






GROUP REPORT from August 1, 2016 - August 31, 2016

 @HeirloomWood

 Heirloom Countertops

GROUP STATS across all Twitter and Facebook accounts

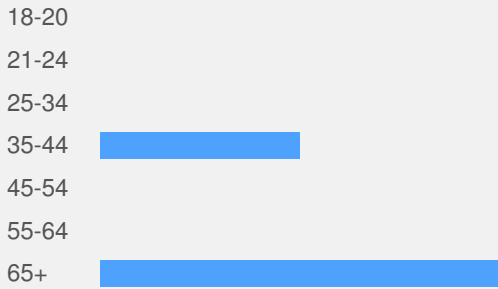
Incoming Messages	2,304	
Sent Messages	51	
New Twitter Followers	12	
New Facebook Fans	1,780	

2,304 INTERACTIONS 
 BY **2,224 UNIQUE USERS** 
62,185 POTENTIAL REACH 


TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

 **40%** MALE FOLLOWERS
 **60%** FEMALE FOLLOWERS



TWITTER STATS

 **12**
 New Twitter Followers in this time period

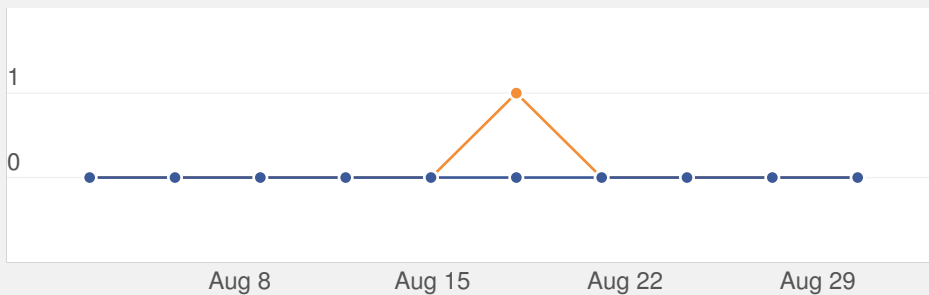
 **0**
 Link Clicks

 **1**
 Mentions

 **0**
 Retweets

DAILY INTERACTIONS

@MENTIONS 1 **RETWEETS 0**



OUTBOUND TWEET CONTENT

 **0** Plain Text

 **20** Links to Pages

 **8** Photo Links

FACEBOOK STATS across all Facebook pages

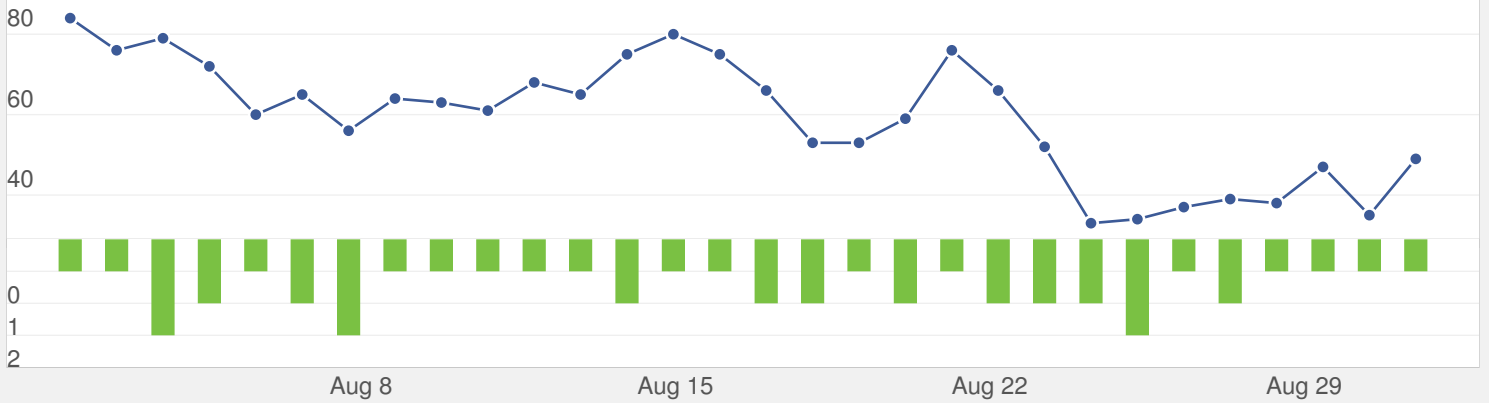


My Facebook Pages

7.16k Total Likes, and 298 people talking about this

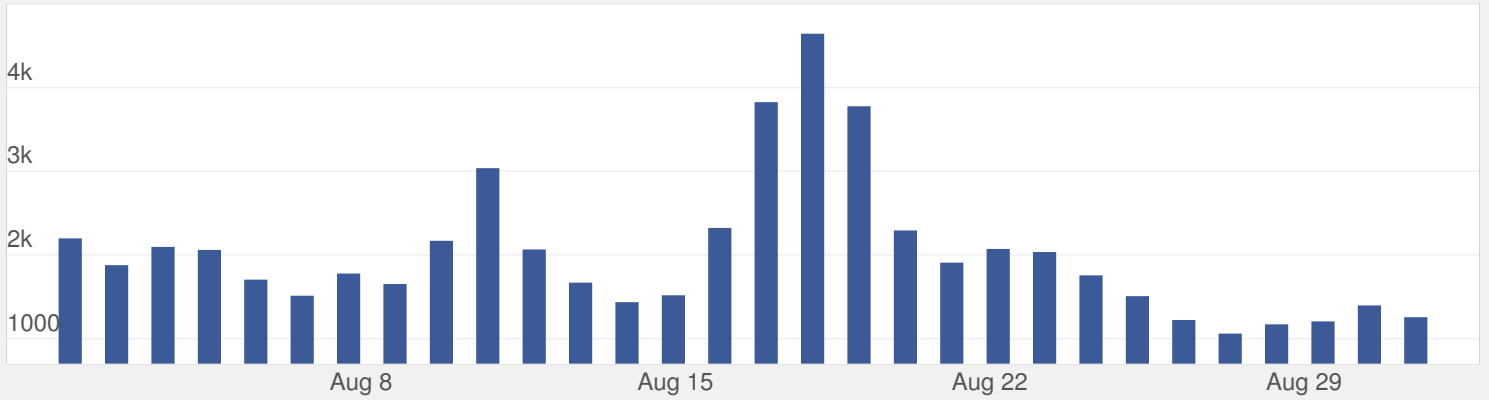
FAN GROWTH

New Fans 1.8k Unliked your Page 16

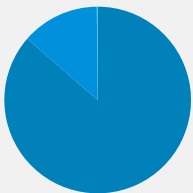


PAGE IMPRESSIONS

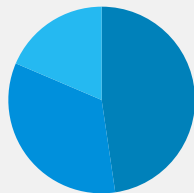
Impressions 60,230 by 47,876 users



IMPRESSIONS



- Fan 9.7k
- Page Post 1.5k
- Other 17
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0



- Paid 28.7k
- Organic 20.3k
- Viral 11.2k

BY DAY OF WEEK

Day	Avg	Total
Sun	1.6k	6.2k
Mon	1.7k	8.5k
Tue	1.9k	9.7k
Wed	2.5k	12.5k
Thu	2.5k	10.2k
Fri	1.9k	7.6k
Sat	1.4k	5.5k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

Age Group	Male	Female
13-17	8 / 34	
18-24	226 / 365	
25-34	2.7k / 7.9k	
35-44	2.6k / 11.0k	
45-54	1.7k / 9.3k	
55+	1.5k / 9.1k	

TOP COUNTRIES

United States	46.0k
Mexico	107
Canada	89
United Kingdom	38
Philippines	33

TOP CITIES

New York, NY	605
Houston, TX	301
Chicago, IL	272
El Paso, TX	218
San Antonio, TX	216





Facebook Pages Report for Heirloom Countertops

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



60,230
IMPRESSIONS



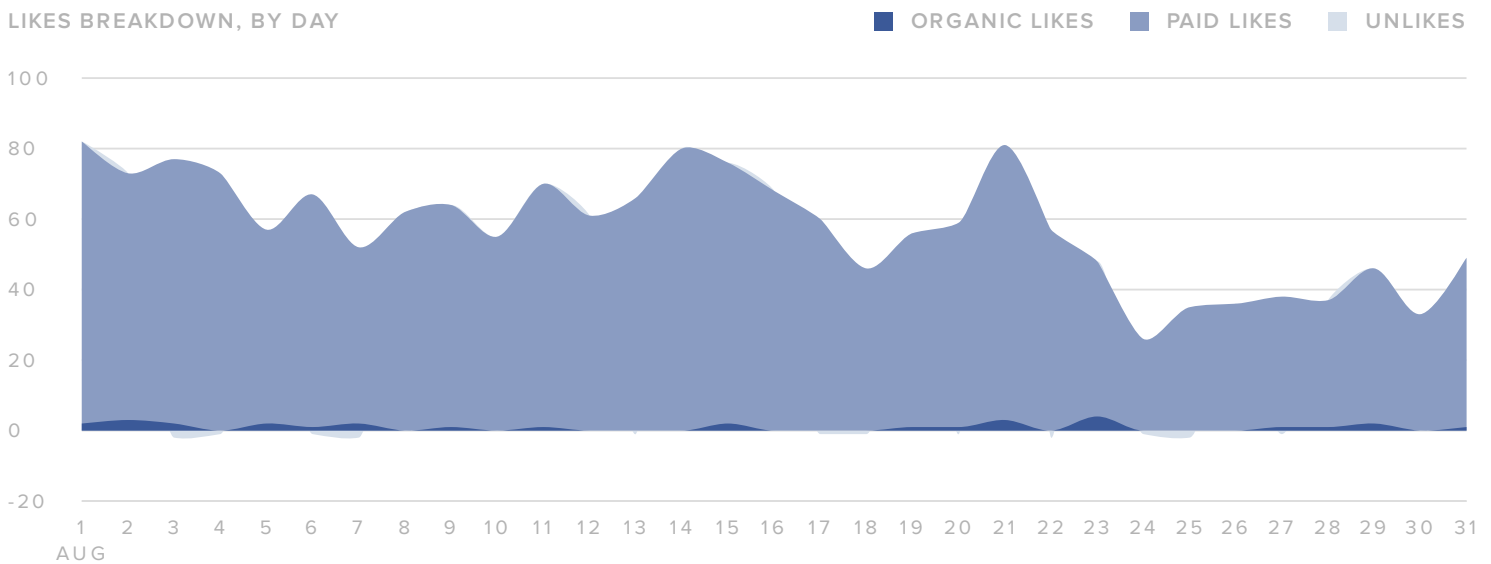
491
POST ENGAGEMENTS



59
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

Total Fans	7,103
Paid Likes	1,760
Organic Likes	30
Unlikes	16
Net Likes	1,774

Total fans increased by

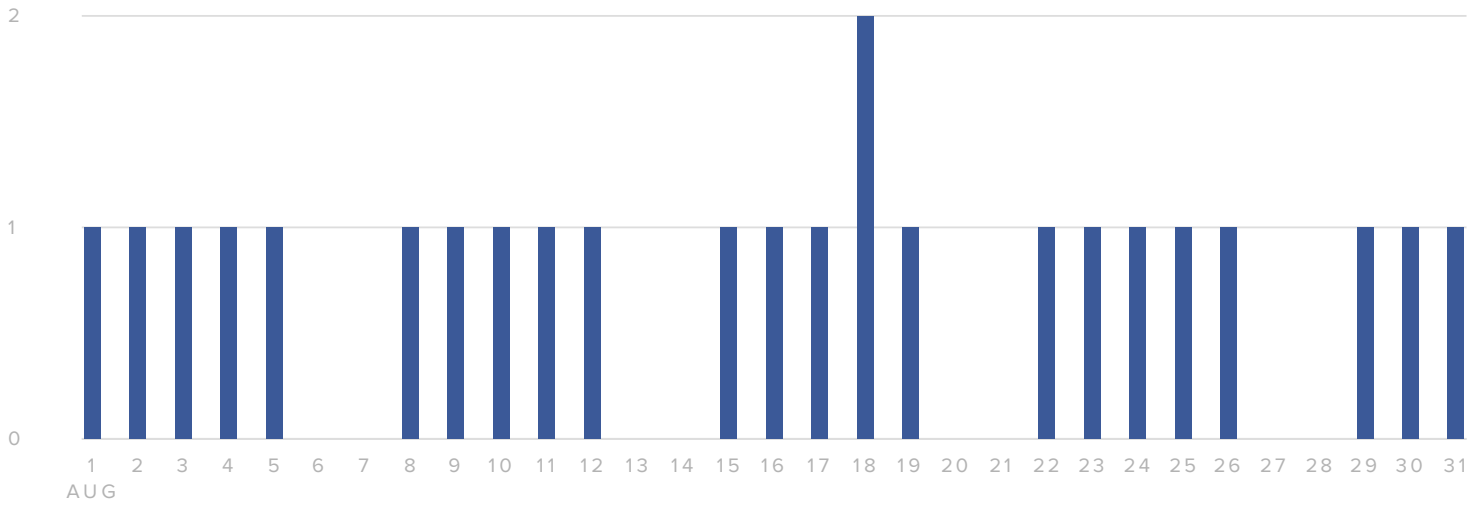
▲ 32.4%

since previous month

Publishing Behavior

POSTS, BY DAY

■ POSTS SENT



PUBLISHING METRICS

TOTALS






Photos	9
Videos	–
Posts	15
Total Posts	24

The number of posts you sent increased by

▲ **14.3%**

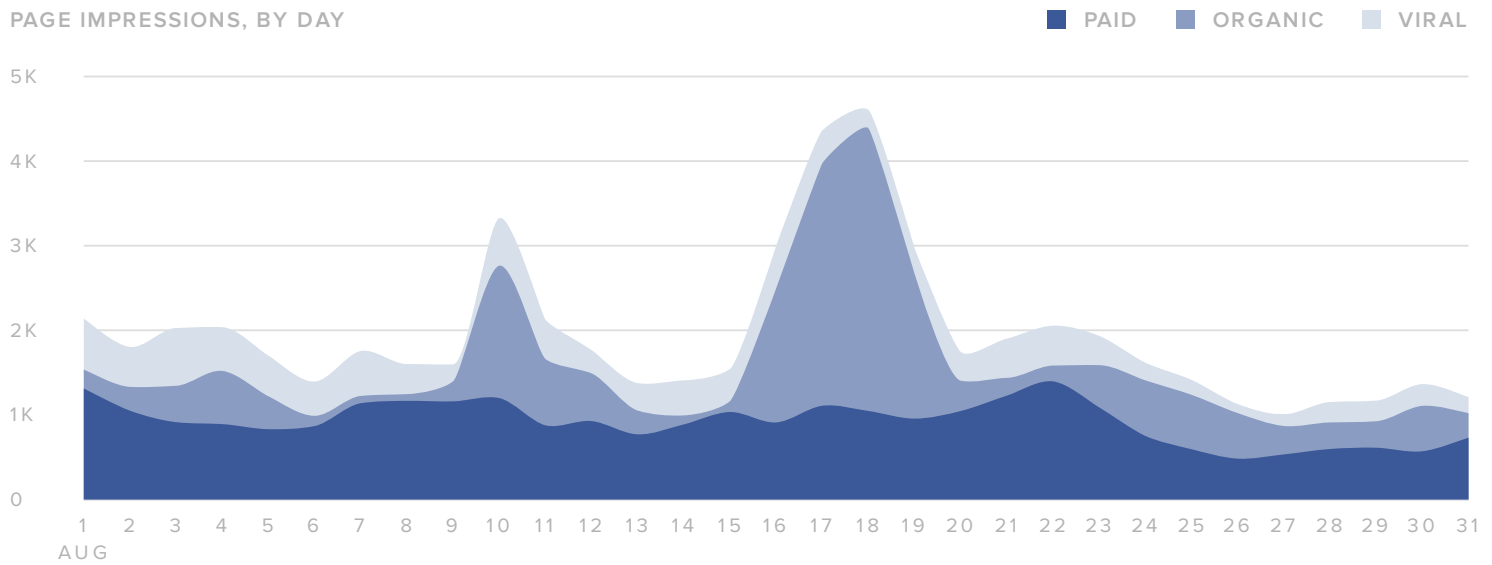
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Heirloom Countertops Shiplap is definitely trending right now in kitchen design!</p> <p>🔗 15 Ways with Shiplap</p> <p>(Post) August 05, 2016 1:30 pm</p>	20	–	15.5%	168
 <p>Heirloom Countertops Fall is right around the corner! Where did the summer go?</p> <p>🔗 20 Cozy Fall Decorating Ideas</p> <p>(Post) August 12, 2016 1:00 pm</p>	21	–	13.4%	171
 <p>Heirloom Countertops Let's shed a little light on that dilemma (see what we did there?).</p> <p>🔗 The Secret to Making a No-Light Space Look Bright</p> <p>(Post) August 19, 2016 1:20 pm</p>	12	–	13.0%	108
 <p>Heirloom Countertops A new week is a fresh start! Loving these bathroom storage ideas, you can never have enough space!</p> <p>🔗 Practical Bathroom Storage Tips</p> <p>(Post) August 15, 2016 1:15 pm</p>	9	–	11.2%	98
 <p>Heirloom Countertops Do you agree?</p> <p>🔗 These Are the Colors Everyone Will Be Talking About in 2017</p> <p>(Post) August 03, 2016 1:30 pm</p>	15	–	10.2%	167

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	20,291
Viral Impressions	11,264
Paid Impressions	28,675
Total Impressions	60,230
Users Reached	47,876

Total Impressions increased by

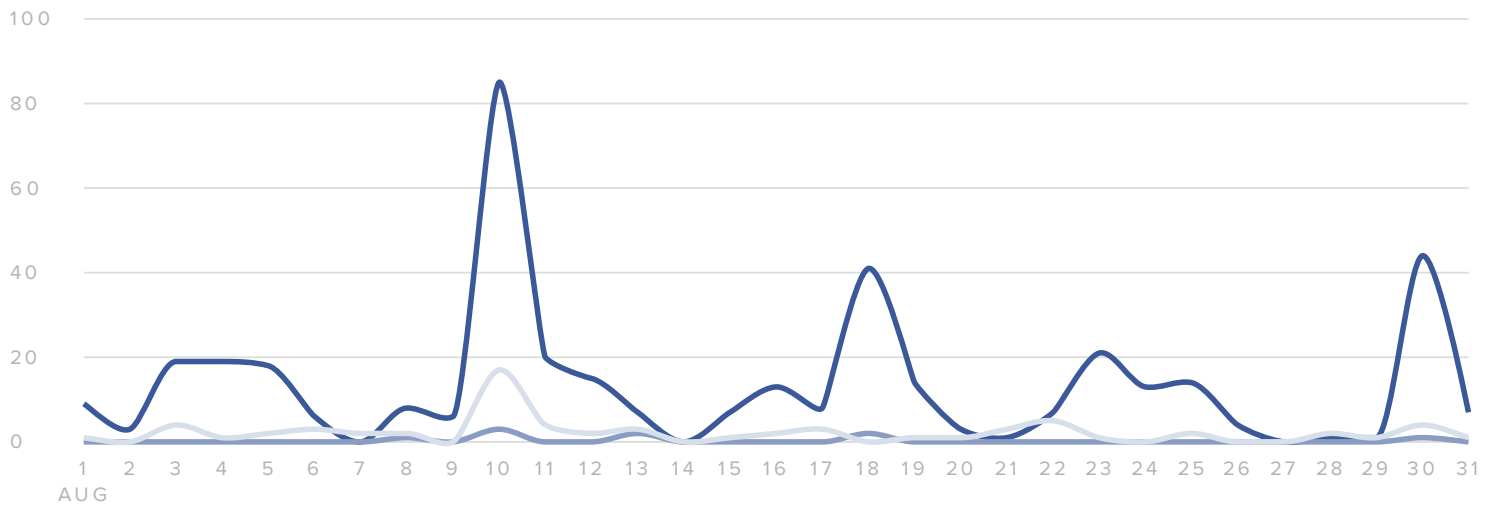
▲ **46.0%**

since previous month

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

REACTIONS COMMENTS SHARES



ACTION METRICS	TOTALS
Reactions	414
Comments	9
Shares	68
Total Engagements	491

Total Engagements increased by

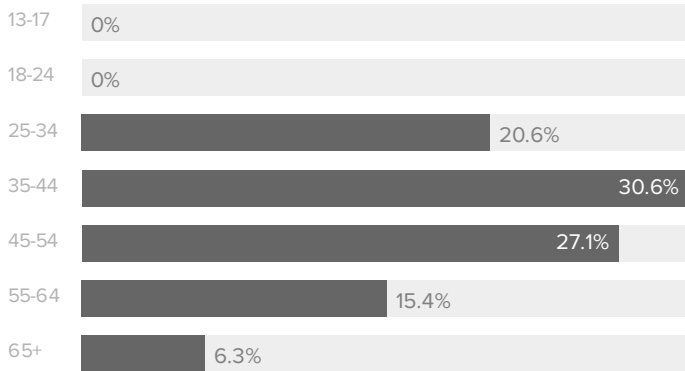
▲ 110.7%

since previous month

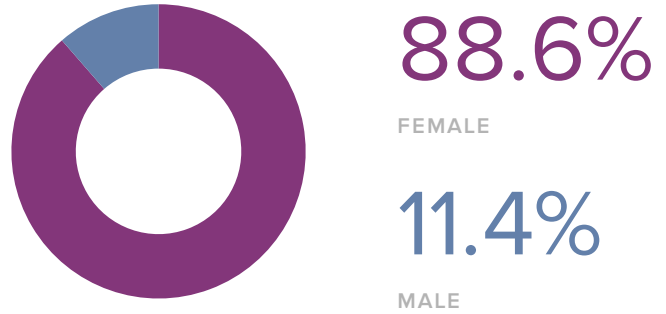
Demographics

PAGE FANS | PEOPLE REACHED | PEOPLE ENGAGED

BY AGE



BY GENDER




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	7,064	New York, NY	79
Mexico	19	Houston, TX	59
Philippines	3	Chicago, IL	54
Puerto Rico	3	Philadelphia, PA	53
Trinidad and Tobago	2	Memphis, TN	37

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Heirloom Countertops	7,103	32.37%	24	60,230	2,510	491	20.5	59



Instagram Profiles Report

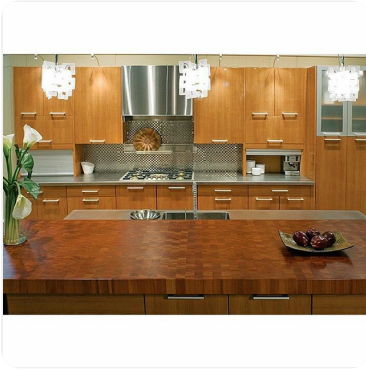
for heirloomcountertops

Aug 01, 2016 - Aug 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.

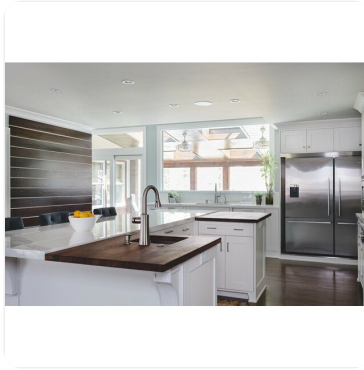


Top Instagram Posts



@heirloomcountertops

46 Engagements



@heirloomcountertops

23 Engagements



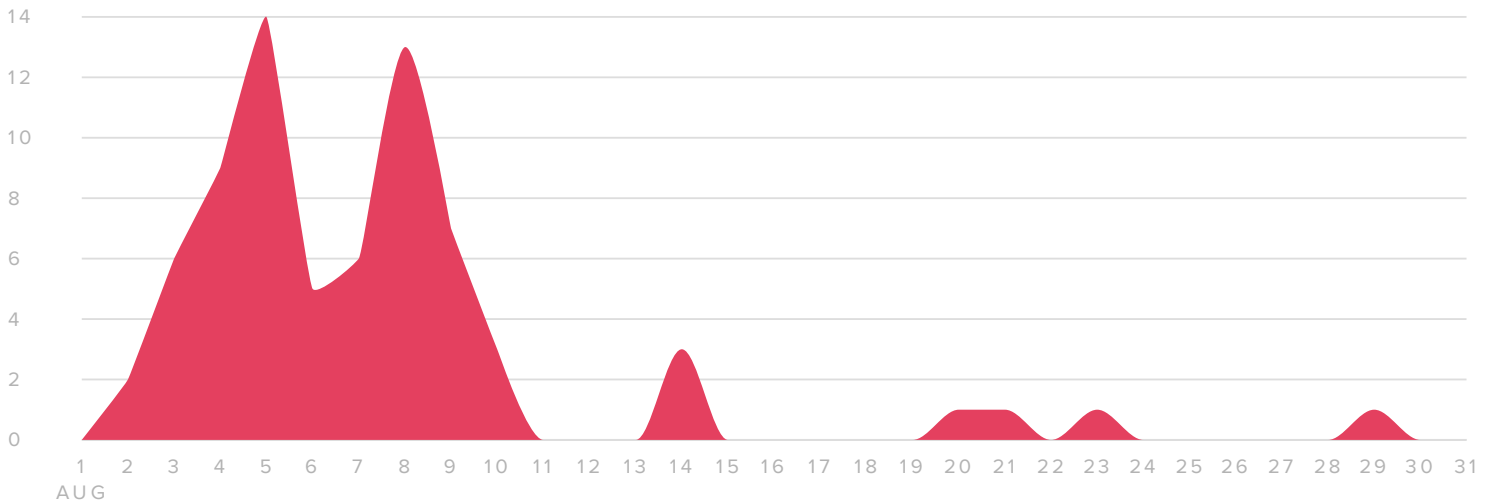
@heirloomcountertops

18 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

311

Followers Gained

57

People that you Followed

–

Total followers increased by

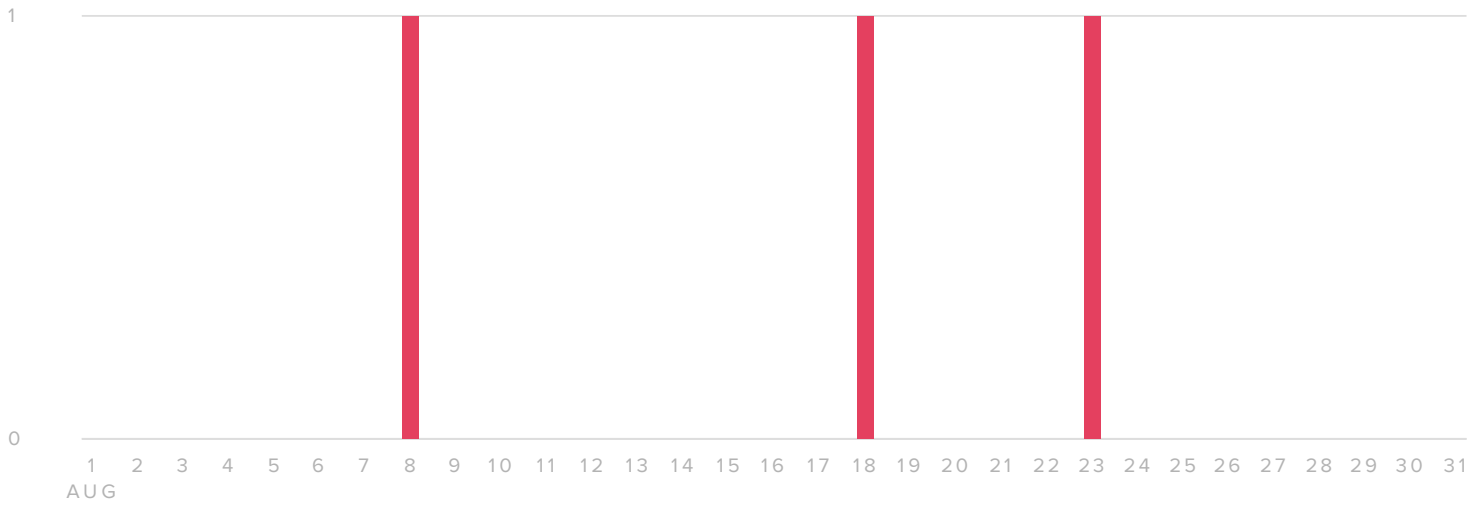
▲ 22.4%

since previous month

Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	3
Videos	–
Total Media	3

The number of media you sent decreased by

▼ **25.0%**

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

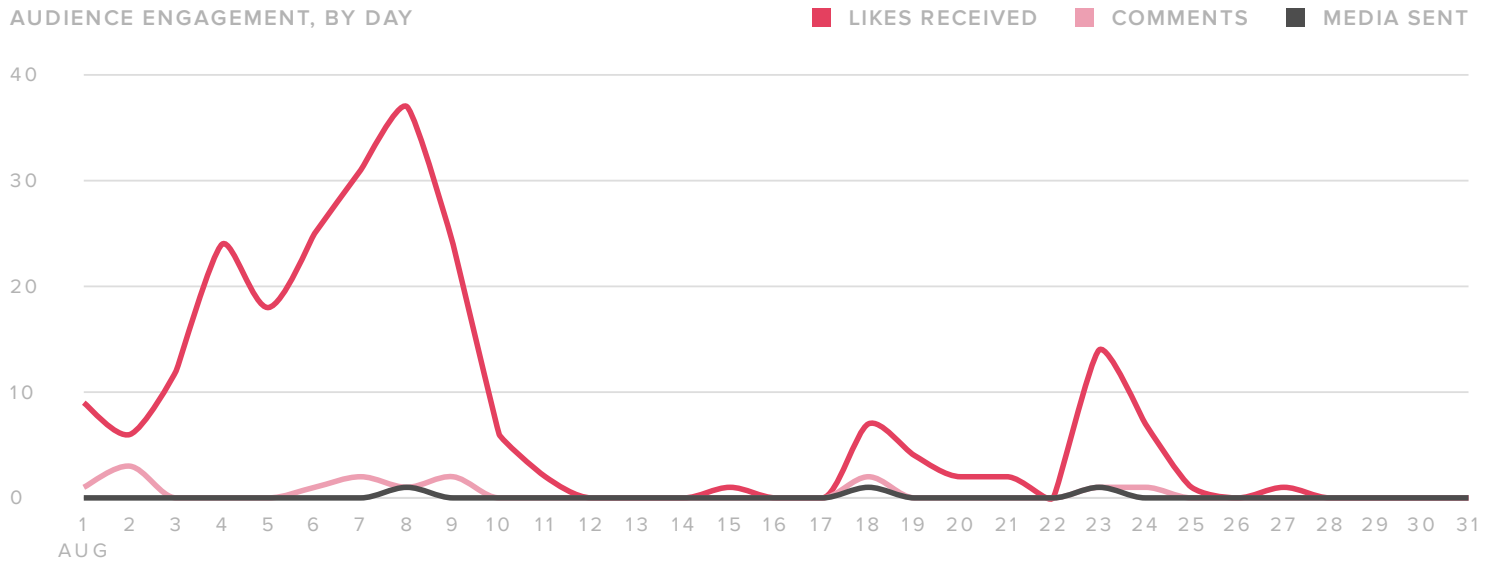
#wood	3
#homedepot	3
#reno	2
#custom	2
#remodel	2
#kitchen	2
#tuesdaytip	1
#renovation	1
#kitchenenvy	1
#homereno	1

MOST ENGAGED HASHTAGS

#wood	79
#homedepot	79
#kitchen	66
#kitchendesign	44
#island	44
#woodwork	44
#countertop	44
#reno	35
#custom	35
#remodel	35

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

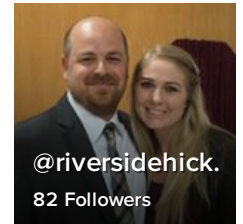
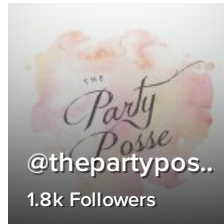


ENGAGEMENT METRICS	TOTALS
Likes Received	233
Comments Received	14
Total Engagements	247
Engagements per Follower	0.8
Engagements per Media	82.3


The number of engagements decreased by
▼ 44.2%
 since previous month

The number of engagements per media decreased by
▼ 25.7%
 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	311	22.4%	57	3	3	247	82.3	0.79



Twitter Profiles Report

for @HeirloomWood

Aug 01, 2016 - Aug 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.



Twitter Activity Overview



1,150

ORGANIC IMPRESSIONS



5

TOTAL ENGAGEMENTS

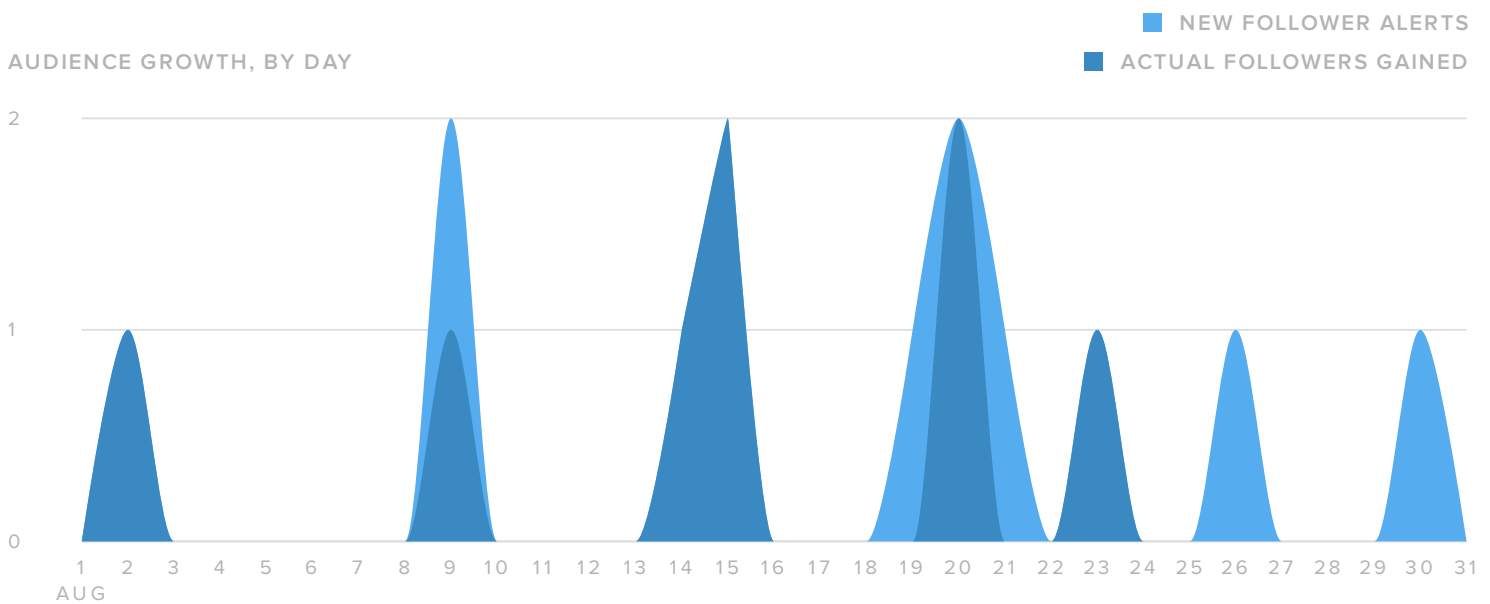


-

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers	67
New Follower alerts	12
Followers lost	-2
People that you followed	-

Total followers decreased by

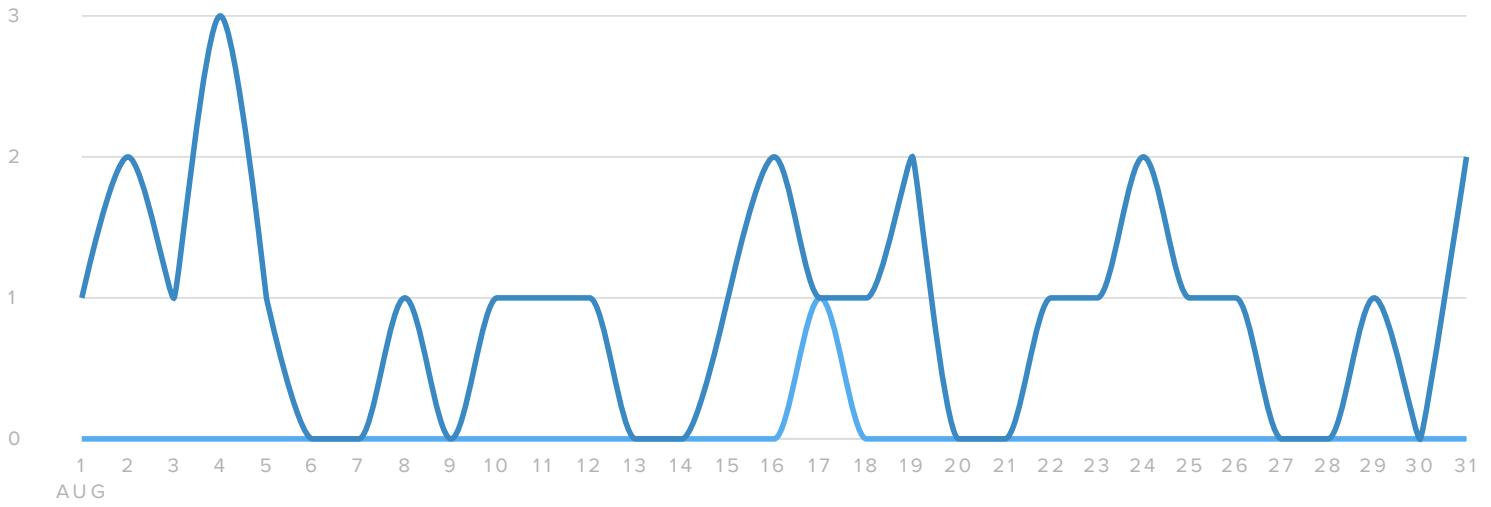
▼ **2.9%**

since previous month

Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	28
Direct Messages sent	-
Total Sent	28
Mentions received	1
Direct Messages received	-
Total Received	1

The number of messages you sent increased by

▲ 40.0%

since previous month

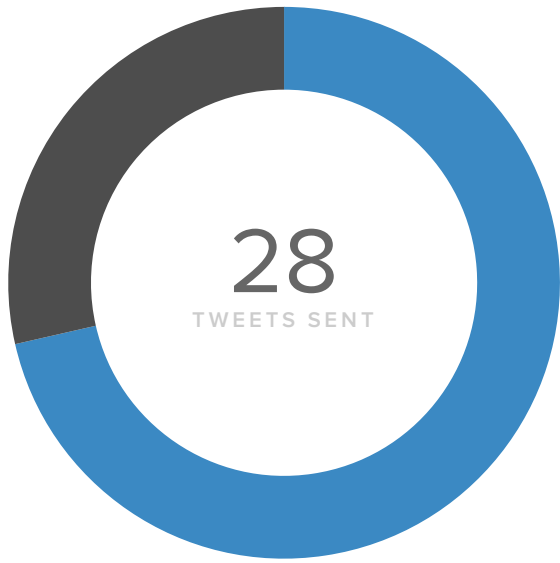
The number of messages you received increased by



since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



0
PLAIN TEXT

20
PAGE LINKS

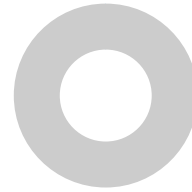
8
PHOTO LINKS

YOUR TWEETING BEHAVIOR



44%
CONVERSATION

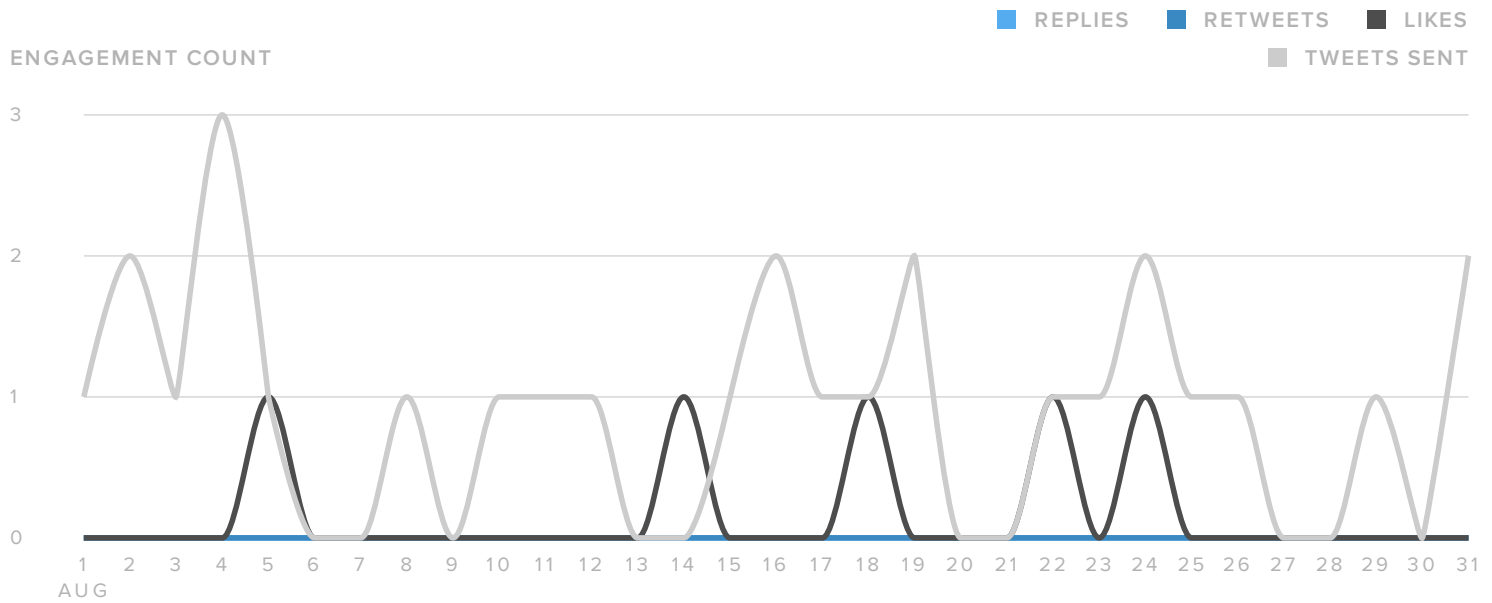
56%
UPDATES



0%
NEW CONTACTS

100%
EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	-
Retweets	-
Retweets with Comments	-
Likes	5
Engagements per Follower	0.1
Impressions per Follower	17.2
Engagements per Tweet	0.2
Impressions per Tweet	41.1
Engagements per Impression	0.4%

The number of engagements increased by

▲ **400.0%**

since previous month

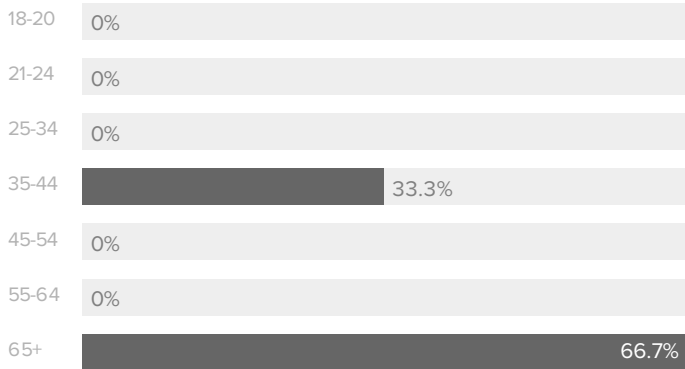
The number of impressions per Tweet decreased by

▼ **46.3%**

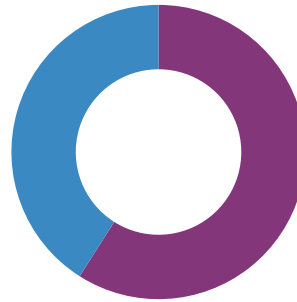
since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



59%


FEMALE FOLLOWERS

41%

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	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @HeirloomWood	67	-2.9%	28	1,150	17.16	5	0.07	–	–