

GROUP REPORT from September 1, 2016 - September 30, 2016

@HeirloomWood

Heirloom Countertops

GROUP STATS across all Twitter and Facebook accounts

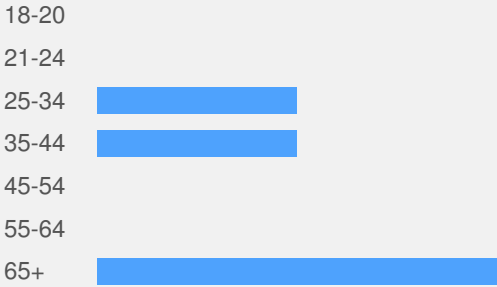
Incoming Messages	665	
Sent Messages	40	
New Twitter Followers	15	
New Facebook Fans	411	

667 INTERACTIONS  
 BY 628 UNIQUE USERS  
 24,884 POTENTIAL REACH

TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

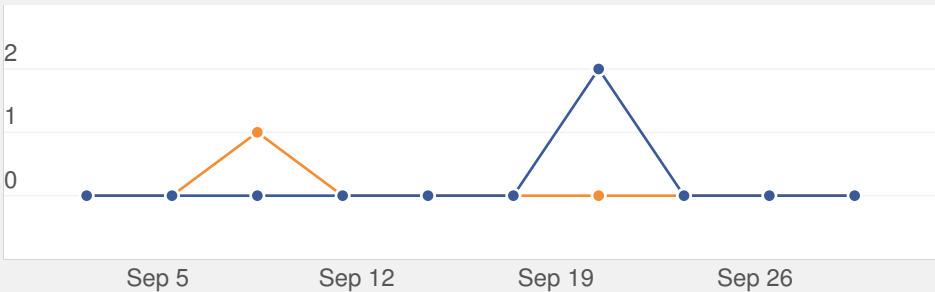
45% MALE FOLLOWERS  
 55% FEMALE FOLLOWERS



TWITTER STATS

+15 New Twitter Followers in this time period  
 2 Link Clicks  
 1 Mentions  
 2 Retweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

0 Plain Text  
 13 Links to Pages  
 6 Photo Links

# FACEBOOK STATS across all Facebook pages

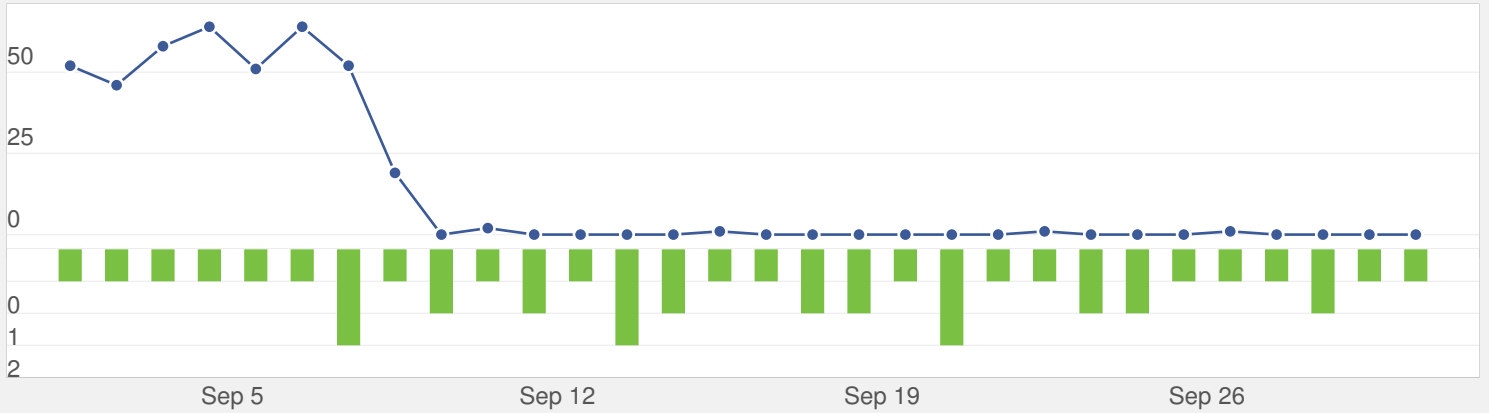


## My Facebook Pages

7.55k Total Likes, and 36 people talking about this

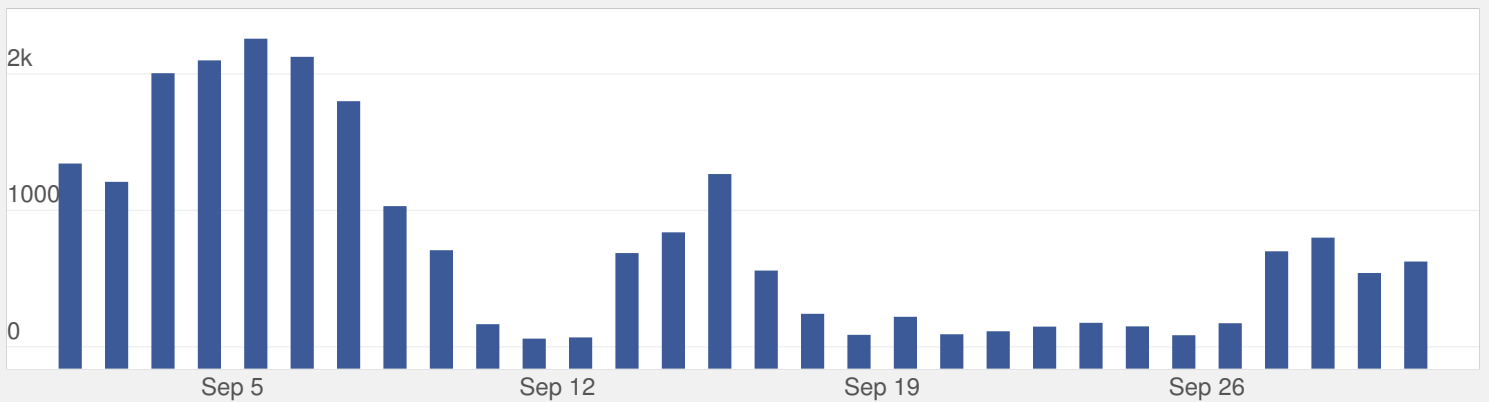
### FAN GROWTH

New Fans **411** Unliked your Page **14**

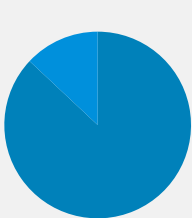


### PAGE IMPRESSIONS

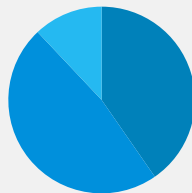
Impressions **22,378** by 17,307 users



### IMPRESSIONS



- Fan 2.3k
- Page Post 350
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Other 0
- Event 0



- Paid 9.0k
- Organic 10.6k
- Viral 2.7k

### BY DAY OF WEEK

AVG

TOTAL

Day	Avg	Total
Sun	583	2.3k
Mon	680	2.7k
Tue	901	3.6k
Wed	888.3	3.6k
Thu	865.8	4.3k
Fri	655.4	3.3k
Sat	640.8	2.6k

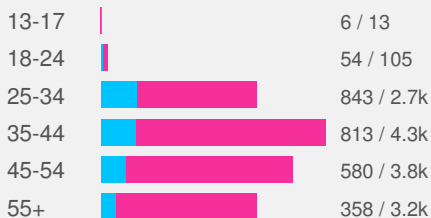
### IMPRESSION DEMOGRAPHICS

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

#### AGE & GENDER

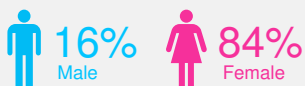
#### TOP COUNTRIES

#### TOP CITIES



Country	Count
United States	16.6k
Mexico	38
Canada	18
Philippines	14
Turkey	9

City	Count
New York, NY	191
San Francisco, CA	117
Chicago, IL	114
Houston, TX	103
El Paso, TX	82





# Facebook Pages Report for Heirloom Countertops

Sep 01, 2016 - Sep 30, 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



22,378  
IMPRESSIONS



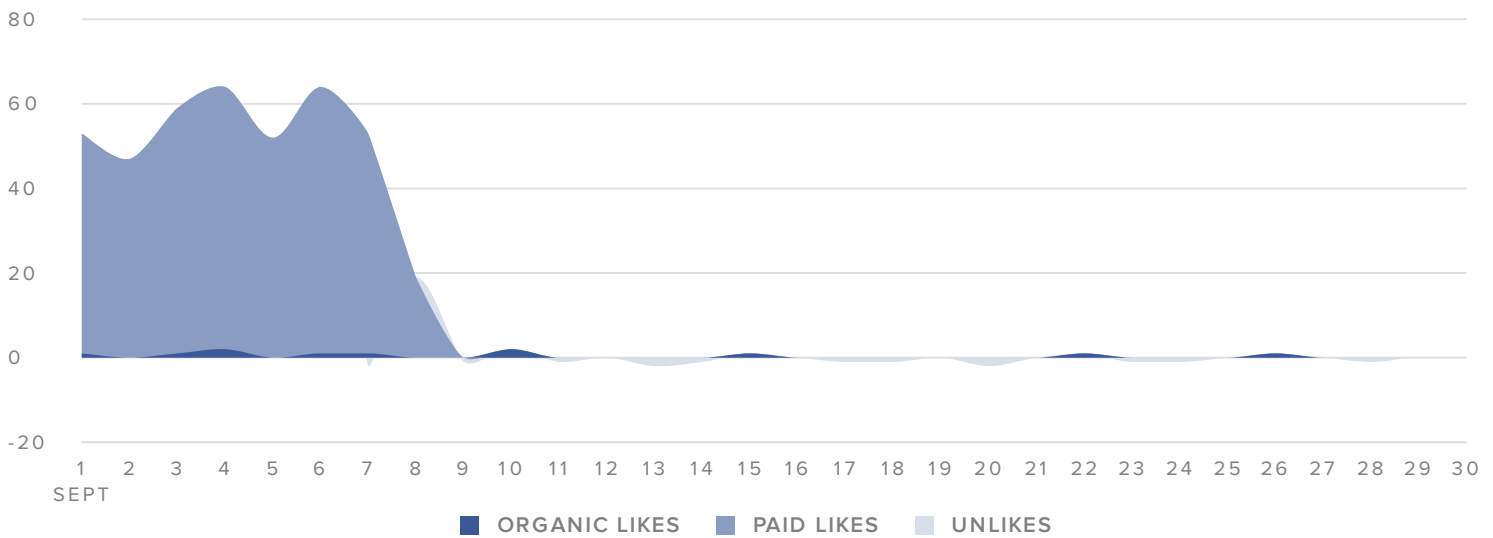
241  
POST ENGAGEMENTS



7  
LINK CLICKS

### Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS	TOTALS
<b>Total Fans</b>	<b>7,547</b>
Paid Likes	405
Organic Likes	11
Unlikes	14
Net Likes	402

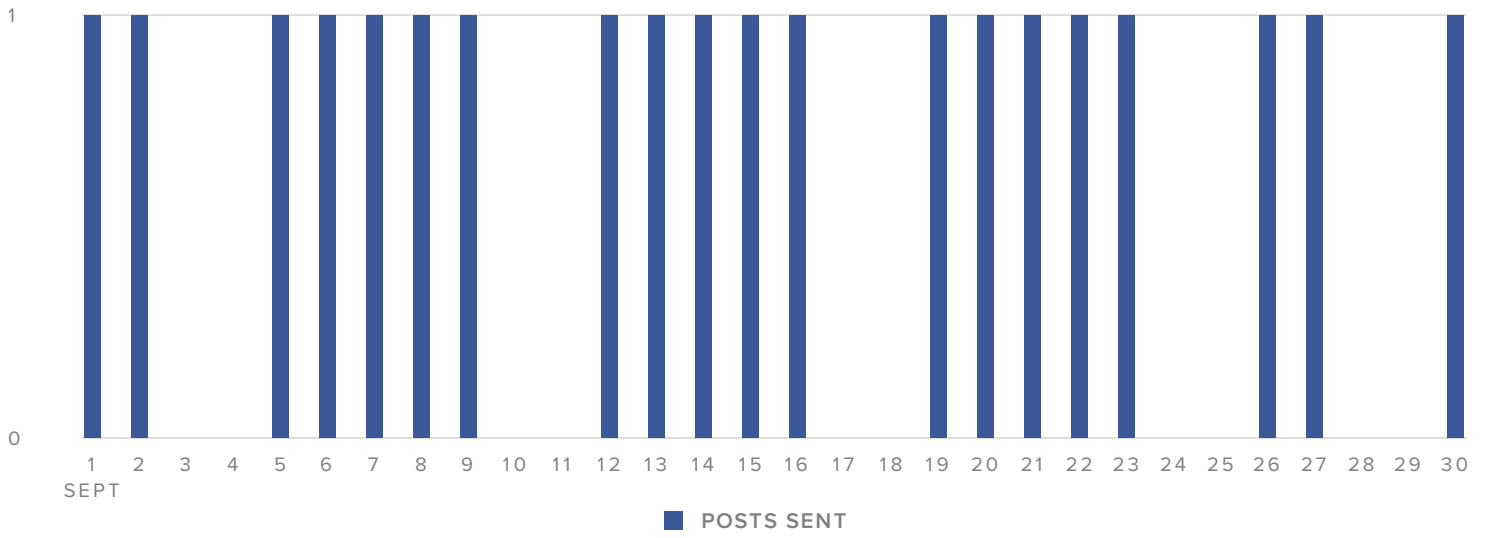
Total fans increased by

▲ 5.5%

since previous month

## Publishing Behavior

POSTS, BY DAY










PUBLISHING METRICS	TOTALS
Photos	11
Videos	-
Posts	9
<b>Total Posts</b>	<b>20</b>

The number of posts you sent decreased by

▼ **13.0%**

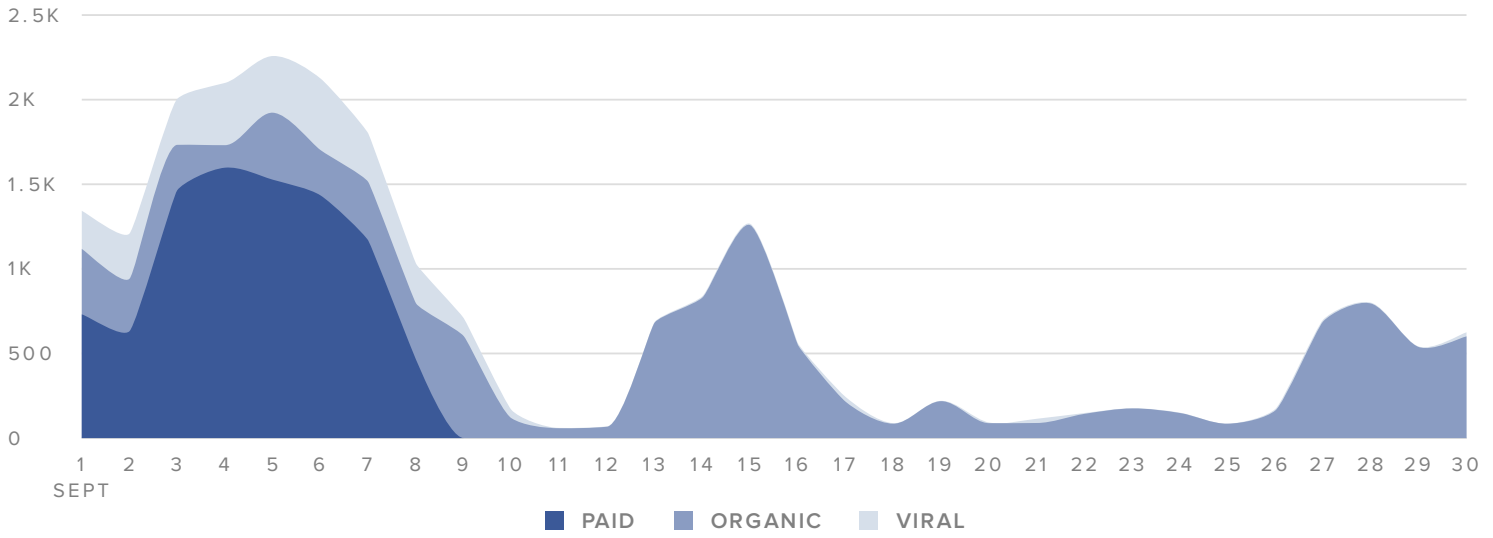
since previous month

### Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Heirloom Countertops Major inspiration alert!</p> <p><a href="#">137 Beautiful Designer Kitchens for Every Style</a></p> <p>(Post) September 16, 2016 1:00 pm</p>	18	–	14.0%	157
 <p>Heirloom Countertops Did you know there were so many different shades of white paint?</p> <p><a href="#">The 20 Shades of White Paint That Designers Love the Most</a></p> <p>(Post) September 26, 2016 11:28 am</p>	13	–	11.7%	120
 <p>Heirloom Countertops Happy Friday! Anyone spending some time in the kitchen working on a new recipe this weekend? Share it with us below!</p>  <p>(Post) September 09, 2016 11:30 am</p>	49	–	10.4%	492
 <p>Heirloom Countertops Don't let a small kitchen deter you from having the design of your dreams!</p> <p><a href="#">8 Inspired Tricks for Small Kitchen Designs</a></p> <p>(Post) September 21, 2016 1:16 pm</p>	2	–	8.0%	50
 <p>Heirloom Countertops A classic kitchen never goes out of style. Happy Friday!</p>  <p>(Post) September 30, 2016 11:45 am</p>	30	–	7.3%	438

## Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	10,639
Viral Impressions	2,722
Paid Impressions	9,017
<b>Total Impressions</b>	<b>22,378</b>
<b>Users Reached</b>	<b>17,307</b>

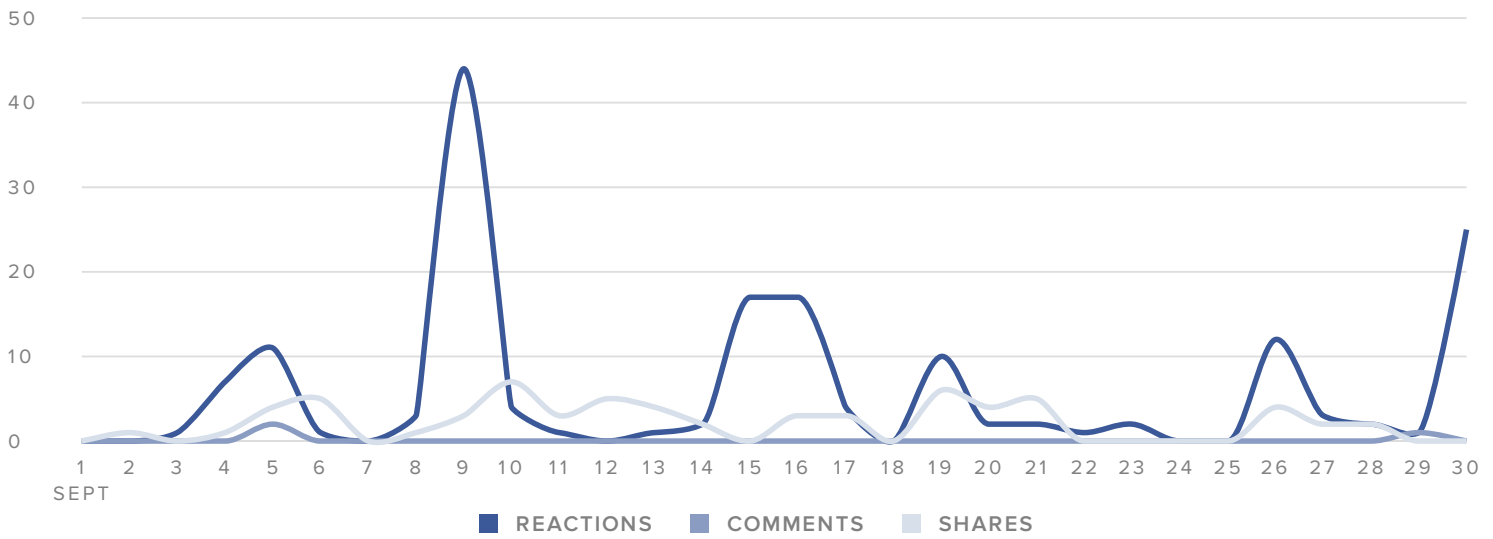
Total Impressions decreased by

▼ **61.5%**

since previous month

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	173
Comments	3
Shares	65
<b>Total Engagements</b>	<b>241</b>

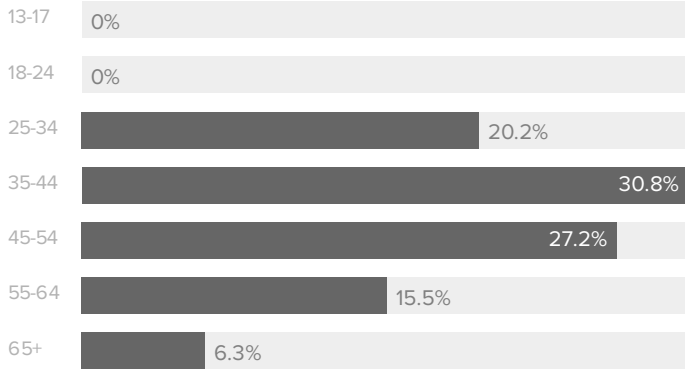
Total Engagements decreased by **49.9%** since previous month



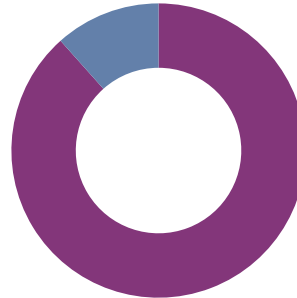
## Demographics

**PAGE FANS** | **PEOPLE REACHED** | **PEOPLE ENGAGED**

### BY AGE



### BY GENDER



88.4%

FEMALE

11.6%

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	7,500	New York, NY	86
Mexico	22	Houston, TX	64
Puerto Rico	5	Chicago, IL	58
Philippines	3	Philadelphia, PA	58
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	7,547	5.54%	20	22,378	1,119	241	12.1	7



# Instagram Profiles Report

## for heirloomcountertops

Sep 01, 2016 - Sep 30, 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

56 Engagements



@heirloomcountertops

37 Engagements

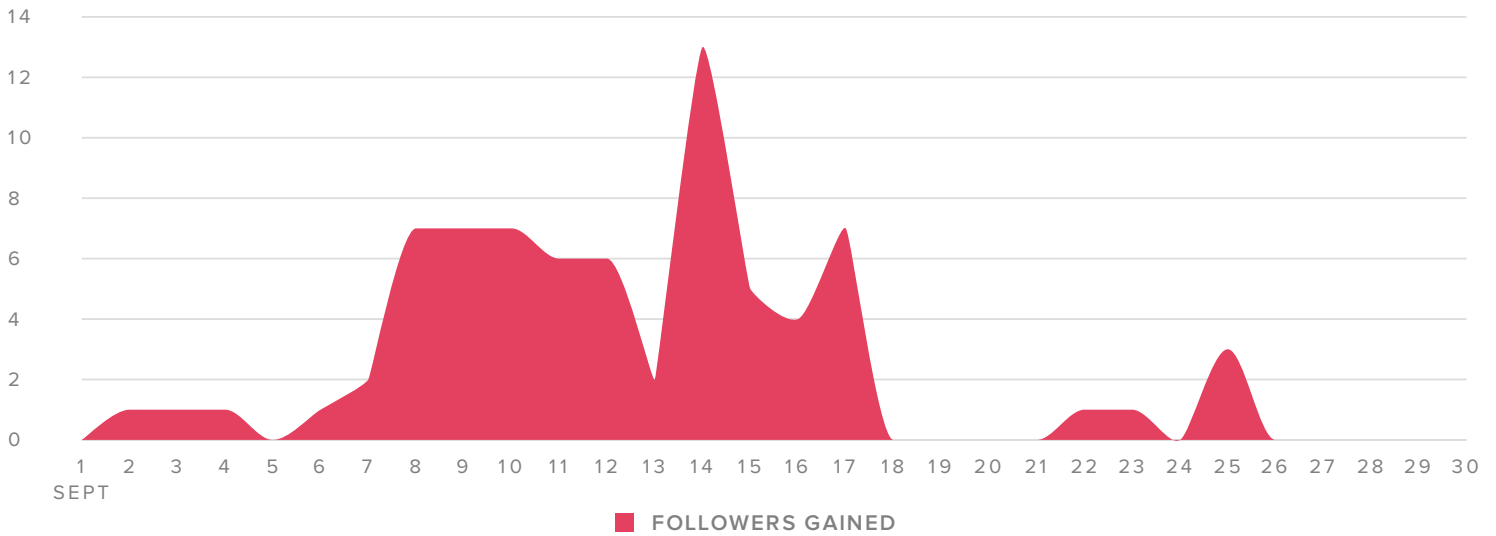


@heirloomcountertops

26 Engagements

## Audience Growth

### AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

### FOLLOWER METRICS

### TOTALS

Total Followers	377
Followers Gained	66
People that you Unfollowed	-1

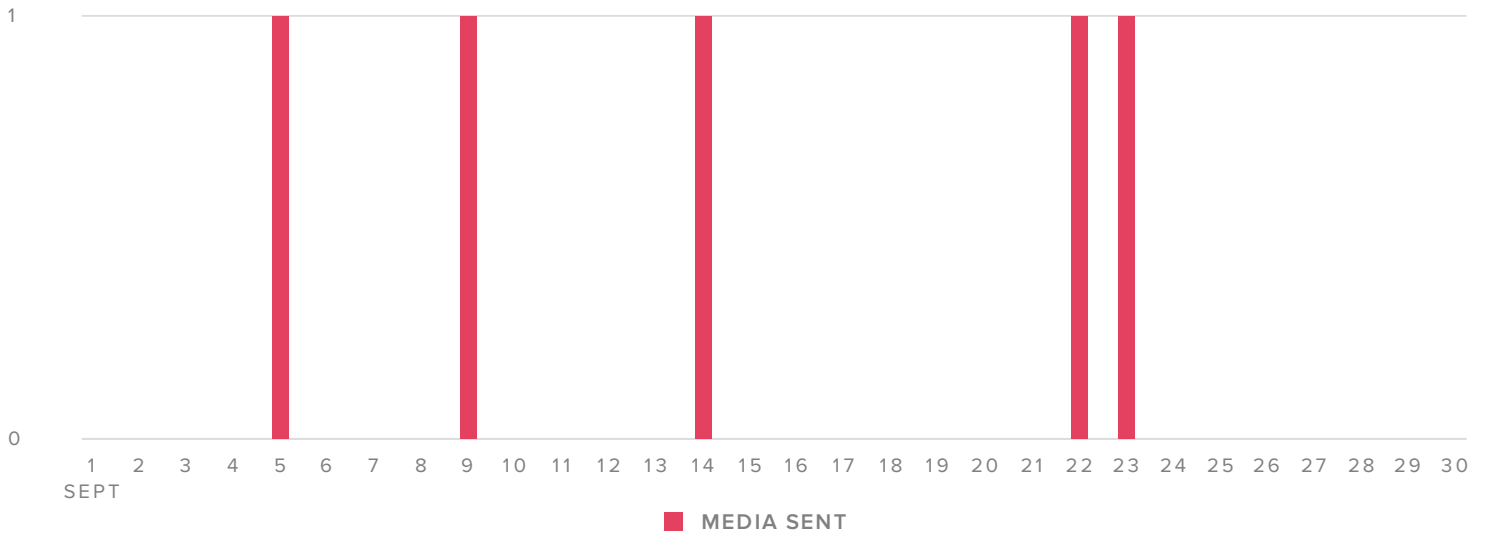
Total followers increased by

▲ 21.2%

since previous month

# Publishing Behavior

## MEDIA PER DAY



PUBLISHING METRICS	TOTALS
Photos	5
Videos	–
Total Media	5

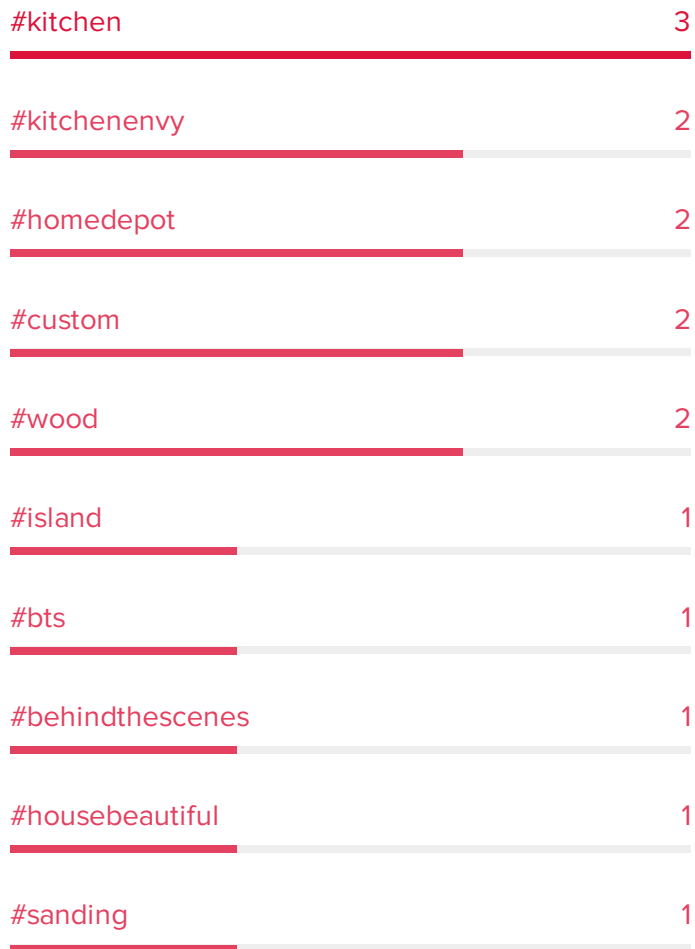
The number of media you sent increased by

▲ **66.7%**

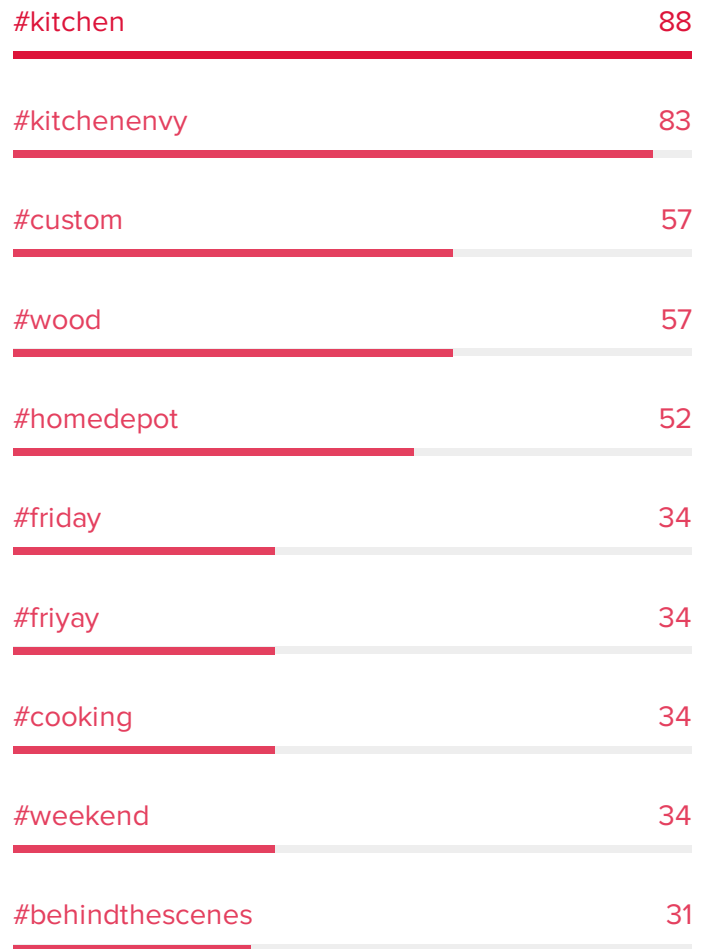
since previous month

# Outbound Hashtag Performance

## MOST USED HASHTAGS

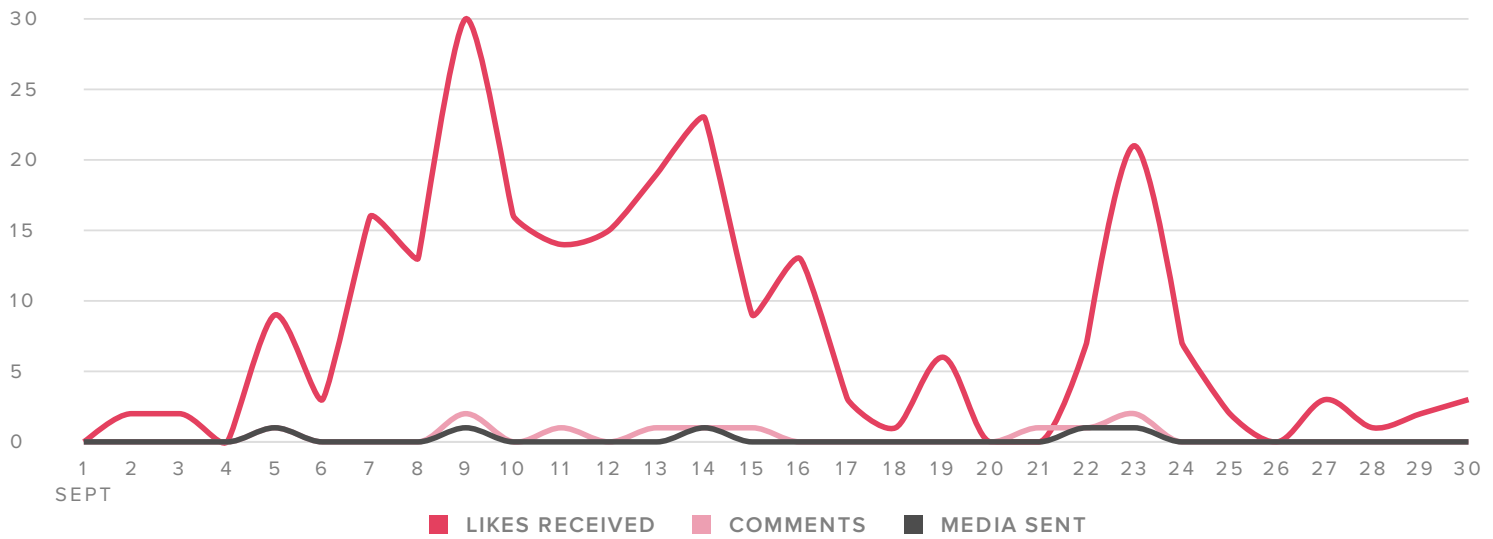


## MOST ENGAGED HASHTAGS



# Audience Engagement

## AUDIENCE ENGAGEMENT, BY DAY

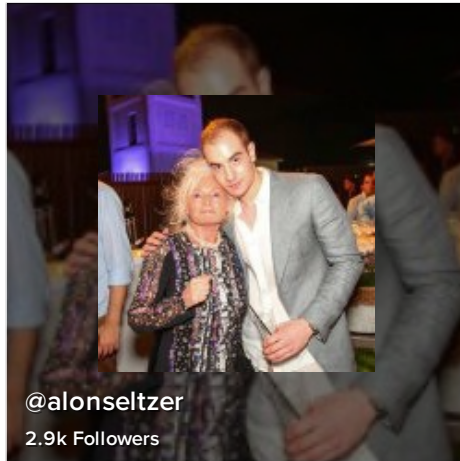


ENGAGEMENT METRICS	TOTALS
Likes Received	240
Comments Received	11
<b>Total Engagements</b>	<b>251</b>
Engagements per Follower	0.7
Engagements per Media	50.2

The number of engagements increased by **▲ 5.9%** since previous month


The number of engagements per media decreased by **▼ 36.5%** 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	377	21.2%	66	5	5	251	50.2	0.67



# Twitter Profiles Report for HeirloomWood

Sep 01, 2016 - Sep 30, 2016

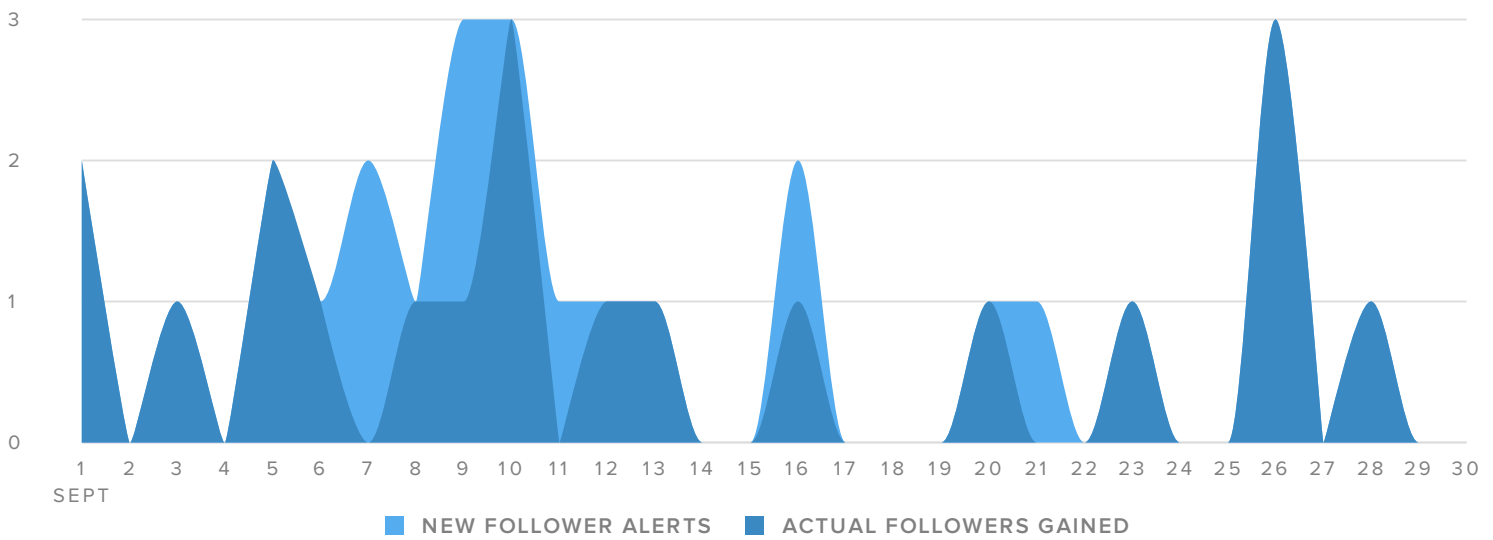
The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

### Twitter Activity Overview



### Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS	TOTALS
<b>Total Followers</b>	<b>77</b>
New Follower alerts	15
Actual Followers gained	10
People that you followed	1

Total followers increased by

**▲14.9%**  
since previous month

## Posts & Conversations

MESSAGES PER DAY



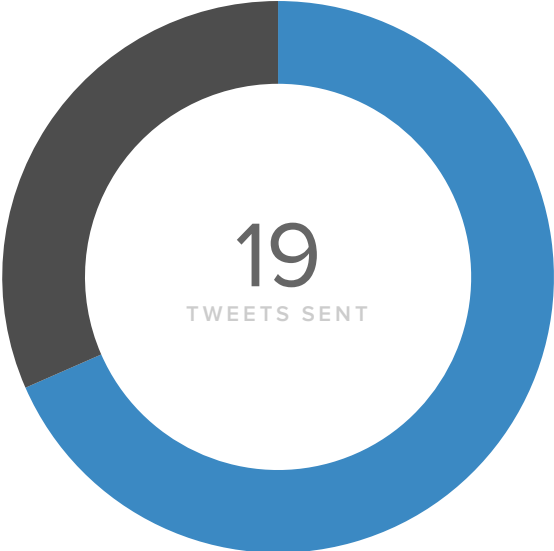
SENT/RECEIVED METRICS	TOTALS
Tweets sent	19
Direct Messages sent	-
<b>Total Sent</b>	<b>19</b>
Mentions received	1
Direct Messages received	-
<b>Total Received</b>	<b>1</b>

The number of messages you sent decreased by **29.6%** since previous month

The number of messages you received increased by **—** since previous month

### Your Content & Engagement Habits

SENT MESSAGE CONTENT



0  
PLAIN TEXT

13  
PAGE LINKS

6  
PHOTO LINKS

YOUR TWEETING BEHAVIOR



42%  
CONVERSATION

58%  
UPDATES

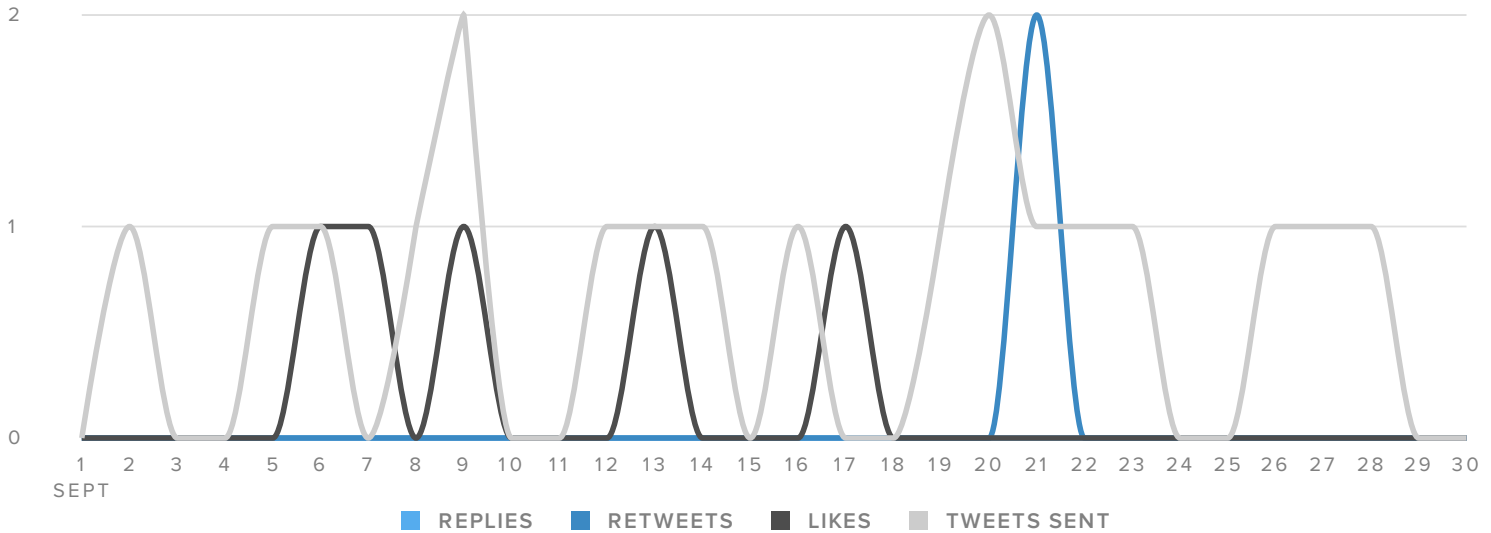


13%  
NEW CONTACTS

87%  
EXISTING CONTACTS

## Audience Engagement

### ENGAGEMENT COUNT



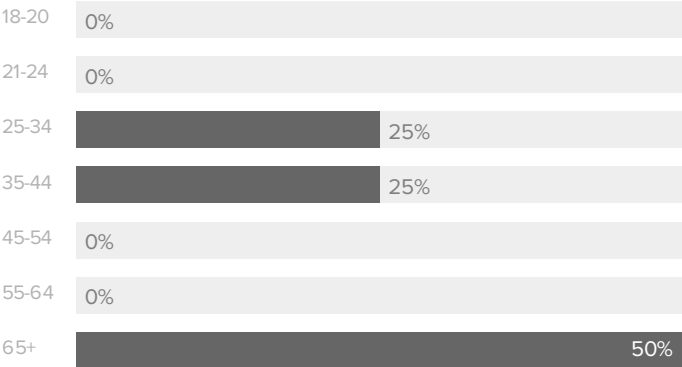
ENGAGEMENT METRICS	TOTALS
Replies	–
Retweets	2
Retweets with Comments	–
Likes	5
Engagements per Follower	0.1
Impressions per Follower	13.5
Engagements per Tweet	0.5
Impressions per Tweet	54.5
Engagements per Impression	0.9%

The number of engagements increased by **▲ 50.0%** since previous month

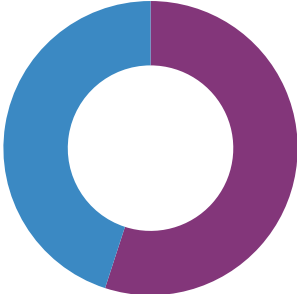
The number of impressions per Tweet increased by **▲ 20.4%** since previous month

### Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



55%


FEMALE FOLLOWERS

45%

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	77	14.9%	19	1,036	13.45	9	0.12	2	2