



Facebook Pages Report

for Pilates in the Grove

Aug 01, 2016 - Aug 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



69,304
IMPRESSIONS



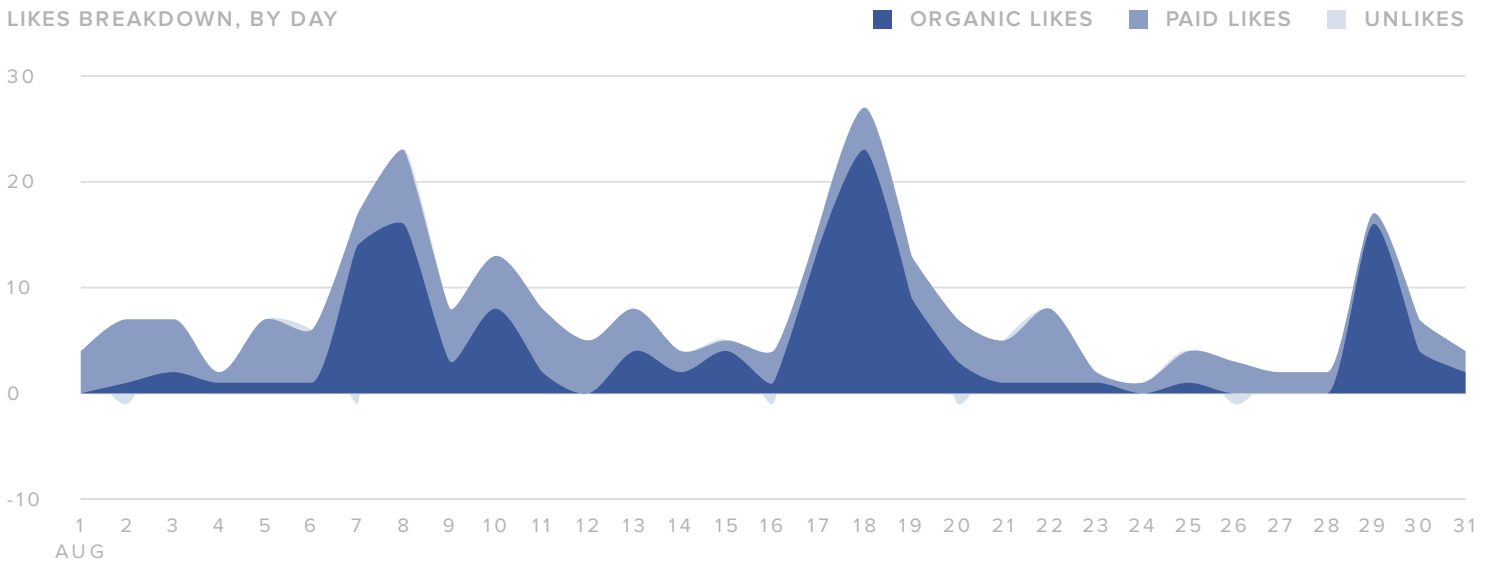
1,266
POST ENGAGEMENTS



184
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

Total Fans	1,357
Paid Likes	111
Organic Likes	135
Unlikes	5
Net Likes	241

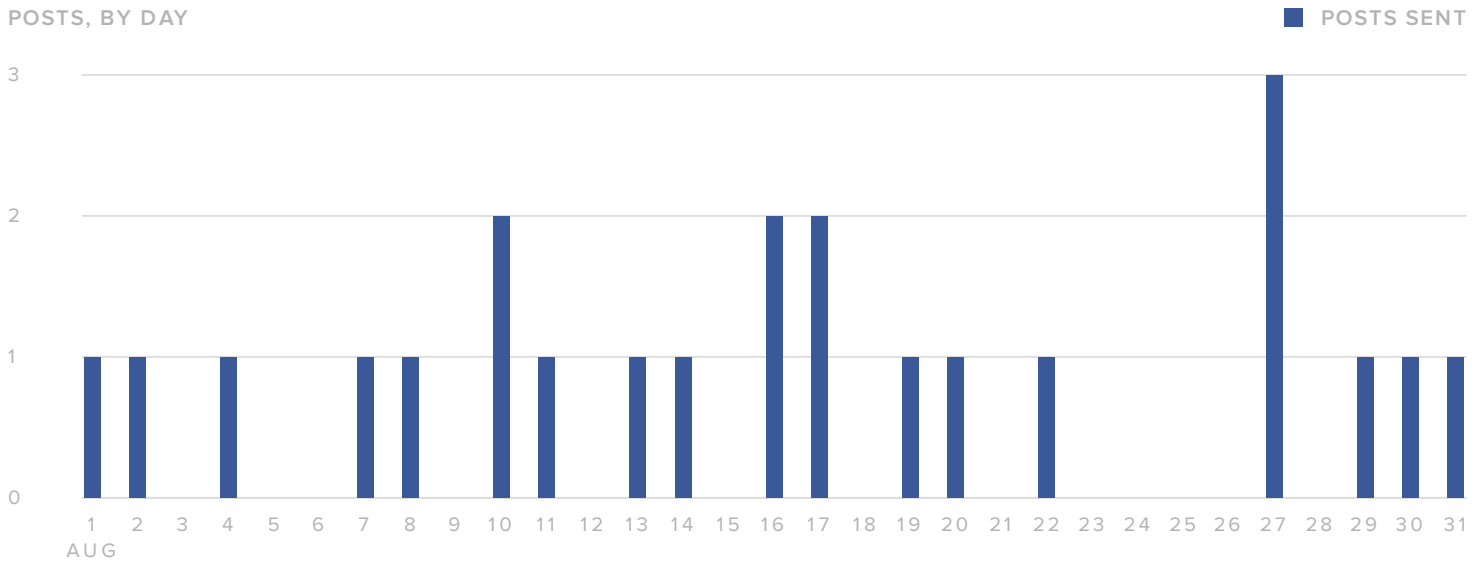
Total fans increased by

▲ **22.1%**

since previous month

Publishing Behavior

POSTS, BY DAY



PUBLISHING METRICS

TOTALS









Photos	10
Videos	5
Posts	8
Total Posts	23

The number of posts you sent increased by

▲ **666.7%**

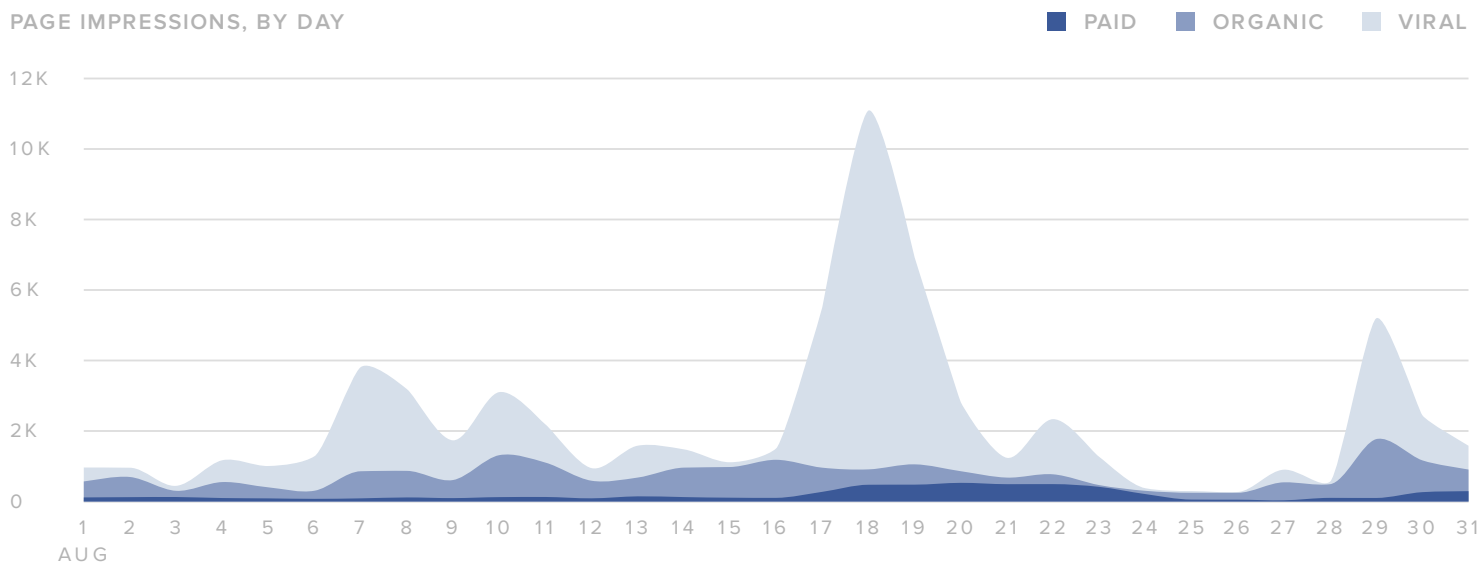
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Pilates in the Grove</p> <p>Maintaining mobility and strength in the transverse plane is crucial for minimizing risk of injury and efficient functional mobility. Here PITG instructor Teri Seier Moore demonstrates a variation of mermaid that will improve thoracic mobility, hip mobility and rotatory strength. A loss of thoracic mobility and strength in the transverse plane can frequently lead to cervical or lumbar spinal dysfunction and shoulder pathology. #workoutsmarternothearder</p>   <p>Pilates in the Grove</p> <p>(Post) August 07, 2016 4:04 pm</p>	126	8	10.9%	3,572
 <p>Pilates in the Grove</p> <p>Monday motivation with Christa & Teri! Check out their schedules online at www.pilatesinthegrove.com or from our mobile app</p>  <p>(Post) August 29, 2016 10:36 am</p>	69	2	8.2%	3,067
 <p>Pilates in the Grove</p> <p>Continuing with our theme of improving thoracic rotation and strength in the transverse plane here is another variation of Swan on the Barrel adding some thoracic rotation while in extension demonstrated by PITG instructor Stephanie Sprout. #pilatesinthegrove #workoutsmarternothearder</p>   <p>Pilates in the Grove</p> <p>(Post) August 10, 2016 9:26 am</p>	47	2	8.0%	1,630

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	17,326
Viral Impressions	45,963
Paid Impressions	6,015
Total Impressions	69,304
Users Reached	41,638

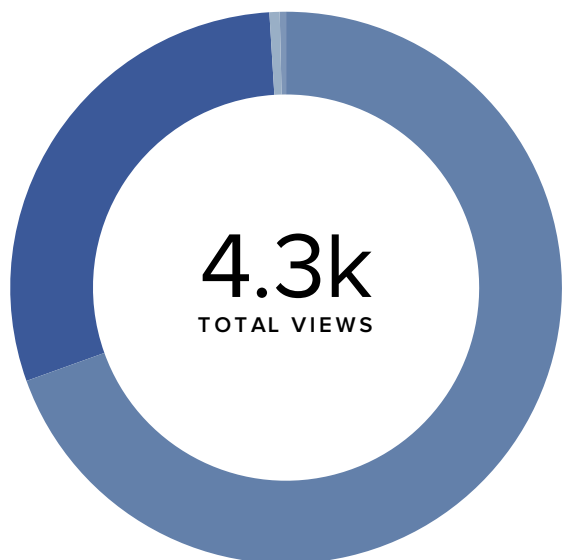
Total Impressions increased by

▲ 324.6%

since previous month

Video Performance

VIEW METRICS



1.3k

ORGANIC FULL

3.0k

ORGANIC PARTIAL

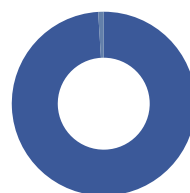
16

PAID FULL

26

PAID PARTIAL

VIEWING BREAKDOWN

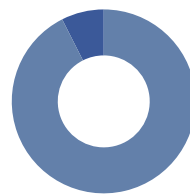


99%

ORGANIC VIEWS

1%

PAID VIEWS



7%

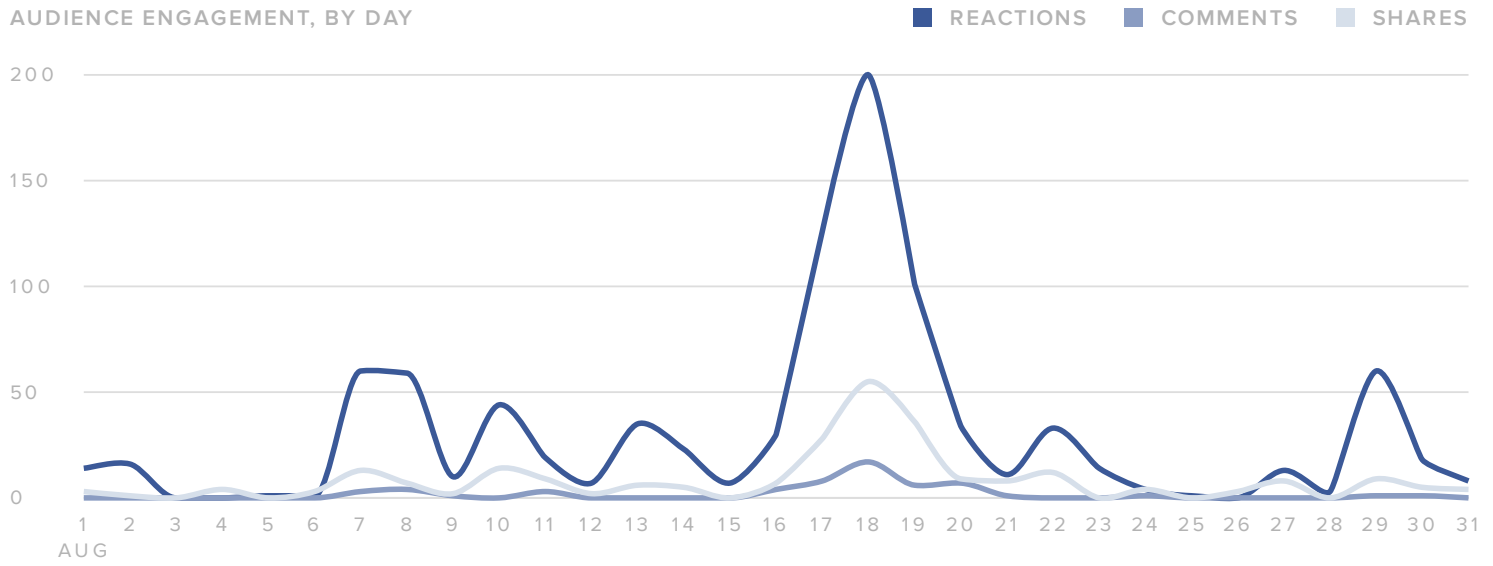
CLICK PLAYS

93%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS

TOTALS

Reactions	952
Comments	57
Shares	257
Total Engagements	1,266

Total Engagements increased by

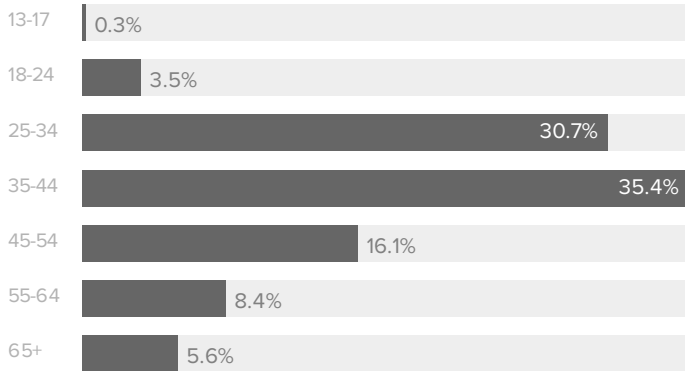
▲ **672.0%**

since previous month

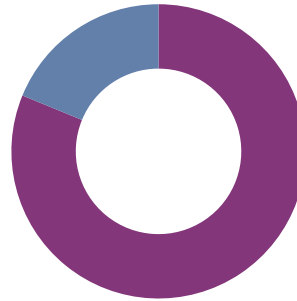
Demographics

- PAGE FANS**
- PEOPLE REACHED**
- PEOPLE ENGAGED**

BY AGE



BY GENDER



81.2%

FEMALE

18.8%

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	1,086	Miami, FL	290
United Kingdom	34	New York, NY	67
Spain	20	Coral Gables, FL	55
Italy	20	Miami Beach, FL	39
Canada	16	Kendall, FL	26

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	1,357	22.14%	23	69,304	3,013	1,266	55.0	184