



GROUP REPORT from March 1, 2016 - March 31, 2016

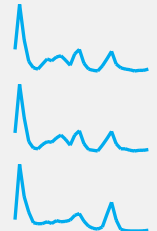
 @pilatesinthegr

 Pilates in the Grove

GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	489	
Sent Messages	16	
New Twitter Followers	3	
New Facebook Fans	30	

489 INTERACTIONS
 BY **416 UNIQUE USERS**
25,556 POTENTIAL REACH




TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

 **45%** MALE FOLLOWERS
 **55%** FEMALE FOLLOWERS



TWITTER STATS

 **3**
 New Twitter Followers in this time period

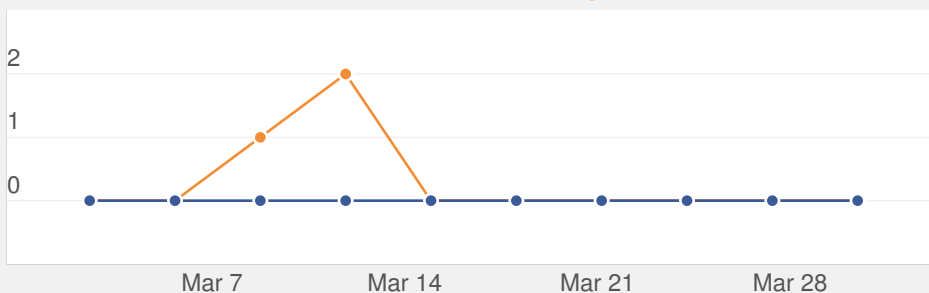
 **0**
 Link Clicks

 **3**
 Mentions

 **0**
 Retweets

DAILY INTERACTIONS

@MENTIONS 3 **RETWEETS 0**



OUTBOUND TWEET CONTENT

 **0** Plain Text

 **0** Links to Pages

 **0** Photo Links

FACEBOOK STATS across all Facebook pages

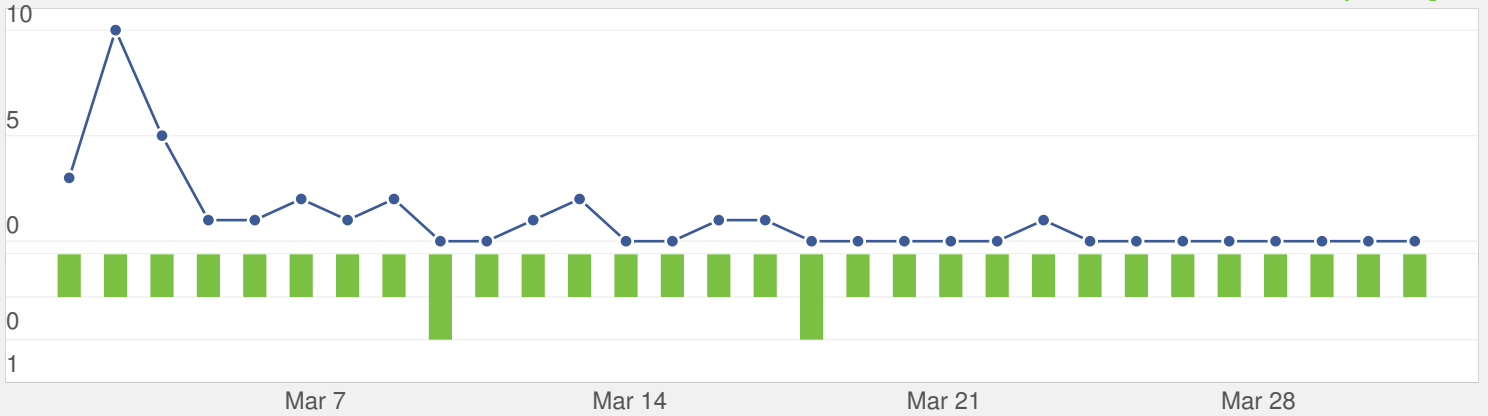


My Facebook Pages

1000 Total Likes, and 8 people talking about this

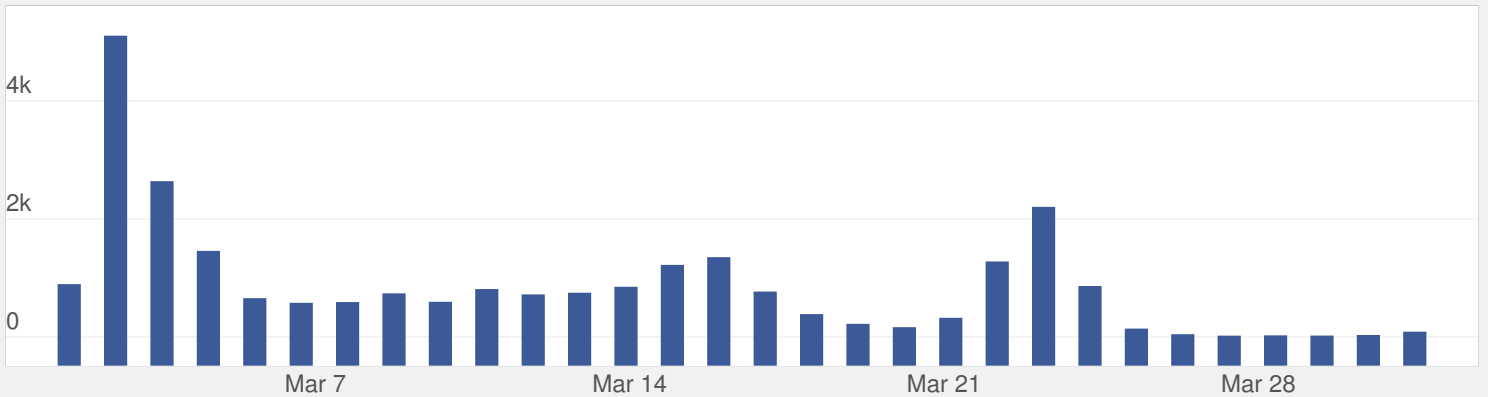
FAN GROWTH

New Fans **30** Unliked your Page **2**

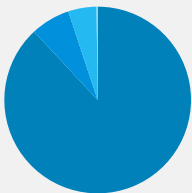


PAGE IMPRESSIONS

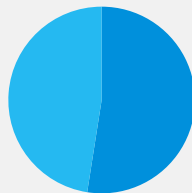
Impressions **25,556** by **11,542** users



IMPRESSIONS



- Page Post 10.6k
- Checkin 825
- Fan 593
- Other 23
- Mention 0
- Question 0
- User Post 0
- Coupon 0
- Event 0



- Paid 0
- Organic 13.3k
- Viral 12.1k

BY DAY OF WEEK

Day	Avg	Total
Sun	383.3	1.5k
Mon	456.5	1.8k
Tue	940.6	4.7k
Wed	1.8k	9.0k
Thu	863.8	4.3k
Fri	659.5	2.6k
Sat	378.3	1.5k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

13-17	3 / 16
18-24	101 / 423
25-34	753 / 2.7k
35-44	626 / 2.9k
45-54	400 / 1.6k
55+	333 / 1.4k

TOP COUNTRIES

United States	8.4k
United Kingdom	762
Italy	422
Australia	214
Canada	195

TOP CITIES

Miami, FL	1.4k
Coral Gables, FL	345
New York, NY	336
Miami Beach, FL	190
Fort Lauderdale, FL	128



FACEBOOK PAGE REPORT

from March 1, 2016 - March 31, 2016

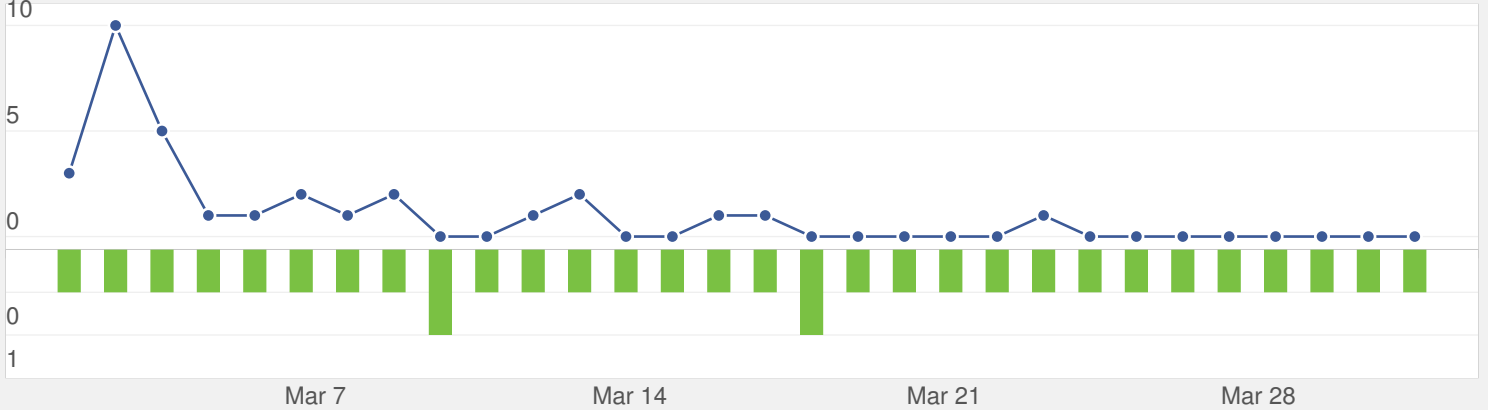


f Pilates in the Grove

FAN GROWTH

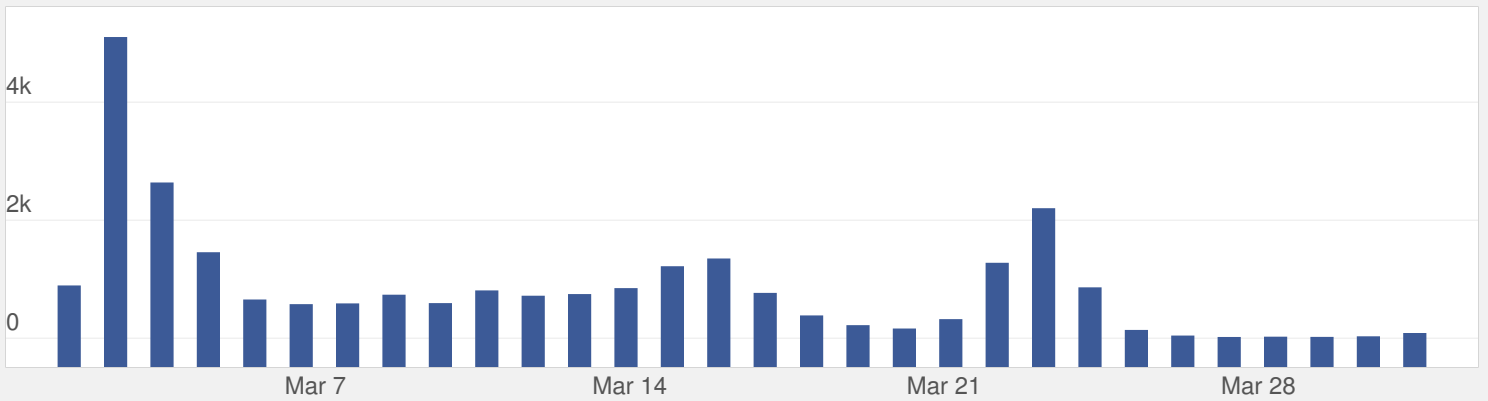
998 Total Likes as of Mar 31, 2016

New Fans 30 Unliked your Page 2

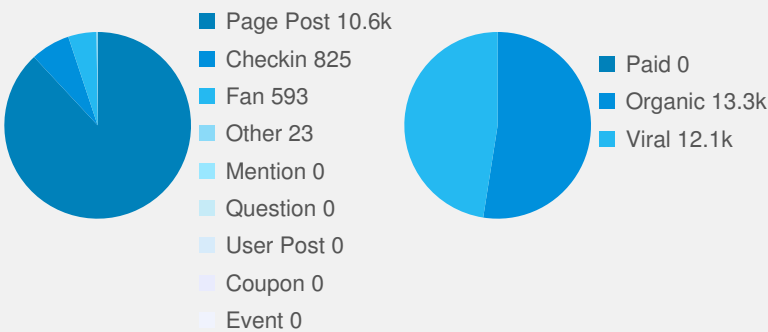


PAGE IMPRESSIONS

Impressions 25,556 by 11,542 users



IMPRESSIONS



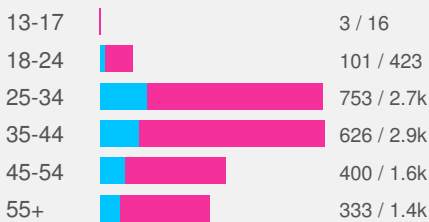
BY DAY OF WEEK

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IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Count
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TOP CITIES

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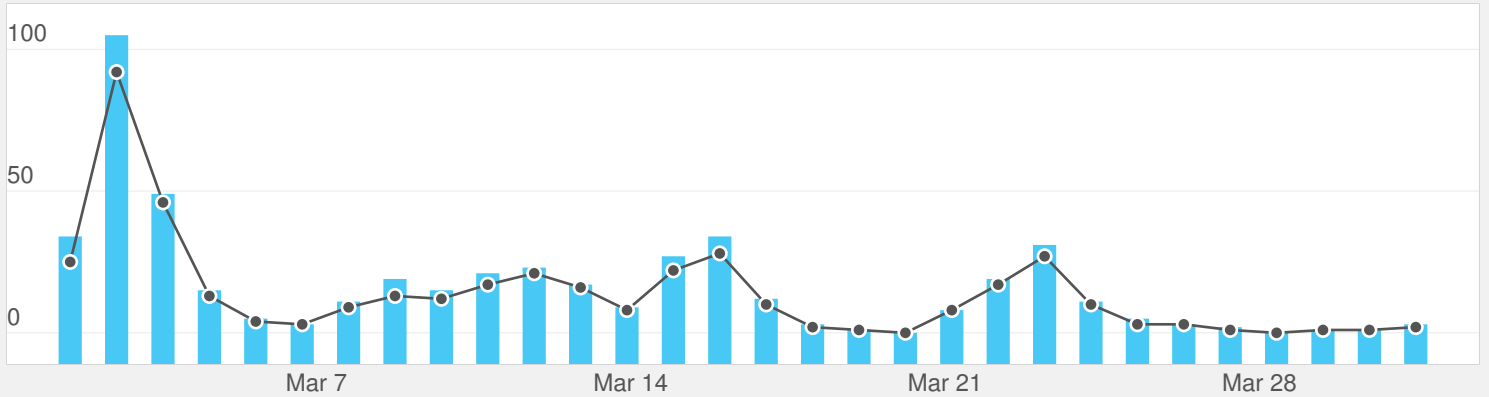


SHARING

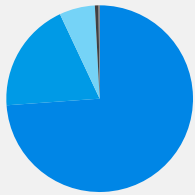
how people are sharing your content

STORIES

Stories Created **486** by 414 users



SHARE TYPE



- Other 359
- Page Post 93
- Fan 30
- Checkin 3
- Mention 1
- Question 0
- Coupon 0
- User Post 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	2.8	11
Mon	7.8	31
Tue	23.2	116
Wed	34.8	174
Thu	15.4	77
Fri	11.8	47
Sat	7.5	30

SHARER DEMOGRAPHICS

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

AGE & GENDER

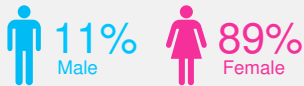
Age Group	Male	Female
13-17	0	0
18-24	0	2
25-34	6	46
35-44	11	44
45-54	1	27
55+	0	21

TOP COUNTRIES

Country	Count
United States	135
United Kingdom	12
Italy	5
Spain	5
Canada	3

TOP LOCALES

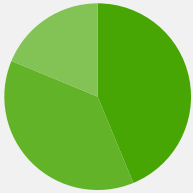
Locale	Count
English (United States)	146
English (United Kingdom)	14
Italian (Italy)	5
Spanish (Spain)	4
Chinese (Hong Kong)	2



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 7
- Video 6
- Link 3

AVG TOTAL

Reach	592.81	9.48k
People Talking About This	18.13	290
Engagement	6.68%	8.88%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
03/22/16	Up on the #BLOG today...Age is NOT a ...	1.9k	123	36	30	4	9	6.58%
03/21/16	Day 21 of March Matness bring us Teas...	251	26	14	13	--	2	10.36%
03/18/16	Still time to register for our Choice...	177	1	0	--	--	--	0.56%
03/16/16	[Photo]	31	1	0	--	--	--	3.23%
03/15/16	Smile and Breathe with Christa tomorr...	636	78	43	42	3	3	12.26%
03/15/16	Physical Therapy and Pilates are such...	184	6	2	2	--	1	3.26%
03/14/16	A Sunday morning treat!! Join us at C...	451	17	8	6	1	2	3.77%
03/11/16	Day 11 of March Matness 2016 is The S...	346	37	19	18	--	3	10.69%
03/11/16	We've partnered with our newest neigh...	354	24	12	10	--	4	6.78%
03/10/16	We love our Pilates in the Grove Team...	163	16	7	7	2	1	9.82%
03/08/16	[Photo]	229	3	2	2	--	--	1.31%
03/04/16	Day 4 of #MarchMatness2016 One Legged...	393	19	6	5	--	1	4.83%
03/03/16	Day 3 of MarchMatness The Roll Over d...	656	74	27	25	--	3	11.28%
03/02/16	Day 2 of #MarchMatness2016 is The Rol...	3.1k	379	98	92	5	11	12.19%
03/01/16	Love hearing positive feedback from c...	233	3	1	1	--	--	1.29%
03/01/16	Day 1 of March Matness...The Hundred....	403	35	15	14	--	2	8.68%



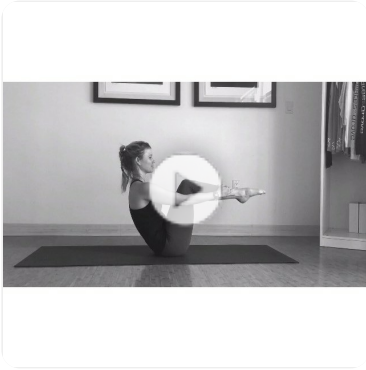
Instagram Profiles Report

for pilatesinthegrove

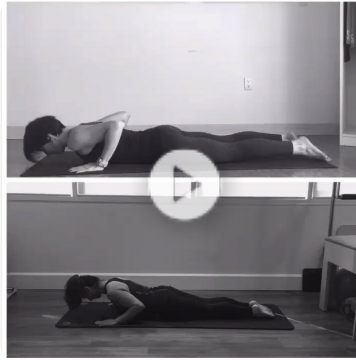
Mar 01, 2016 - Mar 31, 2016

The Instagram Profiles Report gives you insight on all social activity across your Instagram accounts using a blend of Instagram metrics and proprietary metrics of our own.

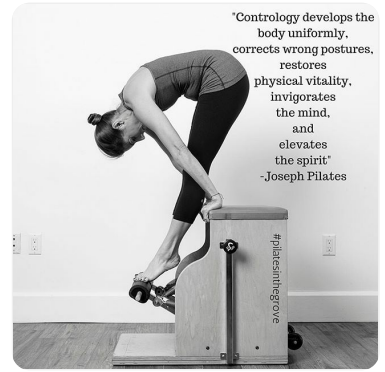
Top Instagram Posts



@pilatesinthegrove
114 Engagements



@pilatesinthegrove
112 Engagements

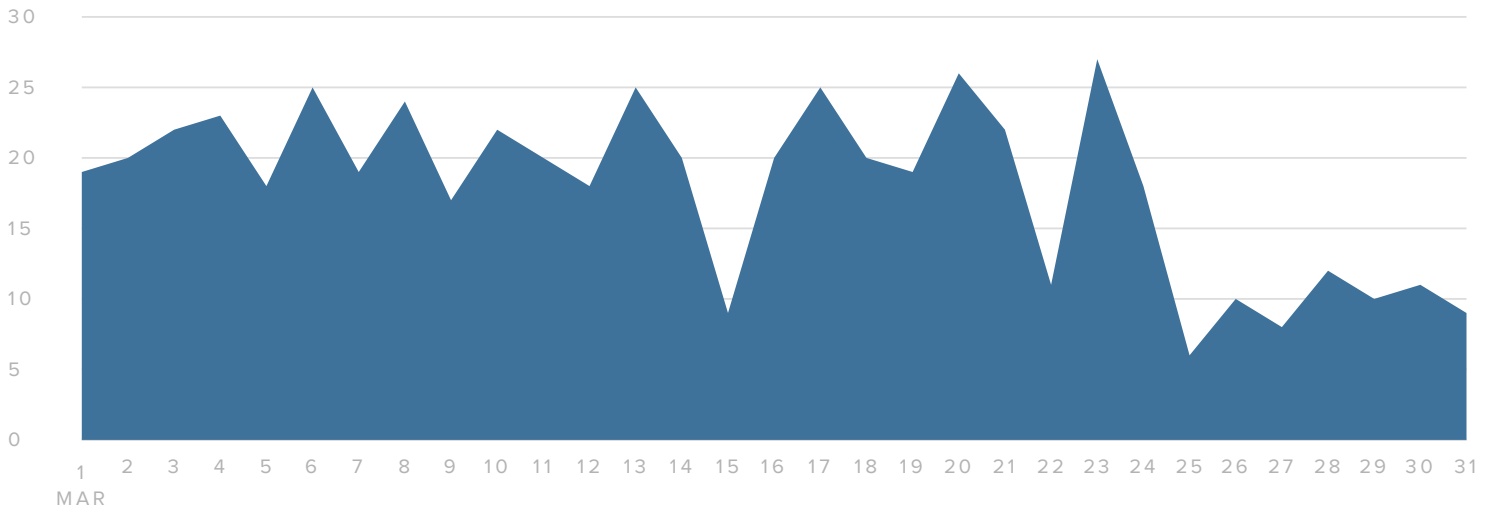


@pilatesinthegrove
104 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

2,162

Followers Gained

536

People that you Followed

6

Your new followers increased by

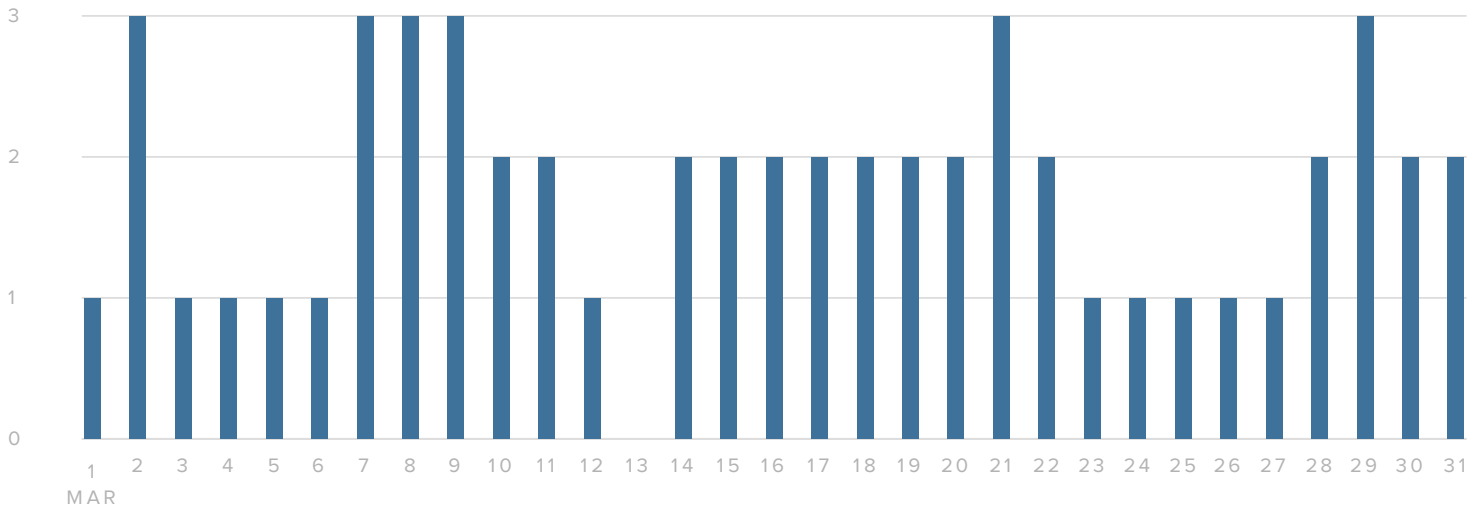
▲ 18.8%

since previous month

Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	24
Videos	31
Total Media	55

The number of media you sent increased by

▲ **7.8%**

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

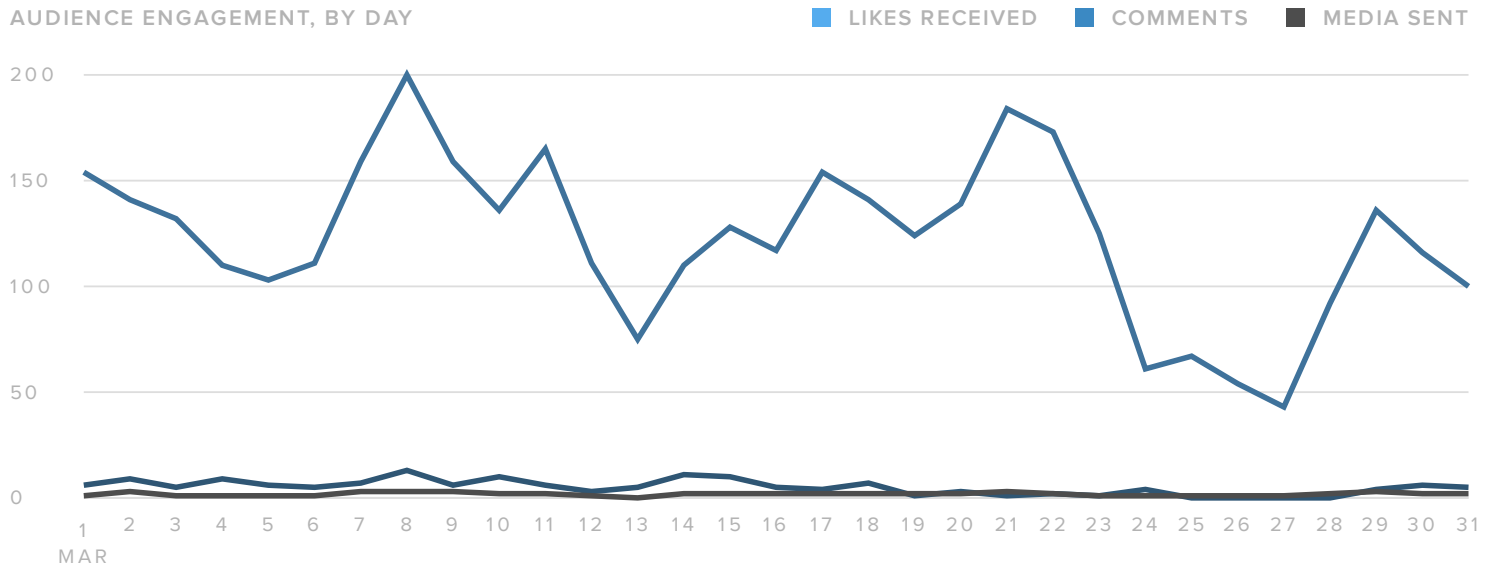
#pilatesinthegrove	35
#pilatesinstructor	20
#marchmatness2016	20
#pilates	20
#southmiami	16
#pilatesstudio	16
#physicaltherapist	15
#workoutsmarternother	15
#pilateseveryday	14
#coconutgrovemiami	14

MOST ENGAGED HASHTAGS

#marchmatness2016	1,230
#pilatesinthegrove	1,096
#pilatesinstructor	892
#southmiami	814
#fitness	781
#pilates	726
#pilatesstudio	707
#workoutsmarternother	699
#classicalpilates	694
#marchmatness	666

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS

TOTALS

Likes Received 3,820

Comments Received 154

Total Engagements 3,974

Engagements per Follower 1.8

Engagements per Media 72.3

The number of engagements increased by

▲ 10.2%

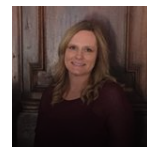
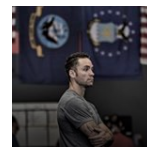
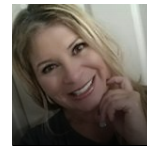
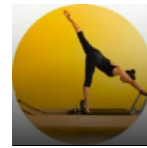
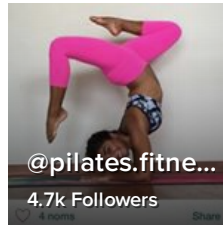
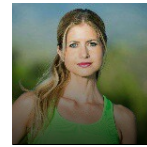
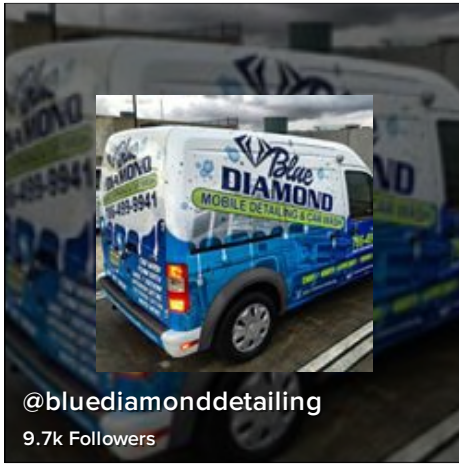
since previous month

The number of engagements per media increased by


▲ 2.2%

since previous month

Top Influencers Engaged



Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 pilatesinthe grove	2,162	33.0%	536	55	40	3,974	72.3	1.84



Twitter Profiles Report

for @pilatesinthegrv

Mar 01, 2016 - Mar 31, 2016

The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

Twitter Activity Overview



195
ORGANIC IMPRESSIONS



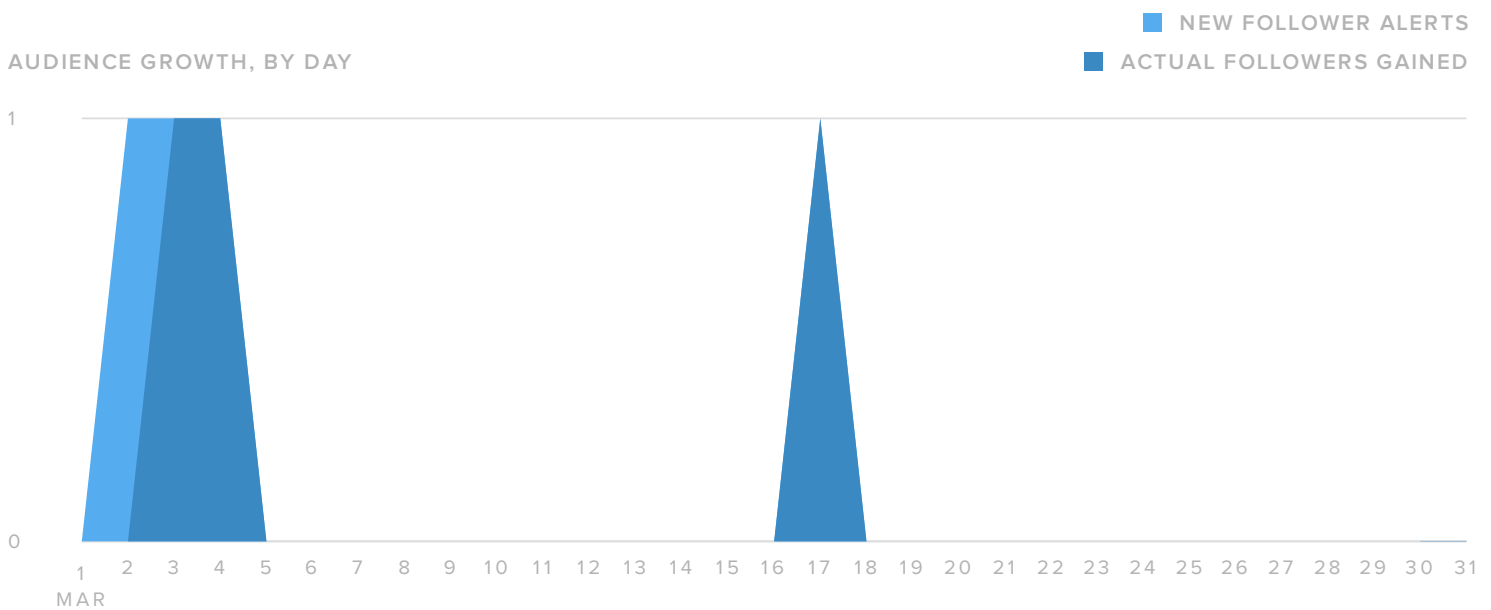
-
TOTAL ENGAGEMENTS



-
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers	143
New Follower alerts	3
Actual Followers gained	1
People that you followed	-1

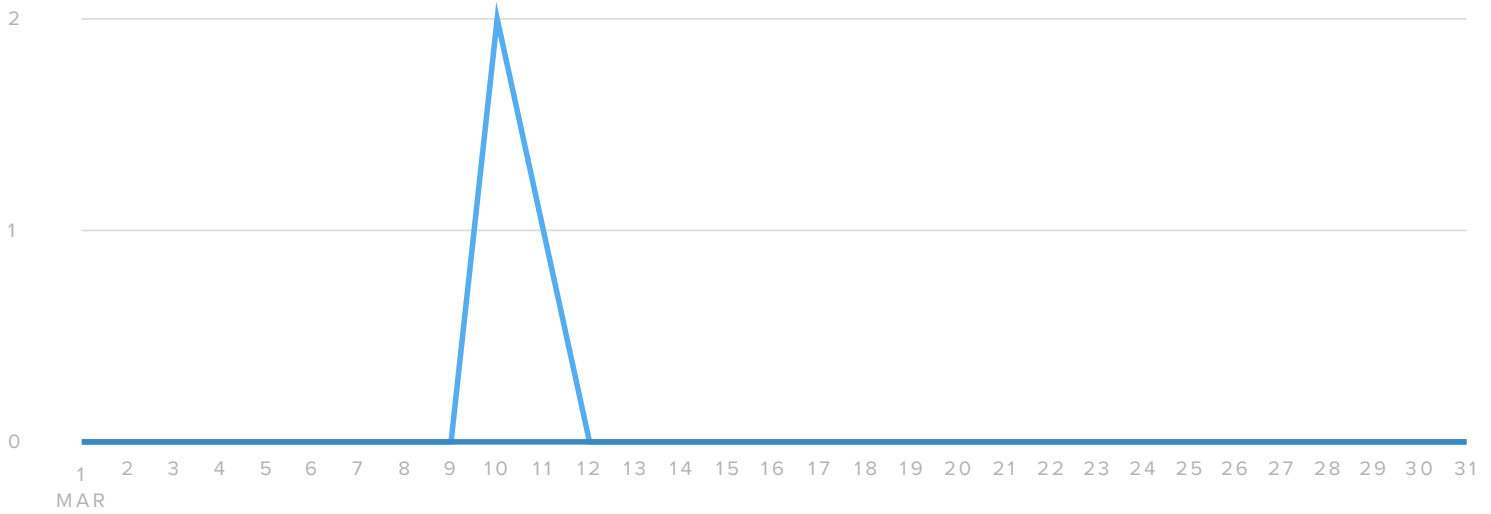
Your new followers increased by

1
since previous month

Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	–
Direct Messages sent	–
Total Sent	–
Mentions received	3
Direct Messages received	–
Total Received	3

The number of messages you sent increased by

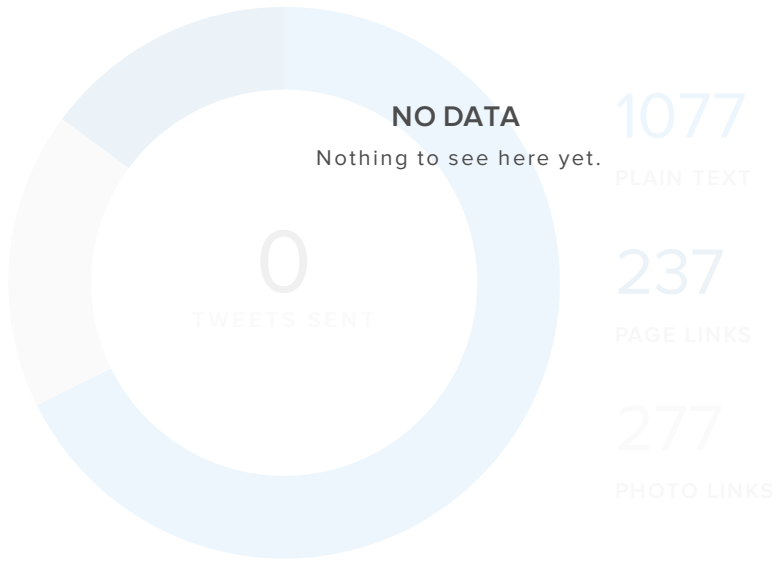
—
since previous month

The number of messages you received decreased by

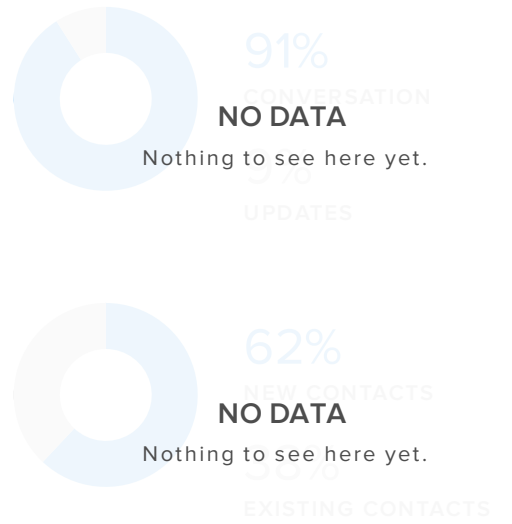
▼ **40.0%**
since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



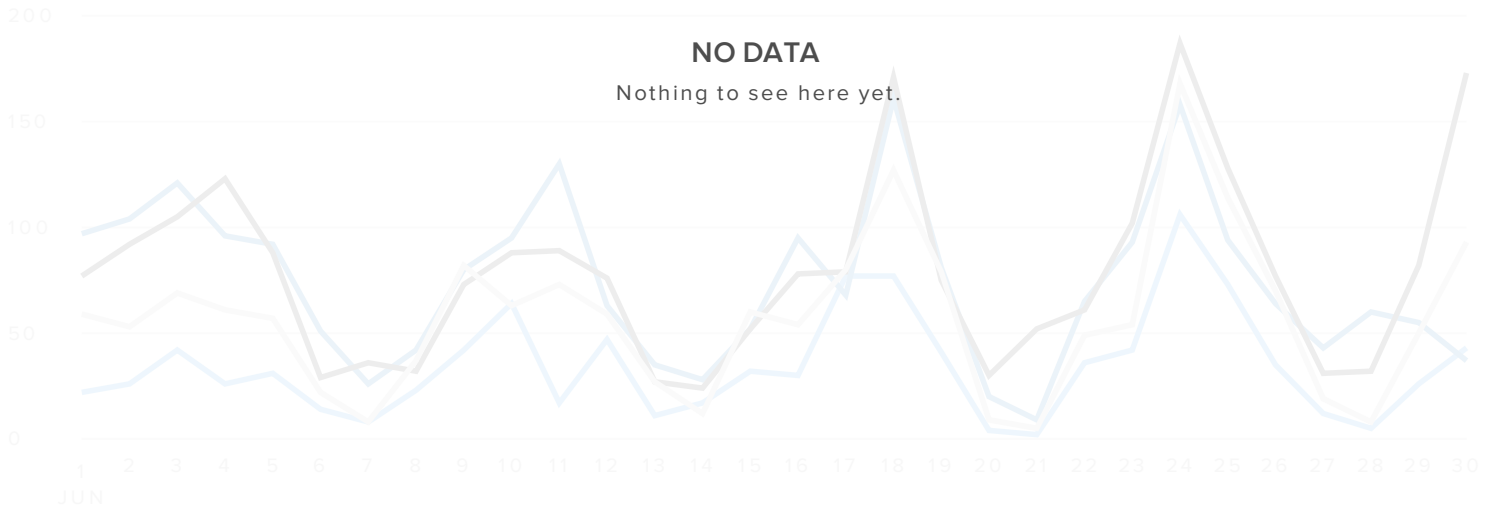
YOUR TWEETING BEHAVIOR



Audience Engagement

REPLIES RETWEETS LIKES TWEETS SENT

ENGAGEMENT COUNT



ENGAGEMENT METRICS

TOTALS

Replies	—
Retweets	—
Retweets with Comments	—
Likes	—
Engagements per Follower	—
Impressions per Follower	1.4
Engagements per Tweet	—
Impressions per Tweet	—
Engagements per Impression	—

The number of engagements decreased by

▼ **100.0%**

since previous month

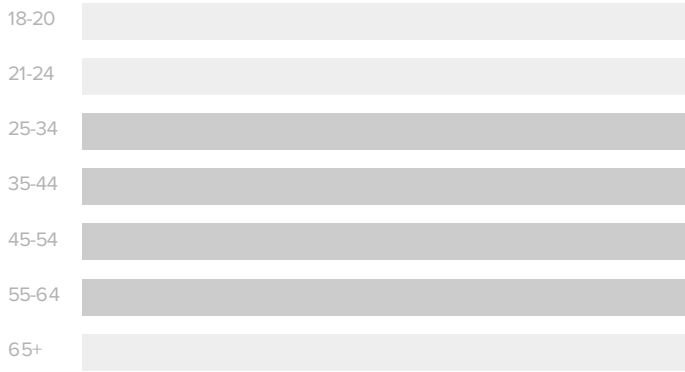
The number of impressions per Tweet increased by

—

since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



55%


FEMALE FOLLOWERS

45%

MALE FOLLOWERS

Women between ages of 25-34 appear to be the leading force among your recent followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @pilatesinthegr	143	0.7%	195	1.36	—	—	—	—