



Facebook Pages Report

for Pilates in the Grove

Jul 01, 2016 - Jul 31, 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



16,322
IMPRESSIONS



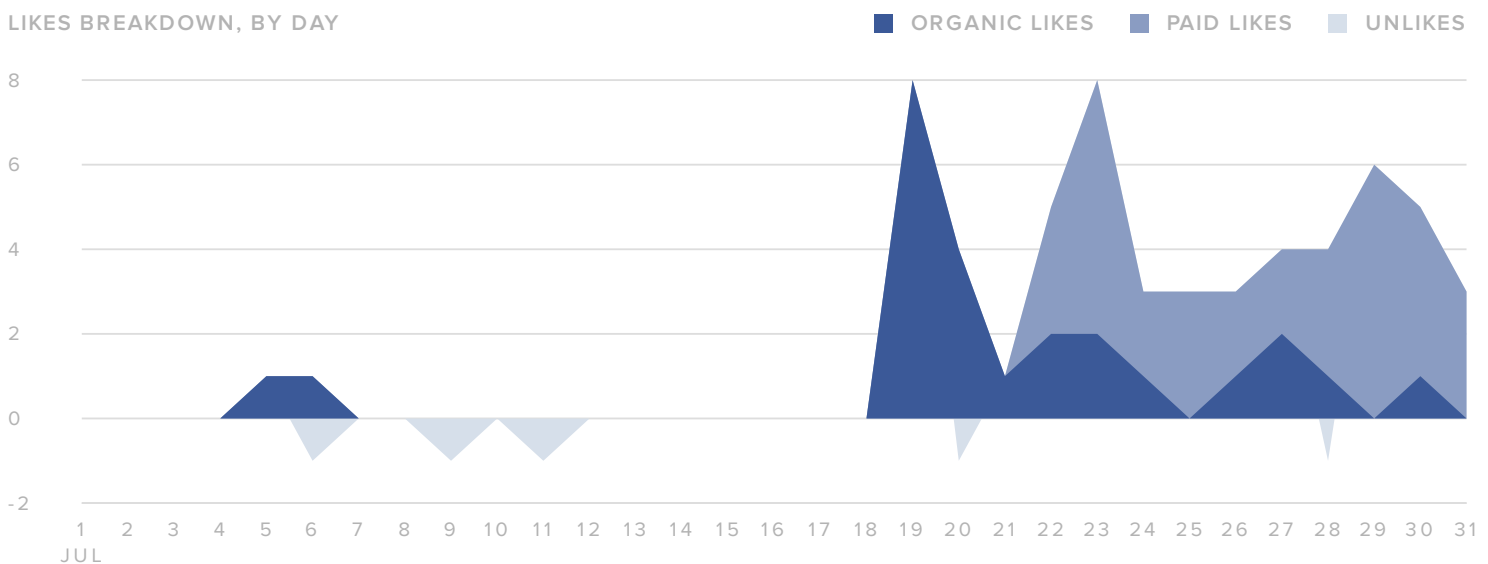
164
POST ENGAGEMENTS



28
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

Total Fans

1,111

Paid Likes

34

Organic Likes

25

Unlikes

5

Net Likes

54

The number of net likes
increased by

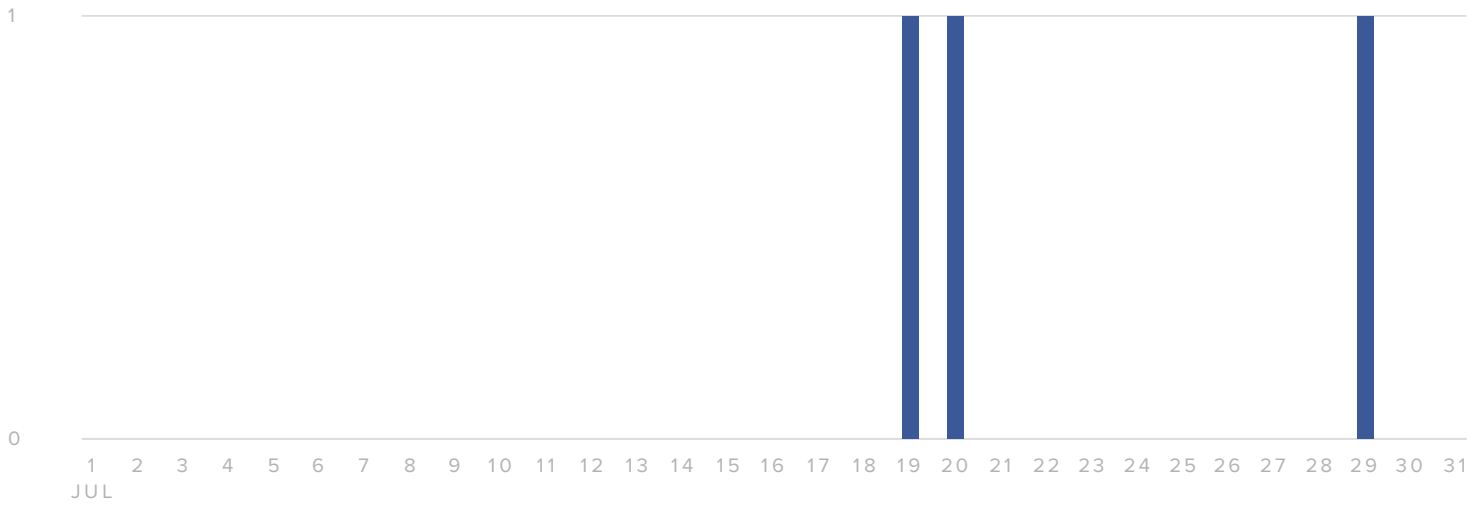
▲ 285.7%

since previous month

Publishing Behavior

POSTS, BY DAY

■ POSTS SENT



PUBLISHING METRICS	TOTALS
Photos	1
Videos	1
Posts	1
Total Posts	3

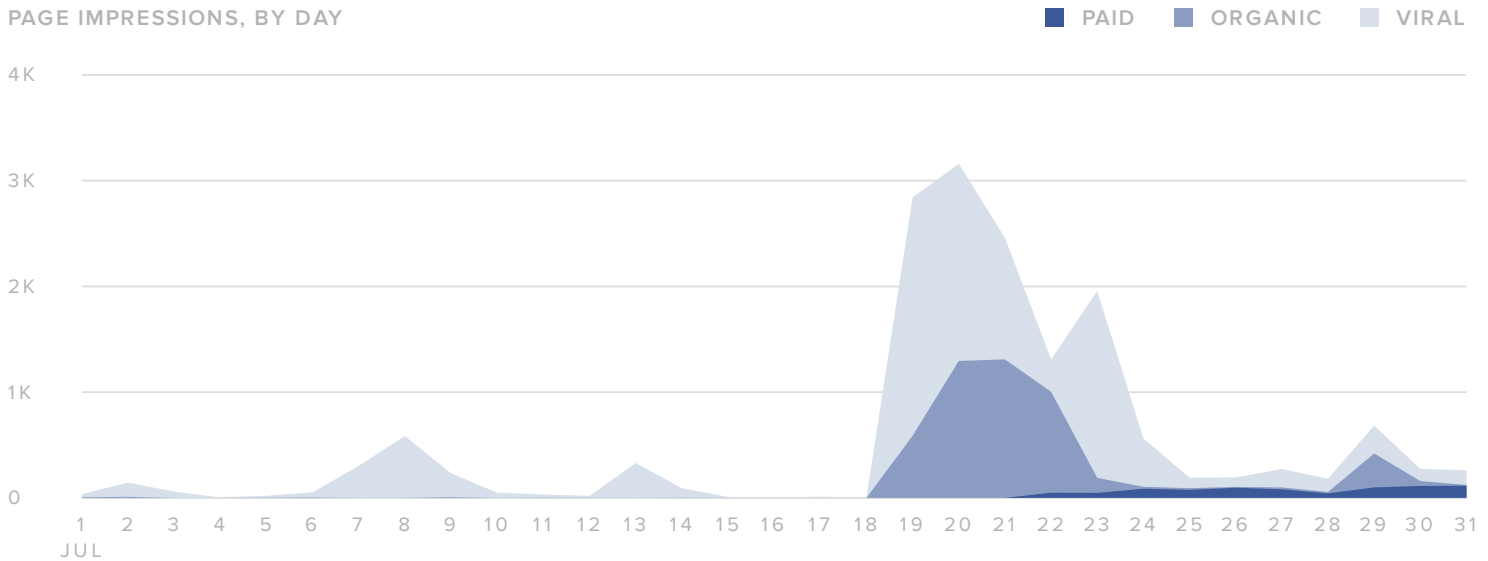
The number of posts you sent decreased by

▼ **62.5%**

since previous month

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	4,770
Viral Impressions	10,746
Paid Impressions	806
Total Impressions	16,322
Users Reached	8,191

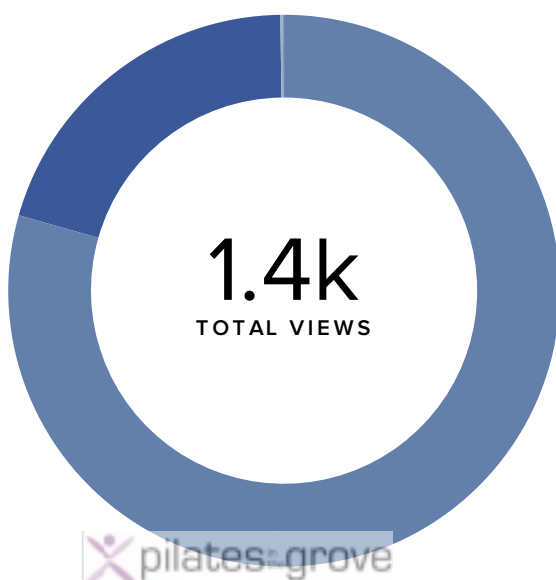
Total Impressions decreased by

▼ **18.2%**

since previous month

Video Performance

VIEW METRICS



282

ORGANIC FULL

1.1k

ORGANIC PARTIAL

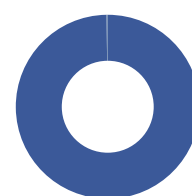
1

PAID FULL

2

PAID PARTIAL

VIEWING BREAKDOWN

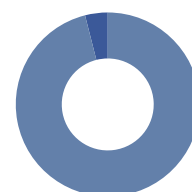


100%

ORGANIC VIEWS

0%

PAID VIEWS



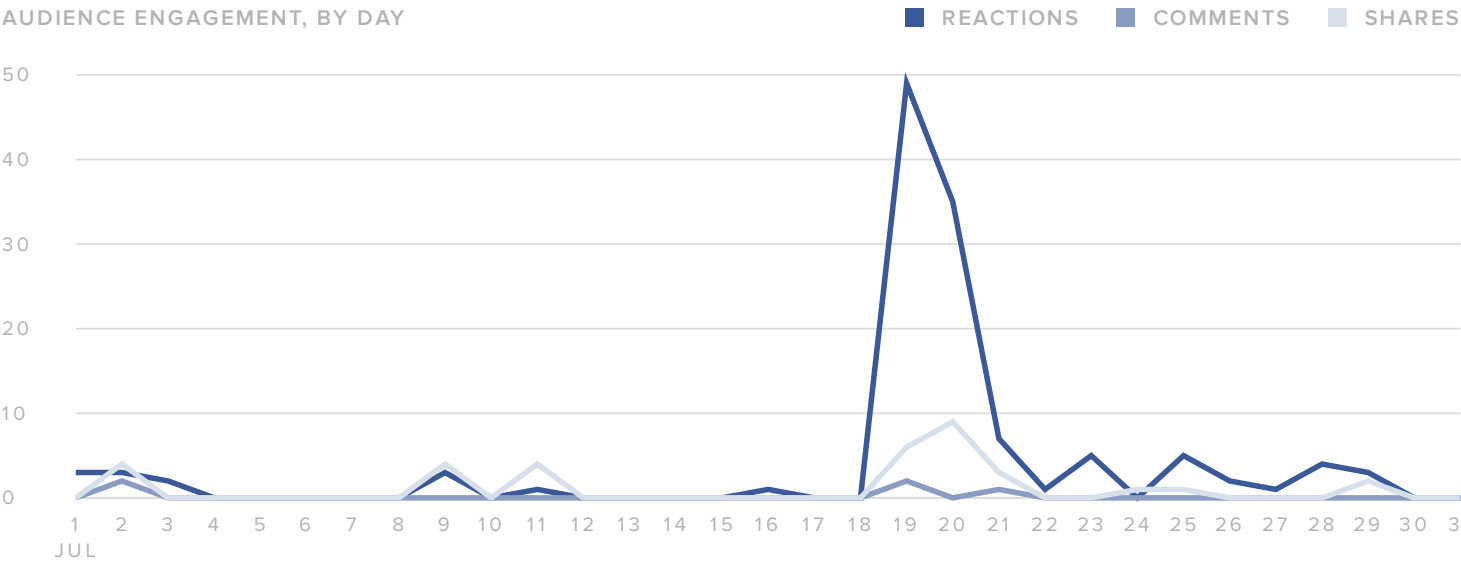
4%

CLICK PLAYS

96%

AUTO PLAYS

Audience Engagement



ACTION METRICS	TOTALS
Reactions	125
Comments	5
Shares	34

Total Engagements	164
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Total Engagements increased by

▲ 49.1%
since previous month

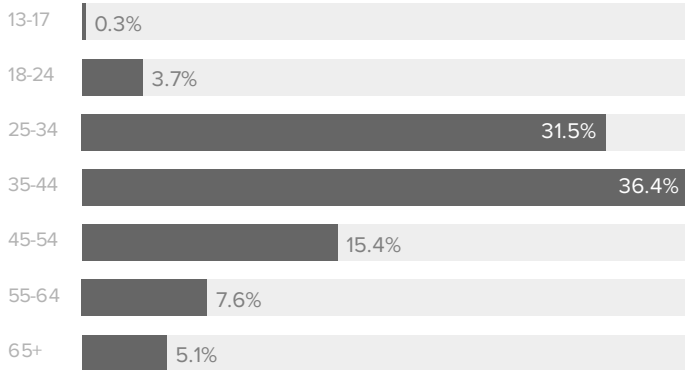
Demographics

PAGE FANS

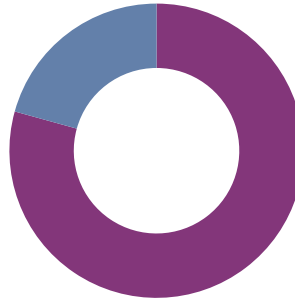
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



79.3%

FEMALE

20.7%

MALE

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

TOP COUNTRIES

 United States

917

TOP CITIES

Miami, FL

233

 United Kingdom

19

New York, NY

66

 Spain

15

Coral Gables, FL

49

 Italy

14

Miami Beach, FL

35

 Canada

13

Kendall, FL

20

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 Grove	1,111	5.11%	3	16,322	5,441	164	54.7	28