

Probate Firm	Facebook Followers	Twitter Followers
Family Wise	1037	967
Fraser and Fraser	782	2161
Finders International	990	1968
Anglia Research	78 (inactive)	2788
DS Researchers	136	27
Blanchards	N/A	26
Harrisons	4.7K	3089
Tracing Direct	32	1 (inactive)
Your Ancestry	269 (inactive)	104 (inactive)
UKPF	39 (inactive)	N/A
Kindred Research	N/A	N/A
The Heir Hunters	9.9K	80
Celtic Research	235 (inactive)	51 (inactive)

Instagram Followers

1200

N/A

342

N/A

N/A

N/A

1491

21

13 (inactive)

N/A

N/A

N/A

N/A

LinkedIn Followers

96

827 (inactive)

3398

596

86

474

2110

199

6 (inactive)

17 (inactive)

N/A

N/A

70 (inactive)

Comments

Consistent posting, medium/high engagement

Consistent on T, last FB post was May, low engagement

Consistent, engagement medium/high (none on T)

Consistent, medium engagement on LI (none on T)

A few posts a month, low engagement

Inconsistent activity, low engagement

Consistent posting, low/no engagement

Fairly frequent posting, low/no engagement

N/A

Inactive

N/A

Fairly consistent posting, low engagement (all negative)

Inactive

Content that does the best is real people and real photos.

Google Reviews Average

4.7

3.1

3.4

4.6

4.5

4.1

5

3.5

5

1 (1 review about food)

4.8

N/A

N/A