



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

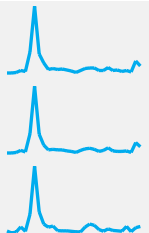
 @pilatesinthegr

 Pilates in the Grove

GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	397	
Sent Messages	11	
New Twitter Followers	1	
New Facebook Fans	41	

397 INTERACTIONS
 BY **350** UNIQUE USERS
17,930 POTENTIAL REACH




TWITTER STATS across all Twitter accounts




FOLLOWER DEMOGRAPHICS

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



TWITTER STATS

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


 **0** Link Clicks
 **0** Mentions
 **0** Retweets


DAILY INTERACTIONS


@MENTIONS 0 RETWEETS 0



OUTBOUND TWEET CONTENT

 **0** Plain Text

 **0** Links to Pages

 **0** Photo Links

FACEBOOK STATS across all Facebook pages

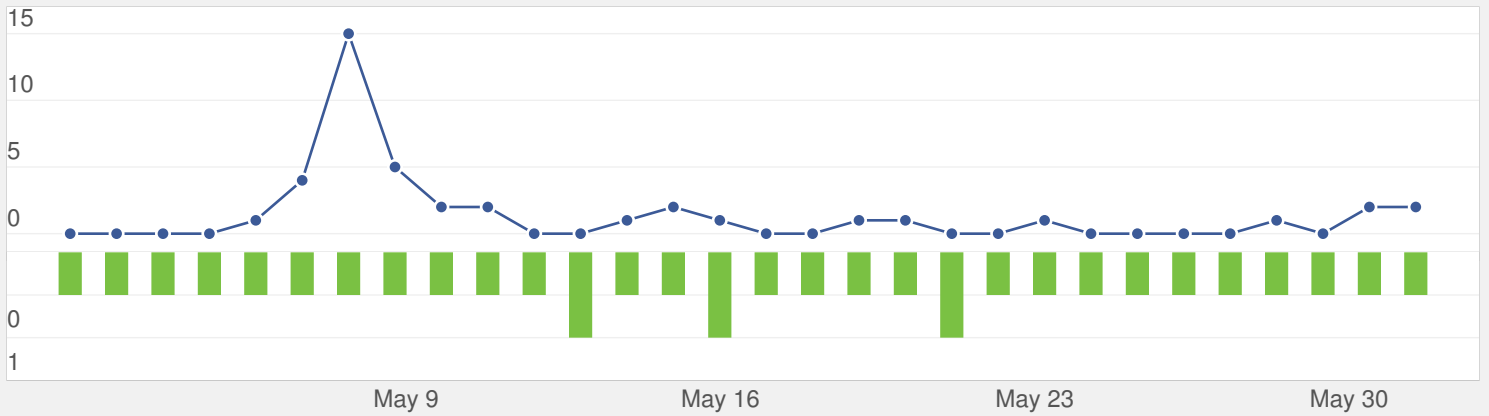


My Facebook Pages

1.05k Total Likes, and 33 people talking about this

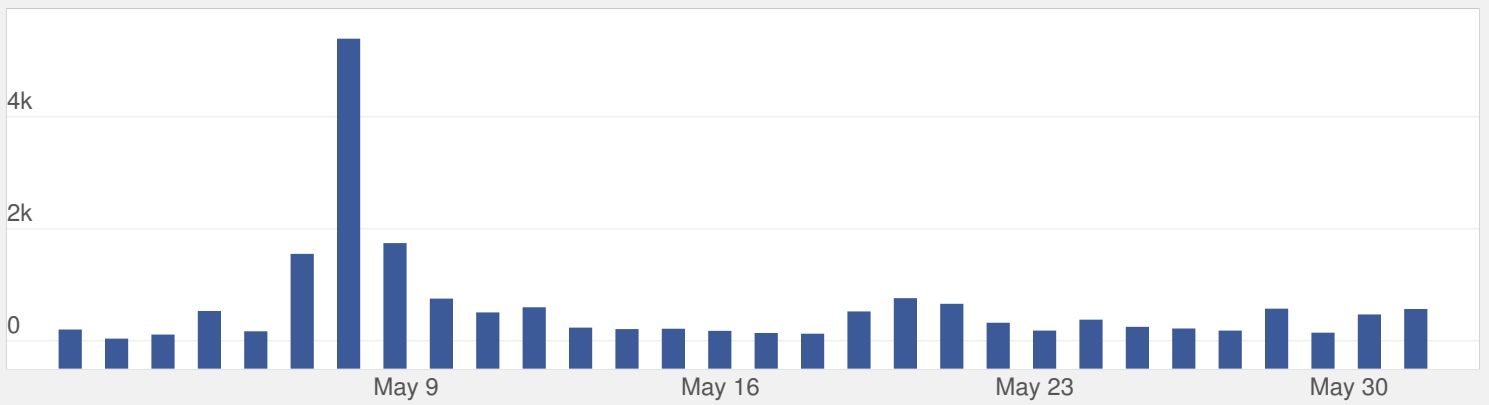
FAN GROWTH

New Fans 41 Unliked your Page 3

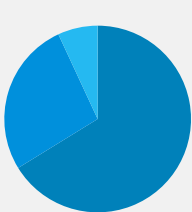


PAGE IMPRESSIONS

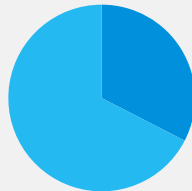
Impressions 17,930 by 10,420 users



IMPRESSIONS



- Page Post 8.0k
- Checkin 3.2k
- Fan 830
- Other 1
- Mention 0
- Question 0
- User Post 0
- Coupon 0
- Event 0



- Paid 0
- Organic 5.8k
- Viral 12.0k

BY DAY OF WEEK

Day	Avg	Total
Sun	521.2	2.6k
Mon	348.2	1.7k
Tue	300.4	1.5k
Wed	413.3	1.7k
Thu	342.8	1.4k
Fri	360.3	1.4k
Sat	1.9k	7.6k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

Age Group	Count
13-17	5 / 6
18-24	109 / 344
25-34	526 / 2.2k
35-44	715 / 2.7k
45-54	372 / 1.3k
55+	307 / 1.2k

TOP COUNTRIES

Country	Count
United States	7.8k
United Kingdom	494
Canada	190
Italy	161
Germany	117

TOP CITIES

City	Count
Miami, FL	1.0k
Coral Gables, FL	293
New York, NY	261
Chicago, IL	177
Bloomington, IL	177



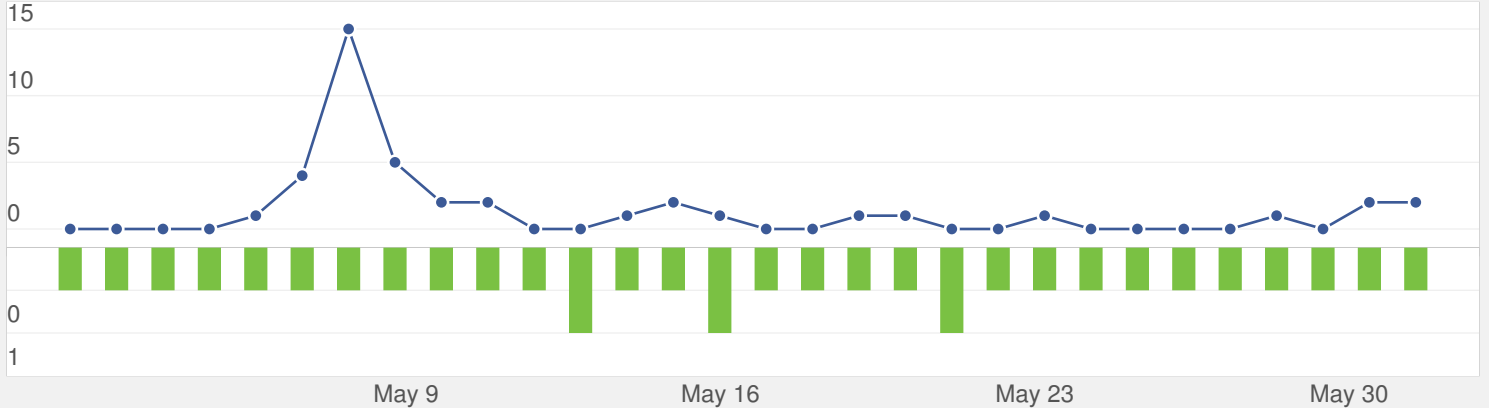
FACEBOOK PAGE REPORT

from May 1, 2016 - May 31, 2016

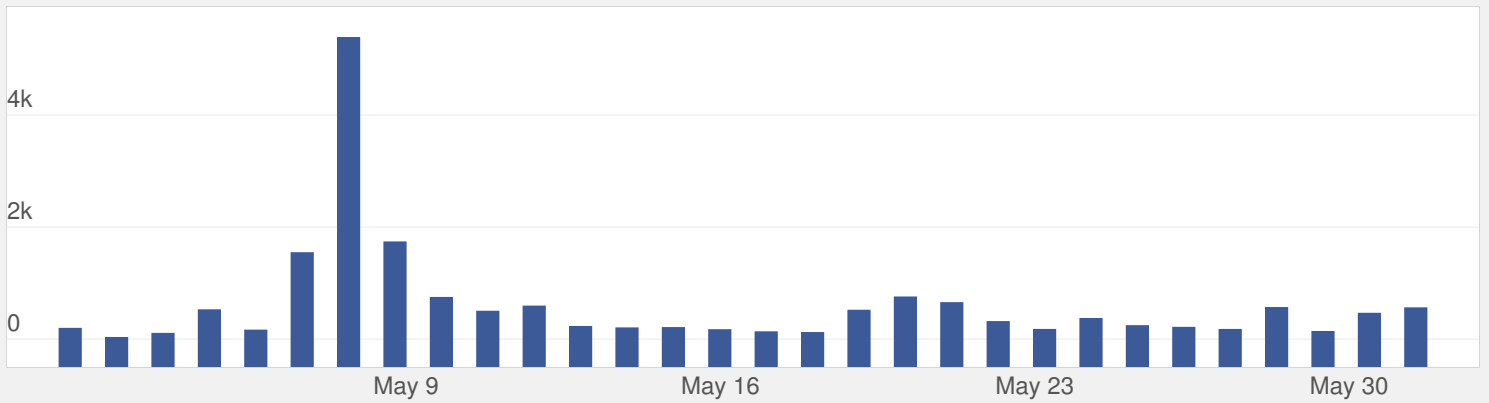


f Pilates in the Grove

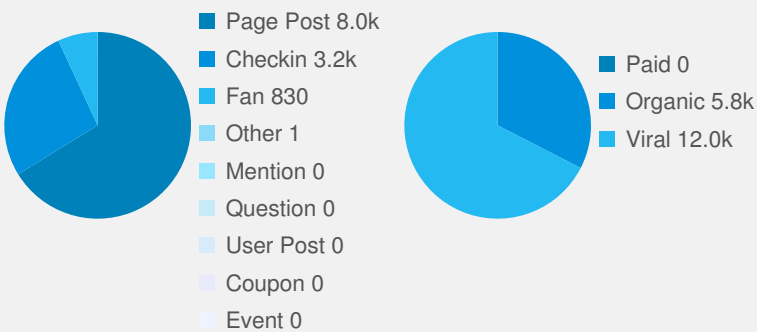
FAN GROWTH **1.04k** Total Likes as of May 31, 2016 New Fans 41 Unliked your Page 3



PAGE IMPRESSIONS **Impressions 17,930** by 10,420 users



IMPRESSIONS



BY DAY OF WEEK

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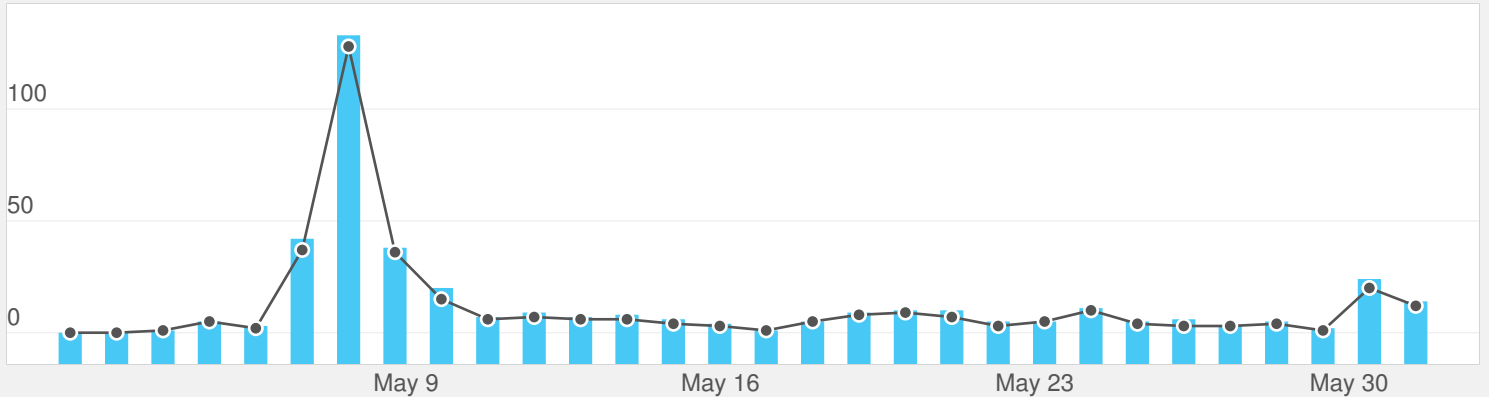


SHARING

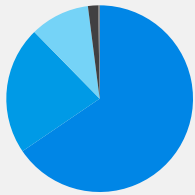
how people are sharing your content

STORIES

Stories Created **397** by **350** users



SHARE TYPE



- Other 260
- Page Post 88
- Fan 41
- Checkin 7
- Mention 1
- Coupon 0
- Question 0
- User Post 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	10.2	51
Mon	11.2	56
Tue	6.4	32
Wed	6.8	27
Thu	5.3	21
Fri	8.5	34
Sat	44	176

SHARER DEMOGRAPHICS

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

AGE & GENDER

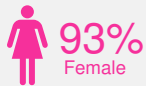
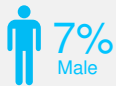
Age Group	Count	Percentage
13-17	1	0.3%
18-24	2	0.5%
25-34	2	0.5%
35-44	2	0.5%
45-54	2	0.5%
55+	5	1.3%

TOP COUNTRIES

Country	Count
United States	111
United Kingdom	13
Croatia	5
Italy	5
Canada	4

TOP LOCALES

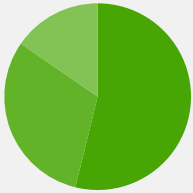
Locale	Count
English (United States)	129
English (United Kingdom)	21
Italian (Italy)	5
Croatian (Croatia)	3
Portuguese (Portugal)	2



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 7
- Link 4
- Video 2

AVG

TOTAL

Reach	581.82	6.4k
People Talking About This	19.82	218
Engagement	4.77%	6.39%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
05/26/16	With the weekend ahead our latest blo...	46	4	2	2	--	--	8.7%
05/24/16	Got plans this holiday weekend? Don'...	270	8	8	8	--	3	2.96%
05/20/16	Thank you to everyone who voted for @...	335	16	12	12	--	1	4.78%
05/18/16	Just in case you missed it!	192	15	9	8	--	3	7.81%
05/16/16	Join us this Wednesday, from 4pm - 8p...	21	2	1	1	--	--	9.52%
05/14/16	Spend your Sunday Morning with Marily...	241	5	2	1	--	1	2.07%
05/13/16	Your Sunday morning just got a lot ni...	34	0	0	--	--	--	%
05/11/16	MIND.BODY.SPIRIT	307	14	8	8	--	2	4.56%
05/09/16	Healthy habits = healthy kids. Our f...	383	11	10	8	--	4	2.87%
05/07/16	Happy Pilates Day 2016. They say..."C...	4.2k	329	162	150	4	18	7.8%
05/06/16	Looking for a great way to strengthen...	--	--	--	--	--	--	%
05/06/16	Don't miss out on all of our Coconut ...	352	5	4	4	--	1	1.42%
05/06/16	[Photo]	--	--	--	--	--	--	%



Instagram Profiles Report

for pilatesinthegrove

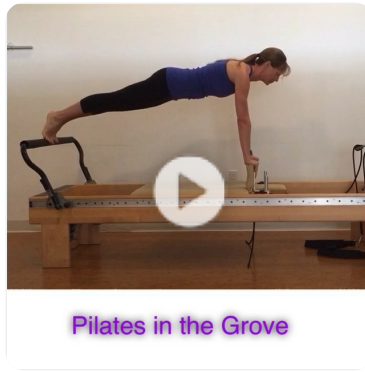
May 01, 2016 - May 31, 2016

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.

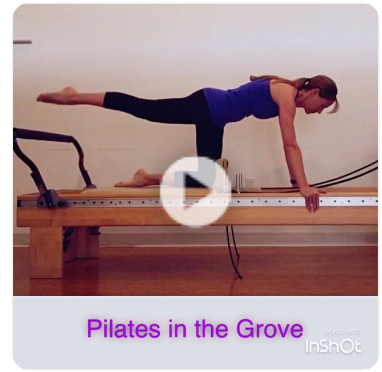
Top Instagram Posts



@pilatesinthegrove
184 Engagements



@pilatesinthegrove
168 Engagements

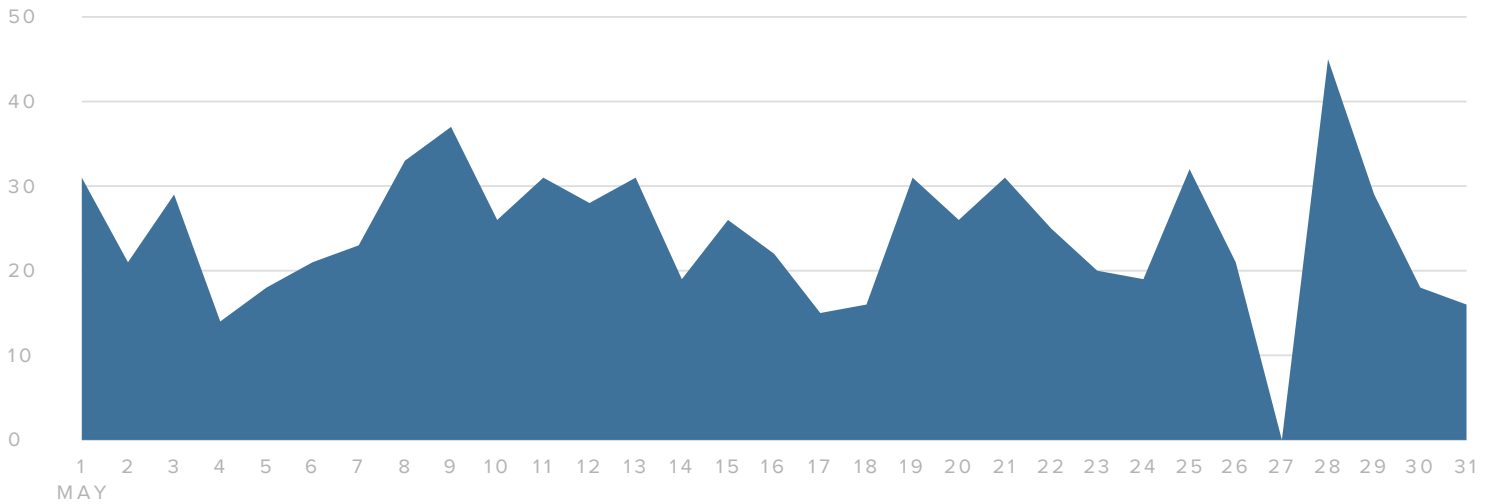


@pilatesinthegrove
164 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

3,597

Followers Gained

723

People that you Followed

6

Your new followers increased by

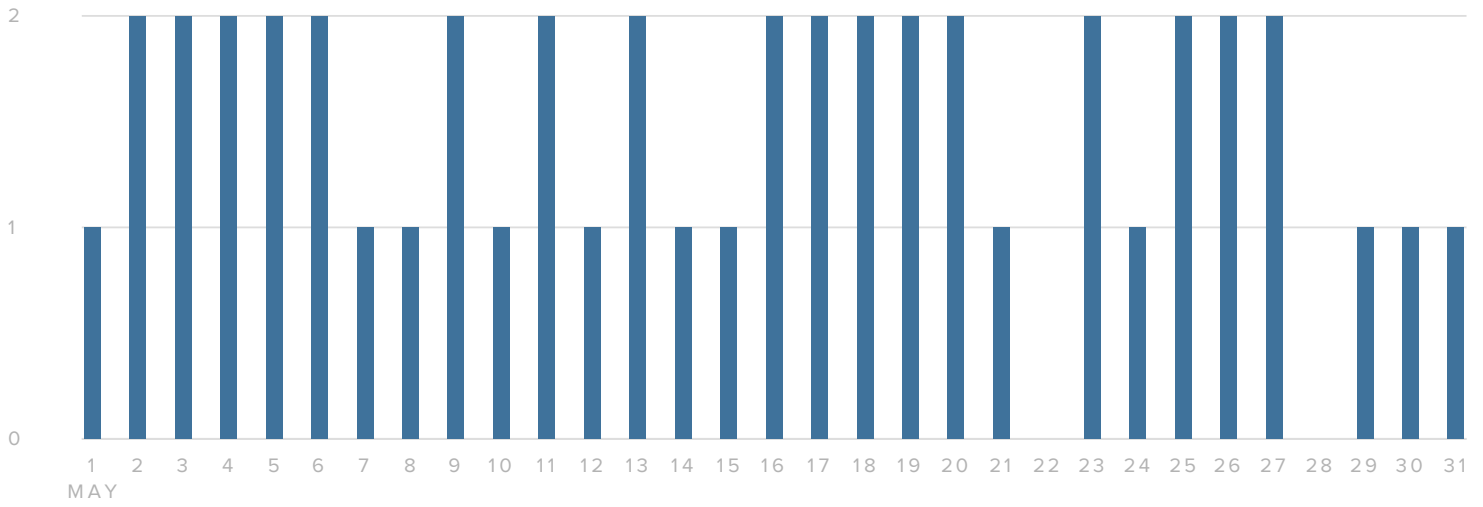
▲ 6.2%

since previous month

Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	29
Videos	17
Total Media	46

The number of media you sent increased by

▲ 2.2%

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

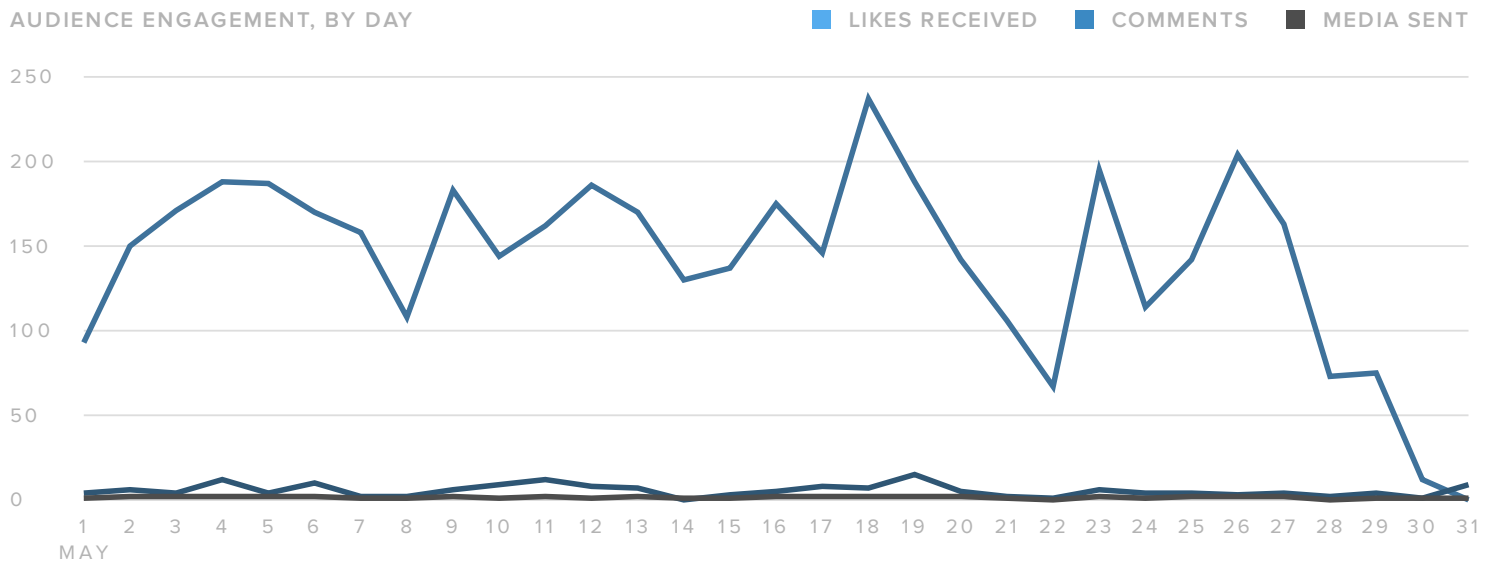
#pilatesinthegrove	37
#pilates	23
#coconutgrove	21
#somi	11
#spreadingthehealth	10
#southmiami	9
#pilatescoconutgrove	8
#workoutsmarternother	7
#mindbody	7
#physicaltherapy	5

MOST ENGAGED HASHTAGS

#pilatesinthegrove	1,794
#coconutgrove	1,147
#pilates	803
#workoutsmarternother	667
#spreadingthehealth	598
#somi	587
#pilatescoconutgrove	582
#southmiami	579
#pilatesinstructor	458
#physicaltherapy	446

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS

TOTALS

Likes Received

4,376

Comments Received

169

Total Engagements

4,545

Engagements per Follower

1.3

Engagements per Media

98.8

The number of engagements increased by

▲ 7.7%

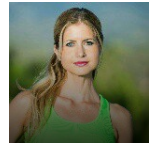
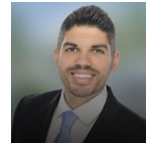
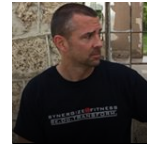
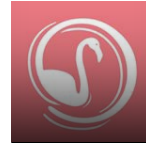
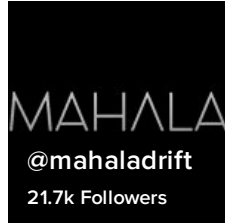
since previous month

The number of engagements per media increased by


▲ 5.3%

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	3,597	25.2%	723	46	31	4,545	98.8	1.26



Twitter Profiles Report

for @pilatesinthegrv

May 01, 2016 - May 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



37

ORGANIC IMPRESSIONS



-

TOTAL ENGAGEMENTS



-

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY

■ NEW FOLLOWER ALERTS
■ ACTUAL FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers	142
New Follower alerts	1
Actual Followers gained	-1
People that you followed	-

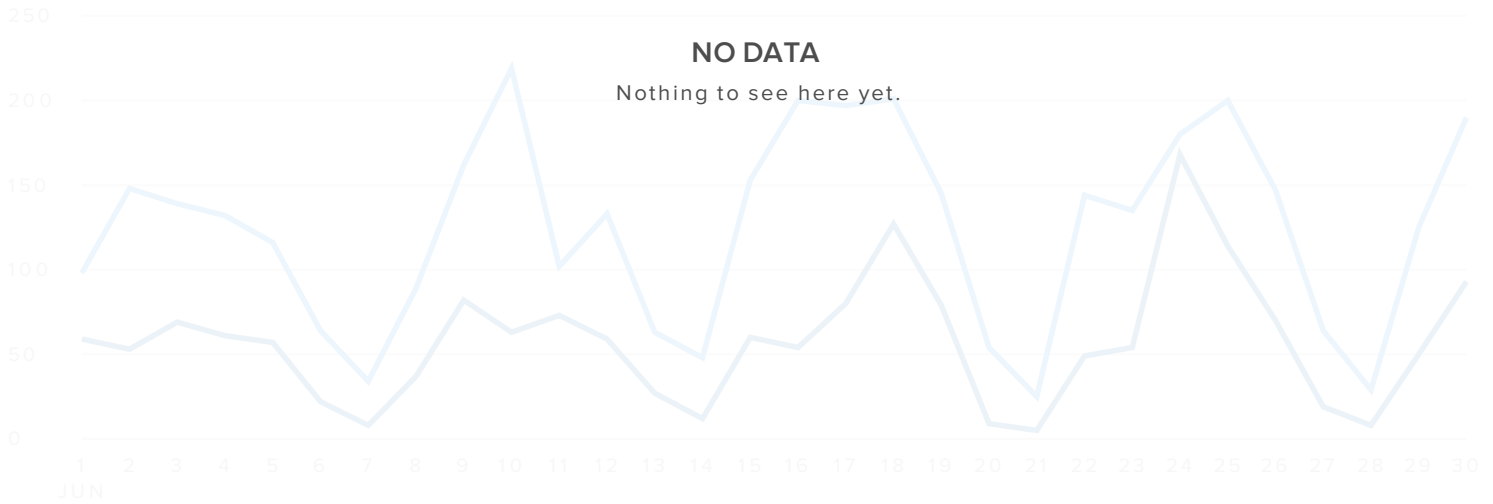
Your new followers increased by

—
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

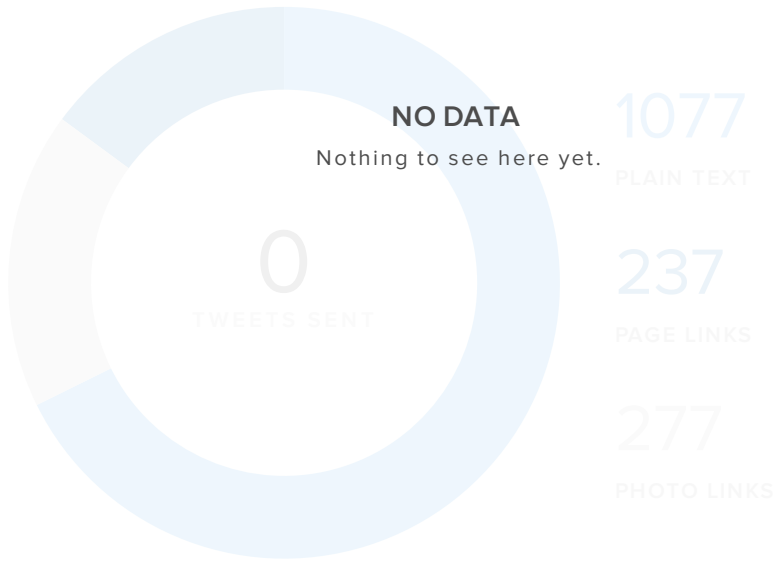
The number of messages you received increased by



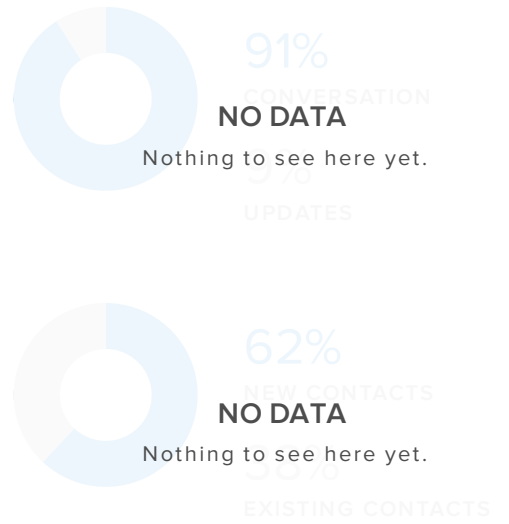
since previous month

Your Content & Engagement Habits

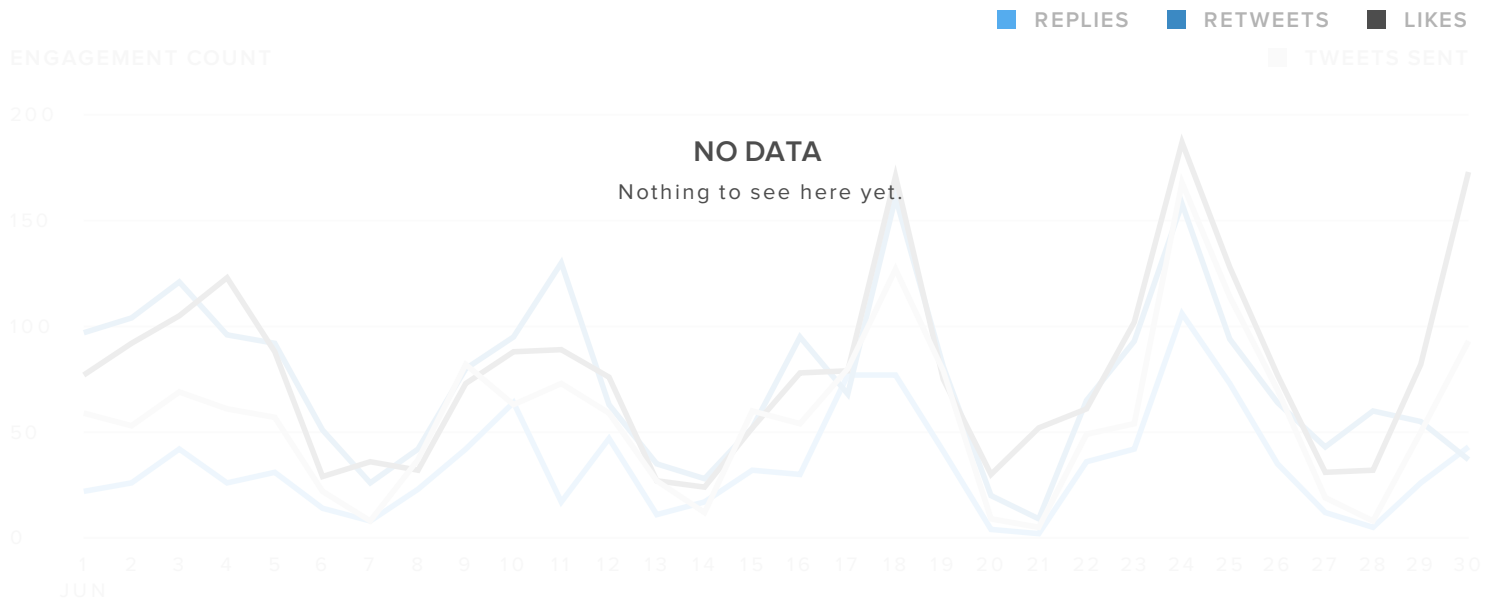
SENT MESSAGE CONTENT



YOUR TWEETING BEHAVIOR



Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	-
Retweets	-
Retweets with Comments	-
Likes	-
Engagements per Follower	-
Impressions per Follower	0.3
Engagements per Tweet	-
Impressions per Tweet	-
Engagements per Impression	-

The number of engagements increased by

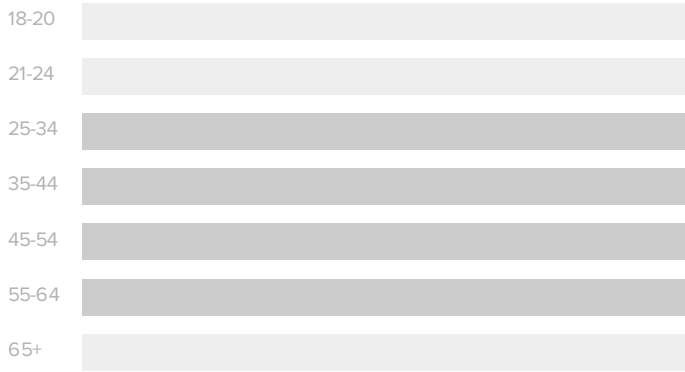


The number of impressions per Tweet increased by



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	142	-1%	37	0.26	-	-	-	-