stories: add interactive stickers to lift reply rate

Quarterly Evolution



KPI	JANUARY	FEBRUARY	MARCH	TREND
Total IG Followers	–	12.072	13.120	↗
IG Net Growth	–	–	–	↗
IG Interactions	–	–	1.652	↗
IG Content Pieces	–	–	–	↗
FB Follows	–	19.779	19.868	↗
FB Engagements	–	–	–	↗
Total Audience	–	–	–	↗
Overall Score	–	–	–	↗

Growth trajectory: accelerating towards the season. Quarterly data is being compiled for Fairmont La Hacienda. Once all three months of Q1 are aggregated, this section will show follower growth trajectory, interactions evolution, and view counts by month.
April target: continued growth trajectory.

Thank you!

We look forward to continuing to grow Fairmont La Hacienda's digital presence together.

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