



# Facebook Pages Report for Seaside Treatment Center

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



**13,665**  
IMPRESSIONS



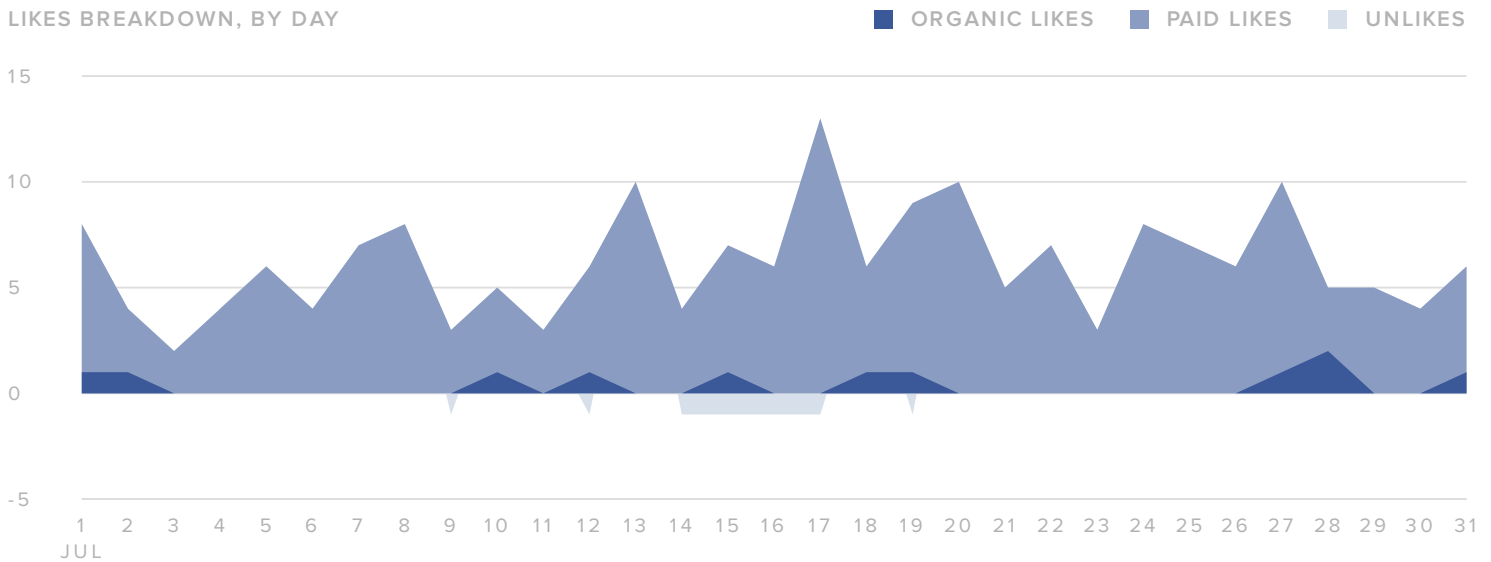
**206**  
POST ENGAGEMENTS



**8**  
LINK CLICKS

## Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS	TOTALS
<b>Total Fans</b>	<b>337</b>
Paid Likes	180
Organic Likes	11
Unlikes	7
Net Likes	184

The number of net likes increased by

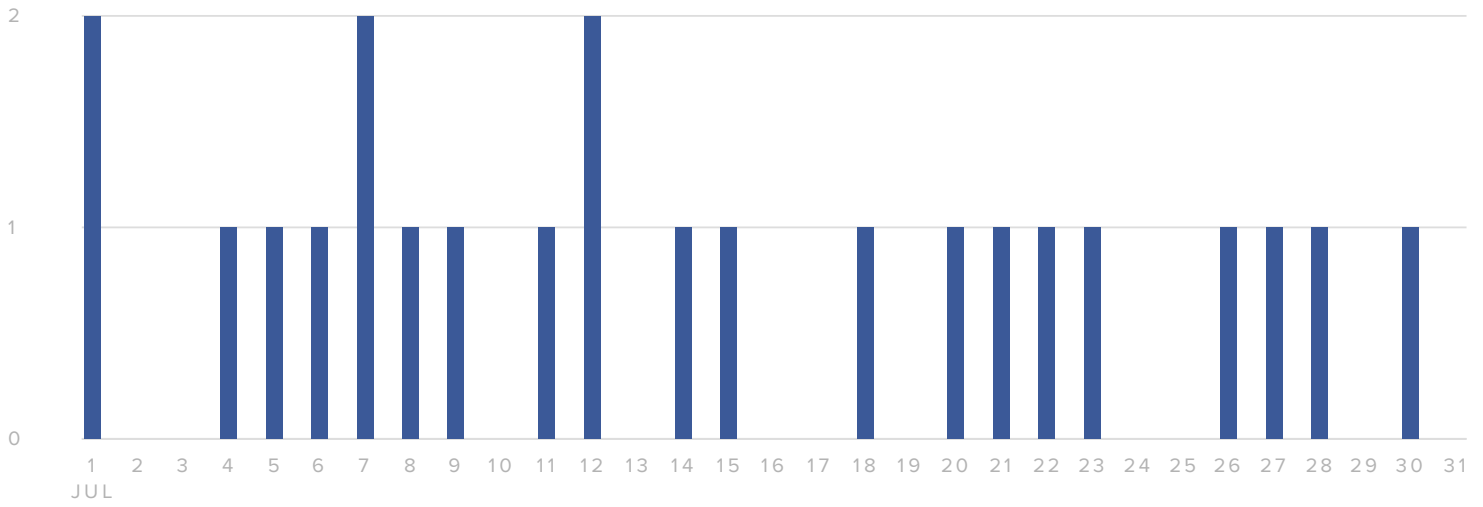
**▲ 23.5%**

since previous month

# Publishing Behavior

POSTS, BY DAY

■ POSTS SENT



## PUBLISHING METRICS

## TOTALS

Photos	12
Videos	1
Posts	10
<b>Total Posts</b>	<b>23</b>

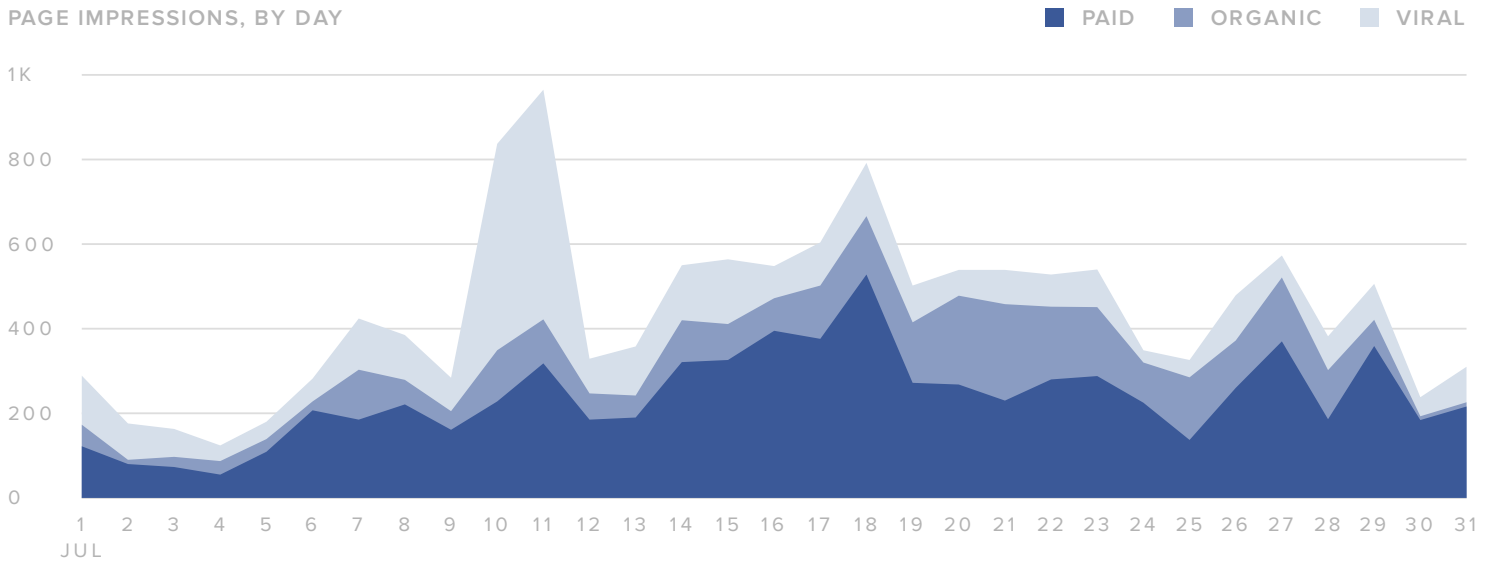
The number of posts you sent increased by

▲ **35.3%**

since previous month

# Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	2,871
Viral Impressions	3,439
Paid Impressions	7,355
<b>Total Impressions</b>	<b>13,665</b>
<b>Users Reached</b>	<b>10,618</b>

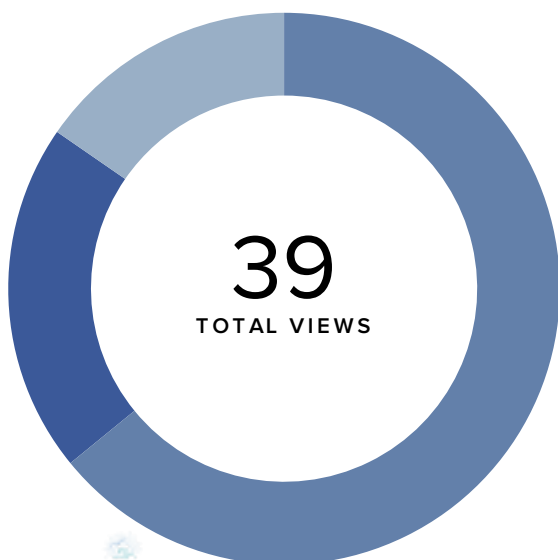
Total Impressions increased by

**▲ 16.1%**

since previous month

## Video Performance

VIEW METRICS



8  
ORGANIC FULL

25  
ORGANIC PARTIAL

6  
PAID PARTIAL

VIEWING BREAKDOWN

85%  
ORGANIC VIEWS

15%  
PAID VIEWS

5%  
CLICK PLAYS

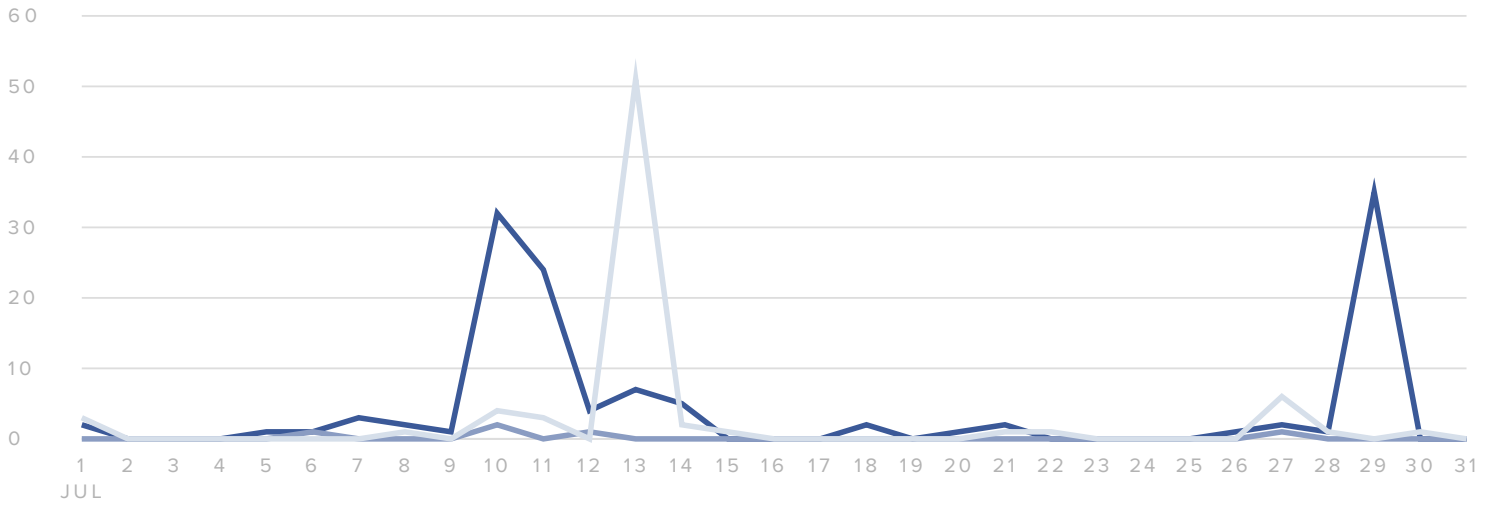
95%  
AUTO PLAYS



# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

REACTIONS COMMENTS SHARES



ACTION METRICS	TOTALS
Reactions	126
Comments	5
Shares	75
<b>Total Engagements</b>	<b>206</b>

Total Engagements increased by

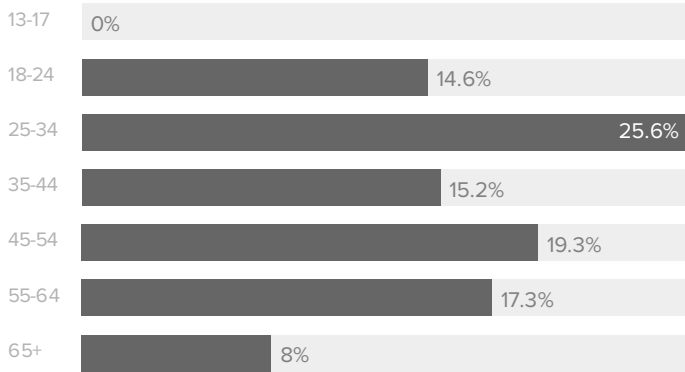
**▲ 12.0%**

since previous month

# Demographics

- PAGE FANS**
- PEOPLE REACHED
- PEOPLE ENGAGED

## BY AGE



## BY GENDER



63.1%

FEMALE

36.9%

MALE


Women between the ages of 25-34 appear to be the leading force among your fans.

## TOP COUNTRIES

## TOP CITIES

Country	Count	City	Count
United States	329	West Palm Beach, FL	70
Ghana	1	Fort Lauderdale, FL	43
Indonesia	1	Lake Worth, FL	23
Vietnam	1	Boynton Beach, FL	17
China	1	Delray Beach, FL	15

# Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Seaside Treatment Center	337	110.63%	23	13,665	594	206	9.0	8