



GROUP REPORT

from June 1, 2016 - June 30, 2016

 @pilatesinthegr

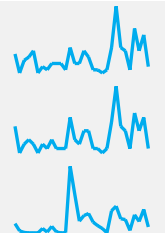
 Pilates in the Grove

GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	144	
Sent Messages	5	
New Twitter Followers	1	
New Facebook Fans	16	

144 INTERACTIONS
 BY **105 UNIQUE USERS**
19,414 POTENTIAL REACH



TWITTER STATS


across all Twitter accounts




FOLLOWER DEMOGRAPHICS

 **44%** MALE FOLLOWERS
 **56%** FEMALE FOLLOWERS



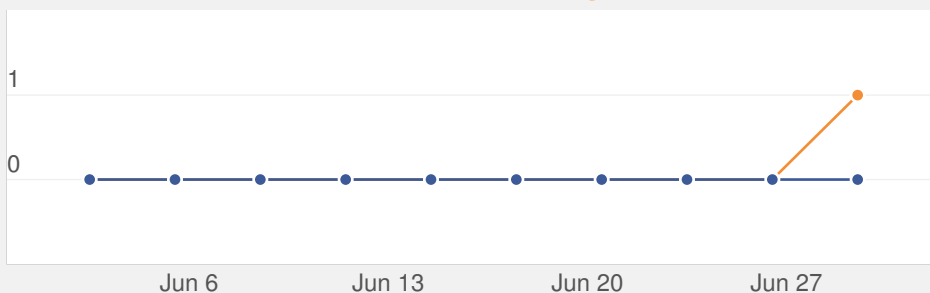
TWITTER STATS

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




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

DAILY INTERACTIONS

@MENTIONS 1 **RETWEETS 0**



OUTBOUND TWEET CONTENT

 **0** Plain Text
 **0** Links to Pages
 **0** Photo Links

FACEBOOK STATS across all Facebook pages

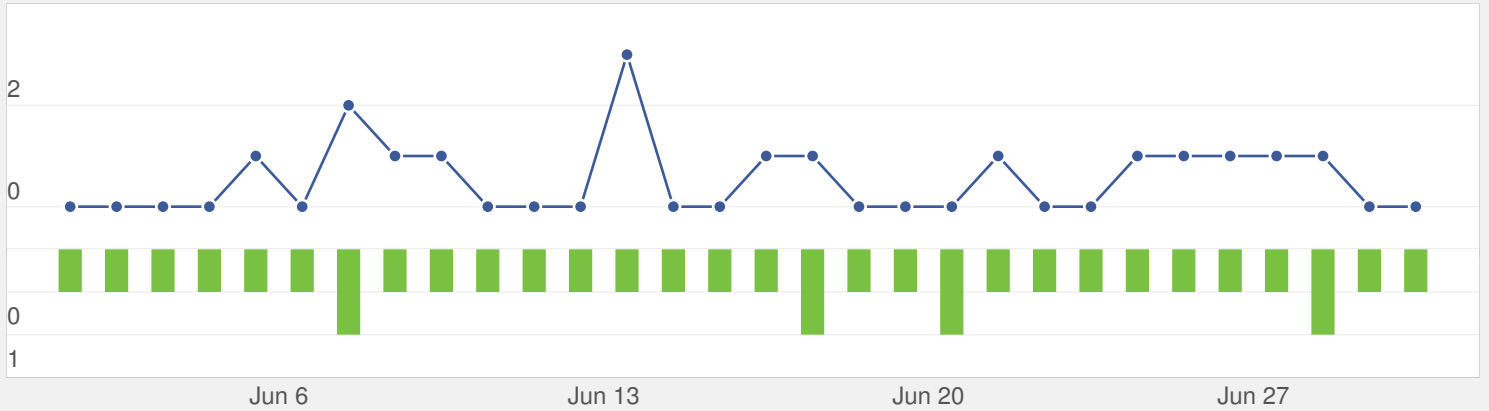


My Facebook Pages

1.06k Total Likes, and 12 people talking about this

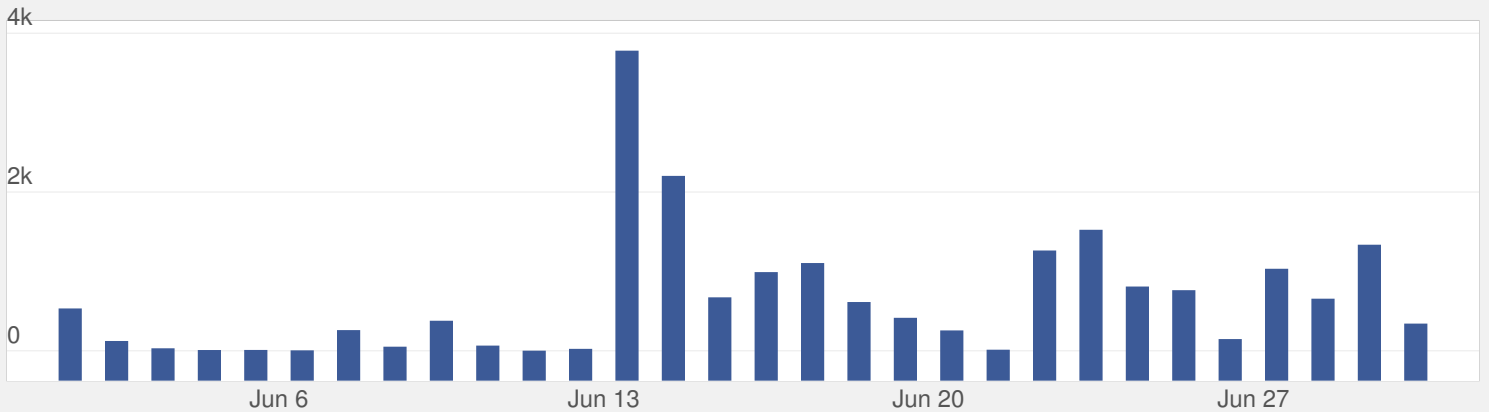
FAN GROWTH

New Fans 16 Unliked your Page 4

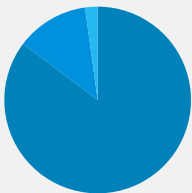


PAGE IMPRESSIONS

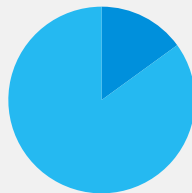
Impressions 19,414 by 10,835 users



IMPRESSIONS



- Checkin 14.0k
- Page Post 2.1k
- Fan 355
- Mention 0
- Question 0
- User Post 0
- Coupon 0
- Other 0
- Event 0



- Paid 0
- Organic 2.9k
- Viral 16.4k

BY DAY OF WEEK

AVG

TOTAL

Day	Avg	Total
Sun	149	596
Mon	1.3k	5.1k
Tue	783	3.1k
Wed	771.2	3.9k
Thu	671.6	3.4k
Fri	502.5	2.0k
Sat	346.8	1.4k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

TOP COUNTRIES

TOP CITIES

Age Group	Count / Total
13-17	4 / 8
18-24	56 / 312
25-34	986 / 3.0k
35-44	687 / 2.5k
45-54	309 / 1.3k
55+	274 / 1.1k

Country	Count
United States	8.3k
France	578
United Kingdom	568
Italy	164
Canada	145

City	Count
Miami, FL	1.1k
New York, NY	484
Coral Gables, FL	354
London, United Kingdom	231
Miami Beach, FL	147





Facebook Pages Report

for Pilates in the Grove

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.

Facebook Activity Overview



19,414
IMPRESSIONS



99
POST ENGAGEMENTS

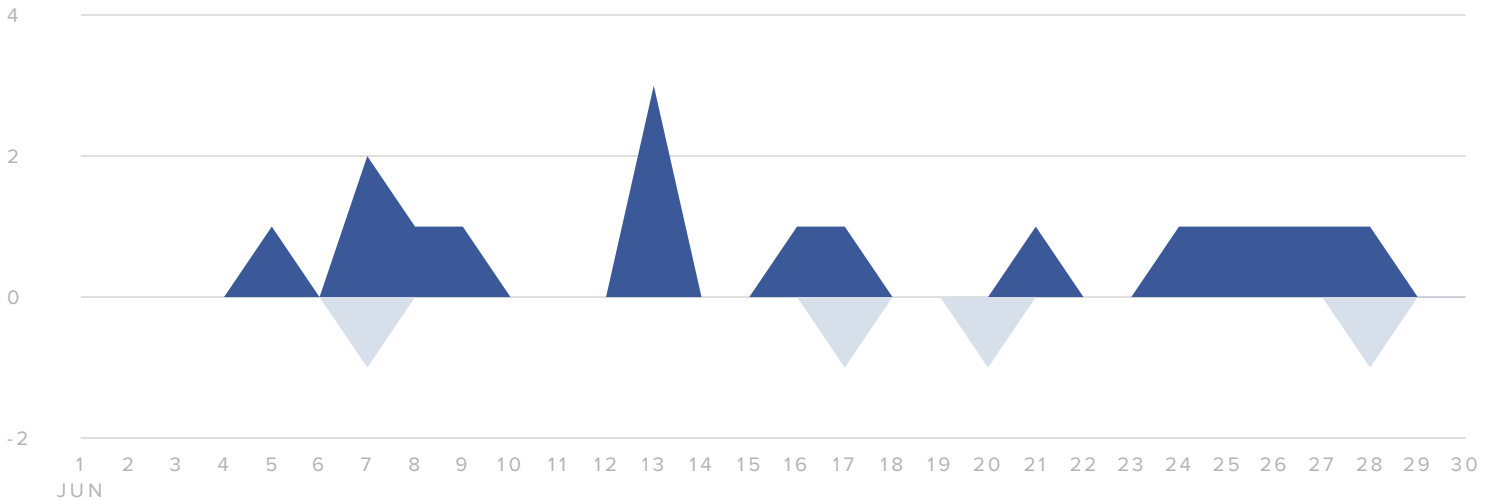


38
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY

■ ORGANIC LIKES ■ UNLIKES



AUDIENCE GROWTH METRICS

TOTALS

Total Fans	1,058
Paid Likes	-
Organic Likes	16
Unlikes	4
Net Likes	12

The number of net likes decreased by

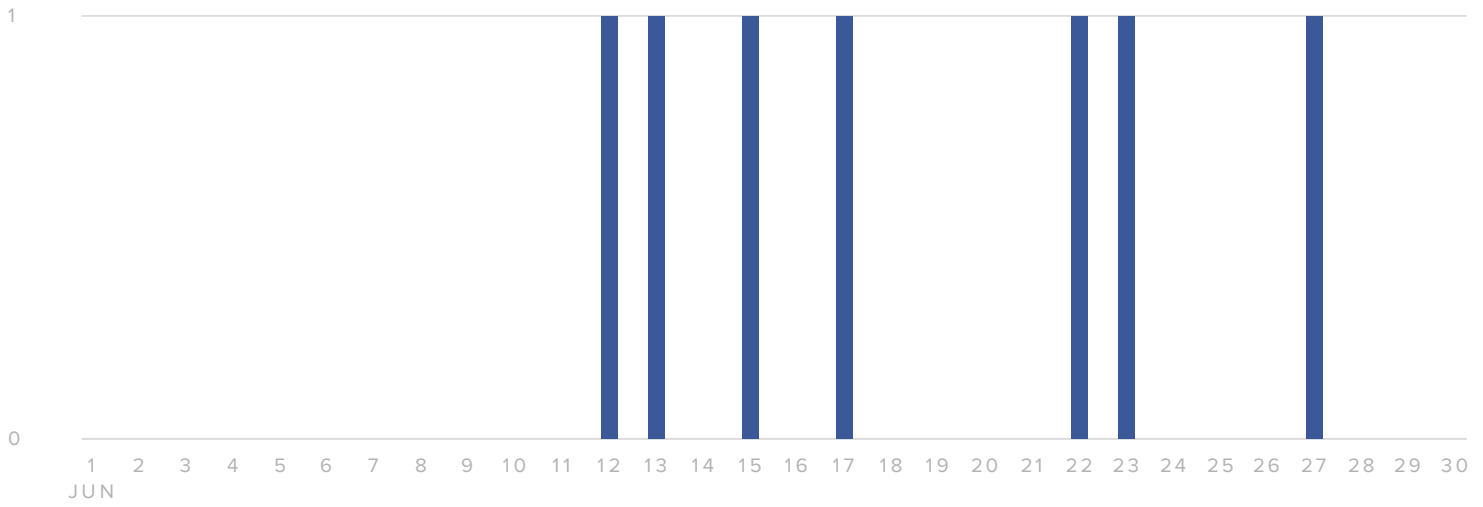
▼ **68.4%**

since previous month

Publishing Behavior

POSTS, BY DAY

■ POSTS SENT



PUBLISHING METRICS

TOTALS

Photos	2
Videos	-
Posts	5
Total Posts	7

The number of posts you sent decreased by

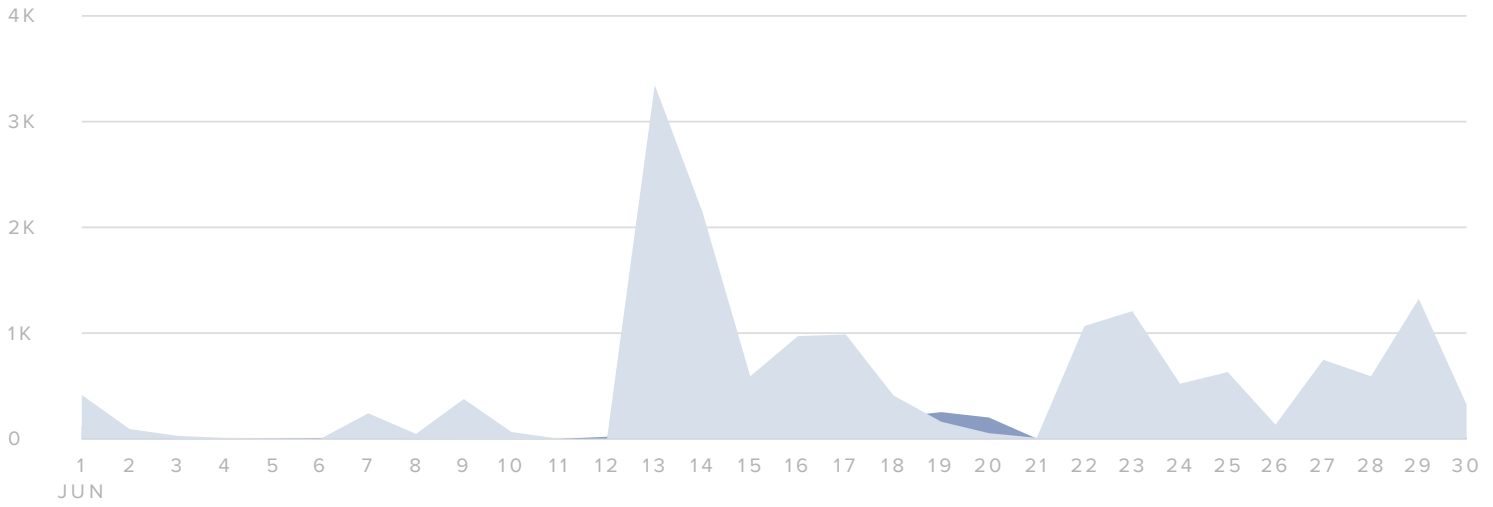
▼ **50.0%**

since previous month

Page Impressions

PAGE IMPRESSIONS, BY DAY

ORGANIC VIRAL



IMPRESSIONS METRICS

TOTALS

Organic Impressions	2,896
Viral Impressions	16,518
Total Impressions	19,414

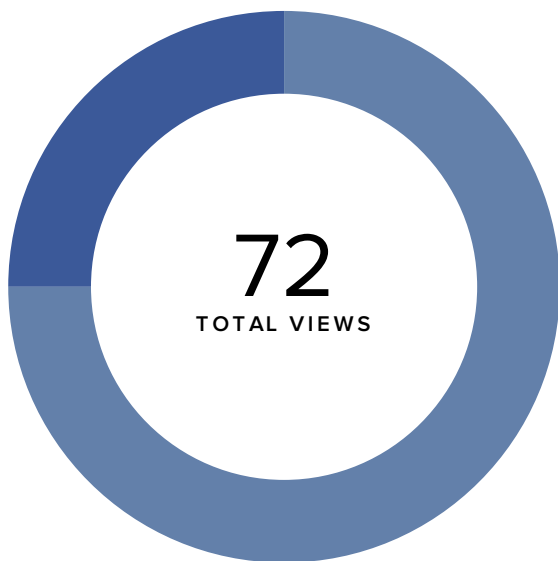
Total Impressions increased by

▲ 9.5%

since previous month

Video Performance

VIEW METRICS



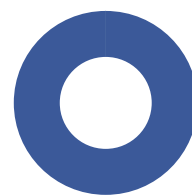
18

ORGANIC FULL

54

ORGANIC PARTIAL

VIEWING BREAKDOWN

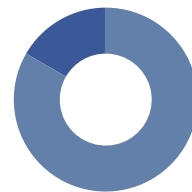


100%

ORGANIC VIEWS

0%

PAID VIEWS



17%

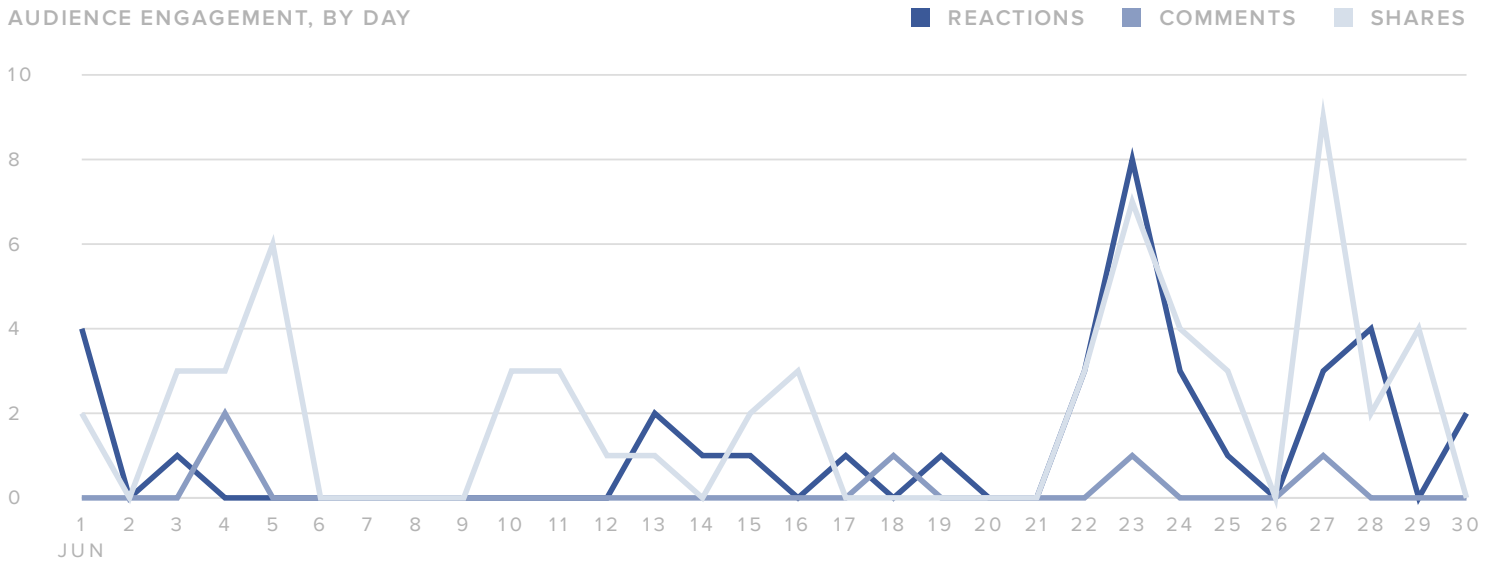
CLICK PLAYS

83%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	35
Comments	5
Shares	59
Total Engagements	99

Total Engagements decreased by
70.4%
 since previous month

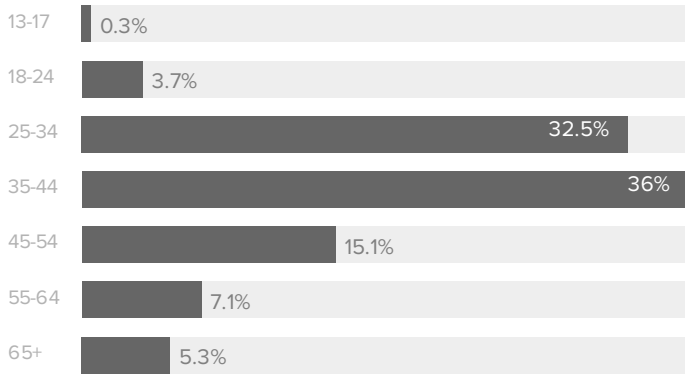
Demographics

PAGE FANS

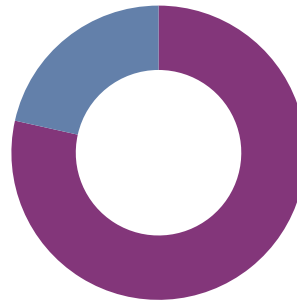
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



78.5%

FEMALE

21.5%

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	887	Miami, FL	221
United Kingdom	18	New York, NY	63
Spain	14	Coral Gables, FL	51
Italy	13	Miami Beach, FL	36
Canada	13	Fort Lauderdale, FL	19
Thailand	9	Kendall, FL	15
Germany	8	Pinecrest, FL	12
Greece	7	Los Angeles, CA	11
Brazil	7	Cutler Bay, FL	10
Australia	6	South Miami, FL	8
Mexico	5	Chicago, IL	8
Ireland	5	Glenvar Heights, FL	7

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Pilates in the Grov..	1,058	1.15%	7	19,414	2,773	99	14.1	38



Instagram Profiles Report

for pilatesinthegrove

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.

Top Instagram Posts



@pilatesinthegrove
214 Engagements



@pilatesinthegrove
210 Engagements

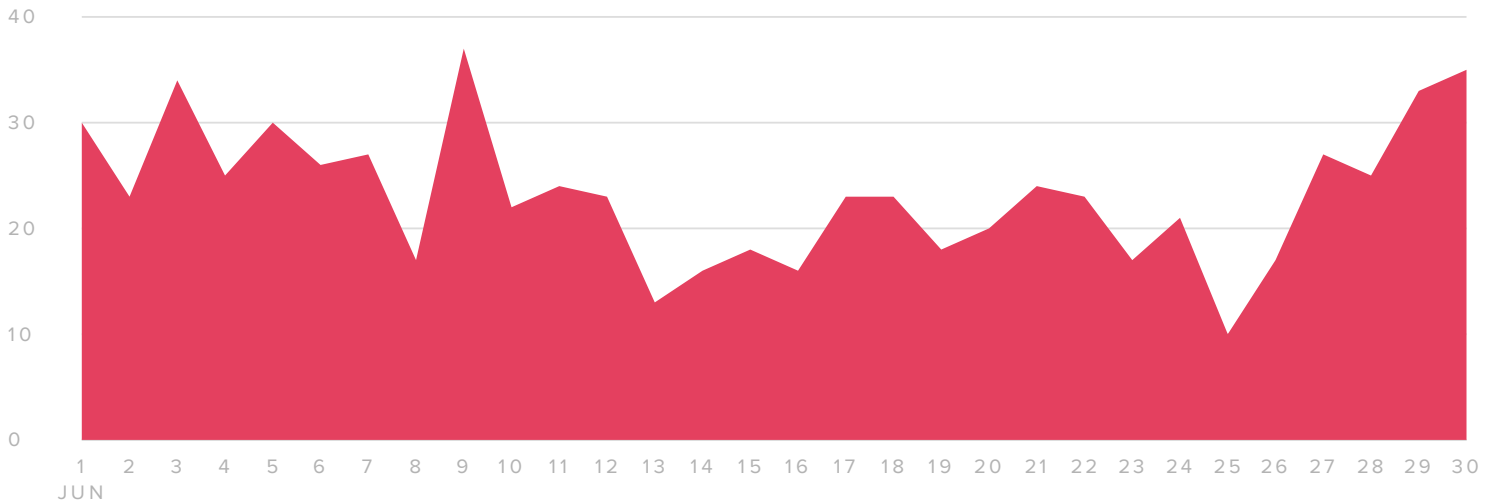


@pilatesinthegrove
207 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

4,294

Followers Gained

667

People that you Followed

11

Your new followers decreased by

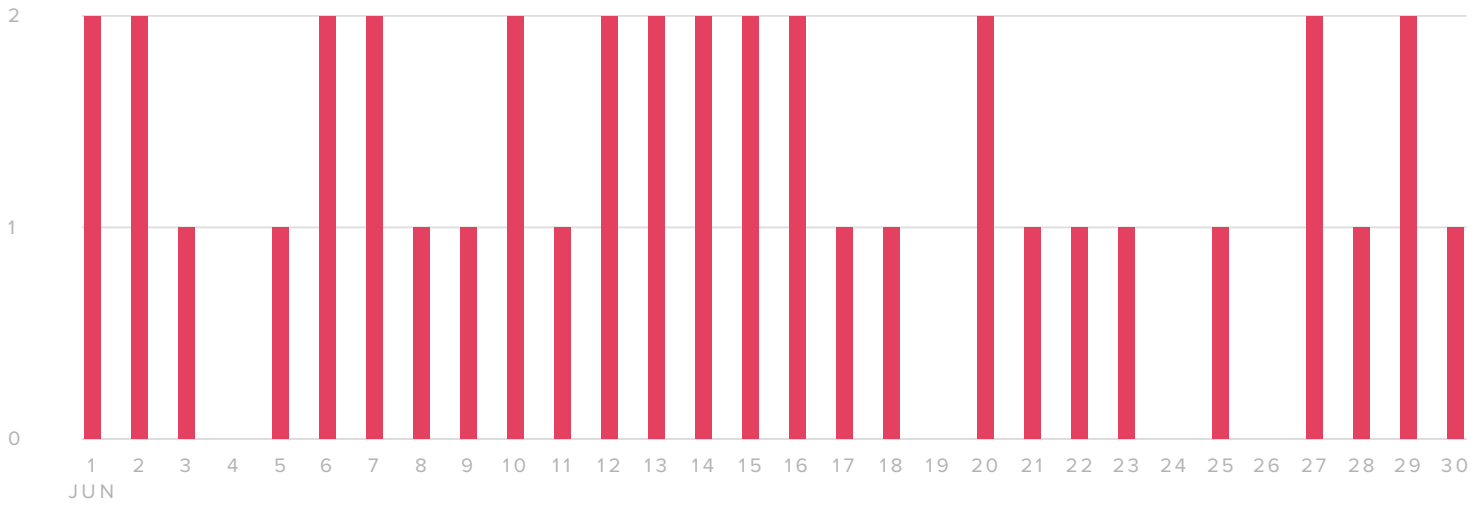
▼ 5.0%

since previous month

Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	27
Videos	12
Total Media	39

The number of media you sent decreased by

▼ **13.3%**

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

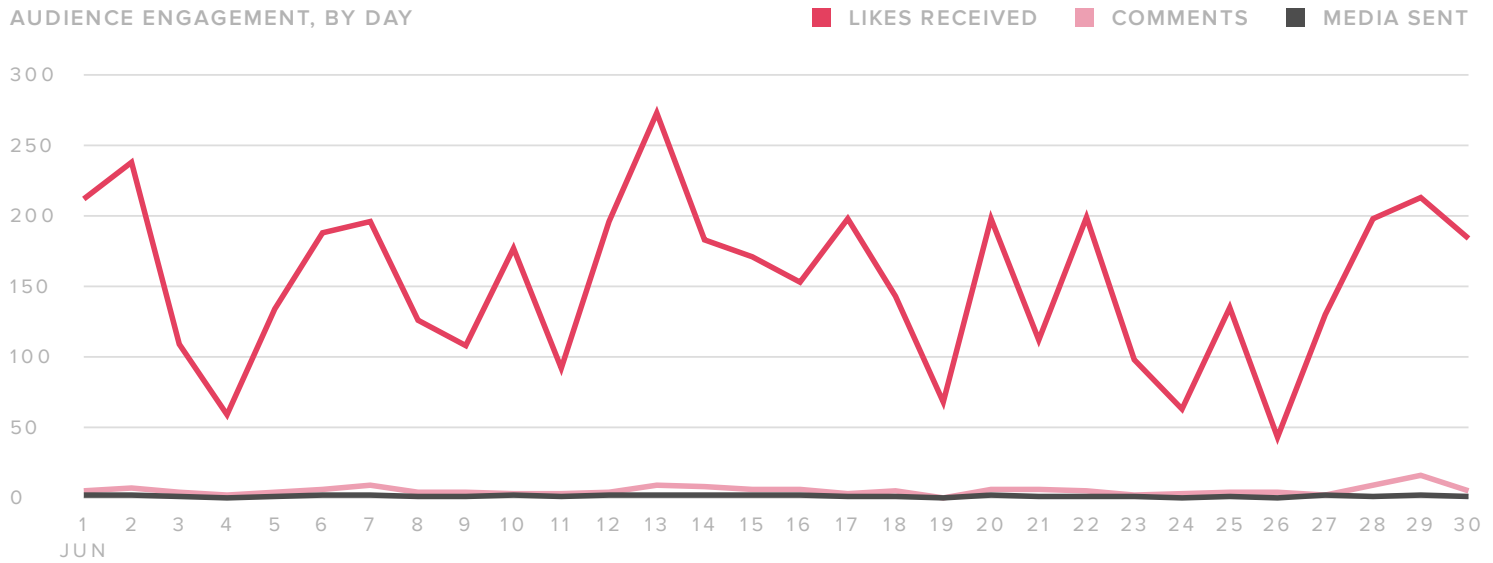
#pilatesinthegrove	31
#southmiami	16
#physicaltherapy	15
#pilates	14
#pilatescoconutgrove	11
#coconutgrove	11
#workoutsmarternother	11
#spreadingthehealth	7
#coconutgrovemiami	5
#physicaltherapist	5

MOST ENGAGED HASHTAGS

#pilatesinthegrove	1,751
#coconutgrove	1,109
#pilates	1,068
#southmiami	992
#workoutsmarternother	966
#physicaltherapy	897
#pilatescoconutgrove	845
#physicaltherapist	495
#coconutgrovemiami	390
#mindbody	352

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	4,597
Comments Received	154
Total Engagements	4,751
Engagements per Follower	1.1
Engagements per Media	121.8

The number of engagements increased by

▲ **3.3%**

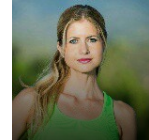
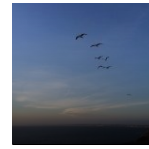
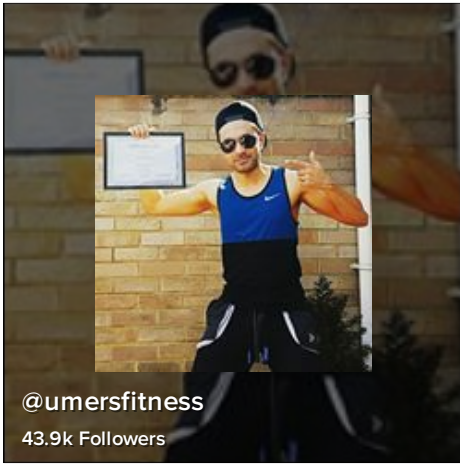
since previous month

The number of engagements per media increased by


▲ **19.1%**

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
 pilatesinthegrove	4,294	18.4%	667	39	22	4,751	121.8	1.11



Twitter Profiles Report

for @pilatesinthegrv

Jun 01, 2016 - Jun 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



ORGANIC IMPRESSIONS



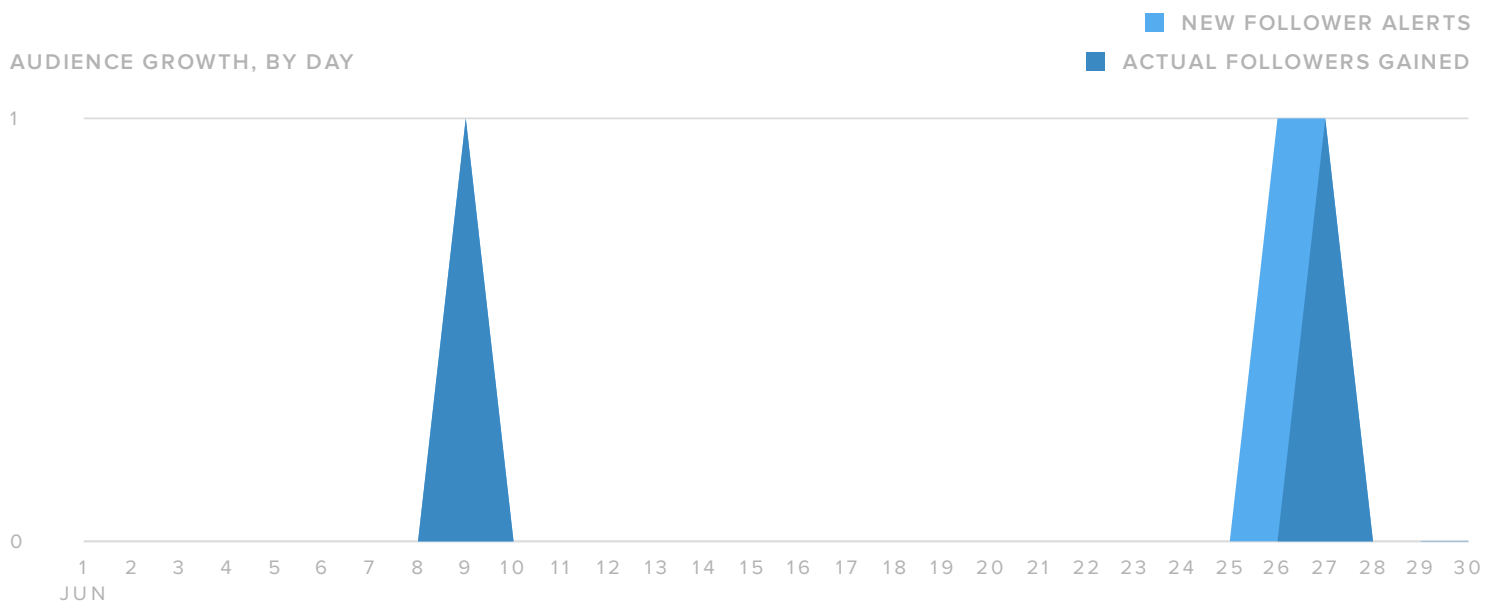
TOTAL ENGAGEMENTS



LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

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

Your new followers increased by

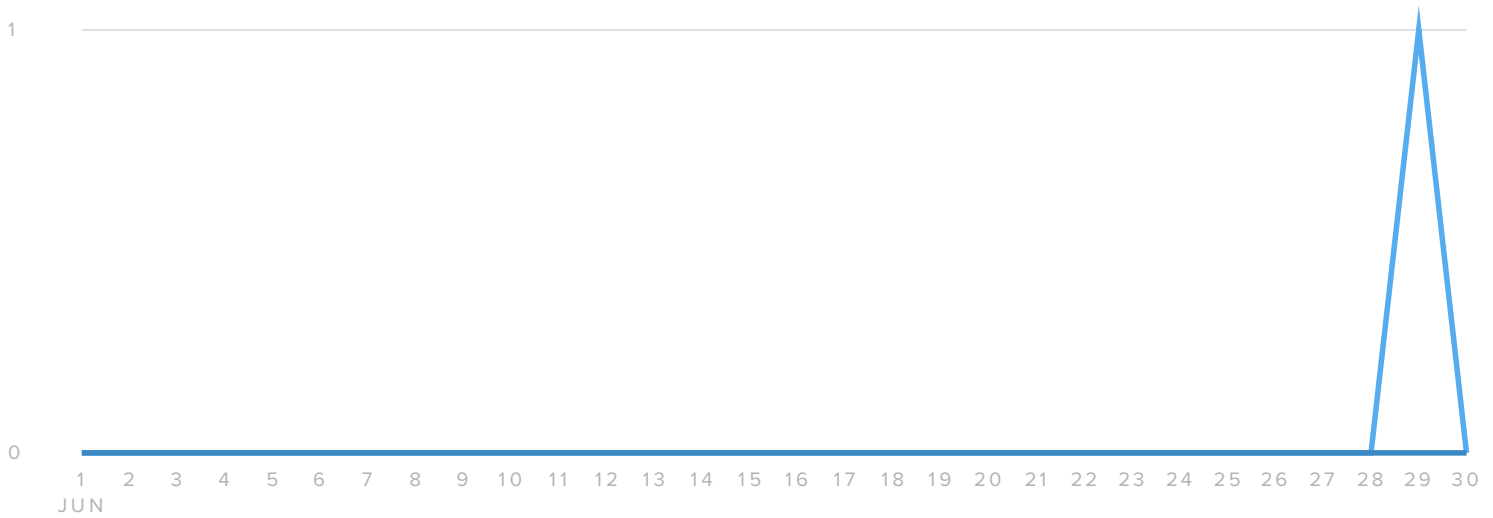
▲ **100.0%**

since previous month

Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT

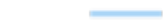


SENT/RECEIVED METRICS

TOTALS

Tweets sent	–
Direct Messages sent	–
Total Sent	–
Mentions received	1
Direct Messages received	–
Total Received	1

The number of messages you sent increased by



since previous month

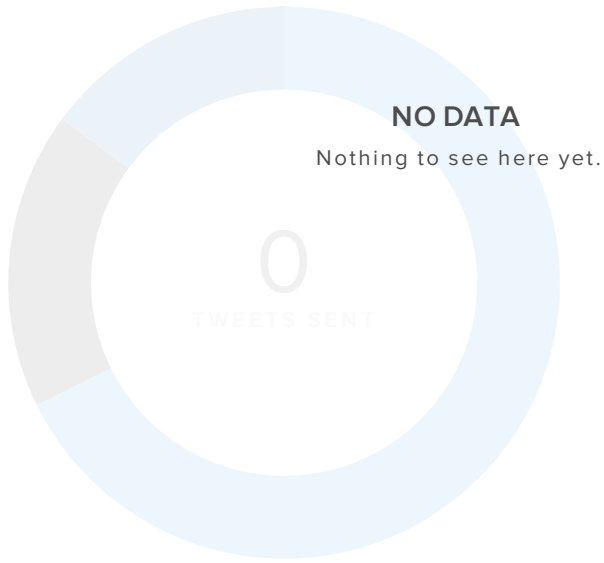
The number of messages you received increased by



since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



1077

PLAIN TEXT

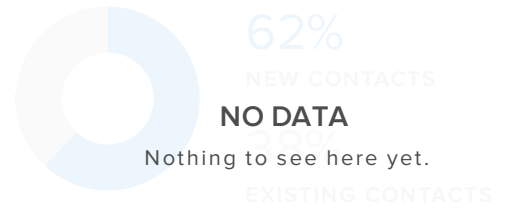
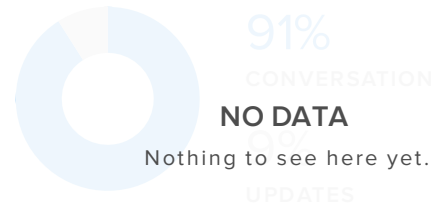
237

PAGE LINKS

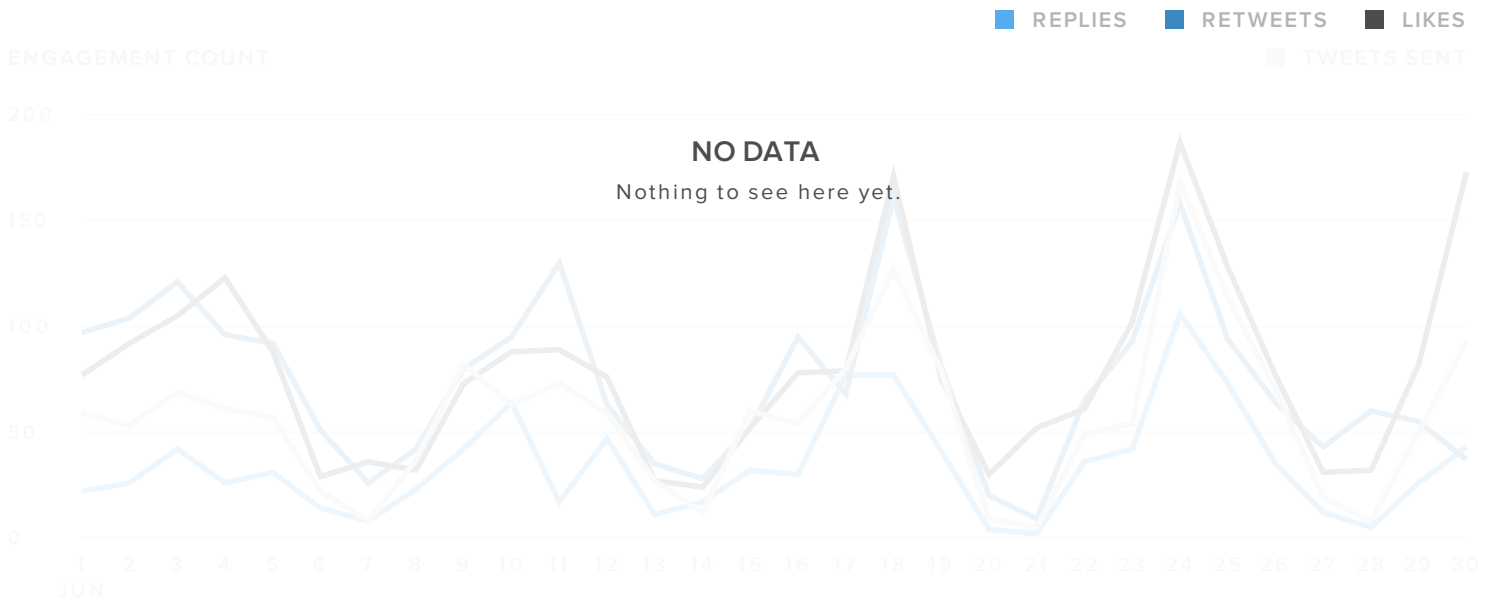
277

PHOTO LINKS

YOUR TWEETING BEHAVIOR



Audience Engagement



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

The number of engagements increased by

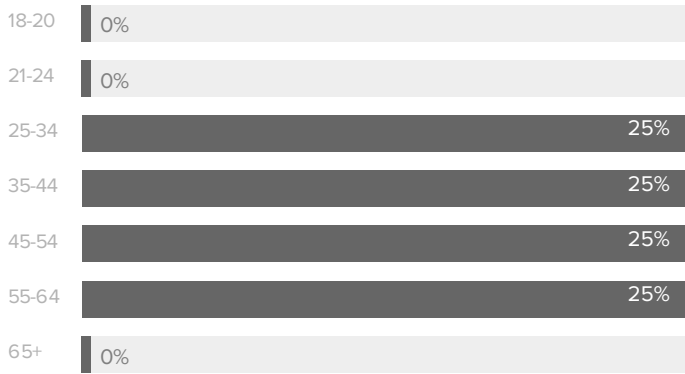


The number of impressions per Tweet increased by



Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



56%


FEMALE FOLLOWERS

44%

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	–	–	–	–	–	–	–