


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


 @HeirloomWood

 Heirloom Countertops

GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	1,507	
Sent Messages	43	
New Twitter Followers	16	
New Facebook Fans	1,276	

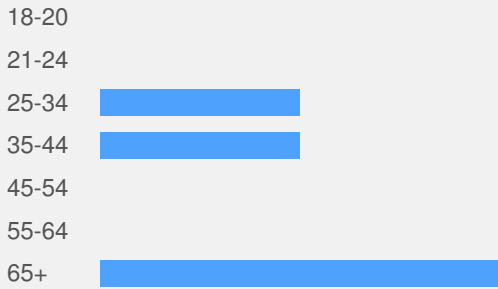
1,507 INTERACTIONS
 BY **1,493** UNIQUE USERS
34,213 POTENTIAL REACH




TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

 **46%** MALE FOLLOWERS
 **54%** FEMALE FOLLOWERS



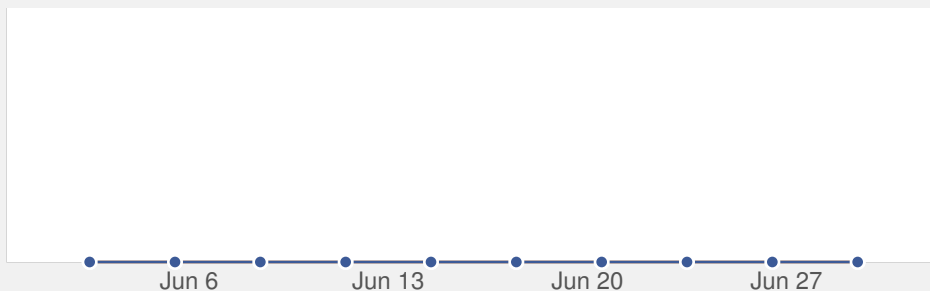
TWITTER STATS

 **16**
 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

 **15** Links to Pages

 **6** Photo Links

FACEBOOK STATS across all Facebook pages

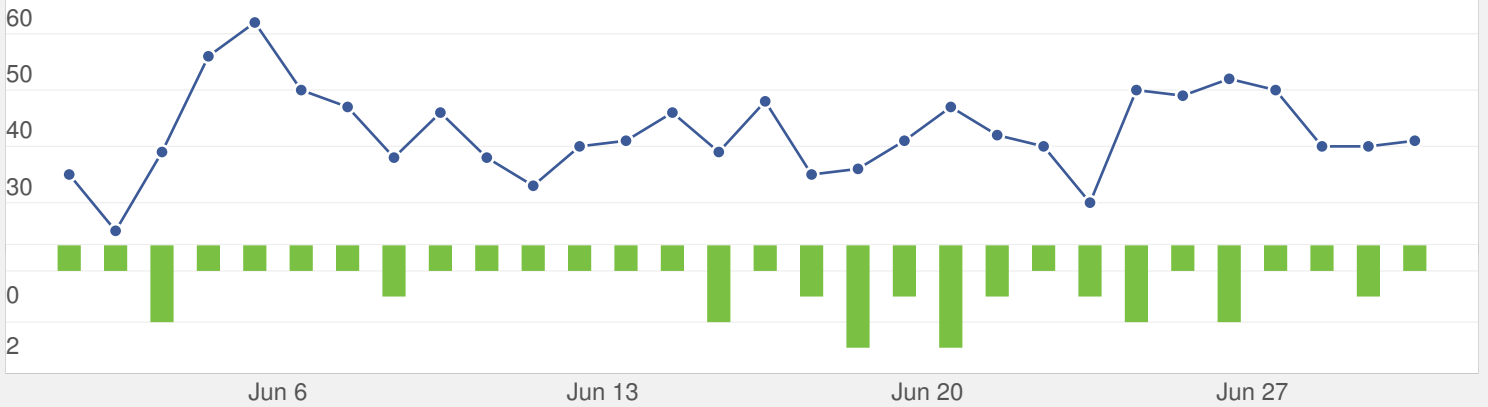


My Facebook Pages

4.28k Total Likes, and 359 people talking about this

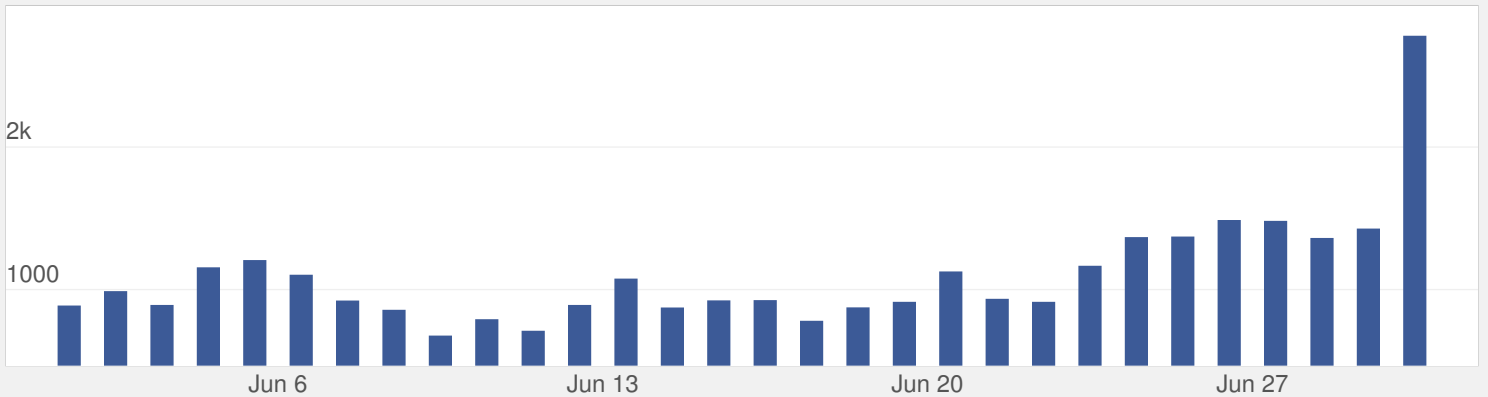
FAN GROWTH

New Fans 1.3k Unliked your Page 20

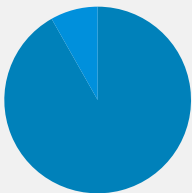


PAGE IMPRESSIONS

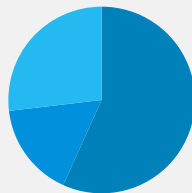
Impressions 32,884 by 27,009 users



IMPRESSIONS



- Fan 8.1k
- Page Post 724
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Other 0
- Event 0



- Paid 18.6k
- Organic 5.4k
- Viral 8.8k

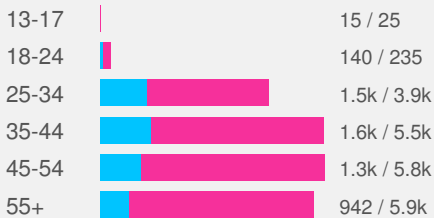
BY DAY OF WEEK

Day	Avg	Total
Sun	1.1k	4.5k
Mon	1.2k	4.8k
Tue	1.0k	4.1k
Wed	1.0k	5.0k
Thu	1.3k	6.5k
Fri	958.3	3.8k
Sat	1.0k	4.1k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Count
United States	26.7k
Mexico	63
Puerto Rico	38
Canada	38
United Kingdom	31

TOP CITIES

City	Count
New York, NY	169
Houston, TX	154
Chicago, IL	127
Philadelphia, PA	109
San Antonio, TX	106





Facebook Pages Report for Heirloom Countertops

Jun 01, 2016 - Jun 30, 2016

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

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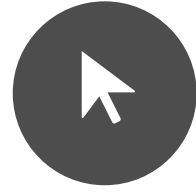
Facebook Activity Overview



32,884
IMPRESSIONS



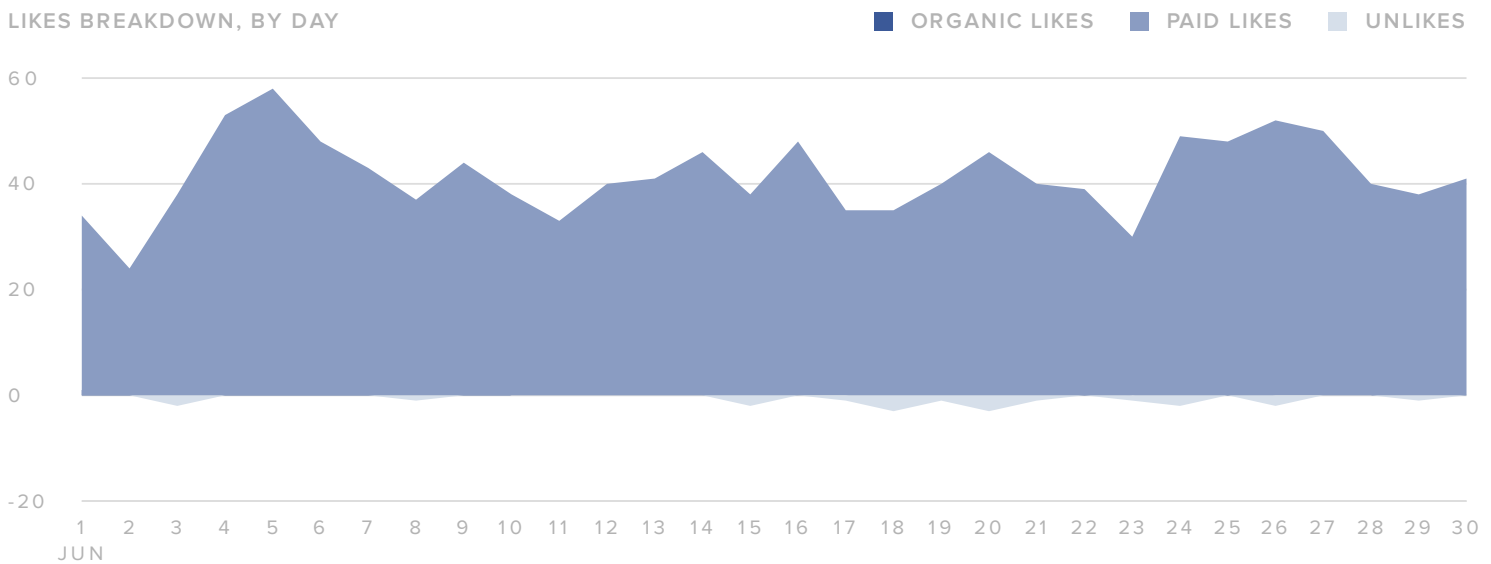
212
POST ENGAGEMENTS



22
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

Total Fans	4,078
Paid Likes	1,246
Organic Likes	30
Unlikes	20
Net Likes	1,256

The number of net likes increased by

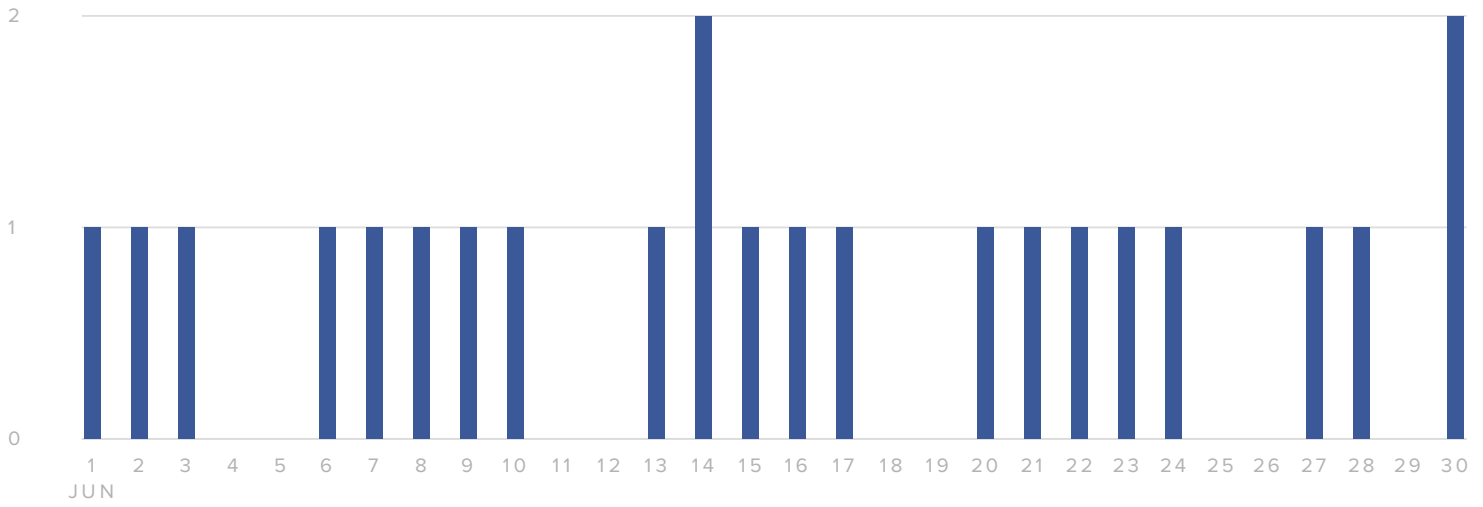
▲ 37.7%

since previous month

Publishing Behavior

POSTS, BY DAY

■ POSTS SENT



PUBLISHING METRICS

TOTALS

Photos	10
Videos	-
Posts	13
Total Posts	23

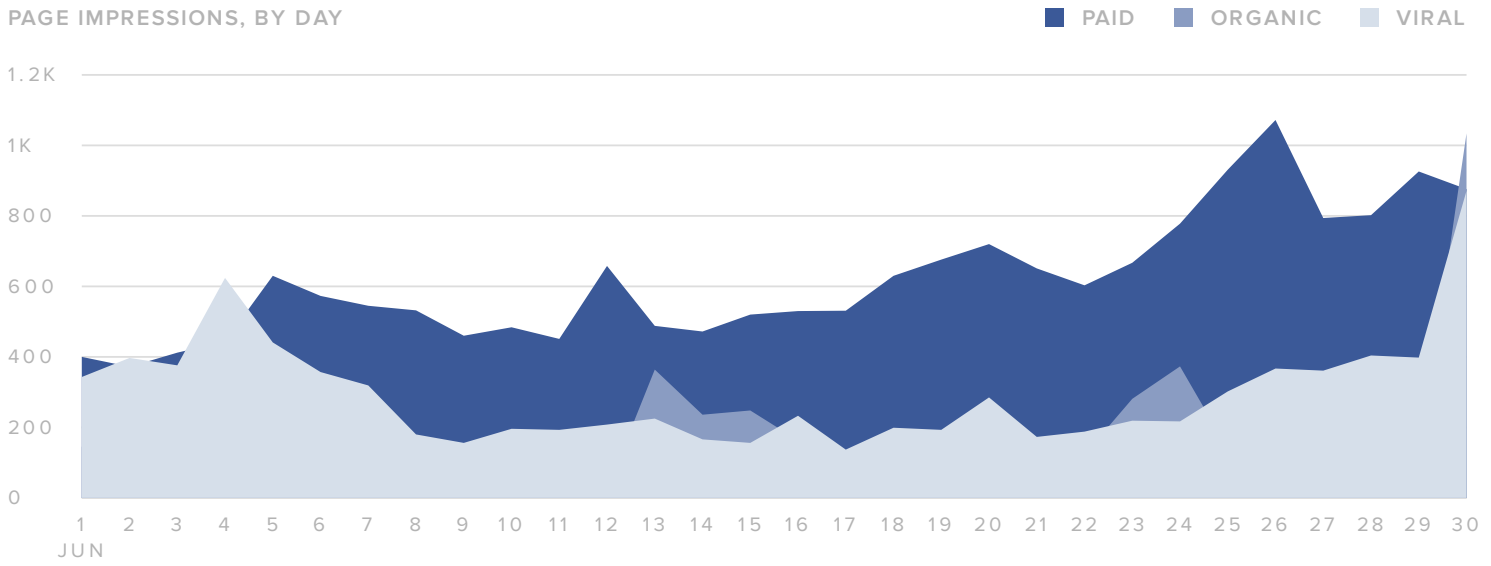
The number of posts you sent increased by

▲ 21.1%

since previous month

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS

TOTALS

Organic Impressions	5,372
Viral Impressions	8,884
Paid Impressions	18,628
Total Impressions	32,884

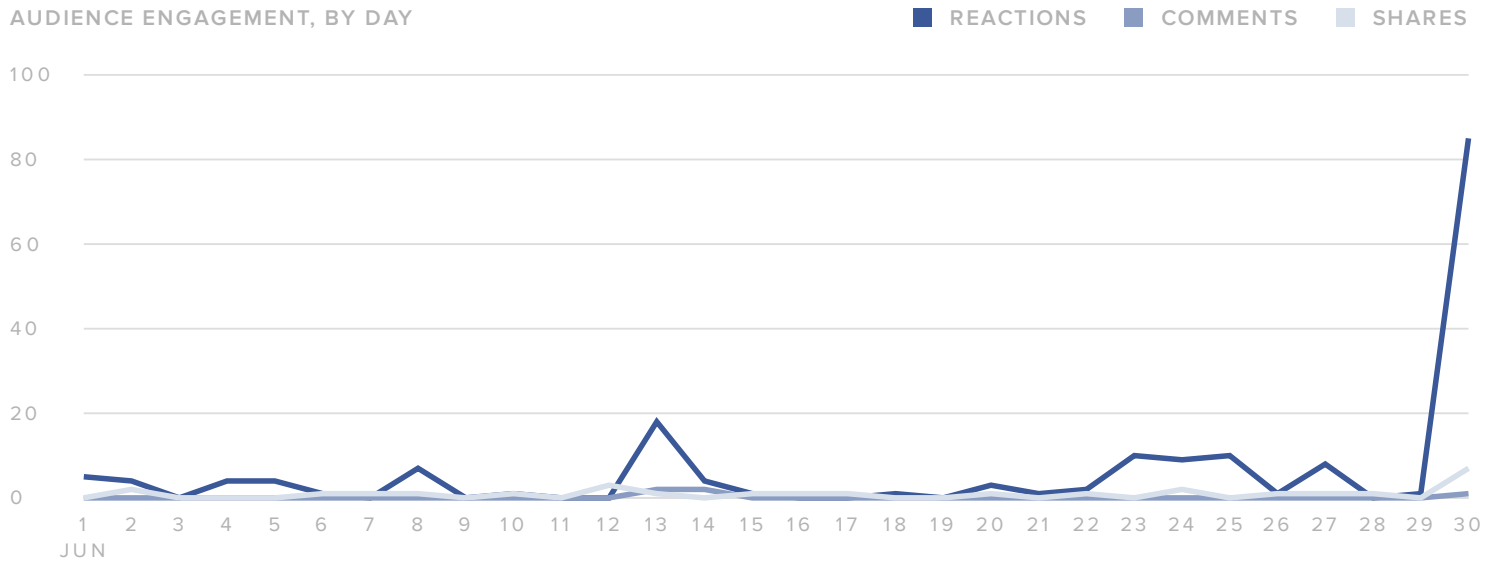
Total Impressions increased by

▲ 1.7%

since previous month

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	180
Comments	5
Shares	27
Total Engagements	212

Total Engagements decreased
by
▼ 49.3%
since previous month

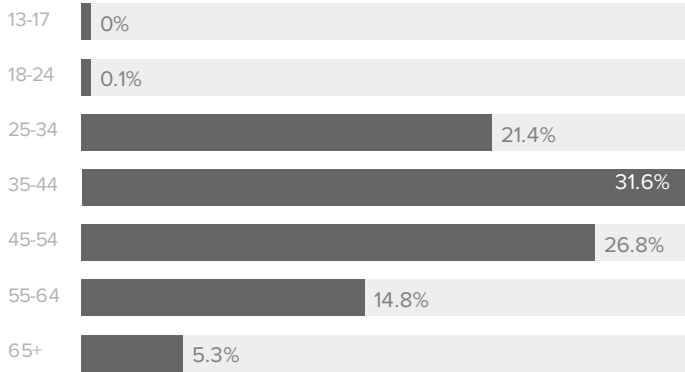
Demographics

PAGE FANS

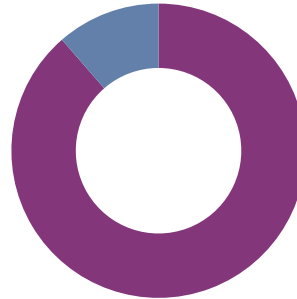
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



88.6%

FEMALE

11.4%

MALE


Women between the ages of 35-44 appear to be the leading force among your fans.

TOP COUNTRIES

TOP CITIES

Country	Count	City	Count
United States	4,101	New York, NY	43
Mexico	2	Houston, TX	34
United Kingdom	1	Philadelphia, PA	32
Singapore	1	Chicago, IL	30
Israel	1	El Paso, TX	20
Liberia	1	Detroit, MI	18
Jamaica	1	Memphis, TN	17
Iraq	1	Baltimore, MD	17
China	1	Louisville, KY	15
Guam	1	Oklahoma City, OK	14
Dominican Republic	1	Toledo, OH	13
		Indianapolis, IN	13

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Heirloom Counter...	4,078	41.50%	23	32,884	1,430	212	9.2	22



Instagram Profiles Report

for heirloomcountertops

Jun 01, 2016 - Jun 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.

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Top Instagram Posts



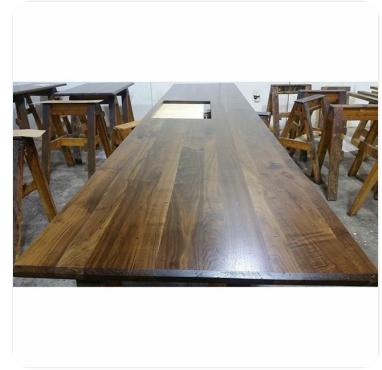
@heirloomcountertops

50 Engagements



@heirloomcountertops

44 Engagements



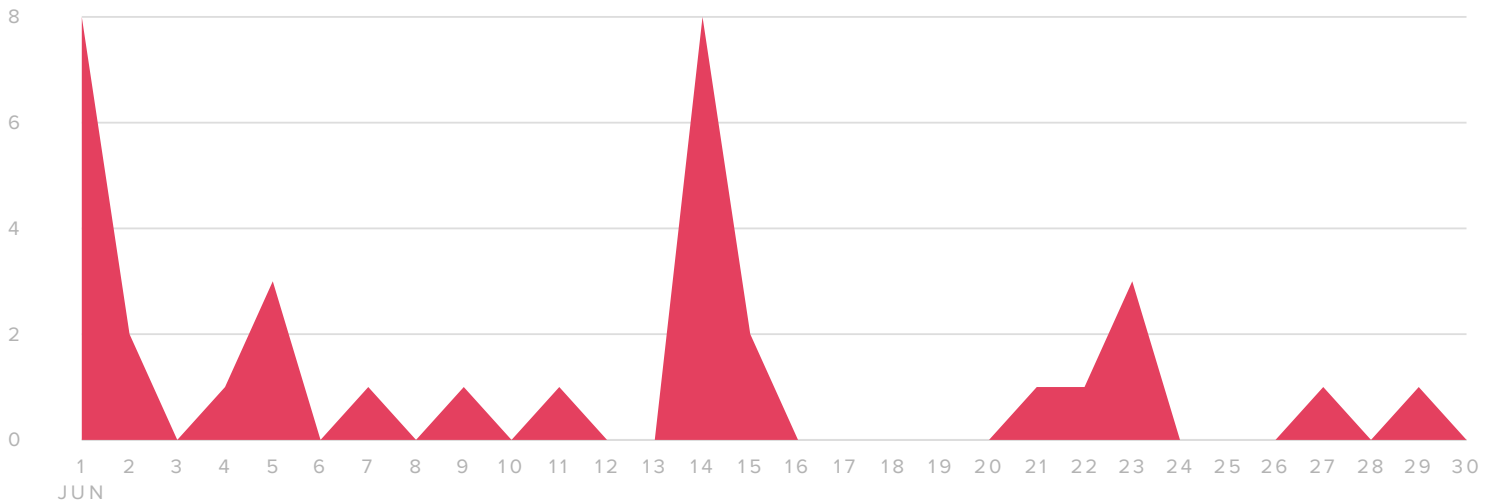
@heirloomcountertops

33 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

92

Followers Gained

9

People that you Followed

–

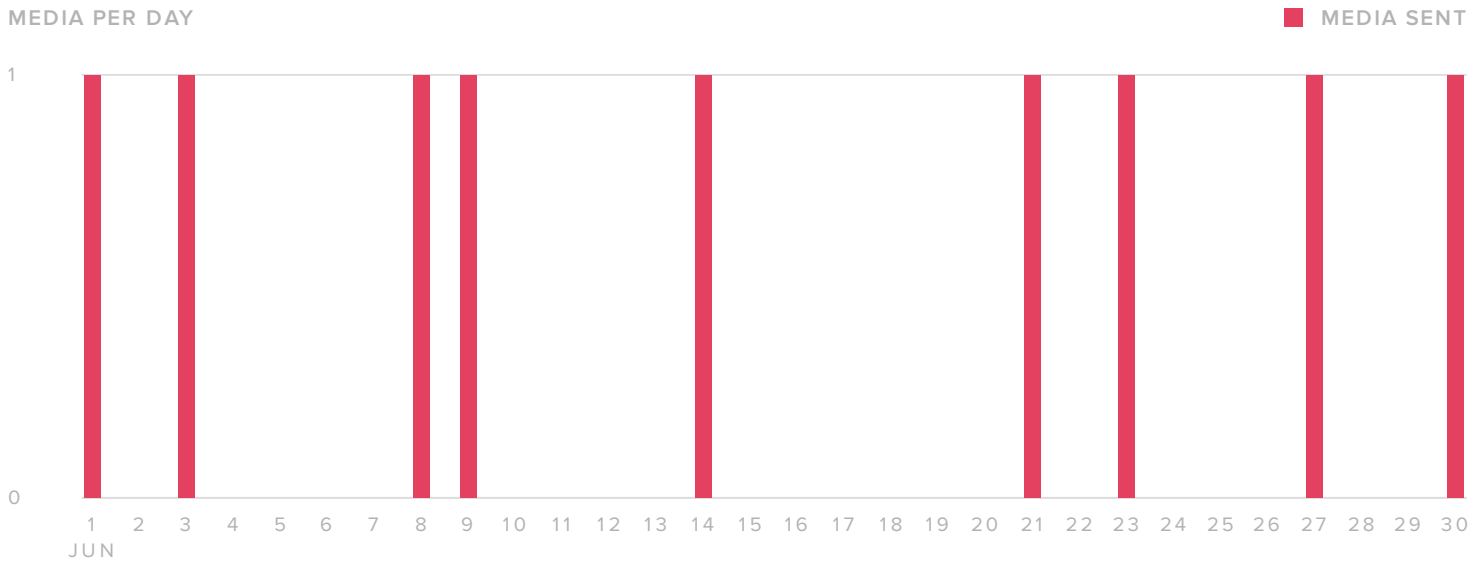
Your new followers decreased by

▼ 65.4%

since previous month

Publishing Behavior

MEDIA PER DAY



PUBLISHING METRICS

TOTALS

Photos	9
Videos	-
Total Media	9

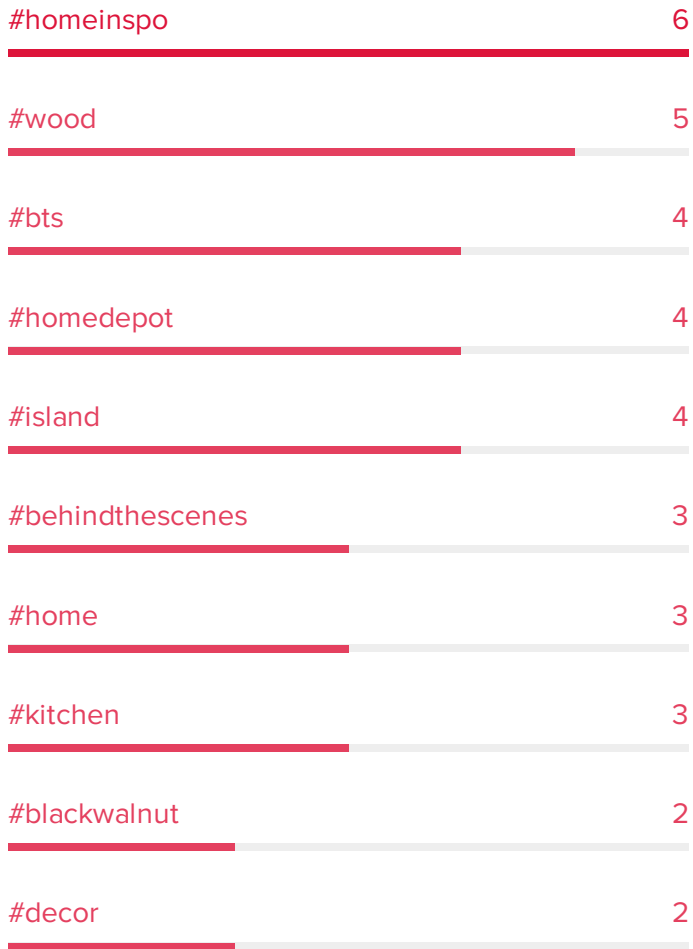
The number of media you sent increased by

▲ 12.5%

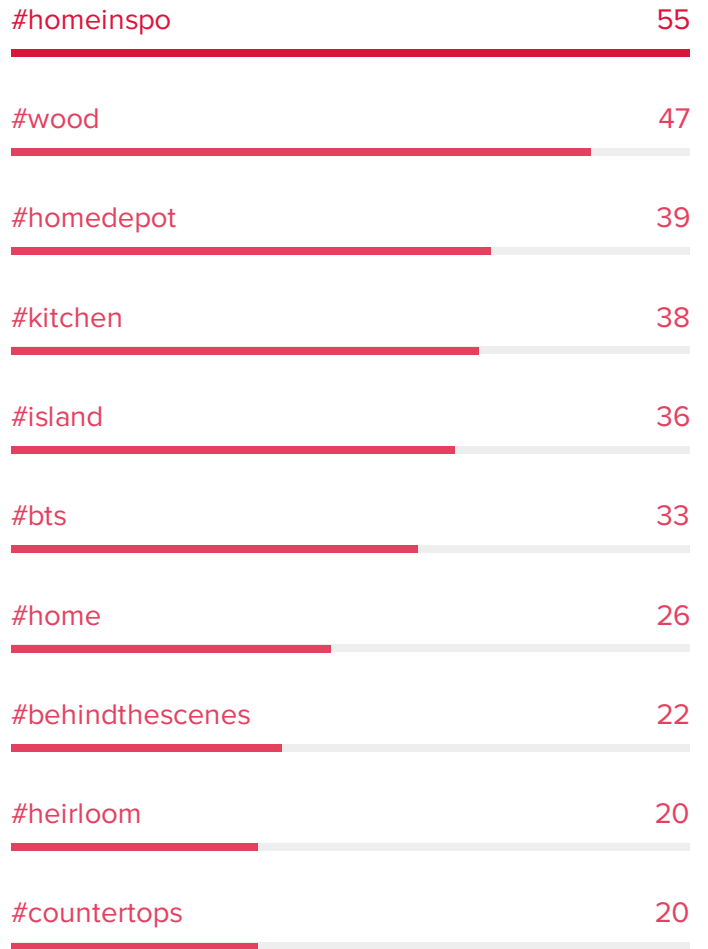
since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

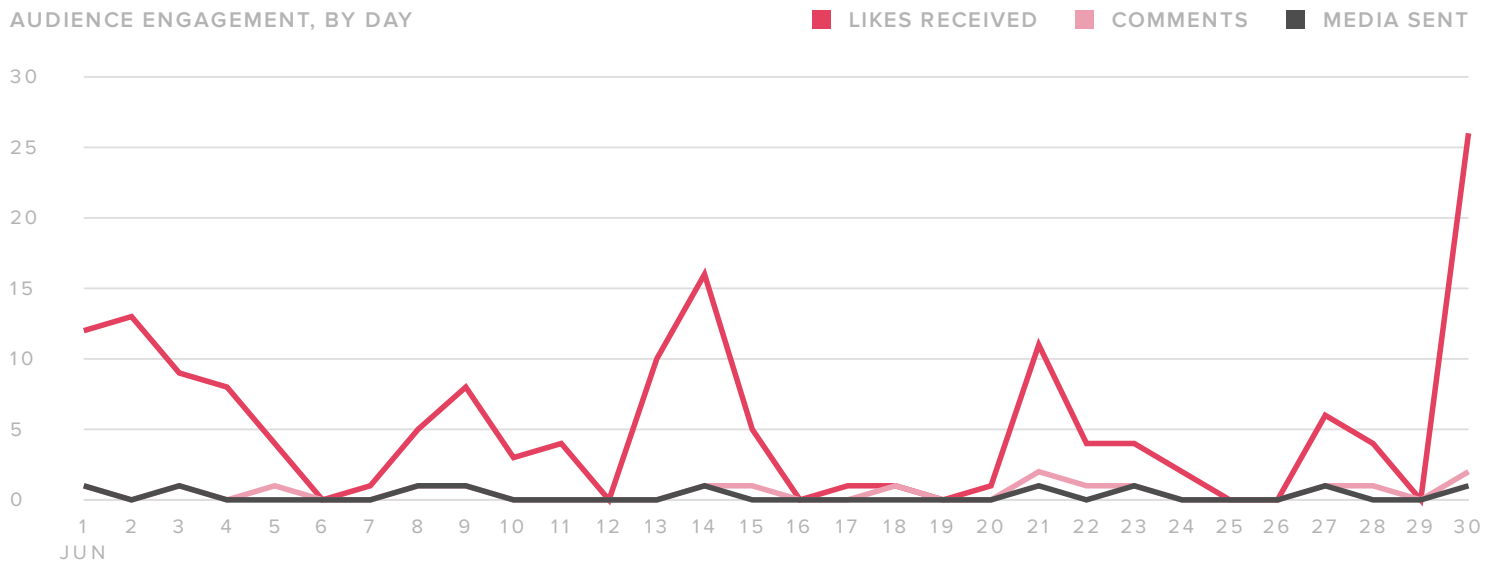


MOST ENGAGED HASHTAGS



Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS

TOTALS

Likes Received	158
Comments Received	16
Total Engagements	174
Engagements per Follower	1.9
Engagements per Media	19.3

The number of engagements increased by

▲ **62.6%**

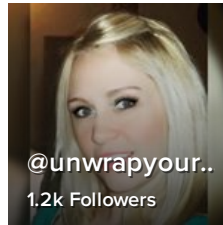
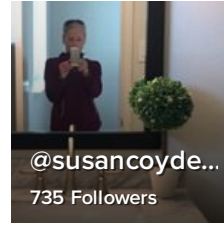
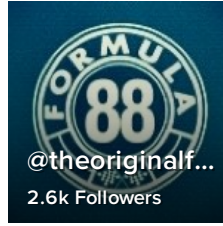
since previous month

The number of engagements per media increased by


▲ **44.5%**

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
 heirloomcountertops	92	10.8%	9	9	8	174	19.3	1.89



Twitter Profiles Report

for @HeirloomWood

Jun 01, 2016 - Jun 30, 2016

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Twitter Activity Overview



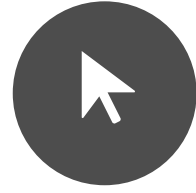
1,991

ORGANIC IMPRESSIONS



4

TOTAL ENGAGEMENTS

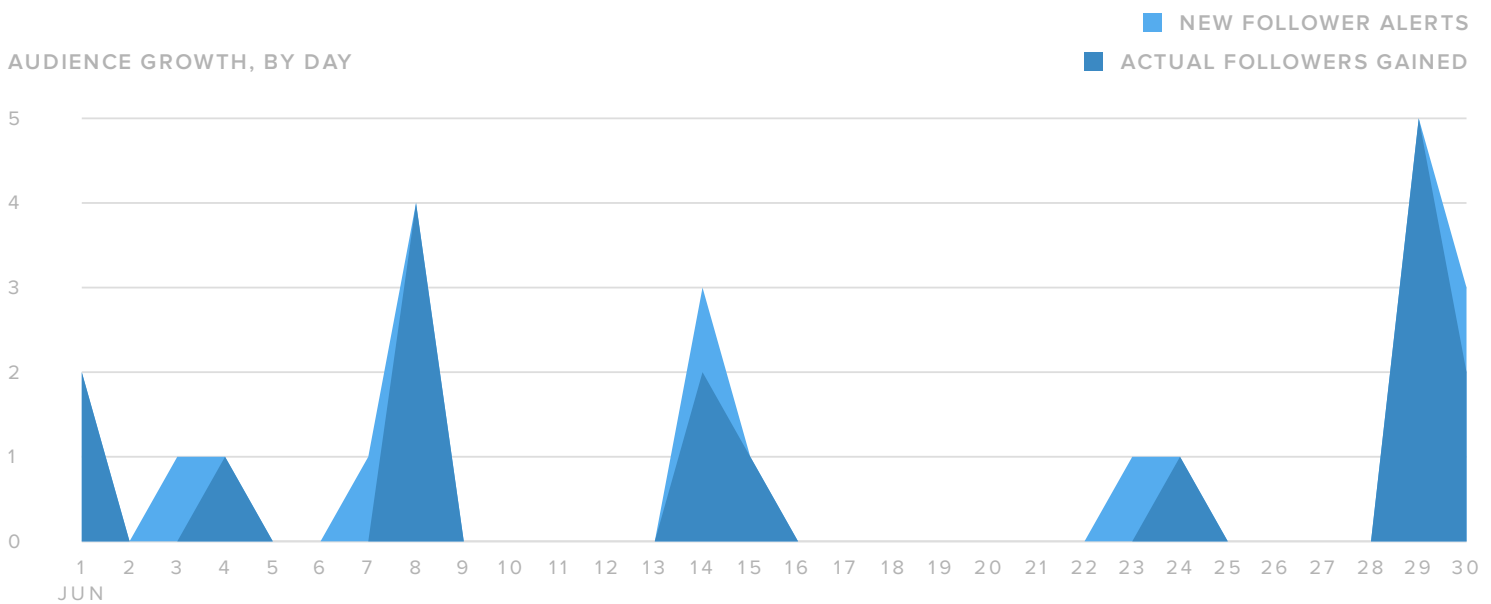


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LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

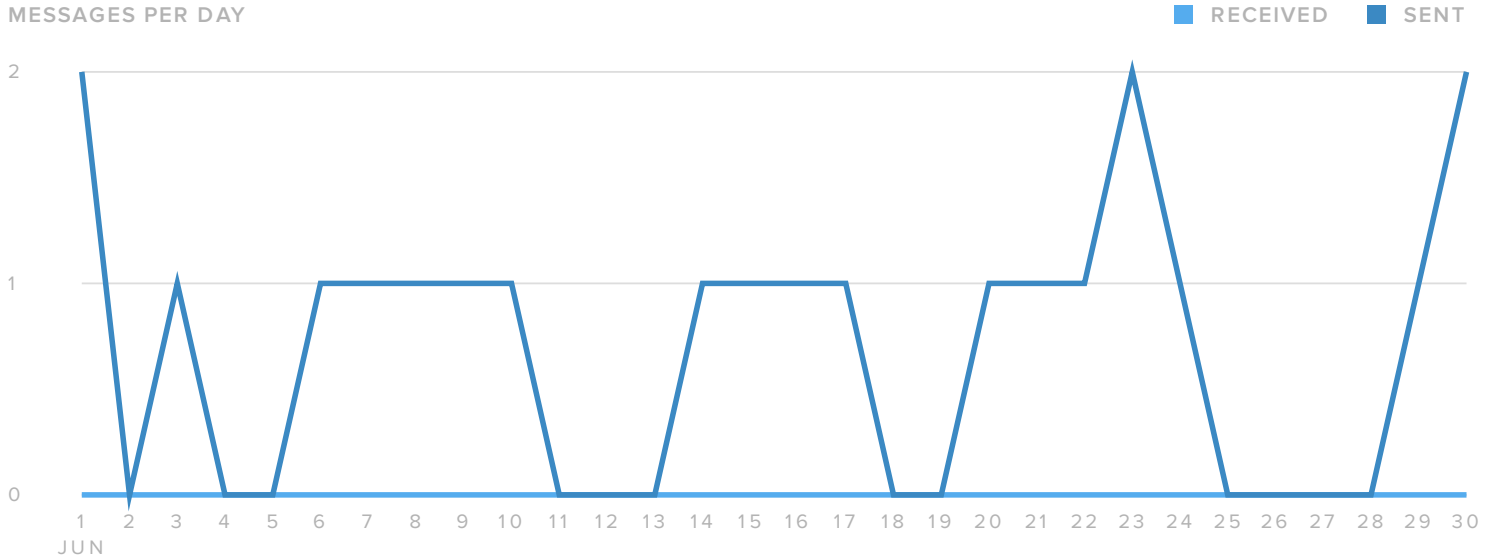
Total Followers	63
New Follower alerts	16
Actual Followers gained	1
People that you followed	25

Your new followers increased by



Posts & Conversations

MESSAGES PER DAY



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

▼ **4.5%**

since previous month

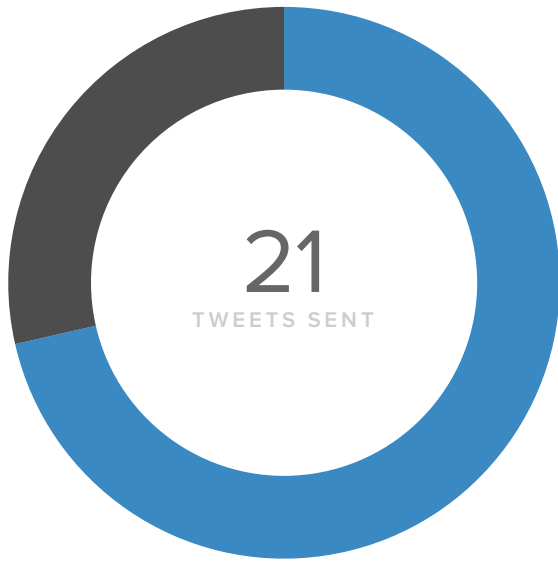
The number of messages you received increased by



since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT

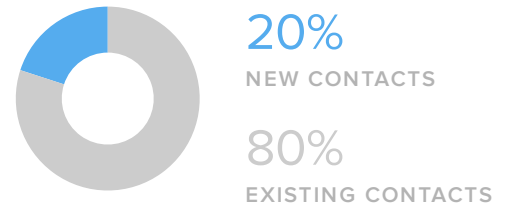
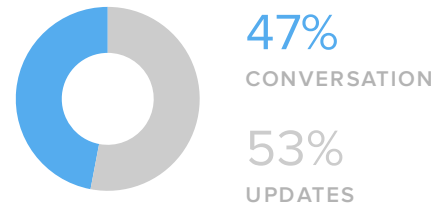


0
PLAIN TEXT

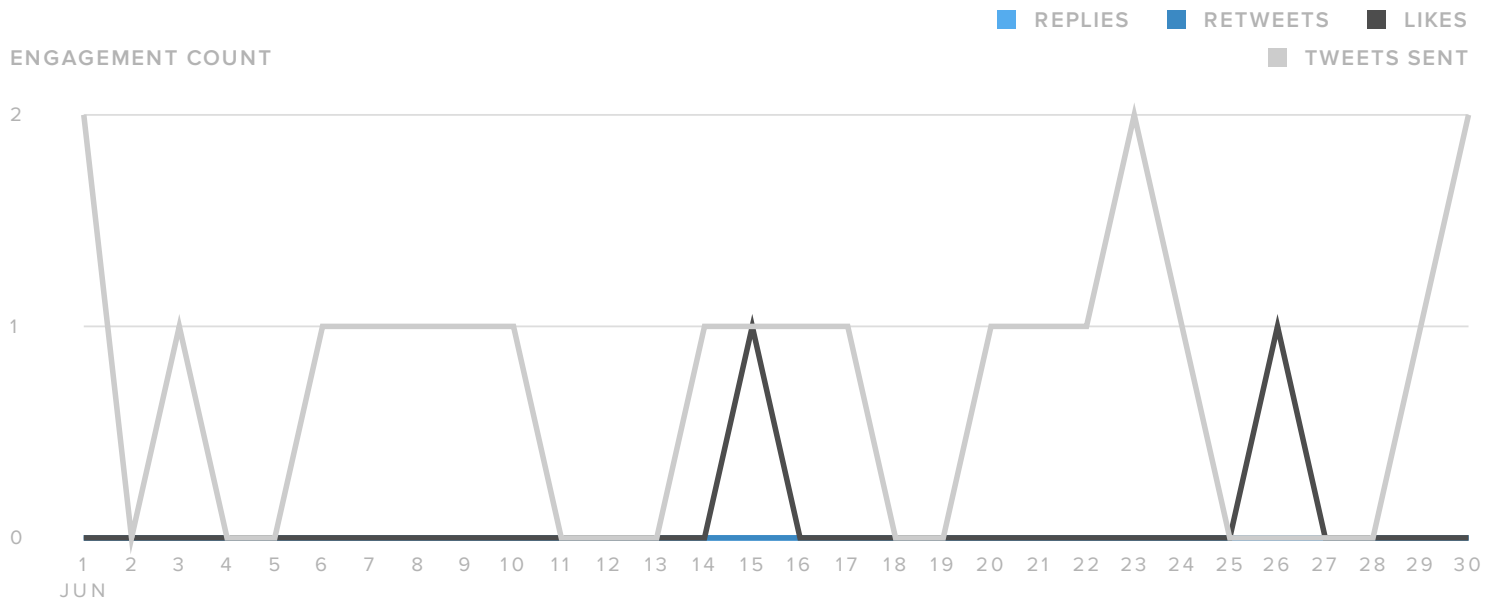
15
PAGE LINKS

6
PHOTO LINKS

YOUR TWEETING BEHAVIOR



Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	–
Retweets	–
Retweets with Comments	–
Likes	2
Engagements per Follower	0.1
Impressions per Follower	31.6
Engagements per Tweet	0.2
Impressions per Tweet	94.8
Engagements per Impression	0.2%

The number of engagements increased by **300.0%** since previous month

The number of impressions per Tweet decreased by **1.9%** since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER




55%

FEMALE FOLLOWERS

45%

MALE FOLLOWERS

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @HeirloomWood	63	1.6%	1,991	31.60	4	0.06	–	–