



# Facebook Pages Report

## for **Pilates in the Grove**

Oct 01, 2016 - Oct 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.

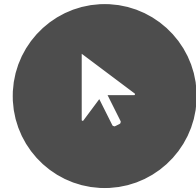
## Facebook Activity Overview



**42,941**  
IMPRESSIONS



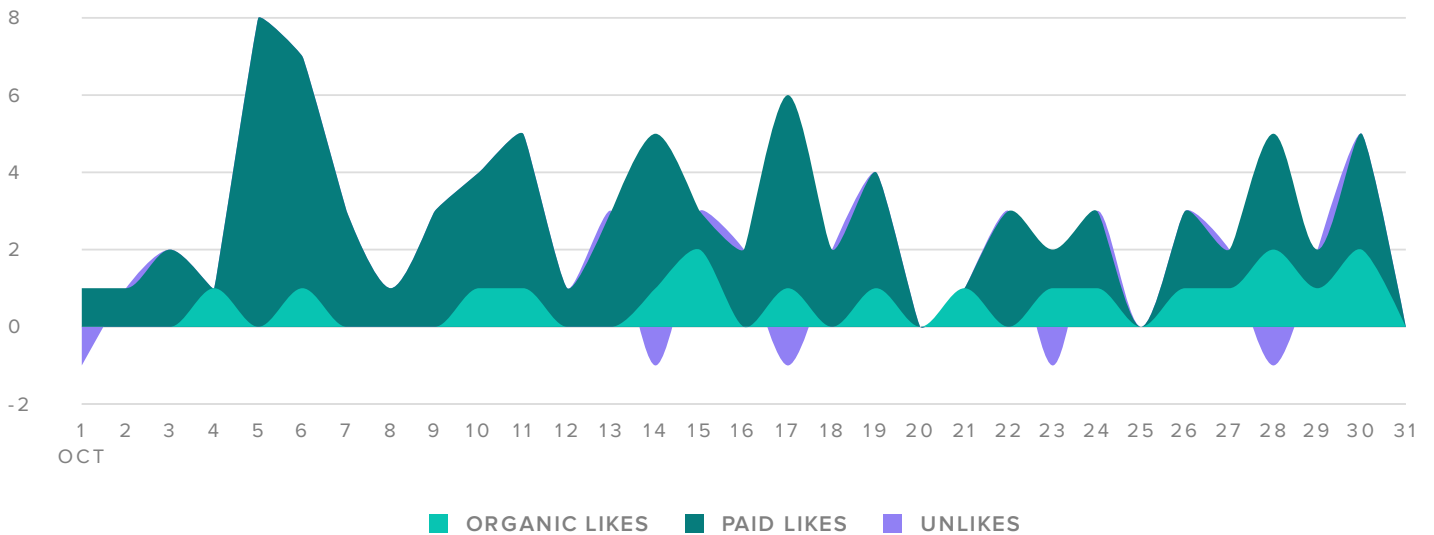
**309**  
POST ENGAGEMENTS



**42**  
LINK CLICKS

## Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

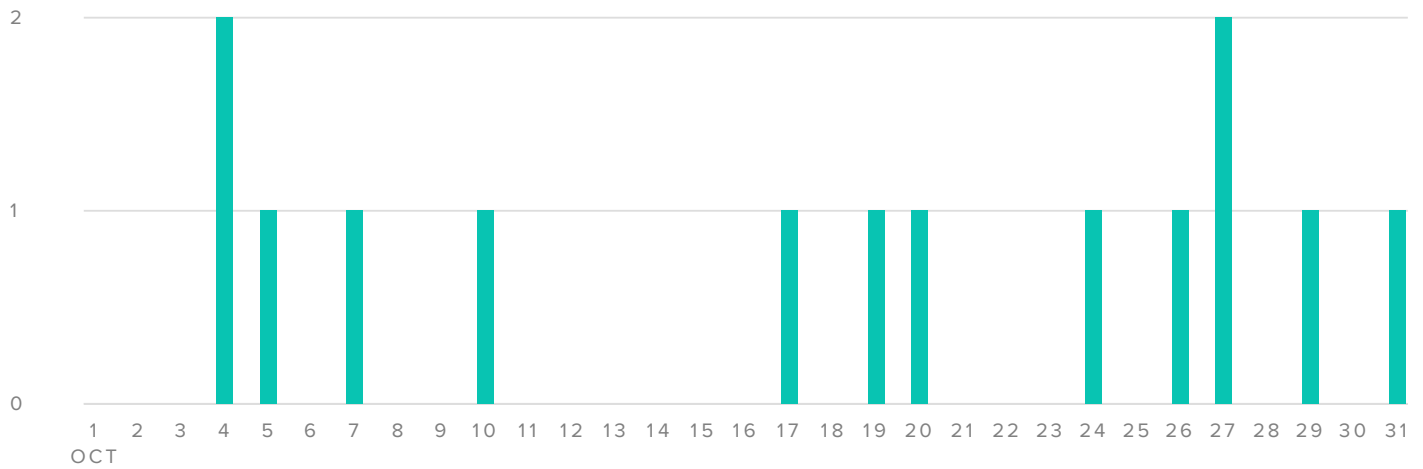
AUDIENCE GROWTH METRICS	TOTALS
Total Fans	1,524
Paid Likes	69
Organic Likes	19
Unlikes	5
Net Likes	83

Total fans increased by

**▲ 5.8%**  
since previous month

## Publishing Behavior

### POSTS, BY DAY



### POSTS SENT






PUBLISHING METRICS	TOTALS
Photos	11
Videos	–
Posts	3
<b>Total Posts</b>	<b>14</b>

The number of posts you sent increased by

**▲7.7%**

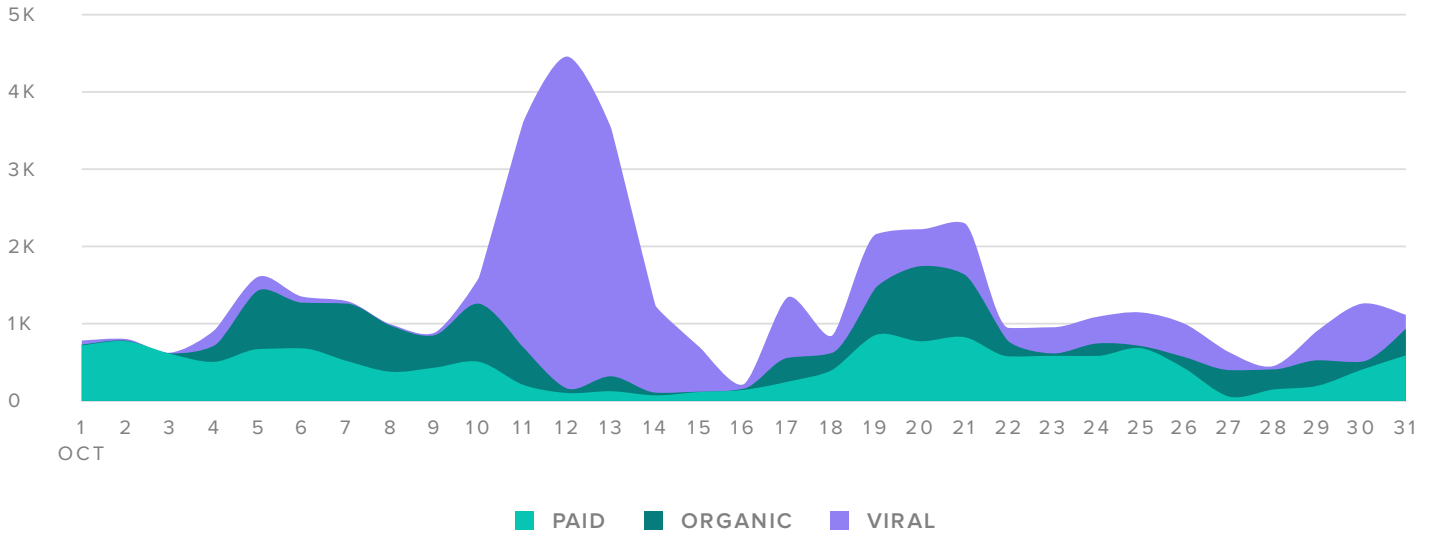
since previous month

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p><b>Pilates in the Grove</b></p> <p>Feeling the pain? Check out Alix's blog post about maintaining posture alignment. Her quick tips can help you perfect how you sit, stand and move. Need something extra? Check out one of our many Board Certified Physical Therapist for an evaluation by contacting the front desk at pilatesinthegrove.com</p> <p><a href="#">Alix's Tips for Maintaining Posture Alignment   Pilates in the Grove</a></p> <p>(Post) October 13, 2016 9:18 am</p>	5	—	6.8%	307
 <p><b>Pilates in the Grove</b></p> <p>Pilates in the Grove has so many great community events this weekend! Friday October 21 at 6pm join us for a different kind of happy Hour with our Pilates H2O class. For more information and to register visit <a href="http://www.pilatesinthegrove.com/services-2/pilates-h2o/">http://www.pilatesinthegrove.com/services-2/pilates-h2o/</a> Sunday morning at 9am join us at <b>TKS Coconut Grove</b> for Pilates on the Patio with Christa. Make sure to sign up at <a href="http://www.pilatesinthegrove.com/event/pilates-on-the-patio-tks/">http://www.pilatesinthegrove.com/event/pilates-on-the-patio-tks/</a> space is limited!</p>  <p>(Post) October 17, 2016 10:38 am</p>	65	2	4.7%	1,714
 <p><b>Pilates in the Grove</b></p> <p>South Miami we've got a special treat for you next week!! We want to help you to learn how to live pain-free and fully functional with a FREE PHYSICAL THERAPY EVALUATION!! Space is limited and sessions are available from October 24-31! Call 305-397-8308 email us or check in with our front desk this week and make your appointment ASAP!! Your body will thank you.</p>  <p>(Post) October 20, 2016 8:59 am</p>	16	1	3.7%	756

## Page Impressions

### PAGE IMPRESSIONS, BY DAY



#### IMPRESSIONS METRICS

#### TOTALS

Organic Impressions	9,751
Viral Impressions	19,298
Paid Impressions	13,892
<b>Total Impressions</b>	<b>42,941</b>
<b>Users Reached</b>	<b>25,676</b>

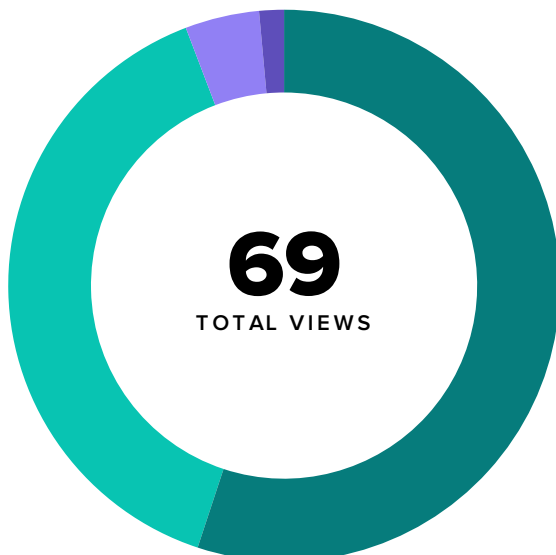
Total Impressions decreased by

**▼ 49.3%**

since previous month

## Video Performance

### VIEW METRICS



**27**

ORGANIC FULL

**38**

ORGANIC PARTIAL

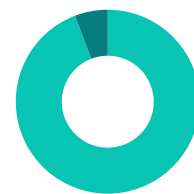
**3**

PAID FULL

**1**

PAID PARTIAL

### VIEWING BREAKDOWN

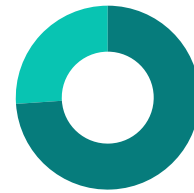


**94%**

ORGANIC VIEWS

**6%**

PAID VIEWS



**26%**

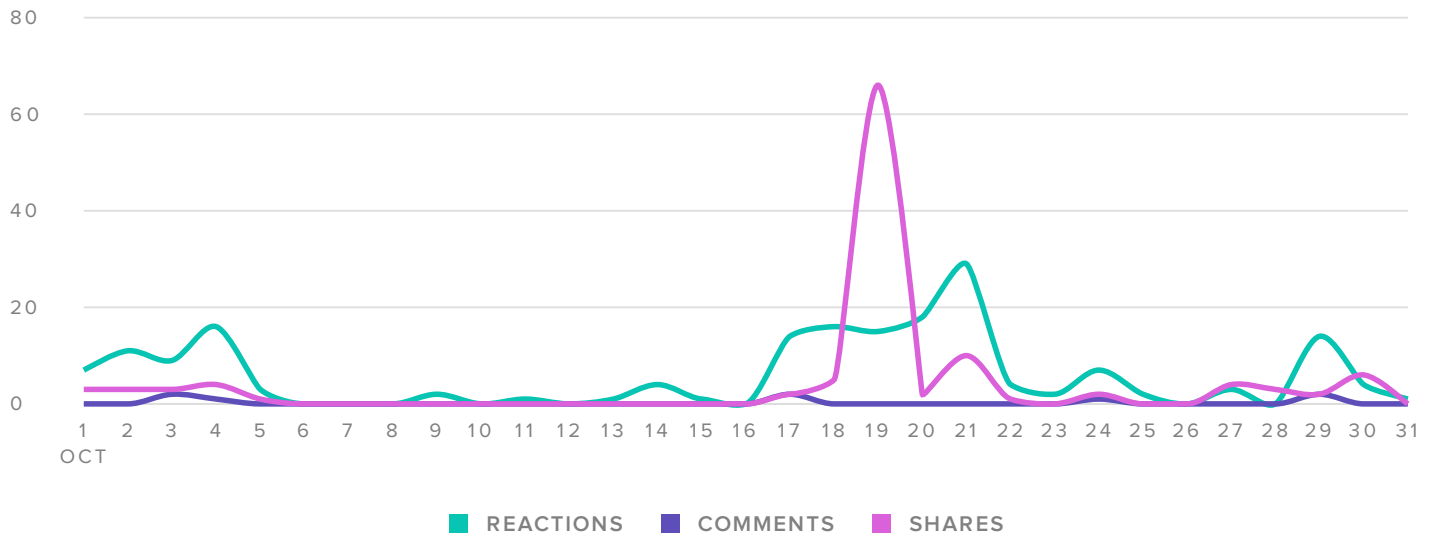
CLICK PLAYS

**74%**

AUTO PLAYS

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	184
Comments	8
Shares	117
<b>Total Engagements</b>	<b>309</b>

Total Engagements decreased  
by  
**▼ 47.6%**  
since previous month

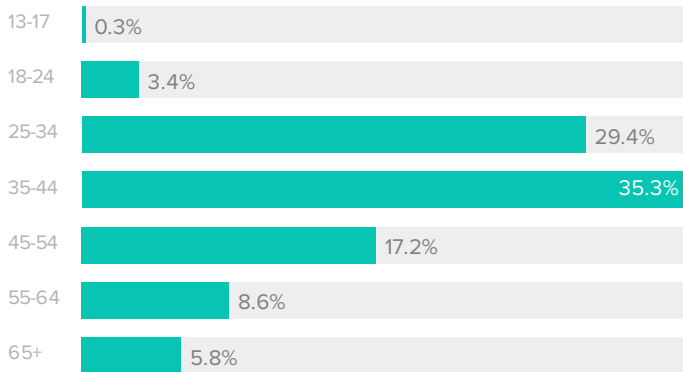
## Demographics

PAGE FANS

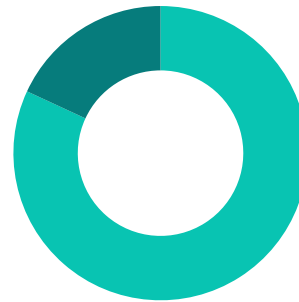
PEOPLE REACHED

PEOPLE ENGAGED

### BY AGE



### BY GENDER



81.9%

FEMALE





18.1%

MALE


**Women** between the ages of **35-44** appear to be the leading force among your fans.

### TOP COUNTRIES

### TOP CITIES

 <b>United States</b>	<b>1,232</b>	<b>Miami, FL</b>	<b>349</b>
 <b>United Kingdom</b>	<b>32</b>	<b>New York, NY</b>	<b>69</b>
 <b>Spain</b>	<b>22</b>	<b>Coral Gables, FL</b>	<b>66</b>
 <b>Italy</b>	<b>21</b>	<b>Kendall, FL</b>	<b>34</b>
 <b>Brazil</b>	<b>18</b>	<b>Miami Beach, FL</b>	<b>31</b>

### 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	1,524	5.76%	14	42,941	3,067	309	22.1	42