

FACEBOOK PAGE REPORT

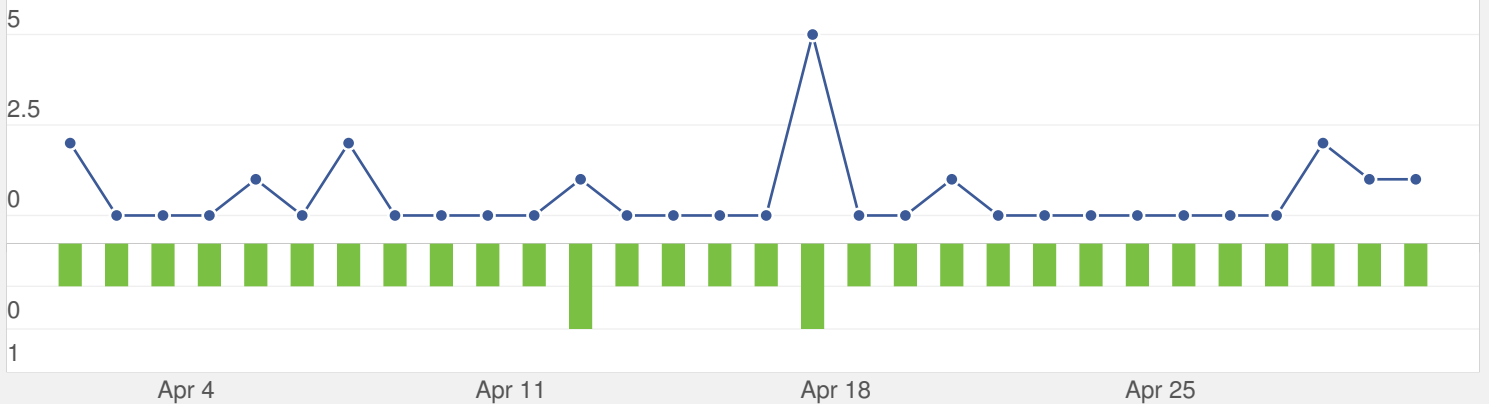
from April 1, 2016 - April 30, 2016

Pilates in the Grove

FAN GROWTH

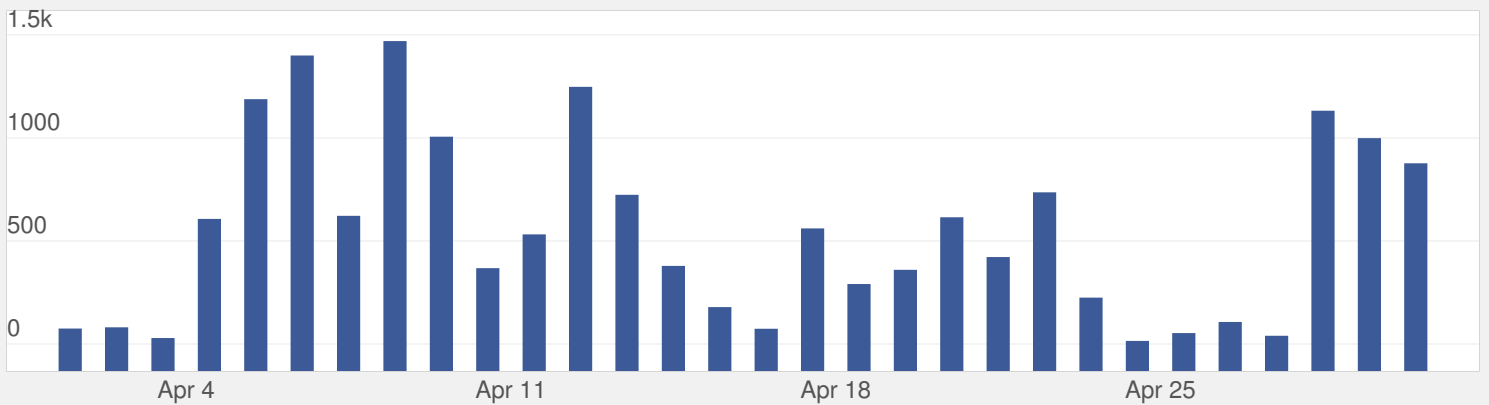
1.01k Total Likes as of Apr 30, 2016

New Fans 16 Unliked your Page 2

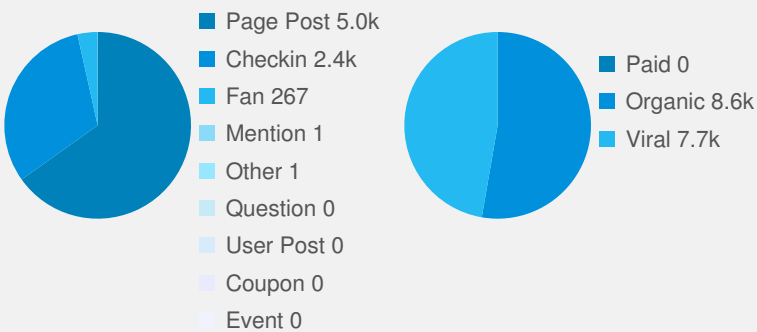


PAGE IMPRESSIONS

Impressions 16,415 by 7,949 users



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	243.3	973
Mon	370.8	1.5k
Tue	725.8	2.9k
Wed	694.8	2.8k
Thu	638.8	2.6k
Fri	691.8	3.5k
Sat	452.6	2.3k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

Age Group	Gender	Count
13-17	Male	4 / 8
18-24	Female	119 / 355
25-34	Female	312 / 1.6k
35-44	Female	691 / 2.1k
45-54	Female	353 / 889
55+	Female	315 / 861

TOP COUNTRIES

Country	Count
United States	6.6k
Australia	171
United Kingdom	154
Jordan	132
Italy	93

TOP CITIES

City	Count
Miami, FL	1.4k
Coral Gables, FL	418
New York, NY	289
Miami Beach, FL	239
Amman, Jordan	129

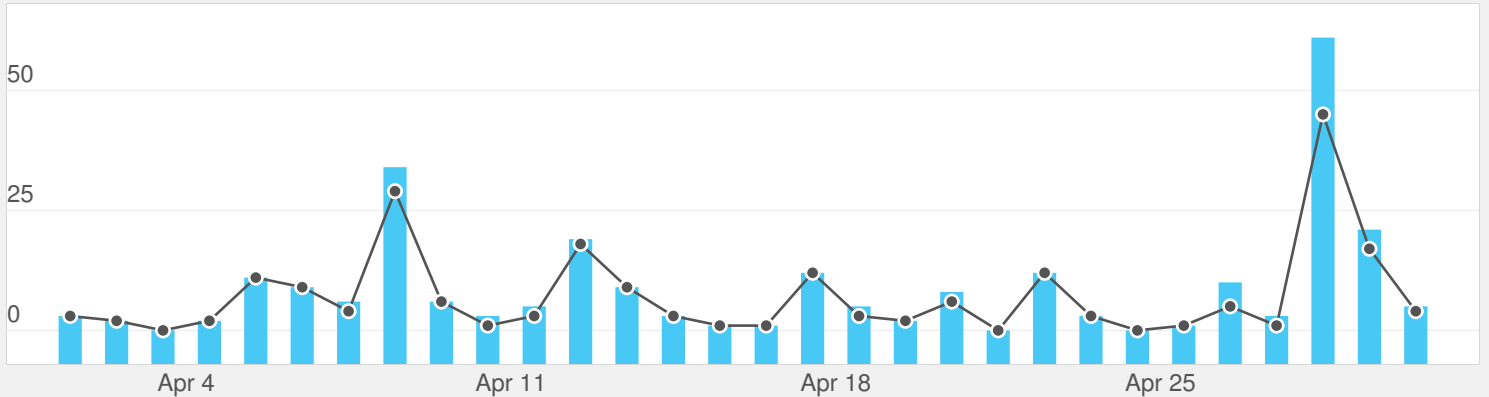


SHARING

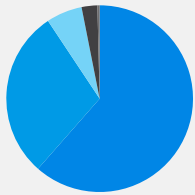
how people are sharing your content

STORIES

Stories Created **257** by 213 users



SHARE TYPE



- Other 158
- Page Post 75
- Fan 16
- Checkin 7
- Mention 1
- Coupon 0
- Question 0
- User Post 0
- Event 0

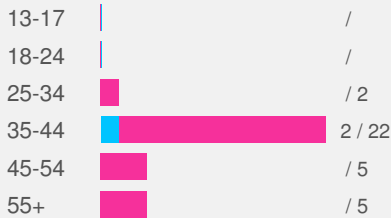
BY DAY OF WEEK

Day	Avg	Total
Sun	3.8	15
Mon	3.3	13
Tue	10.5	42
Wed	7.3	29
Thu	17.5	70
Fri	14.2	71
Sat	3.4	17

SHARER DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

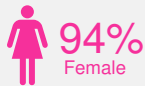
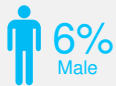
United States

58

TOP LOCALES

English (United States)

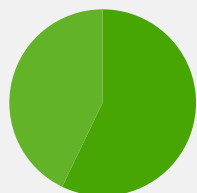
58



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



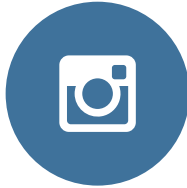
- Photo 8
- Link 6

	AVG	TOTAL
Reach	340.14	4.76k
People Talking About This	8.93	125
Engagement	4.31%	4.37%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
04/29/16	Check out what we're up to this May! ...	192	14	6	3	2	2	7.29%
04/28/16	Join us May 13, in our Coconut Grove ...	806	60	40	39	6	8	7.44%
04/25/16	It is Monday, and sometimes on Monday...	25	1	0	--	--	--	4%
04/22/16	As the Miami Heat head into the playo...	431	18	13	13	--	--	4.18%
04/20/16	Are you a member of Chamber South. If...	273	1	0	--	--	--	0.37%
04/19/16	If you happen to frequent our South M...	49	5	3	3	--	1	10.2%
04/18/16	Join us this Wednesday in our South M...	324	1	1	1	--	--	0.31%
04/13/16	Hey! We want to hear from you! Check...	241	2	1	--	--	1	0.83%
04/12/16	Find your happiness	704	40	17	16	--	2	5.68%
04/08/16	[Photo]	94	5	0	--	--	--	5.32%
04/08/16	Sunday classes! Check out the newest...	459	33	23	22	3	5	7.19%
04/06/16	Suffer from achy joints...check out t...	320	13	10	9	1	1	4.06%
04/05/16	FREE community mat class on the Pilat...	425	14	10	9	--	4	3.29%
04/04/16	We've got a special treat for our Sou...	419	1	1	1	--	--	0.24%



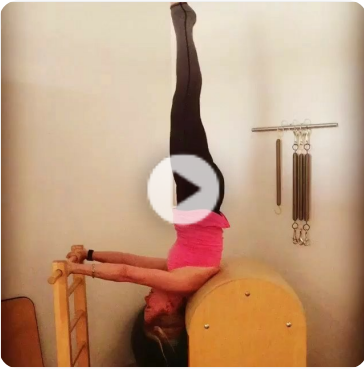
Instagram Profiles Report

for pilatesinthegrove

Apr 01, 2016 - Apr 30, 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
165 Engagements



@pilatesinthegrove
119 Engagements

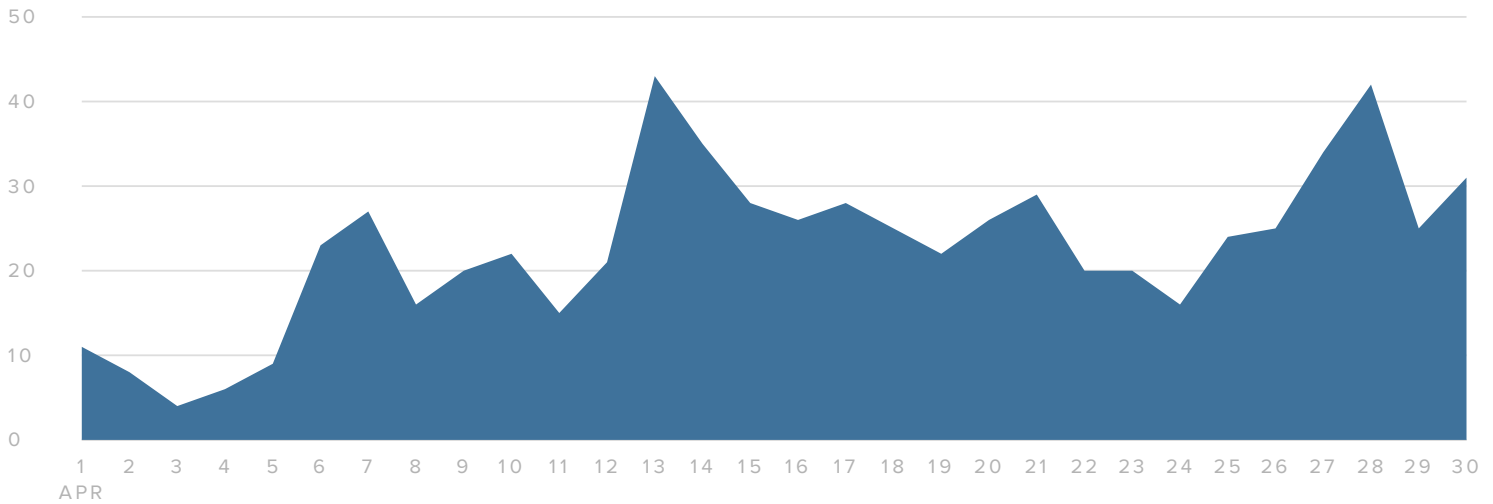


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Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

2,843

Followers Gained

670

People that you Followed

12

Your new followers increased by

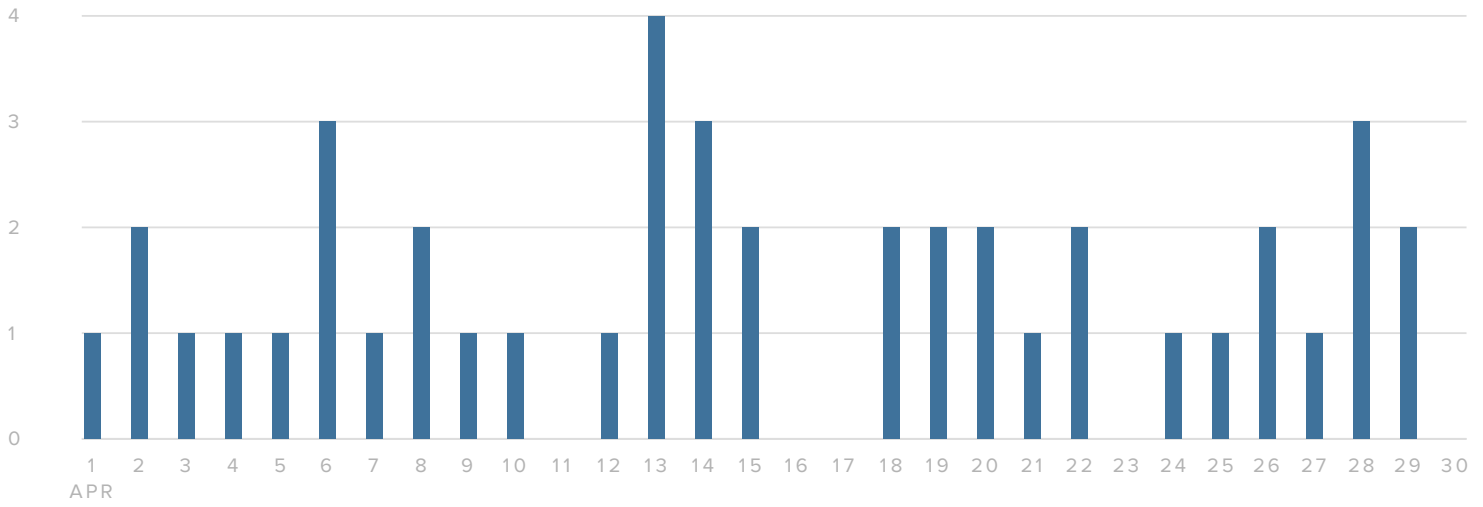
▲ 29.8%

since previous month

Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	28
Videos	15
Total Media	43

The number of media you sent decreased by

▼ **20.4%**

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

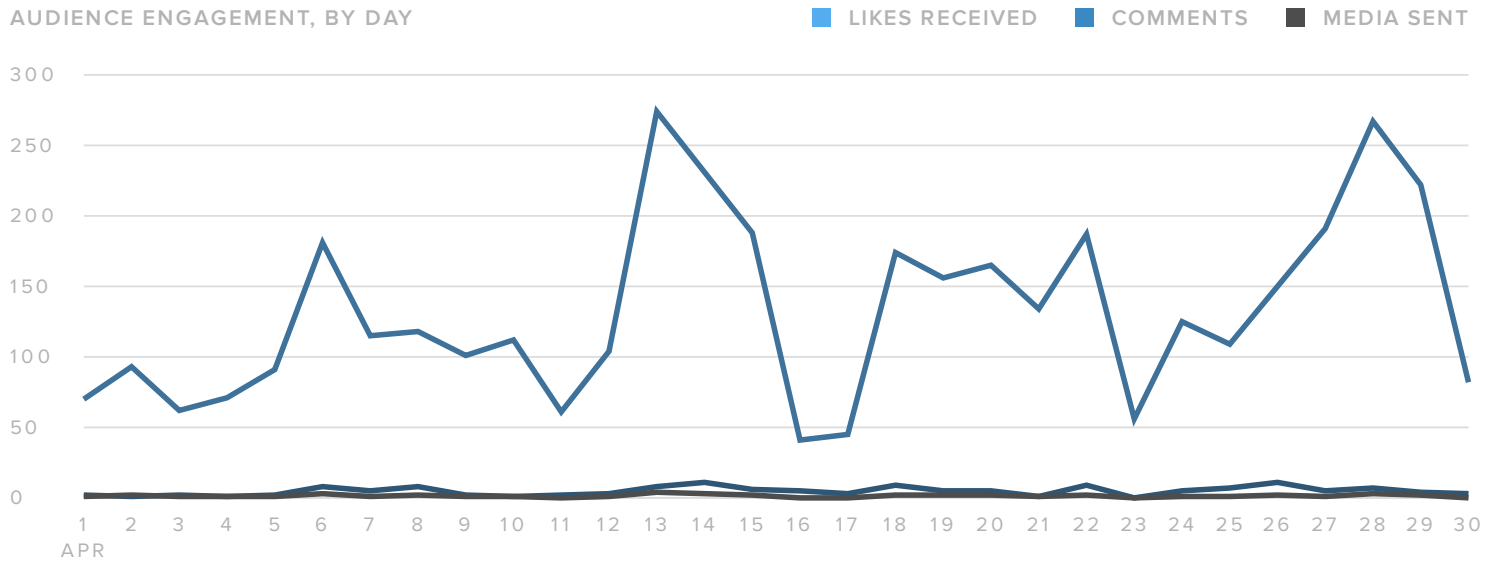
#pilatesinthegrove	35
#coconutgrove	25
#pilates	21
#southmiami	16
#workoutsmarternother	10
#pilatesinstructor	8
#pilateseveryday	8
#neuromuscularreeducation	5
#classicalpilates	5
#contrology	5

MOST ENGAGED HASHTAGS

#coconutgrove	1,195
#pilatesinthegrove	1,143
#pilates	991
#southmiami	754
#workoutsmarternother	549
#somi	370
#pilatesinstructor	359
#contrology	353
#wellness	350
#pilateseveryday	321

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS

TOTALS

Likes Received	3,976
Comments Received	141
Total Engagements	4,117

The number of engagements increased by

▲ 7.9%

since previous month

Engagements per Follower	1.4
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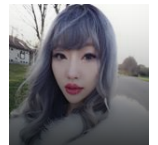
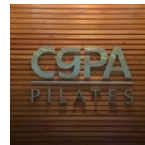
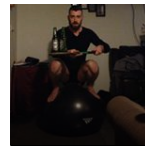
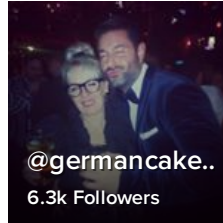
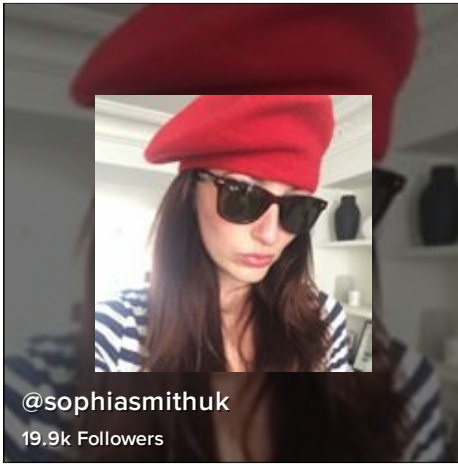
The number of engagements per media increased by

▲ 35.6%


since previous month

Engagements per Media	95.7
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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	2,843	30.8%	670	43	30	4,117	95.7	1.45



Twitter Profiles Report

for @pilatesinthegrv

Apr 01, 2016 - Apr 30, 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



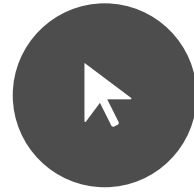
83

ORGANIC IMPRESSIONS



-

TOTAL ENGAGEMENTS



-

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY

■ NEW FOLLOWER ALERTS
■ ACTUAL FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

143

New Follower alerts

-

Actual Followers gained

-

People that you followed

-

Your new followers decreased
by

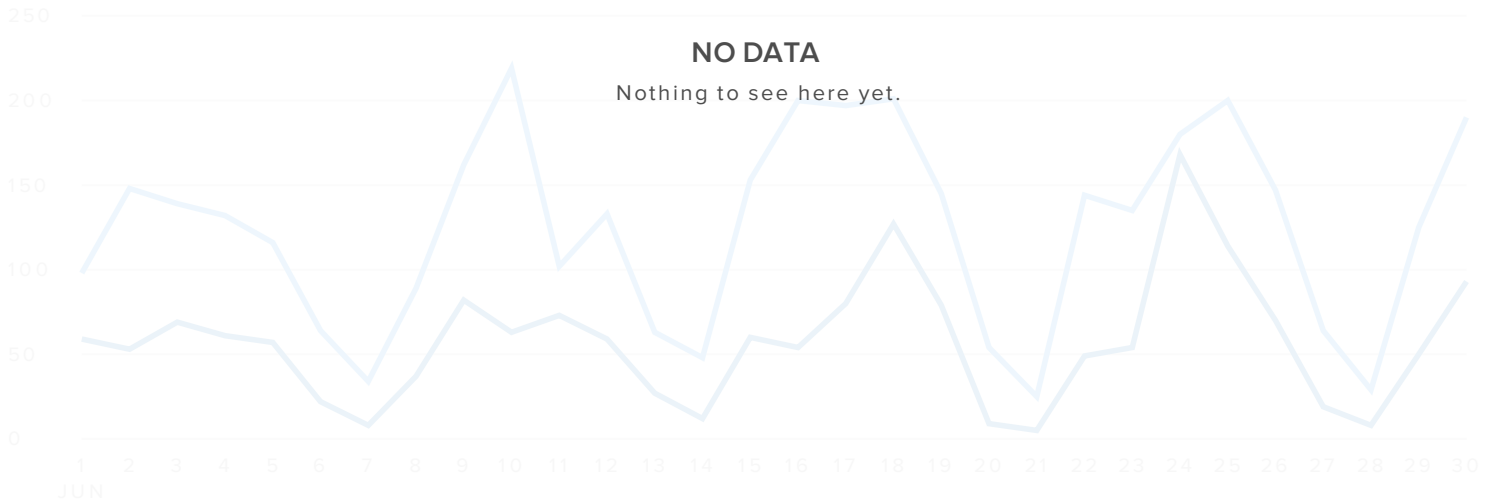
▼ **100.0%**

since previous month

Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS	TOTALS
Tweets sent	-
Direct Messages sent	-
Total Sent	-
Mentions received	-
Direct Messages received	-
Total Received	-

The number of messages you sent increased by

—

since previous month

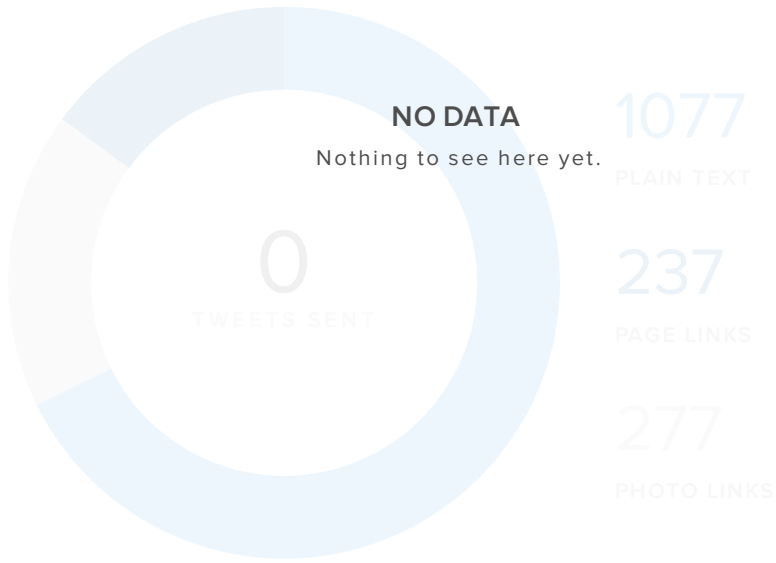
The number of messages you received decreased by

▼ **100.0%**

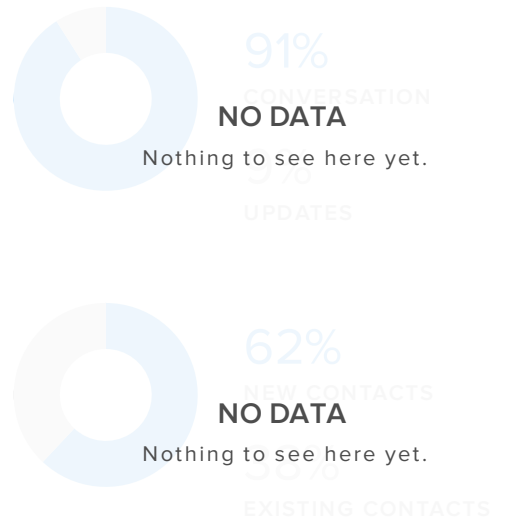
since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



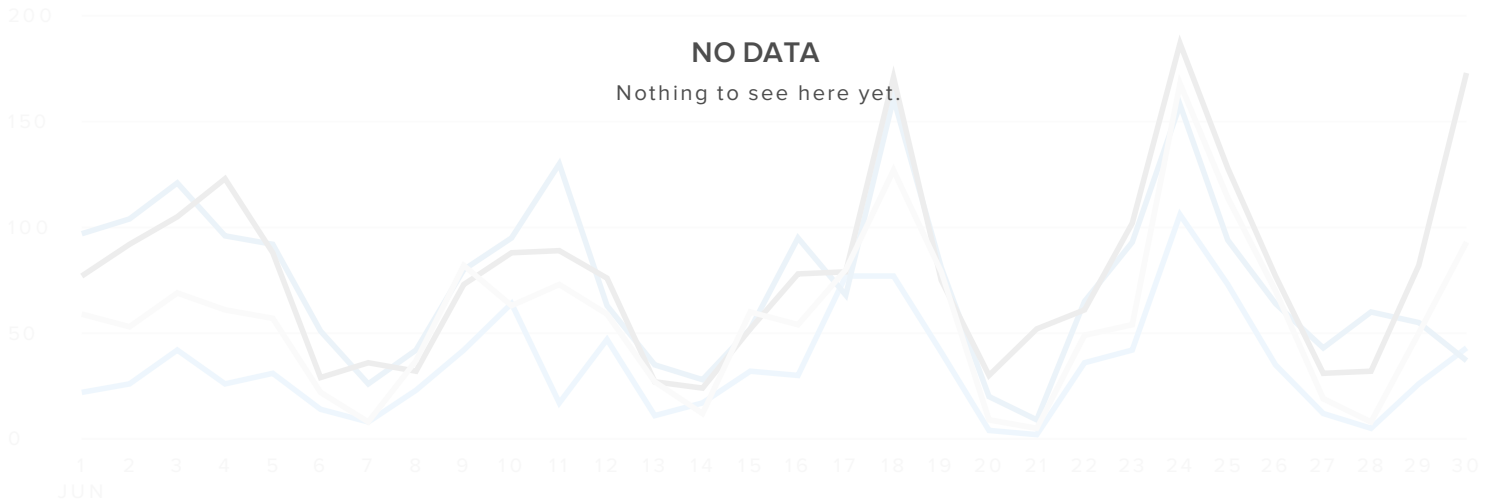
YOUR TWEETING BEHAVIOR



Audience Engagement

REPLIES RETWEETS LIKES TWEETS SENT

ENGAGEMENT COUNT



ENGAGEMENT METRICS

TOTALS

Replies	-
Retweets	-
Retweets with Comments	-
Likes	-
Engagements per Follower	-
Impressions per Follower	0.6
Engagements per Tweet	0.0
Impressions per Tweet	0.0
Engagements per Impression	-

The number of engagements increased by

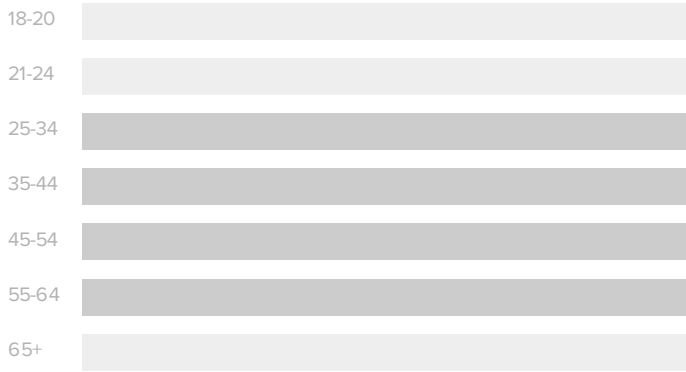


The number of impressions per Tweet increased by



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	–	83	0.58	–	–	–	–