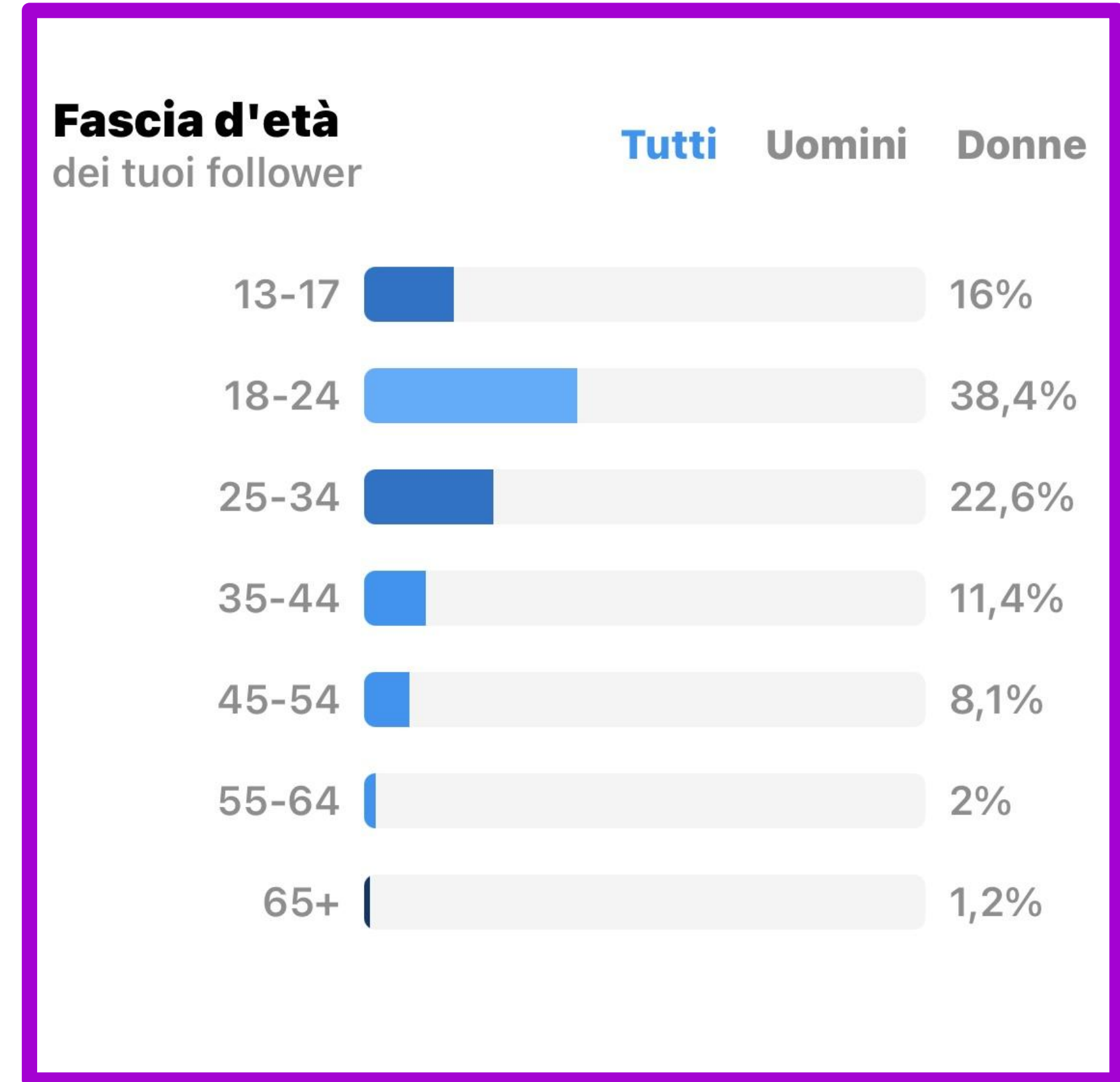
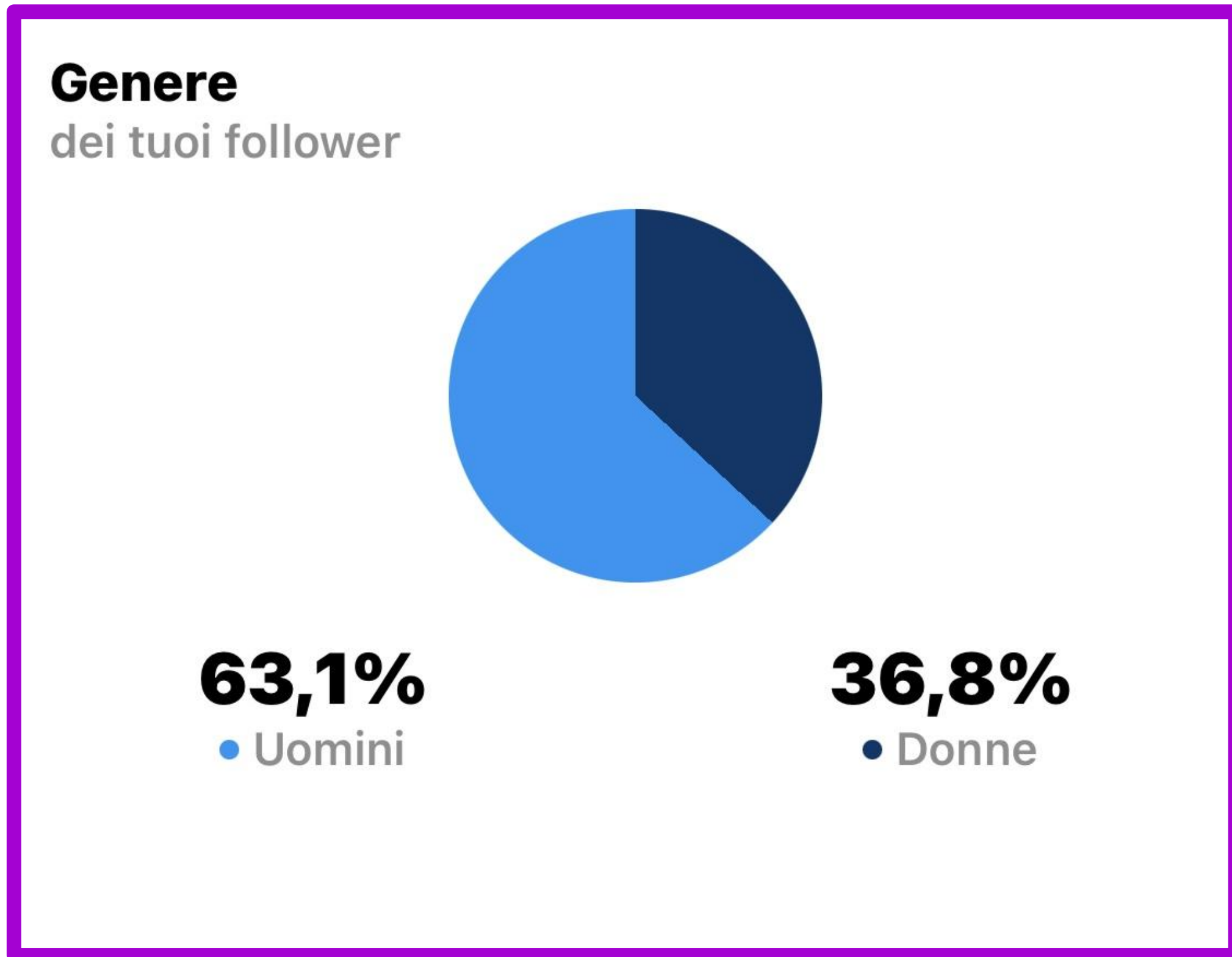




# INSTAGRAM INSIGHTS - TARGET



- The target consists of 36.8% of WOMEN and 63.1% of MEN.
- The most involves age group is the one ranging from 18 to 34 years.
- We're in line with the portal's target.



## INSTAGRAM INSIGHTS - TOP POST

Highlighted here is the content that has been most successful in the past 3 months based on coverage.

As you can see, there is **homogeneity between posts regarding blog articles and repost of profiles with disabilities that tell meaningful stories.**

