

FACEBOOK PAGE REPORT

from February 1, 2016 - February 29, 2016

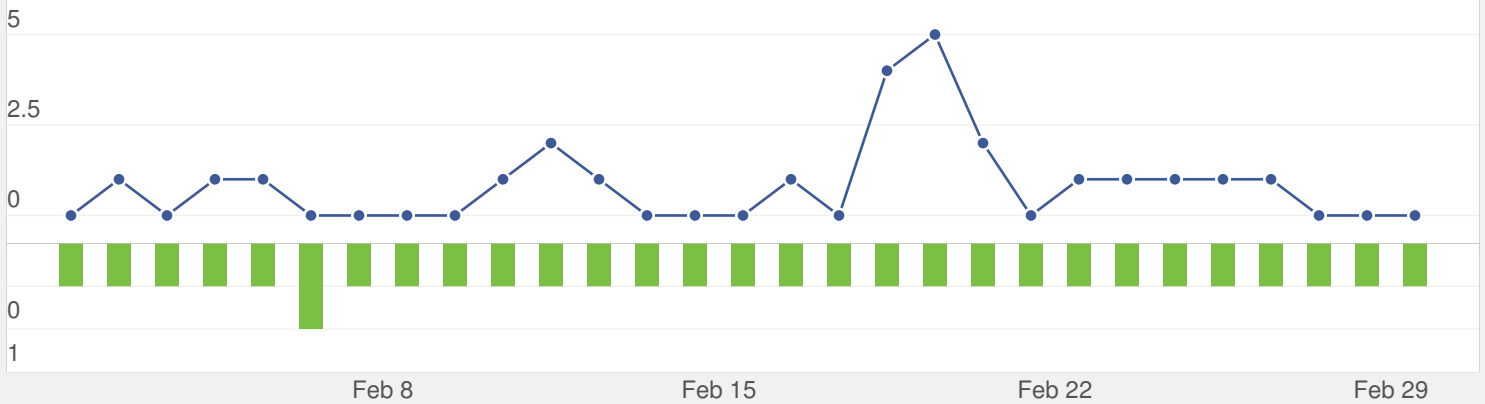


Pilates in the Grove

FAN GROWTH

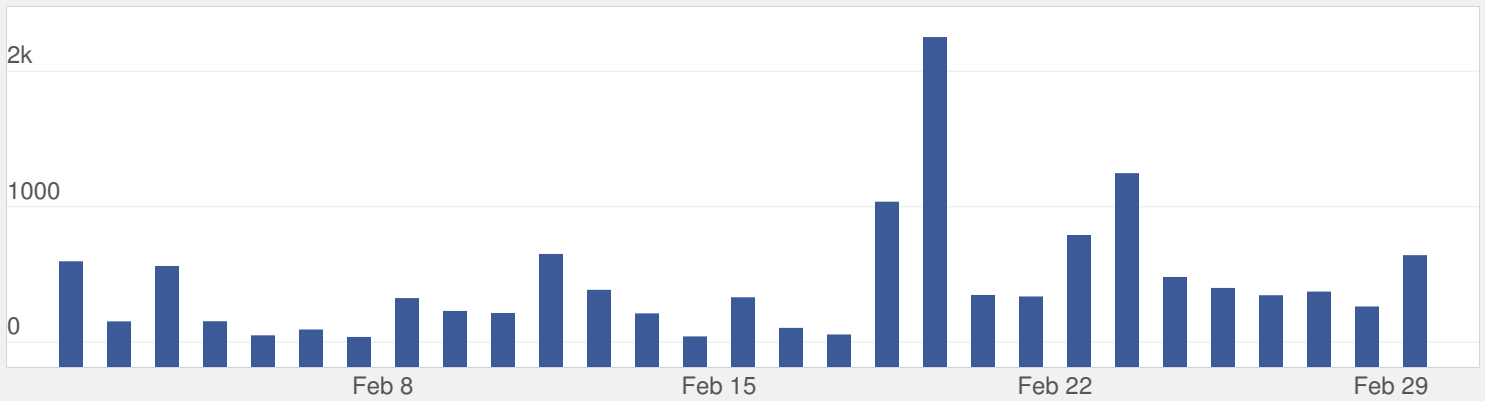
972 Total Likes as of Feb 29, 2016

New Fans 24 Unliked your Page 1

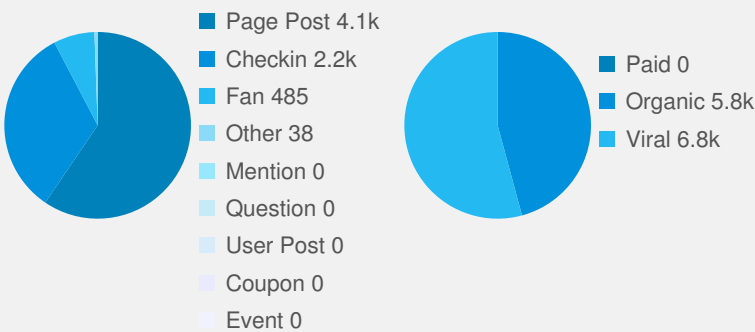


PAGE IMPRESSIONS

Impressions 12,719 by 6,419 users



IMPRESSIONS



BY DAY OF WEEK

Day	AVG	TOTAL
Sun	170	680
Mon	537.2	2.7k
Tue	434	1.7k
Wed	328.5	1.3k
Thu	560.5	2.2k
Fri	758.8	3.0k
Sat	256.5	1.0k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

Age Group	Count
13-17	4 / 7
18-24	88 / 215
25-34	520 / 1.6k
35-44	448 / 1.6k
45-54	209 / 632
55+	173 / 632

TOP COUNTRIES

Country	Count
United States	4.4k
Greece	722
United Kingdom	402
Ireland	140
Australia	92

TOP CITIES

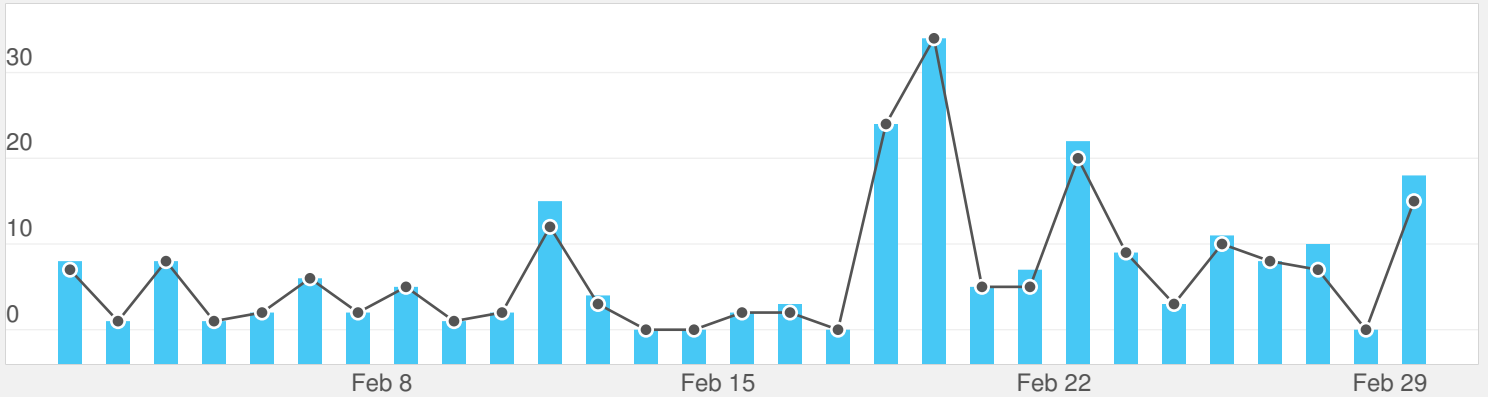
City	Count
Miami, FL	984
Lárisa, Greece	355
Coral Gables, FL	238
New York, NY	229
Miami Beach, FL	163



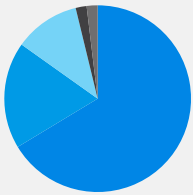
SHARING how people are sharing your content

STORIES

Stories Created **211** by **194** users



SHARE TYPE



- Other 140
- Page Post 39
- Fan 24
- Mention 4
- Checkin 4
- Question 0
- User Post 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	2.3	9
Mon	11	55
Tue	3.5	14
Wed	3.3	13
Thu	12.8	51
Fri	12	48
Sat	5.3	21

SHARER DEMOGRAPHICS Here's a quick breakdown of people creating stories on your Facebook Page

AGE & GENDER

Age Group	Count	Percentage
13-17	1	0.5%
18-24	1	0.5%
25-34	6	2.8%
35-44	2	1.0%
45-54	3	1.4%
55+	1	0.5%

TOP COUNTRIES

Country	Count
Greece	15
United Kingdom	4
Ireland	3
United States	2
Romania	1

TOP LOCALES

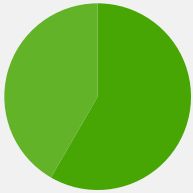
Locale	Count
Greek (Greece)	12
English (United States)	7
English (United Kingdom)	5
Romanian (Romania)	1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 7
- Link 5

AVG TOTAL

Reach	363	3.99k
People Talking About This	7.82	86
Engagement	4.11%	5.03%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
02/29/16	a great reminder on why we should fin...	153	5	2	2	--	1	3.27%
02/27/16	Don't miss out on this rare opportuni...	276	12	3	2	--	1	4.35%
02/25/16	[Photo]	64	3	0	--	--	--	4.69%
02/25/16	Don't forget to come hang with us ton...	210	7	2	1	--	2	3.33%
02/23/16	Looking for some of Miami's best loca...	53	1	0	--	--	--	1.89%
02/22/16	[Photo]	0	5	0	--	--	--	%
02/22/16	[Photo]	--	--	--	--	--	--	%
02/18/16	Why we and Joseph Pilates care about ...	1.9k	104	53	46	--	9	5.45%
02/11/16	Have you heard....our South Miami loc...	507	32	14	10	2	4	6.31%
02/08/16	Don't forget to sign up for our ivivv...	335	13	4	3	--	2	3.88%
02/03/16	This week we hear from one of our new...	194	8	4	4	--	--	4.12%
02/01/16	Check out what's going on with Pilate...	291	11	4	3	--	2	3.78%