






GROUP REPORT from April 1, 2016 - April 30, 2016

 @HeirloomWood

 Heirloom Countertops

GROUP STATS across all Twitter and Facebook accounts

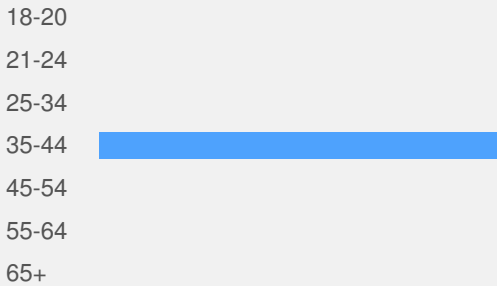
Incoming Messages	1,576	
Sent Messages	42	
New Twitter Followers	15	
New Facebook Fans	1,074	

1,577 INTERACTIONS 
 BY **1,473 UNIQUE USERS** 
45,345 POTENTIAL REACH 


TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

 **34%** MALE FOLLOWERS
 **66%** FEMALE FOLLOWERS



TWITTER STATS

 **15**
 New Twitter Followers in this time period

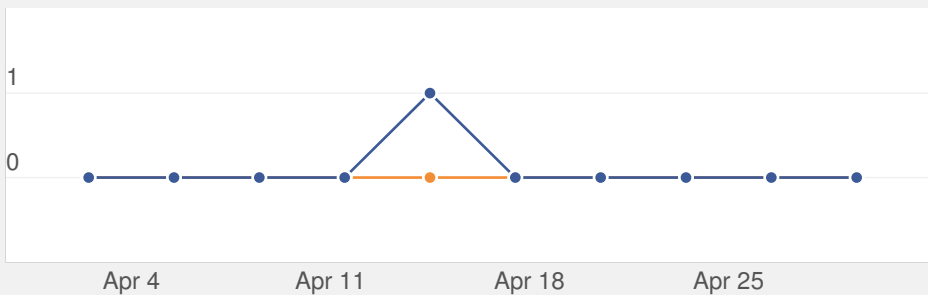
 **23**
 Link Clicks

 **0**
 Mentions

 **1**
 Retweets

DAILY INTERACTIONS

@MENTIONS 0 RETWEETS 1



OUTBOUND TWEET CONTENT

 **1** Plain Text

 **10** Links to Pages

 **10** Photo Links

FACEBOOK STATS across all Facebook pages

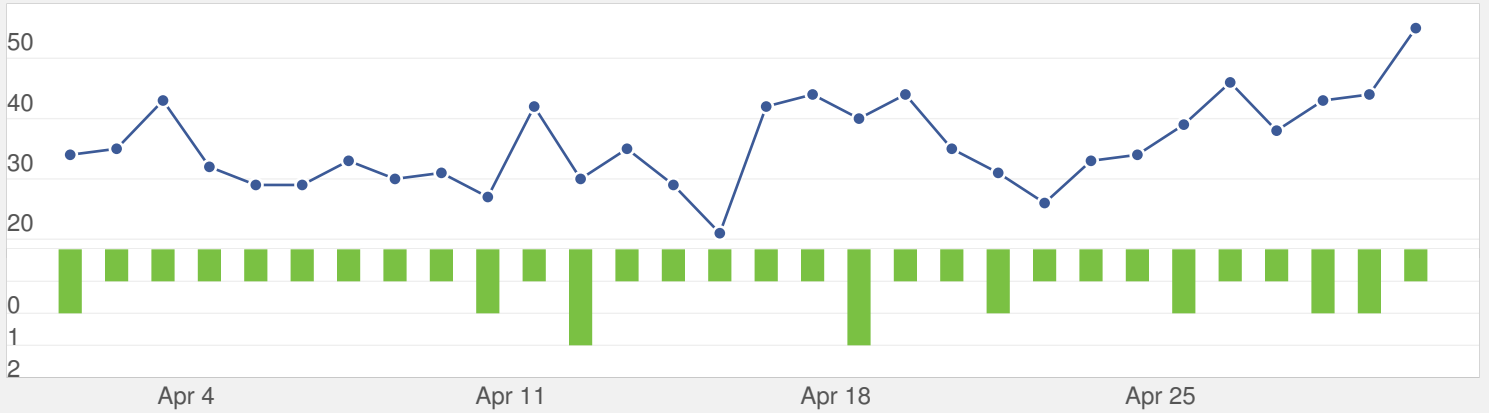


My Facebook Pages

1.93k Total Likes, and 355 people talking about this

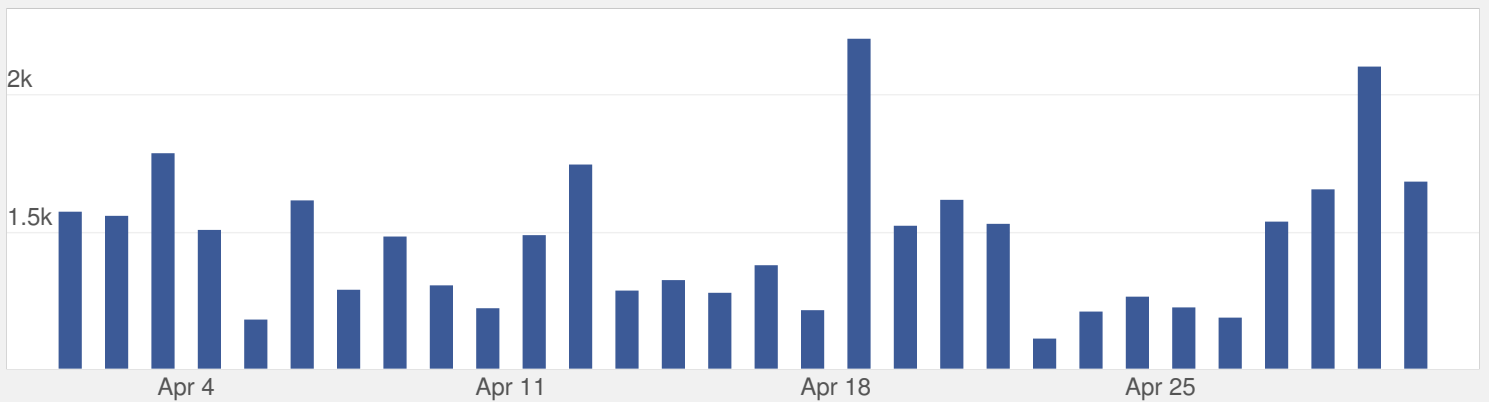
FAN GROWTH

New Fans 1.1k Unliked your Page 10

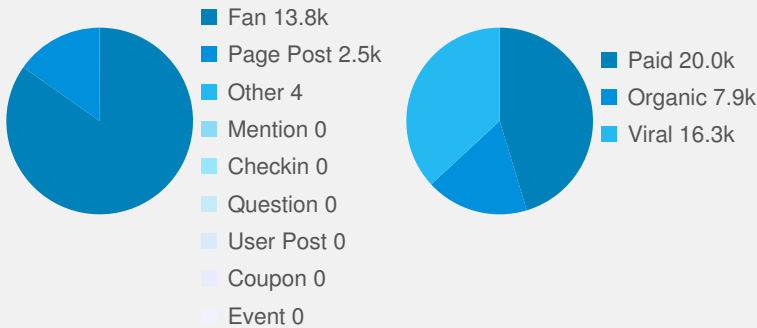


PAGE IMPRESSIONS

Impressions 44,172 by 33,939 users



IMPRESSIONS



BY DAY OF WEEK

Day	AVG	TOTAL
Sun	1.4k	5.5k
Mon	1.6k	6.4k
Tue	1.4k	5.6k
Wed	1.5k	6.1k
Thu	1.5k	5.8k
Fri	1.5k	7.6k
Sat	1.4k	7.2k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

Age Group	Count
13-17	24 / 40
18-24	187 / 455
25-34	1.5k / 6.7k
35-44	1.9k / 9.1k
45-54	1.2k / 7.0k
55+	707 / 5.1k

TOP COUNTRIES

Country	Count
United States	33.5k
Mexico	124
Iraq	45
United Kingdom	37
Puerto Rico	30

TOP CITIES

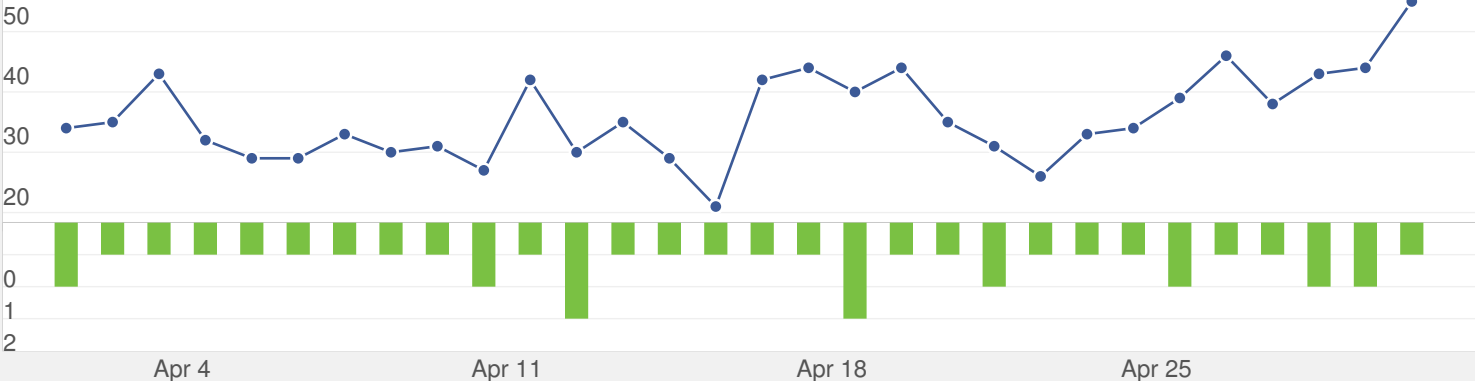
City	Count
Houston, TX	176
Chicago, IL	173
Philadelphia, PA	151
El Paso, TX	125
San Antonio, TX	99



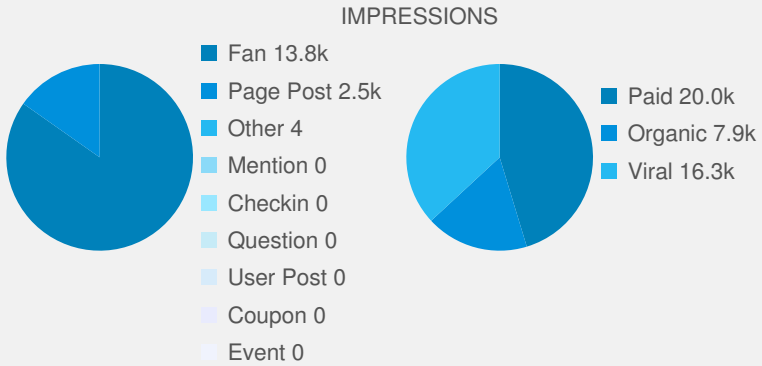
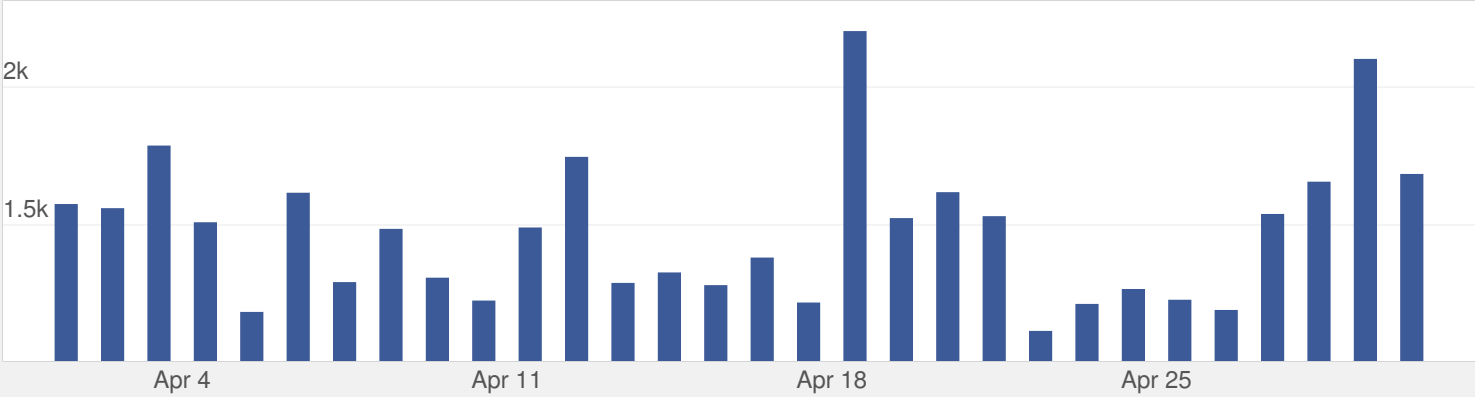
FACEBOOK PAGE REPORT from April 1, 2016 - April 30, 2016

Heirloom Countertops

FAN GROWTH 1.82k Total Likes as of Apr 30, 2016 New Fans 1.1k Unliked your Page 10



PAGE IMPRESSIONS Impressions 44,172 by 33,939 users



	BY DAY OF WEEK	AVG	TOTAL
Sun		1.4k	5.5k
Mon		1.6k	6.4k
Tue		1.4k	5.6k
Wed		1.5k	6.1k
Thu		1.5k	5.8k
Fri		1.5k	7.6k
Sat		1.4k	7.2k

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

AGE & GENDER		TOP COUNTRIES		TOP CITIES	
13-17	24 / 40	United States	33.5k	Houston, TX	176
18-24	187 / 455	Mexico	124	Chicago, IL	173
25-34	1.5k / 6.7k	Iraq	45	Philadelphia, PA	151
35-44	1.9k / 9.1k	United Kingdom	37	El Paso, TX	125
45-54	1.2k / 7.0k	Puerto Rico	30	San Antonio, TX	99
55+	707 / 5.1k				

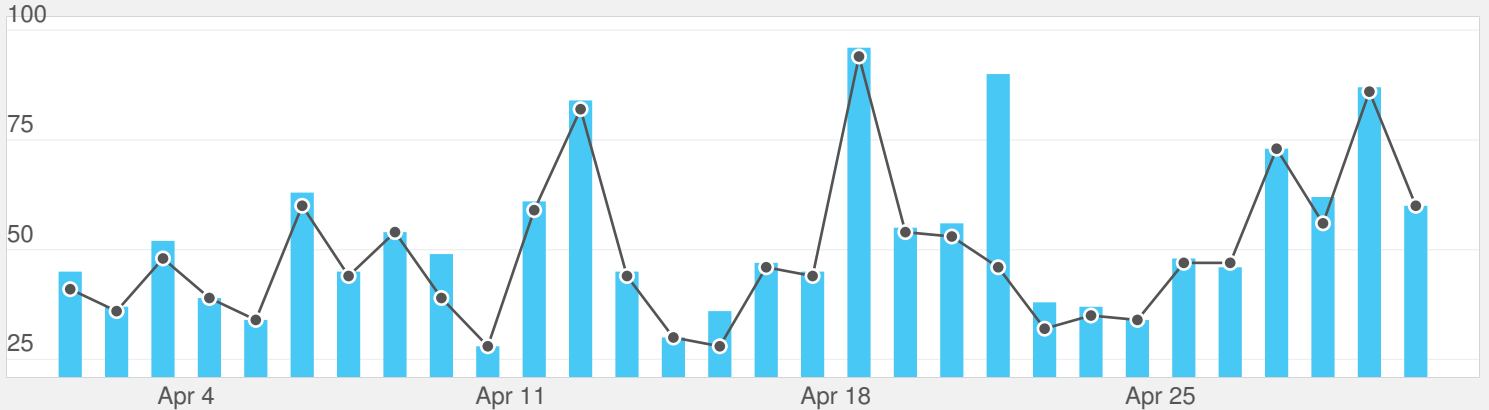


SHARING

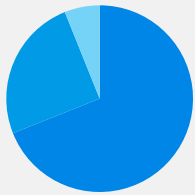
how people are sharing your content

STORIES

Stories Created 1,576 by 1,473 users



SHARE TYPE



- Fan 1.1k
- Other 393
- Page Post 96
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	39.8	159
Mon	61	244
Tue	54.8	219
Wed	59.3	237
Thu	56.8	227
Fri	52	260
Sat	46	230

SHARER DEMOGRAPHICS

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

AGE & GENDER

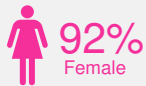
Age Group	Count	Total
13-17	1	1
18-24	1	1
25-34	34	251
35-44	31	393
45-54	31	324
55+	10	229

TOP COUNTRIES

Country	Count
United States	1.4k
Puerto Rico	1
France	1
China	1
Iraq	1

TOP LOCALES

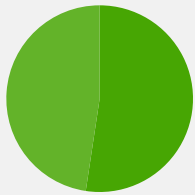
Locale	Count
English (United States)	1.3k
Spanish (umbrella locale)	11
Arabic (umbrella locale)	2
French (France)	1
Chinese (China)	1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 11
- Link 10

AVG

TOTAL

Reach	247.85	4.96k
People Talking About This	17.95	359
Engagement	6.84%	8.94%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
04/29/16	Have an a-MAY-zing weekend!	408	50	44	43	--	4	12.25%
04/28/16	Don't forget this MAJOR spring clean...	14	0	0	--	--	--	%
04/27/16	Springtime inspiration from one of ou...	309	46	41	41	--	1	14.89%
04/26/16	Does Mom love to spend her free time ...	64	0	0	--	--	--	%
04/25/16	Springtime inspiration from our frien...	--	--	--	--	--	--	%
04/22/16	Happy Earth Day!	89	4	2	2	--	--	4.49%
04/21/16	Put your backsplash to work with thes...	129	5	5	4	--	1	3.88%
04/20/16	A prep table has so many uses (food p...	287	26	22	22	--	4	9.06%
04/19/16	Spring calls for a pop of color - or ...	111	6	5	5	--	2	5.41%
04/18/16	Happy Monday! This is the stuff Monda...	743	65	59	57	--	5	8.75%
04/15/16	Cheers to Friday!	239	13	9	8	--	1	5.44%
04/14/16	Combine two different species of wood...	57	5	3	3	--	1	8.77%
04/13/16	Who needs some gorgeous Mother's Day ...	77	0	0	--	--	--	%
04/12/16	Thought you couldn't have a wood coun...	719	81	58	53	5	8	11.27%
04/11/16	It's Monday & the perfect time for a ...	413	26	23	19	--	7	6.3%
04/08/16	Wishing you all a weekend as beautifu...	373	34	28	27	--	4	9.12%
04/07/16	Spring is the perfect time to bring d...	128	10	9	8	--	2	7.81%
04/06/16	Springtime beauty! Potted herbs not o...	422	49	37	34	3	4	11.61%
04/05/16	Refresh your backsplash with these id...	133	7	4	4	--	1	5.26%
04/04/16	Wood works just as well in the bathro...	144	12	7	7	--	2	8.33%
04/01/16	Make your kitchen & home bloom this s...	98	4	3	3	--	--	4.08%



Instagram Profiles Report

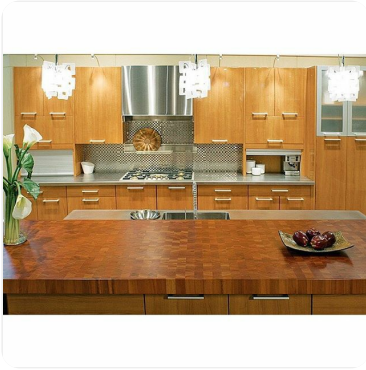
for heirloomcountertops

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.

sproutsocial

Top Instagram Posts



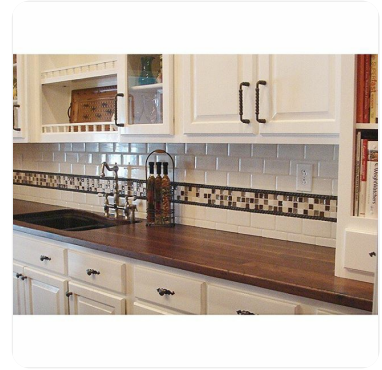
@heirloomcountertops

18 Engagements



@heirloomcountertops

17 Engagements



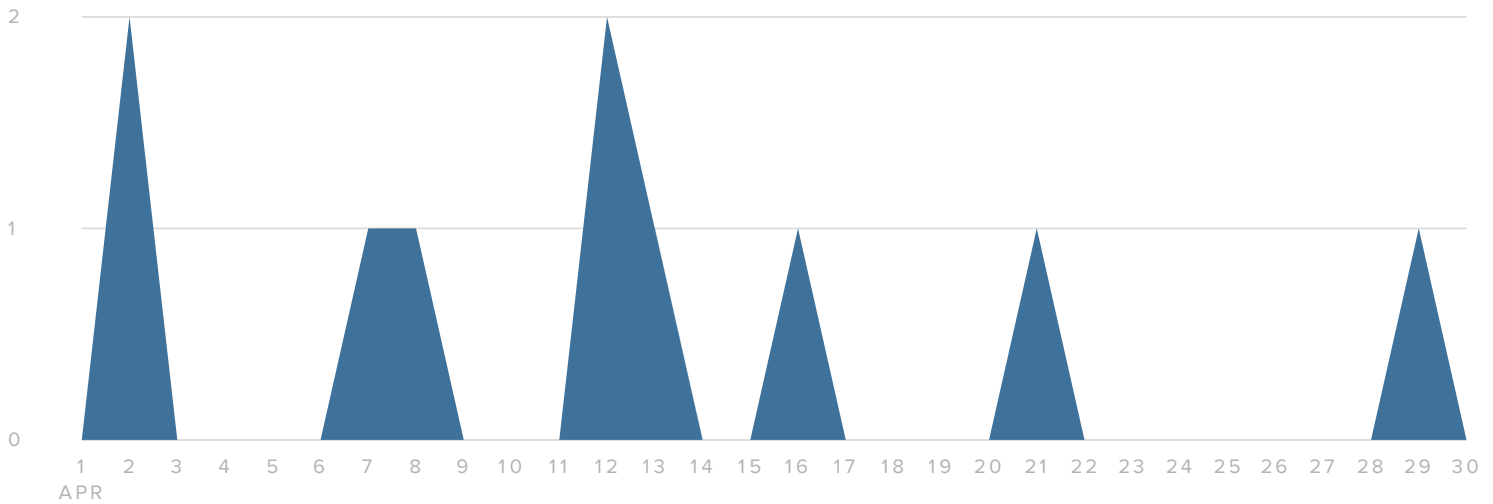
@heirloomcountertops

13 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

49

Followers Gained

3

People that you Followed

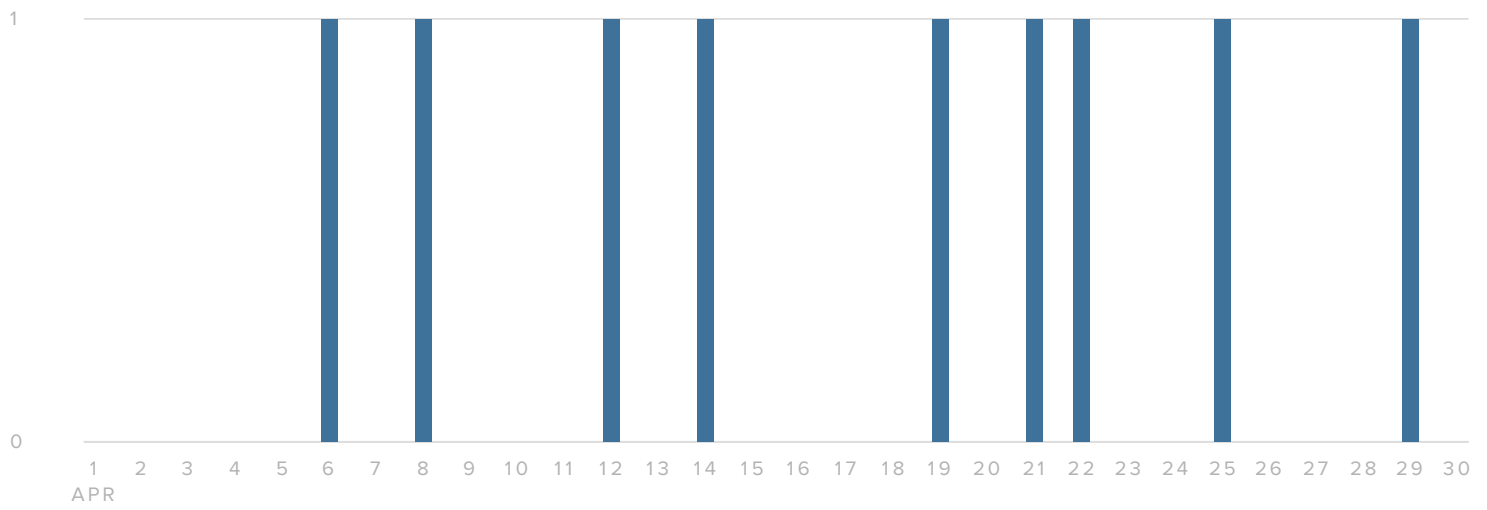
1

Your new followers increased by

since previous month

Publishing Behavior

MEDIA PER DAY



PUBLISHING METRICS

TOTALS

Photos	9
Videos	-
Total Media	9

The number of media you sent increased by

▲ 50.0%

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

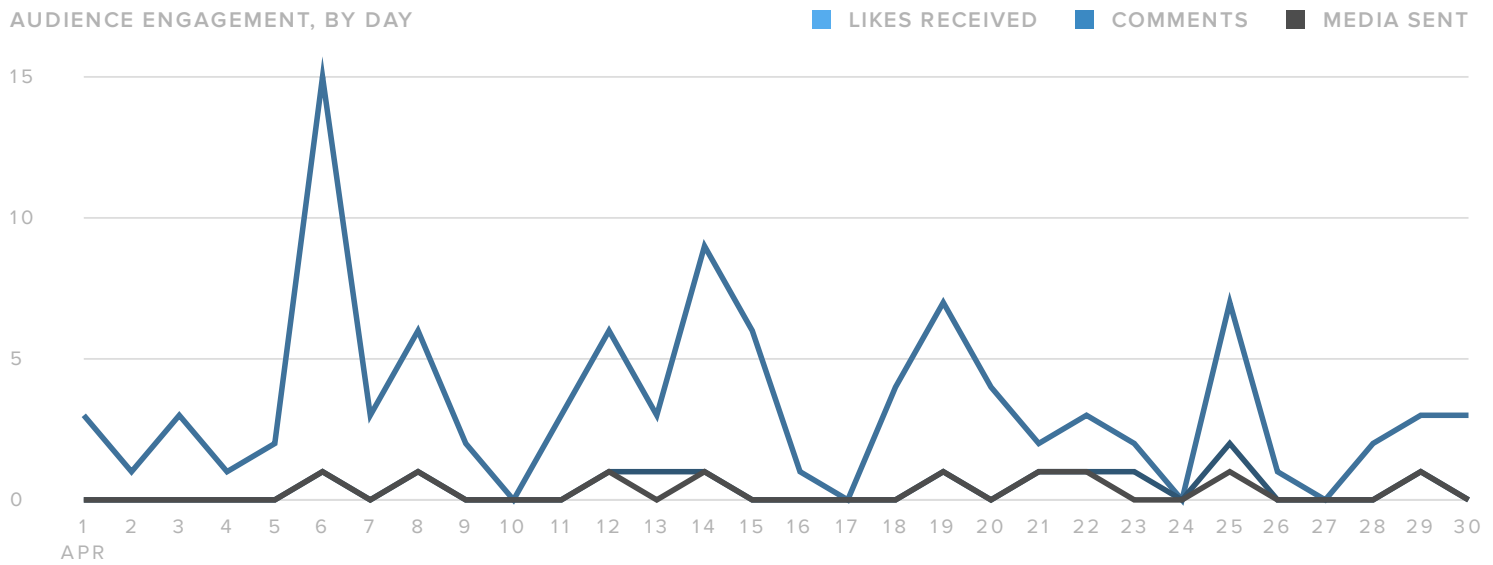
#wood	9
#kitchen	8
#homedepot	6
#heirloom	4
#island	3
#kitcheninspo	3
#spring	3
#remodel	3
#thehomedepot	2
#countertops	2

MOST ENGAGED HASHTAGS

#wood	65
#kitchen	61
#homedepot	33
#heirloom	30
#kitcheninspo	30
#remodel	26
#island	25
#spring	23
#countertops	23
#newhome	14

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS

TOTALS

Likes Received

102

Comments Received

12

Total Engagements

114

Engagements per Follower

2.3

Engagements per Media

12.7

The number of engagements increased by

▲ 442.9%

since previous month

The number of engagements per media increased by

▲ 261.9%


since previous month

Top Influencers Engaged



FINE LIFESTYLE CONSTRUCTION, INC.

@finelifestyleconstruction
12.3k Followers



RR
ROXY REBORN


@roxyreborn
9.2k Followers



zuminca

@zuminca
268 Followers

Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 heirloomcountertops	49	6.5%	3	9	9	114	12.7	2.33



Twitter Profiles Report

for @HeirloomWood

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.

sproutsocial

Twitter Activity Overview



1,081

ORGANIC IMPRESSIONS



5

TOTAL ENGAGEMENTS

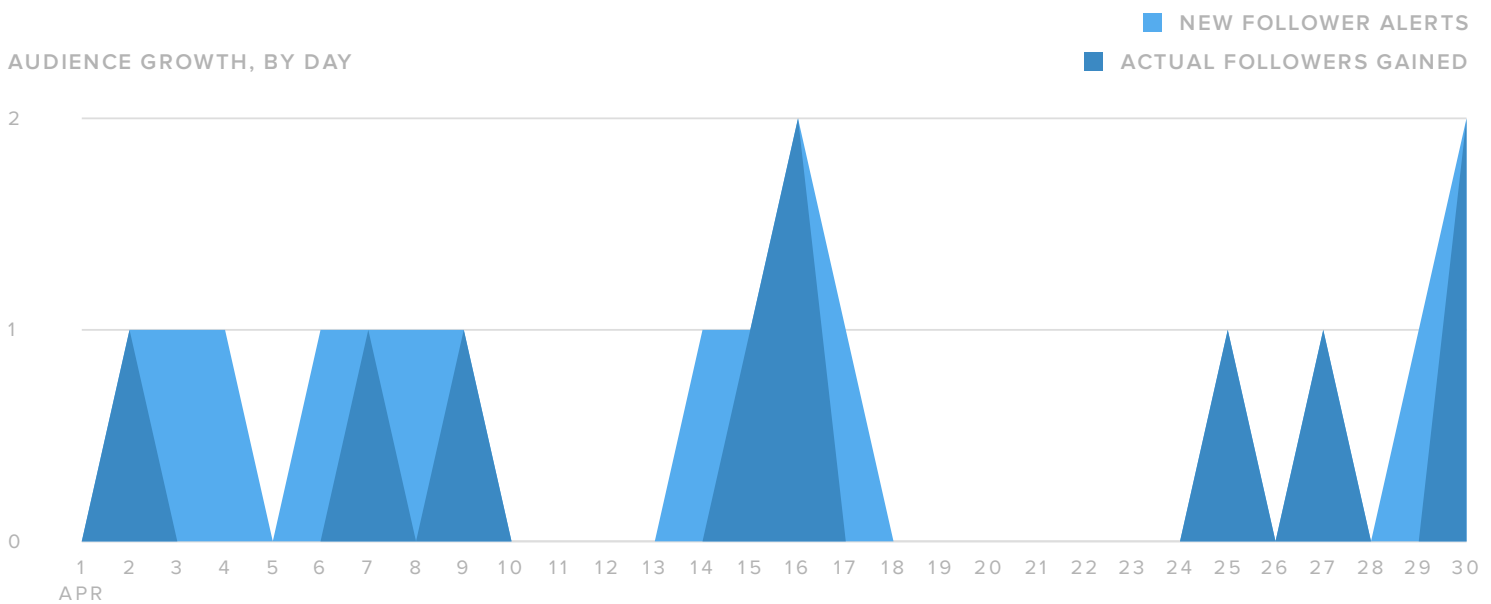


-

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers	58
New Follower alerts	15
Actual Followers gained	-3
People that you followed	-

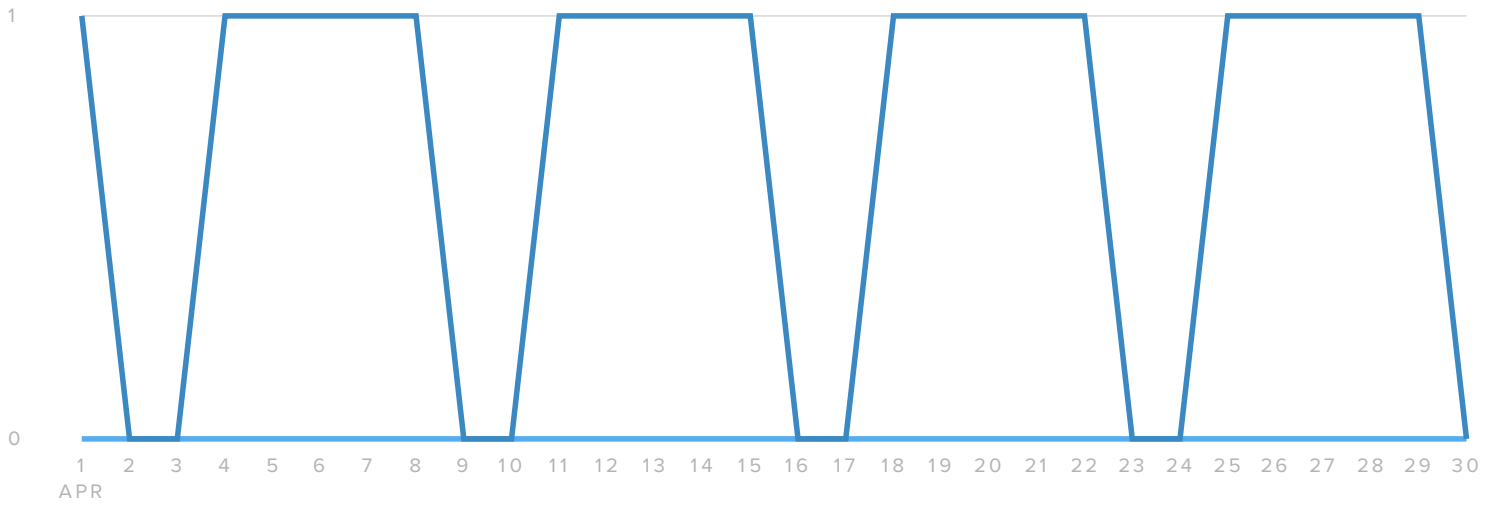
Your new followers increased by



Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	21
Direct Messages sent	-
Total Sent	21
Mentions received	-
Direct Messages received	-
Total Received	-

The number of messages you sent decreased by

▼ **19.2%**

since previous month

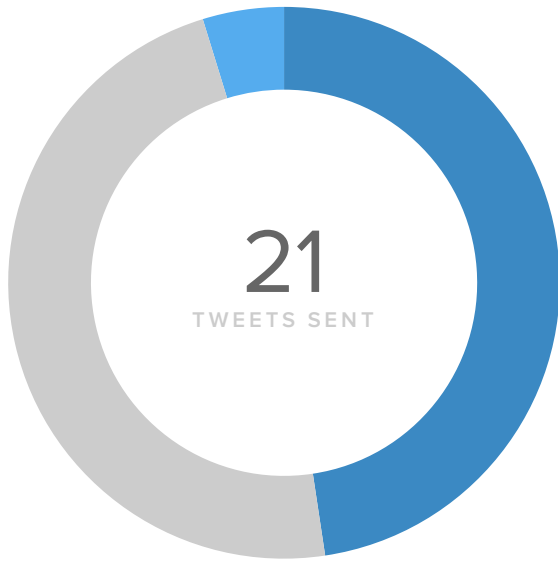
The number of messages you received decreased by

▼ **100.0%**

since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



1
PLAIN TEXT

10
PAGE LINKS

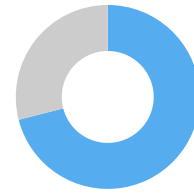
10
PHOTO LINKS

YOUR TWEETING BEHAVIOR



38%
CONVERSATION

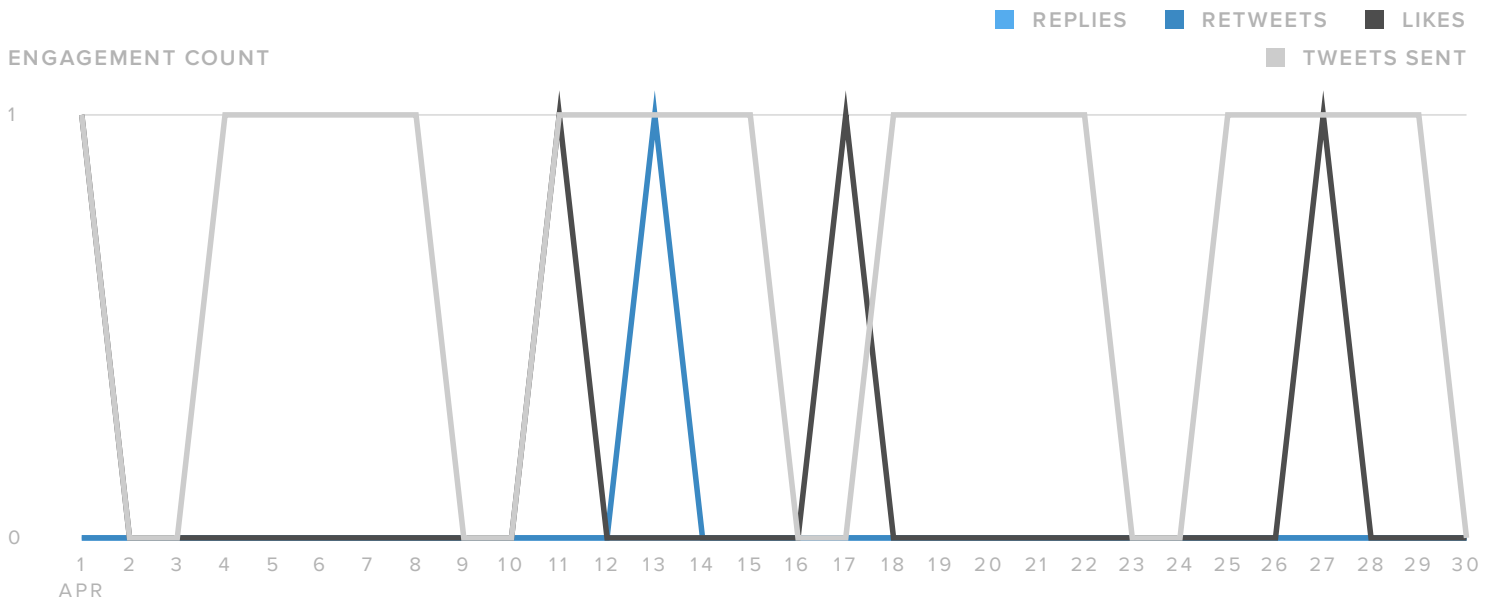
62%
UPDATES



71%
NEW CONTACTS

29%
EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	—
Retweets	1
Retweets with Comments	—
Likes	3
<hr/>	
Engagements per Follower	0.1
Impressions per Follower	18.6
Engagements per Tweet	0.2
Impressions per Tweet	51.5
Engagements per Impression	0.5%

The number of engagements increased by



The number of impressions per Tweet increased by

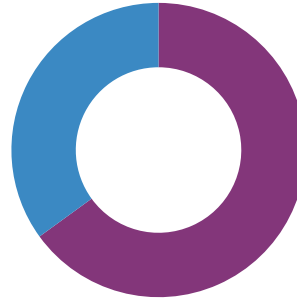


Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



65%


FEMALE FOLLOWERS

35%

MALE FOLLOWERS

Women between ages of 35-44 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
 @HeirloomWood	58	-5%	1,081	18.64	5	0.09	1	—