

Campaign Overview for DCHD

- Campaign Dates: **March 1-31, 2026**
- Total Sleep-Related Posts: **51**; Total Posts for March: **105**
- Collaborative Posts (DCHD + SWUPHD): **10**
- Platforms: **Facebook, Instagram, YouTube**

Overall Performance (Sleep + Everything Else) (Facebook)

- Views: (number of times content was played or displayed): **58,503 (up 120.3%)**
- Viewers: (number of accounts that viewed content at least once): **18,655 (up 220%)**
- Content Interactions: (number of likes or reactions, saves, comments, shares and replies on content): **403 (up 85.7%)**
- Link Clicks: (number of clicks, taps or swipes on links within content): **107 (up 296.3%)**
- Visits: (number of times the Page or profile was visited): **970 (up 41.8%)**
- Follows: (number of times accounts followed the page in the selected time period): **35 (up 25%)**
- Audience Retention: (When playing a video or reel, the number of views is categorized into 3 second, 15 second and 1 minute intervals)
 - **3-second views: 2,745**
 - **15-second views: 632**
 - **1-minute views: 18**
- Total Watch Time: (total amount of time your reels were played, including any time spent replaying them): **11 Hours 33 Minutes (up 2,500%)**

Overall Performance (Sleep + Everything Else) (Instagram)

- Views: (number of times content was played or displayed): **15,461 (up 148.4%)**
- Reach: (organic distribution): **3,100 (up 163.4%)**
- Content Interactions: (number of likes or reactions, saves, comments, shares and replies on content): **499 (up 206.1%)**

Collaborative Posts (Sleep Only) (Facebook)

- Total: **10**
- Views: **6,734**
- Interactions: **47**