



# GROUP REPORT from July 1, 2016 - July 31, 2016


 @HeirloomWood

 Heirloom Countertops

## GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	1,513	
Sent Messages	41	
New Twitter Followers	20	
New Facebook Fans	1,259	

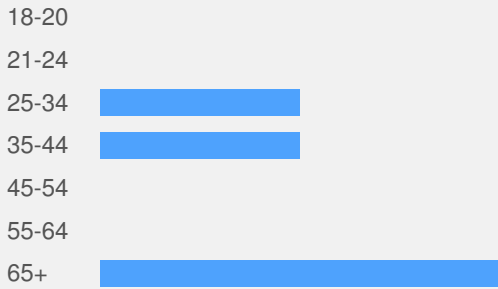
**1,514 INTERACTIONS**  
 BY **1,462 UNIQUE USERS**  
**43,104 POTENTIAL REACH**




## TWITTER STATS across all Twitter accounts

### FOLLOWER DEMOGRAPHICS

 **43%** MALE FOLLOWERS  
 **57%** FEMALE FOLLOWERS



### TWITTER STATS

 **20**  
 New Twitter Followers in this time period

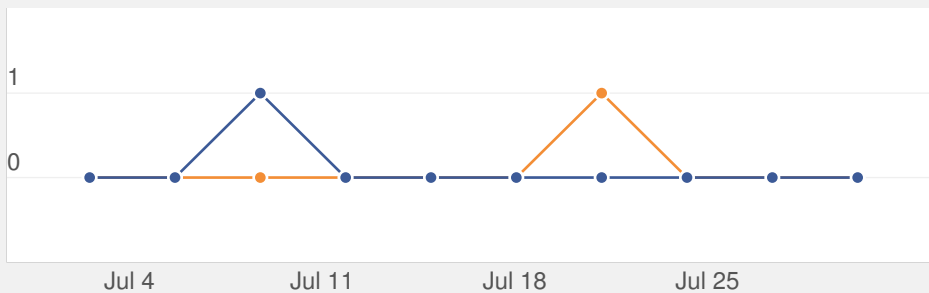
 **0**  
 Link Clicks

 **1**  
 Mentions

 **1**  
 Retweets


### DAILY INTERACTIONS

**@MENTIONS 1** **RETWEETS 1**



### OUTBOUND TWEET CONTENT

 **0** Plain Text

 **15** Links to Pages

 **5** Photo Links

# FACEBOOK STATS across all Facebook pages

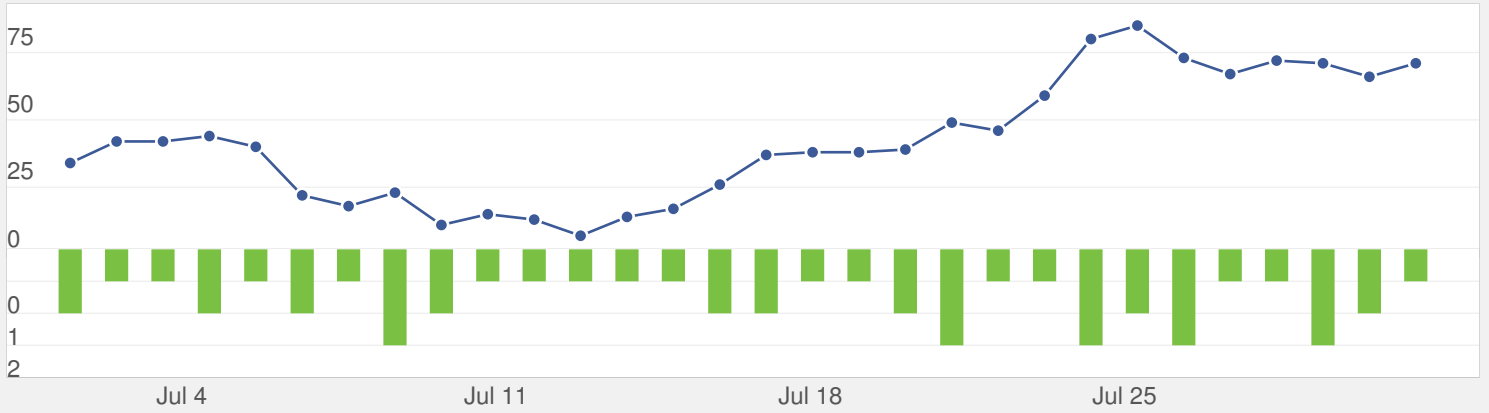


## My Facebook Pages

5.38k Total Likes, and 451 people talking about this

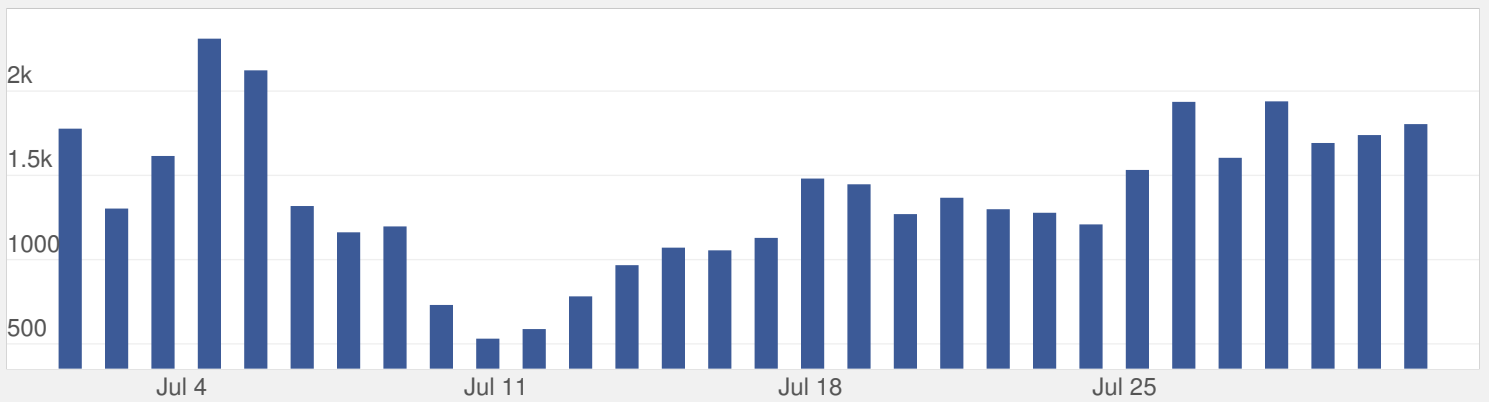
### FAN GROWTH

New Fans 1.3k Unliked your Page 19

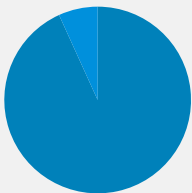


### PAGE IMPRESSIONS

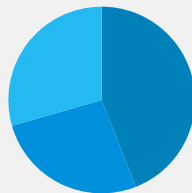
Impressions 41,256 by 33,412 users



### IMPRESSIONS



- Fan 11.3k
- Page Post 824
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Other 0
- Event 0



- Paid 18.1k
- Organic 10.9k
- Viral 12.1k

### BY DAY OF WEEK

Day	Avg	Total
Sun	1.2k	6.1k
Mon	1.5k	6.0k
Tue	1.5k	6.1k
Wed	1.2k	4.9k
Thu	1.4k	5.4k
Fri	1.4k	6.9k
Sat	1.2k	6.0k

### IMPRESSION DEMOGRAPHICS

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

#### AGE & GENDER

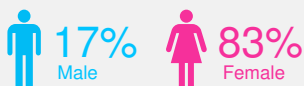
Age Group	Male	Female
13-17	20 / 24	
18-24	229 / 662	
25-34	1.3k / 5.1k	
35-44	1.6k / 7.0k	
45-54	1.2k / 6.3k	
55+	1.1k / 7.1k	

#### TOP COUNTRIES

United States	31.1k
Canada	148
Mexico	107
United Kingdom	69
India	36

#### TOP CITIES

New York, NY	343
Houston, TX	179
Chicago, IL	160
Memphis, TN	103
San Antonio, TX	93





# Facebook Pages Report for Heirloom Countertops

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.

**sproutsocial**

## Facebook Activity Overview



41,256  
IMPRESSIONS



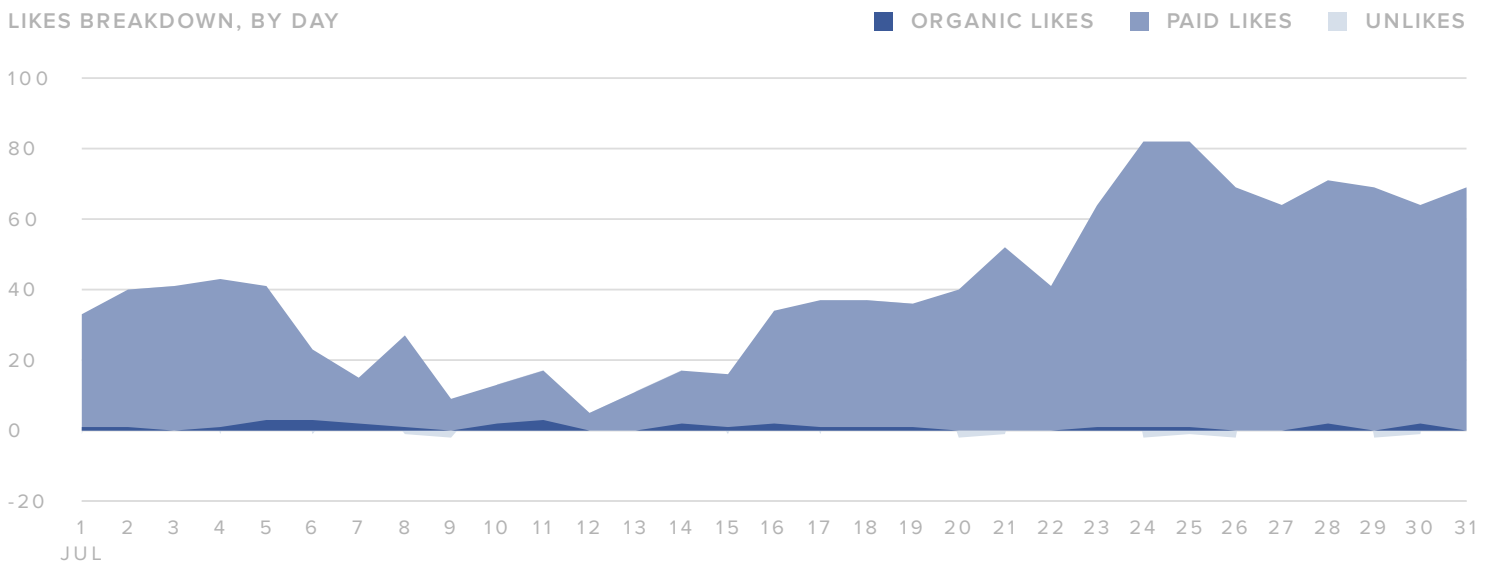
233  
POST ENGAGEMENTS



15  
LINK CLICKS

## Audience Growth

LIKES BREAKDOWN, BY DAY



### AUDIENCE GROWTH METRICS

### TOTALS

<b>Total Fans</b>	<b>5,297</b>
Paid Likes	1,230
Organic Likes	32
Unlikes	19
Net Likes	1,243

The number of net likes decreased by

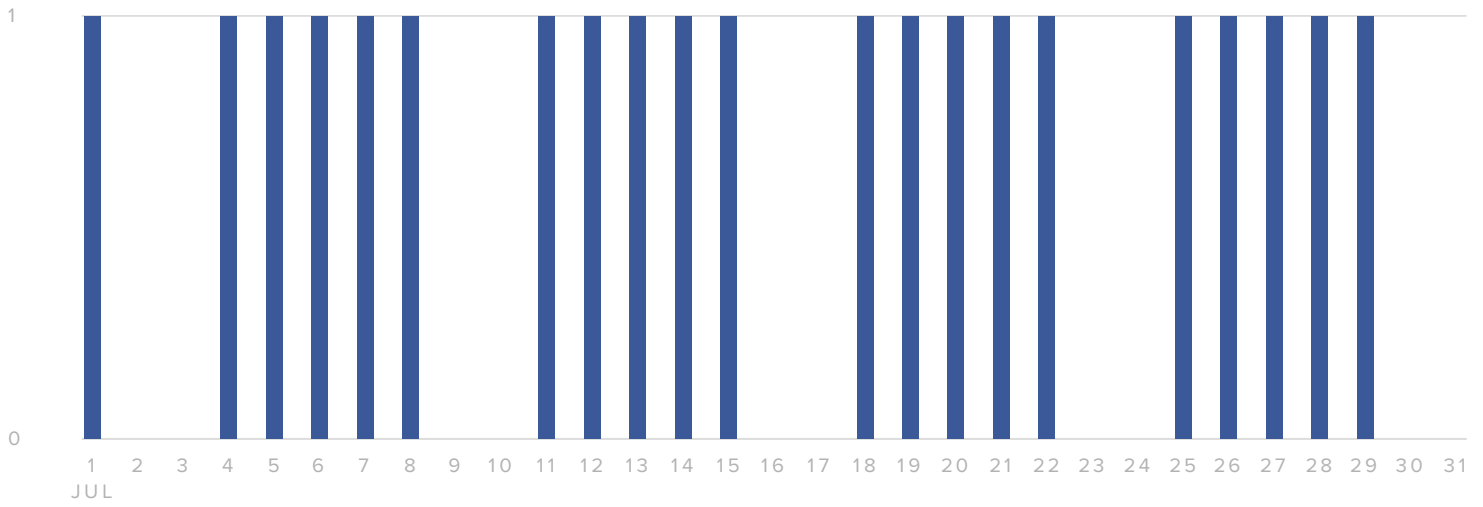
▼ **3.9%**

since previous month

# Publishing Behavior

POSTS, BY DAY

■ POSTS SENT

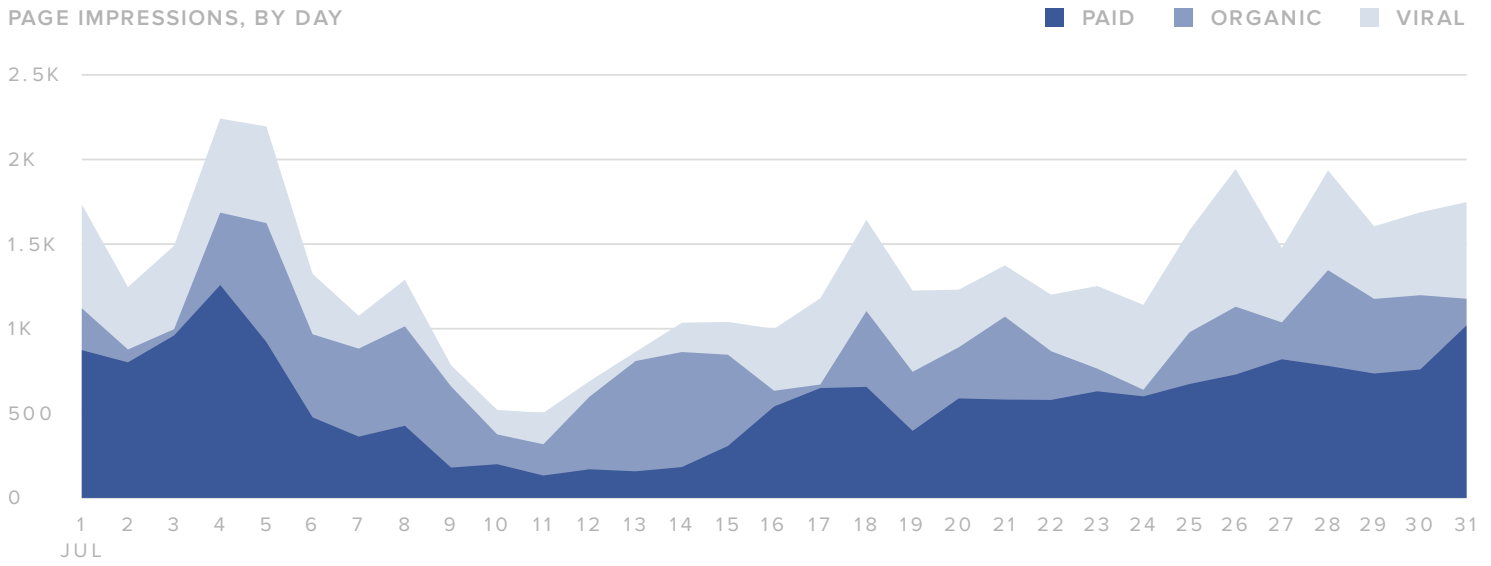


PUBLISHING METRICS	TOTALS
Photos	6
Videos	-
Posts	15
<b>Total Posts</b>	<b>21</b>

The number of posts you sent decreased by  
**▼ 12.5%**  
since previous month

# Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	10,925
Viral Impressions	12,196
Paid Impressions	18,135
<b>Total Impressions</b>	<b>41,256</b>
<b>Users Reached</b>	<b>33,412</b>

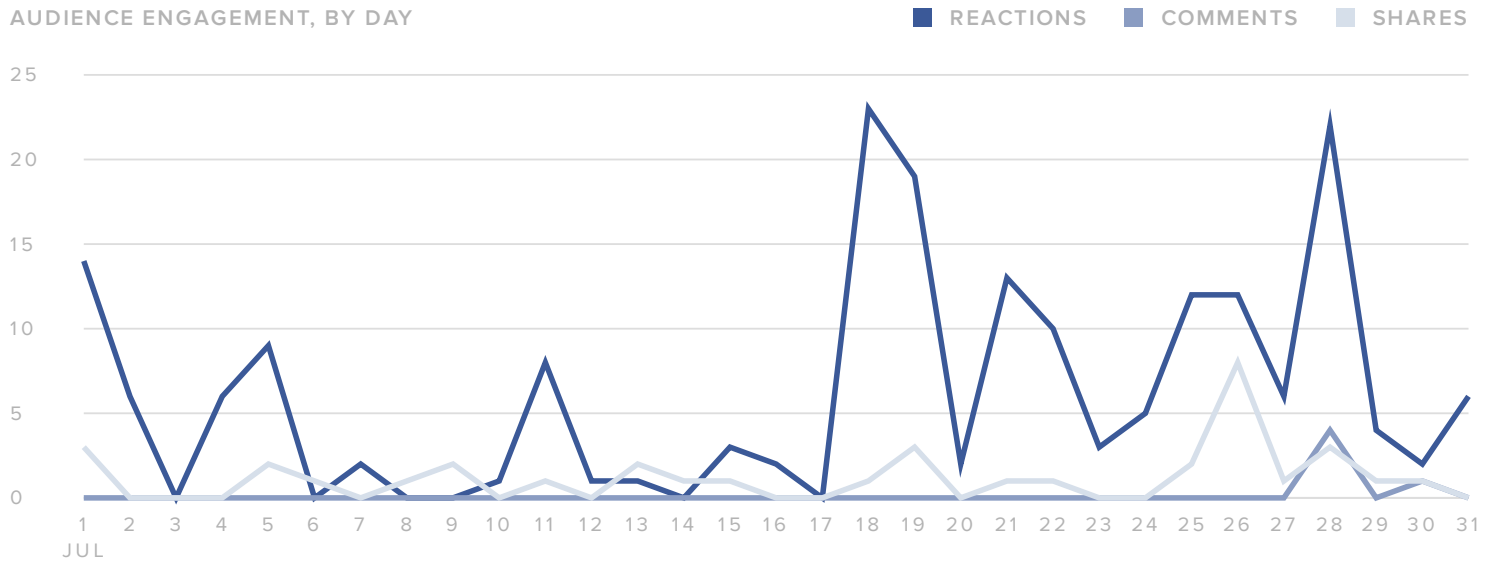
Total Impressions increased by

**▲ 21.9%**

since previous month

# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



**ACTION METRICS**

**TOTALS**

Reactions	192
Comments	5
Shares	36
<b>Total Engagements</b>	<b>233</b>

Total Engagements increased by

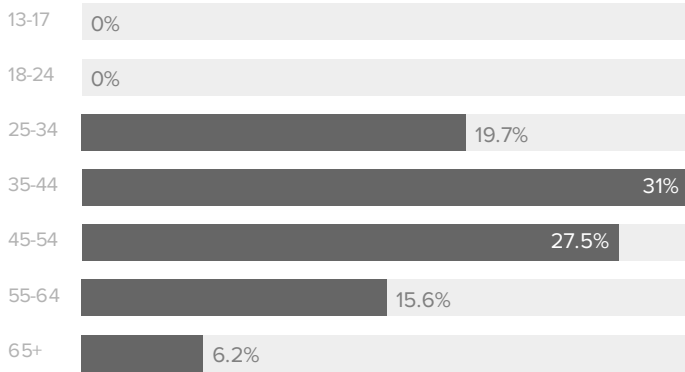
**▲ 4.5%**

since previous month

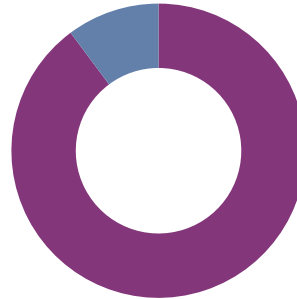
# Demographics

- PAGE FANS**
- PEOPLE REACHED
- PEOPLE ENGAGED

## BY AGE



## BY GENDER



89.8%

FEMALE

10.2%

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	5,279	New York, NY	56
Mexico	7	Houston, TX	50
Philippines	2	Chicago, IL	41
United Kingdom	1	Philadelphia, PA	38
Singapore	1	Detroit, MI	26



# Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Heirloom Countertops	5,297	27.82%	21	41,256	1,965	233	11.1	15



# Instagram Profiles Report for heirloomcountertops

Jul 01, 2016 - Jul 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.

**sproutsocial**

## Top Instagram Posts



@heirloomcountertops

64 Engagements



@heirloomcountertops

46 Engagements



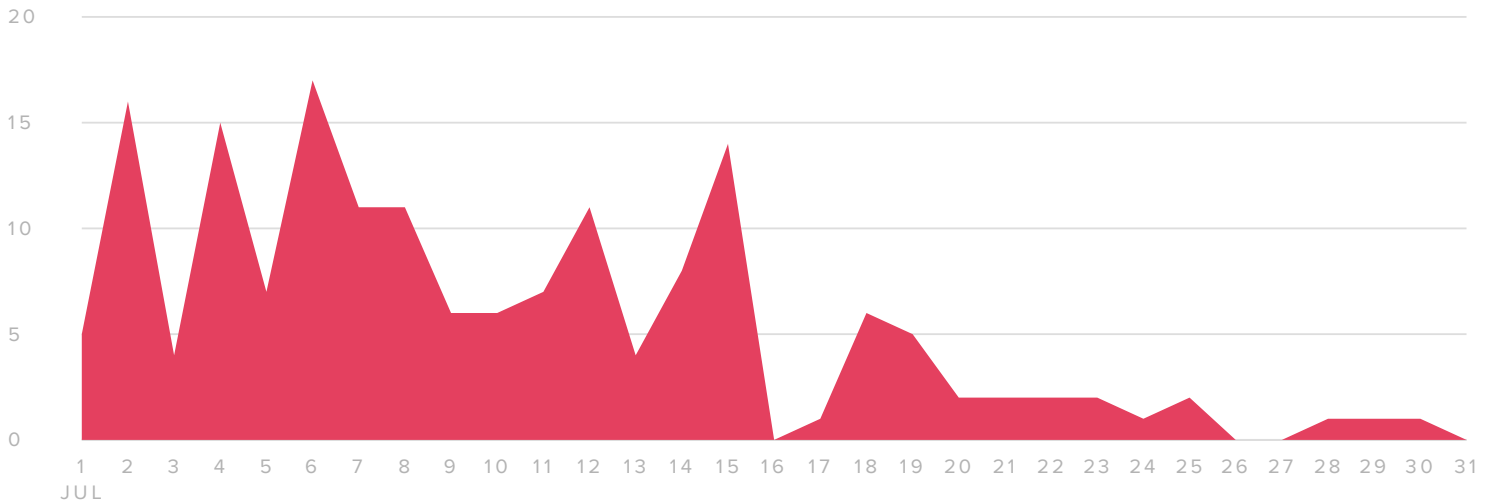
@heirloomcountertops

19 Engagements

## Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



### FOLLOWER METRICS

### TOTALS

Total Followers

254

Followers Gained

157

People that you Followed

—

Your new followers increased by

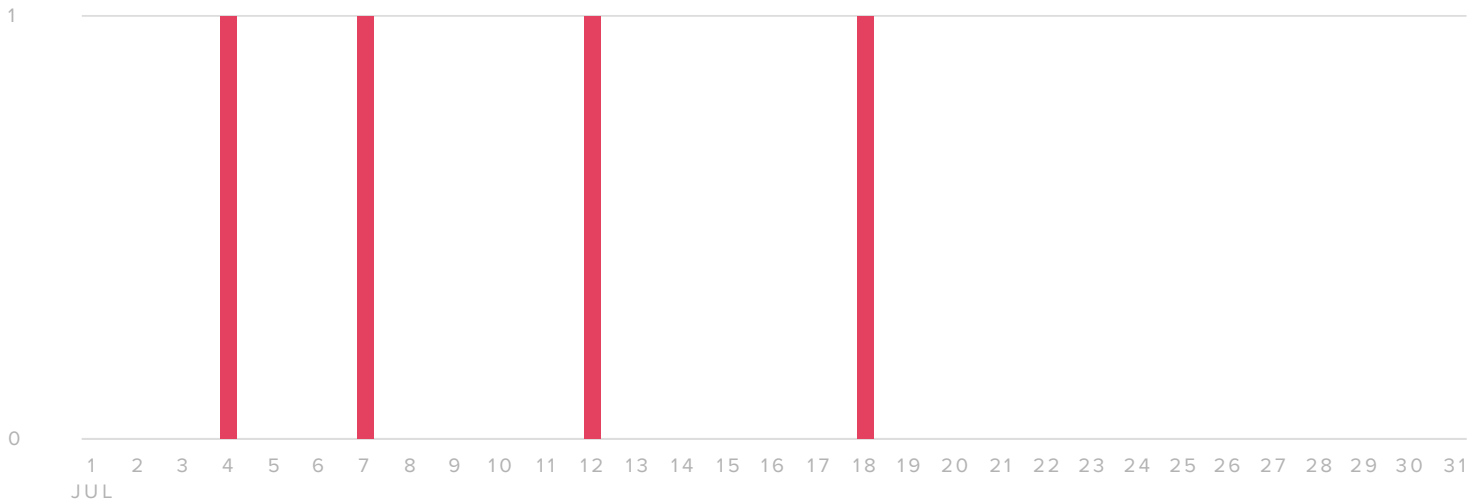
▲ **823.5%**

since previous month

# Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	4
Videos	-
Total Media	4

The number of media you sent decreased by

▼ 55.6%

since previous month

# Outbound Hashtag Performance

## MOST USED HASHTAGS

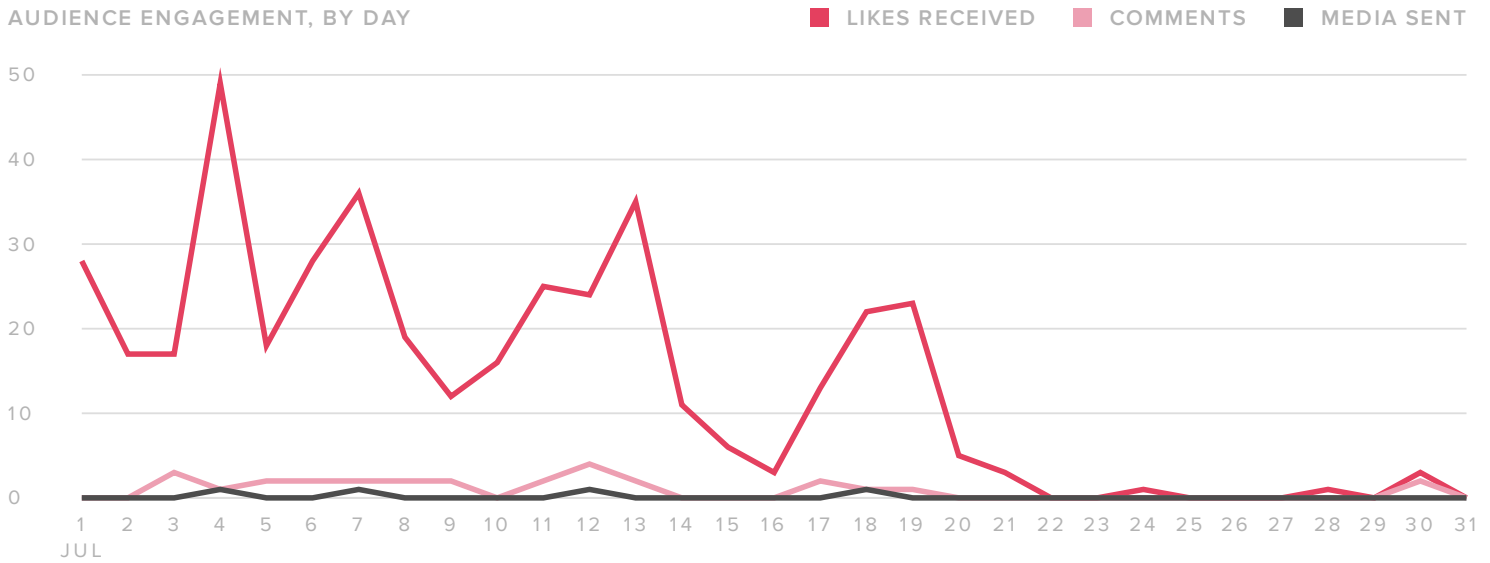
#wood	2
#mondaymotivation	1
#didyouknow	1
#tuesdaytip	1
#interiordesign	1
#countertops	1
#homedesign	1
#homeinspo	1
#homedepot	1
#kitchen	1

## MOST ENGAGED HASHTAGS

#wood	68
#kitchen	43
#homedepot	43
#homeinspo	43
#homedesign	43
#interiordesign	31
#countertops	31
#mondaymotivation	29
#tuesdaytip	25
#didyouknow	25

# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	415
Comments Received	28
<b>Total Engagements</b>	<b>443</b>

The number of engagements increased by

**▲ 146.1%**

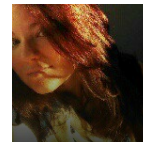
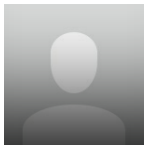
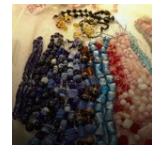
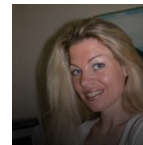
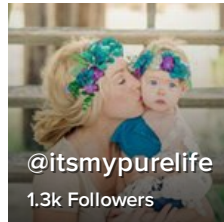
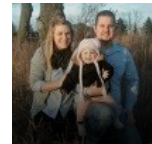
since previous month

The number of engagements per media increased by


**▲ 453.7%**

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	254	161.9%	157	4	2	443	110.8	1.74





# Twitter Profiles Report

for @HeirloomWood

Jul 01, 2016 - Jul 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.

**sprout**social

## Twitter Activity Overview



1,415

ORGANIC IMPRESSIONS



1

TOTAL ENGAGEMENTS



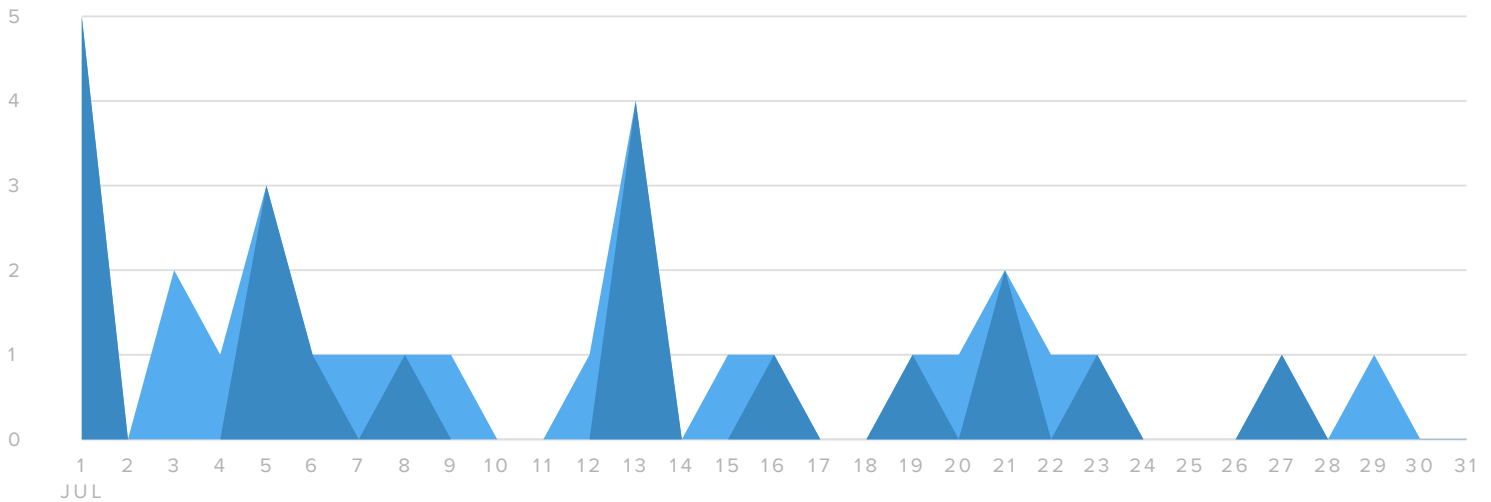
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LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY DAY

■ NEW FOLLOWER ALERTS  
■ ACTUAL FOLLOWERS GAINED



### FOLLOWER METRICS

### TOTALS

Total Followers

69

New Follower alerts

20

Actual Followers gained

1

People that you followed

-

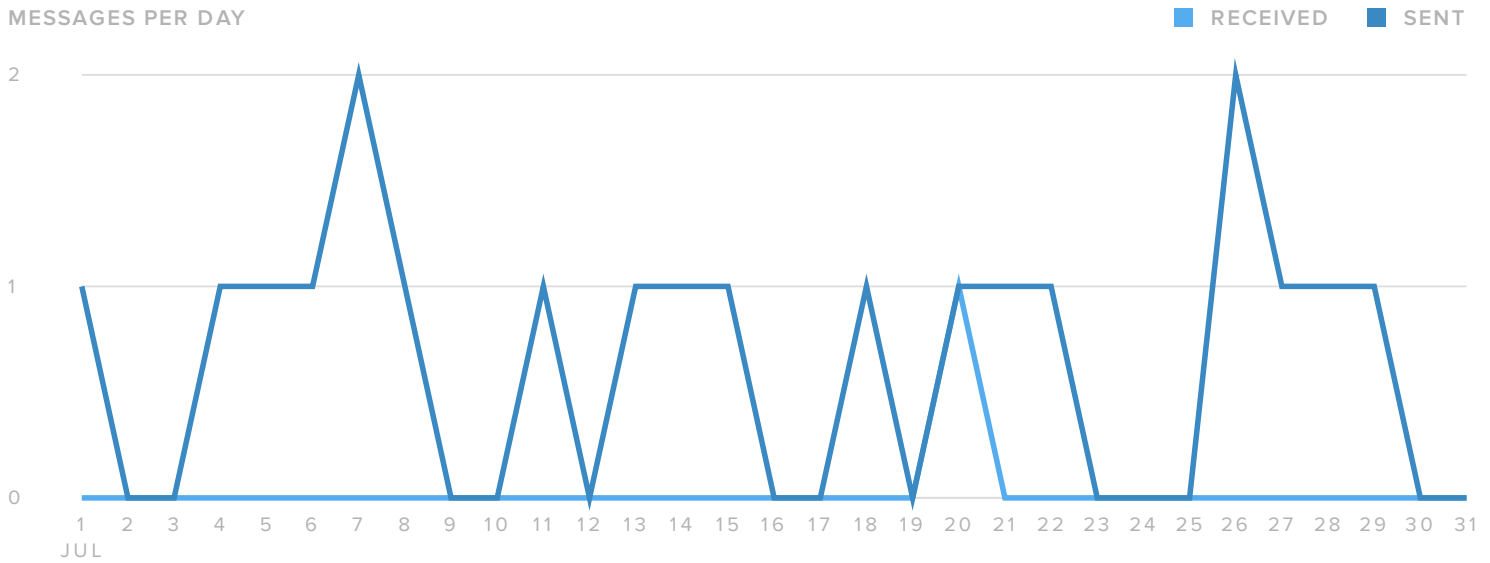
Your new followers decreased by

▼ 66.7%

since previous month

# Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS

TOTALS

Tweets sent	20
Direct Messages sent	-
<b>Total Sent</b>	<b>20</b>
Mentions received	1
Direct Messages received	-
<b>Total Received</b>	<b>1</b>

The number of messages you sent decreased by

**▼ 9.1%**

since previous month

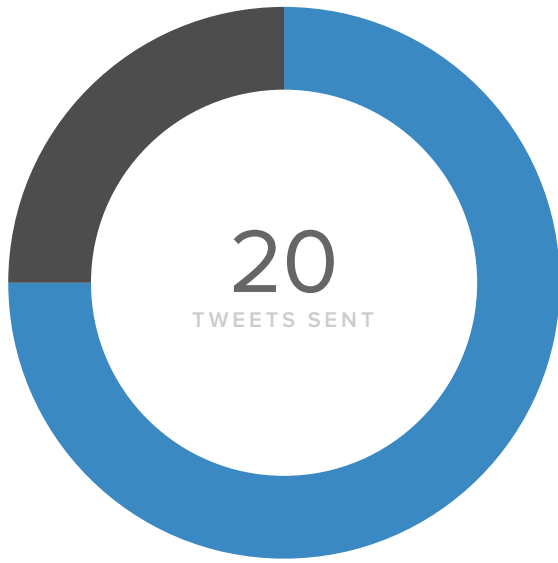
The number of messages you received increased by



since previous month

## Your Content & Engagement Habits

### SENT MESSAGE CONTENT



0  
PLAIN TEXT

15  
PAGE LINKS

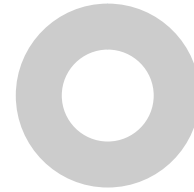
5  
PHOTO LINKS

### YOUR TWEETING BEHAVIOR



31%  
CONVERSATION

69%  
UPDATES



0%  
NEW CONTACTS

100%  
EXISTING CONTACTS

# Audience Engagement



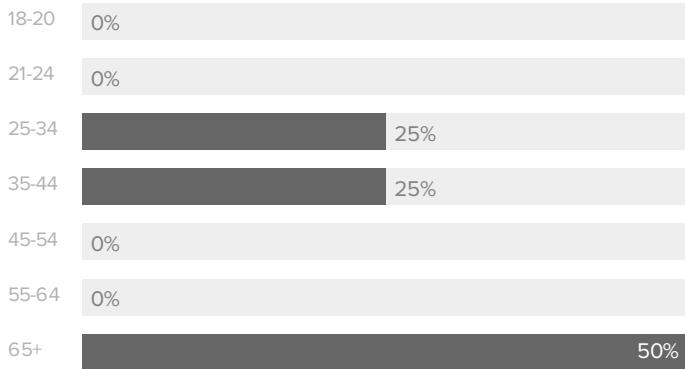
ENGAGEMENT METRICS	TOTALS
Replies	-
Retweets	1
Retweets with Comments	-
Likes	-
Engagements per Follower	-
Impressions per Follower	20.5
Engagements per Tweet	0.1
Impressions per Tweet	70.8
Engagements per Impression	0.1%

The number of engagements decreased by **▼ 80.0%** since previous month

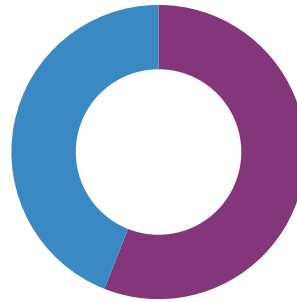
The number of impressions per Tweet decreased by **▼ 28.0%** since previous month

# Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



56%


FEMALE FOLLOWERS

44%

MALE FOLLOWERS

Women between ages of 65+ 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
 @HeirloomWood	69	1.5%	1,415	20.51	1	0.01	1	—