



# Facebook Pages Report for **Heirloom Countertops**

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.

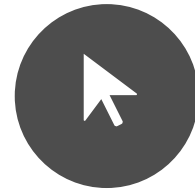
### Facebook Activity Overview



**15,736**  
IMPRESSIONS



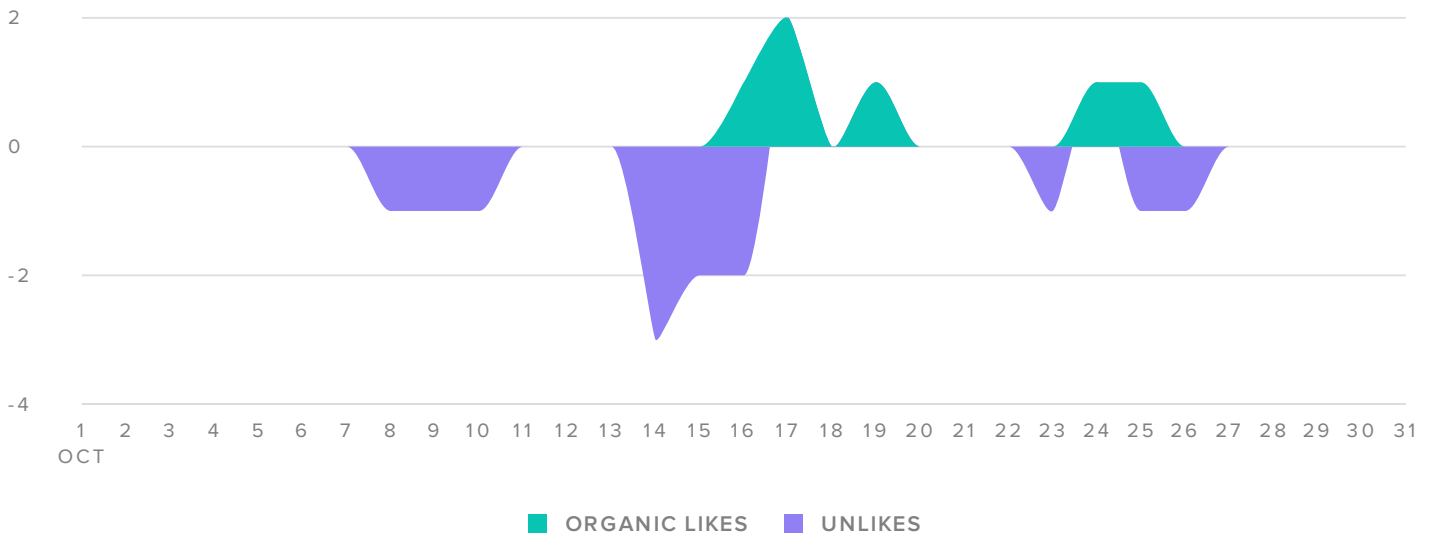
**40**  
POST ENGAGEMENTS



**7**  
LINK CLICKS

### Audience Growth

LIKES BREAKDOWN, BY DAY



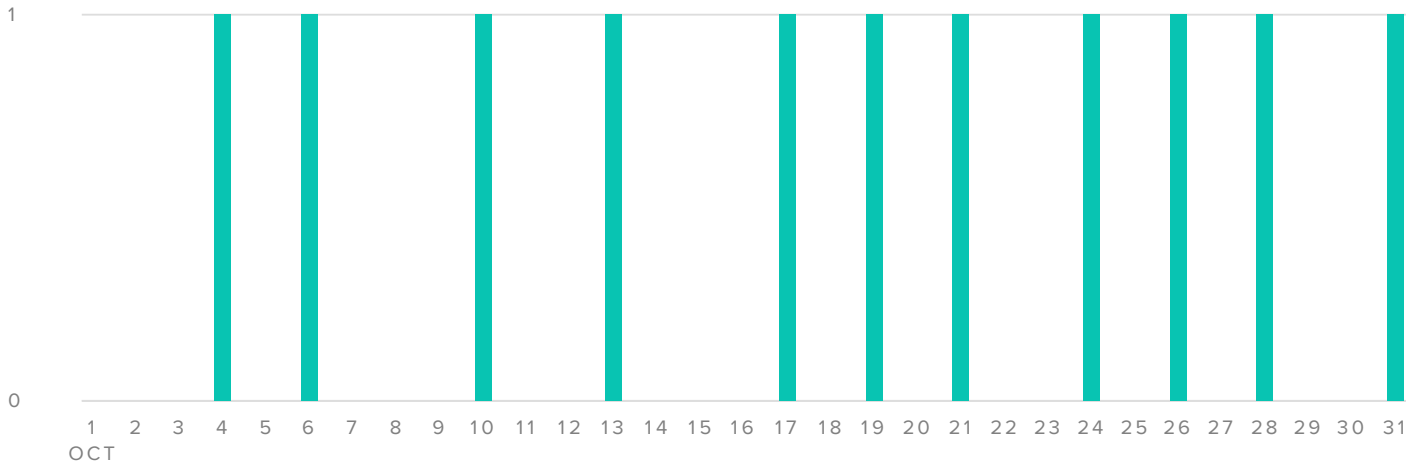
AUDIENCE GROWTH METRICS	TOTALS
<b>Total Fans</b>	<b>7,540</b>
Organic Likes	6
Unlikes	13
Net Likes	-7

Total fans decreased by

**▼ 0.1%**  
since previous month

## Publishing Behavior

POSTS, BY DAY



■ POSTS SENT







PUBLISHING METRICS	TOTALS
Photos	8
Videos	–
Posts	3
<b>Total Posts</b>	<b>11</b>

The number of posts you sent decreased by

**▼ 47.6%**

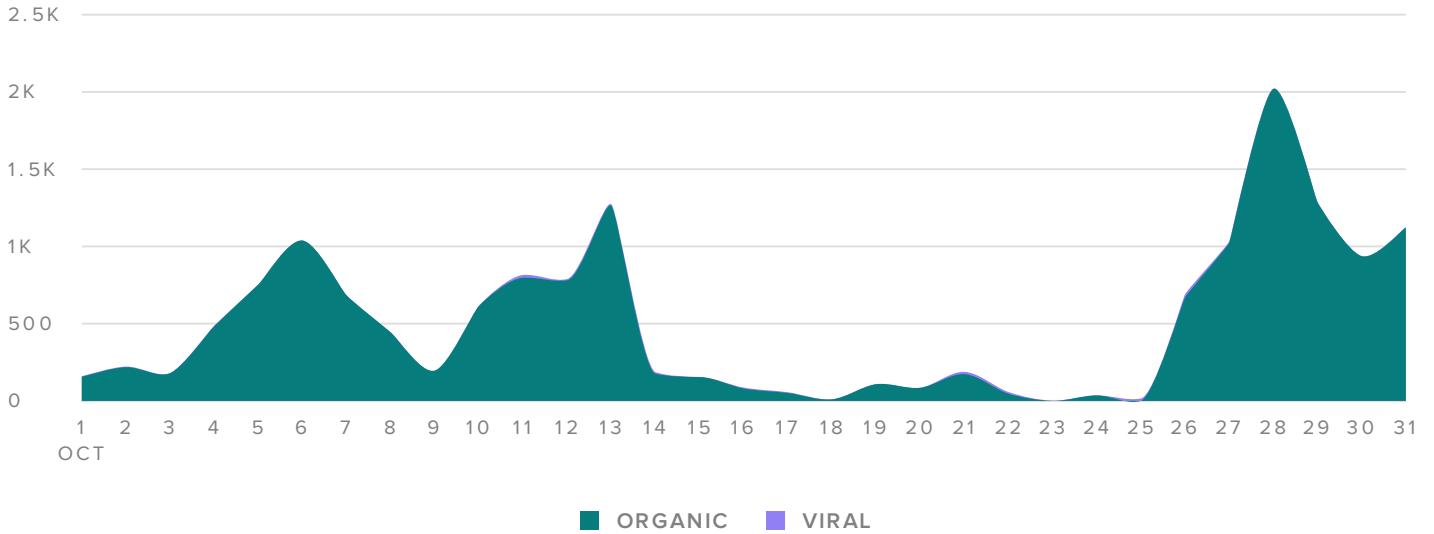
since previous month

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p><b>Heirloom Countertops</b>                      What color does it suggest for your zodiac sign?  <a href="#">🔗 The Best Paint Color for Your Zodiac Sign</a>                      (Post) October 21, 2016 3:18 pm</p>	2	–	5.1%	99
 <p><b>Heirloom Countertops</b>                      Wow! These transformations are so beautiful!  <a href="#">🔗 10 Beautiful Kitchen Transformations That Will Ignite Your Inner Designer</a>                      (Post) October 03, 2016 11:43 am</p>	1	–	3.2%	62
 <p><b>Heirloom Countertops</b>                      We can't decide which to make first!  <a href="#">🔗 30 Spooky (But Delicious!) Halloween Food Ideas</a>                      (Post) October 11, 2016 4:53 pm</p>	1	1	2.9%	70
 <p><b>Heirloom Countertops</b>                      It's so hard to choose a favorite!  <a href="#">🔗 30 Trendiest Kitchen Backsplash Materials</a>                      (Post) October 07, 2016 1:05 pm</p>	–	–	2.8%	36
 <p><b>Heirloom Countertops</b>                      Have you seen our entire collection? Our product is sold exclusively at Home Depot! <a href="http://www.heirloomcountertops.com">http://www.heirloomcountertops.com</a></p>  <p>(Post) October 19, 2016 1:30 pm</p>	1	–	1.8%	111

## Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	15,584
Viral Impressions	152
<b>Total Impressions</b>	<b>15,736</b>
<b>Users Reached</b>	<b>8,676</b>

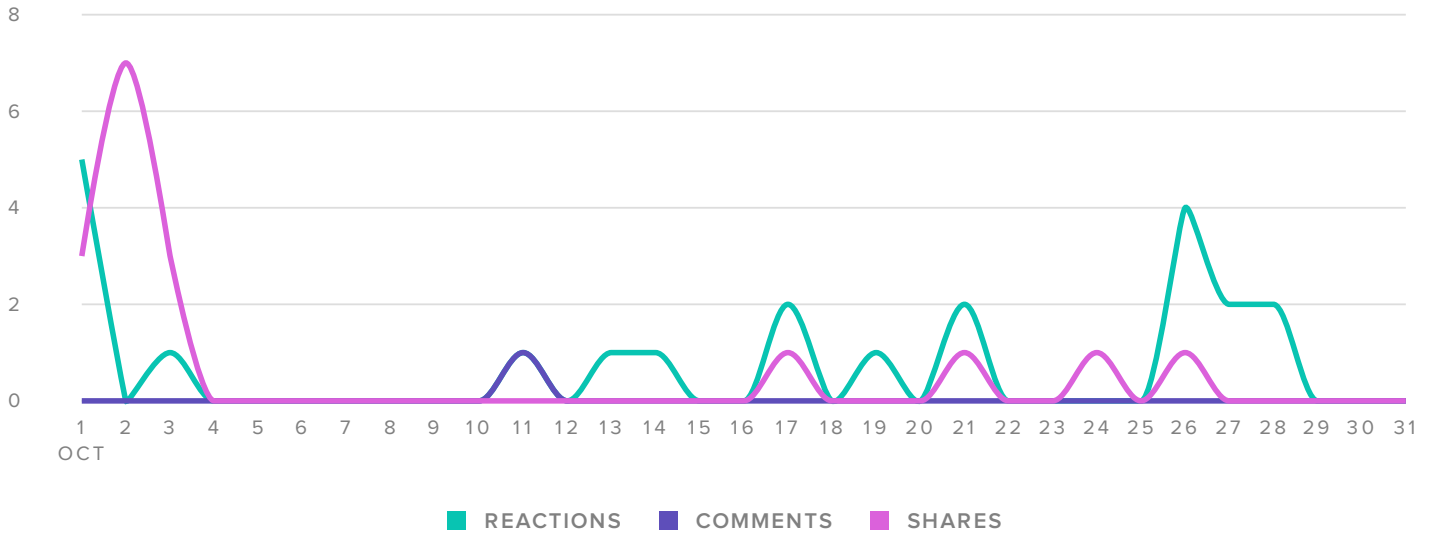
Total Impressions decreased by

**▼ 33.3%**

since previous month

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



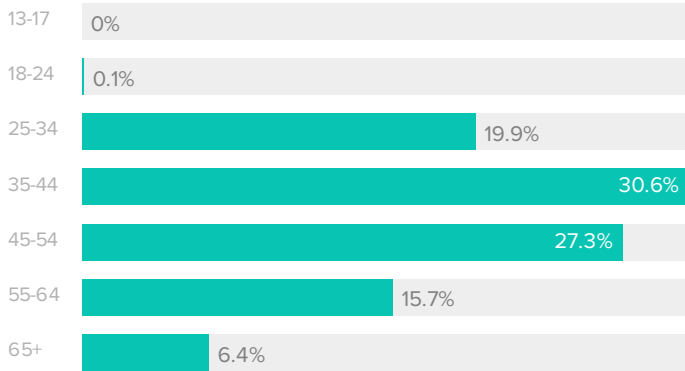
ACTION METRICS	TOTALS
Reactions	22
Comments	1
Shares	17
<b>Total Engagements</b>	<b>40</b>

Total Engagements decreased by  
**83.9%**  
 since previous month

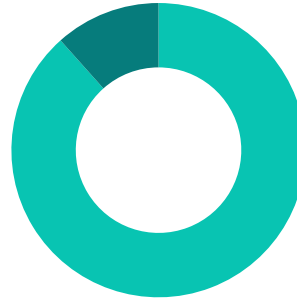
## Demographics

**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	7,494	New York, NY	83
Mexico	17	Houston, TX	68
Puerto Rico	6	Chicago, IL	62
Philippines	3	Philadelphia, PA	58
Iraq	2	Memphis, TN	34

### Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Heirloom Countertops	7,540	-0.09%	11	15,736	1,431	40	3.6	7





# Instagram Profiles Report for **heirloomcountertops**

Oct 01, 2016 - Oct 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.

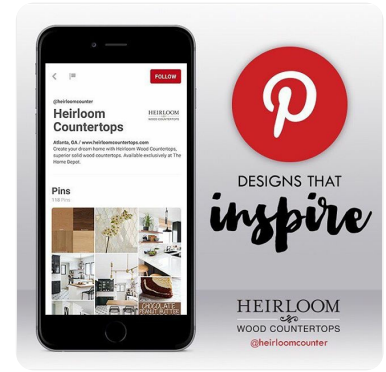
## Top Instagram Posts



@heirloomcountertops  
54 Engagements



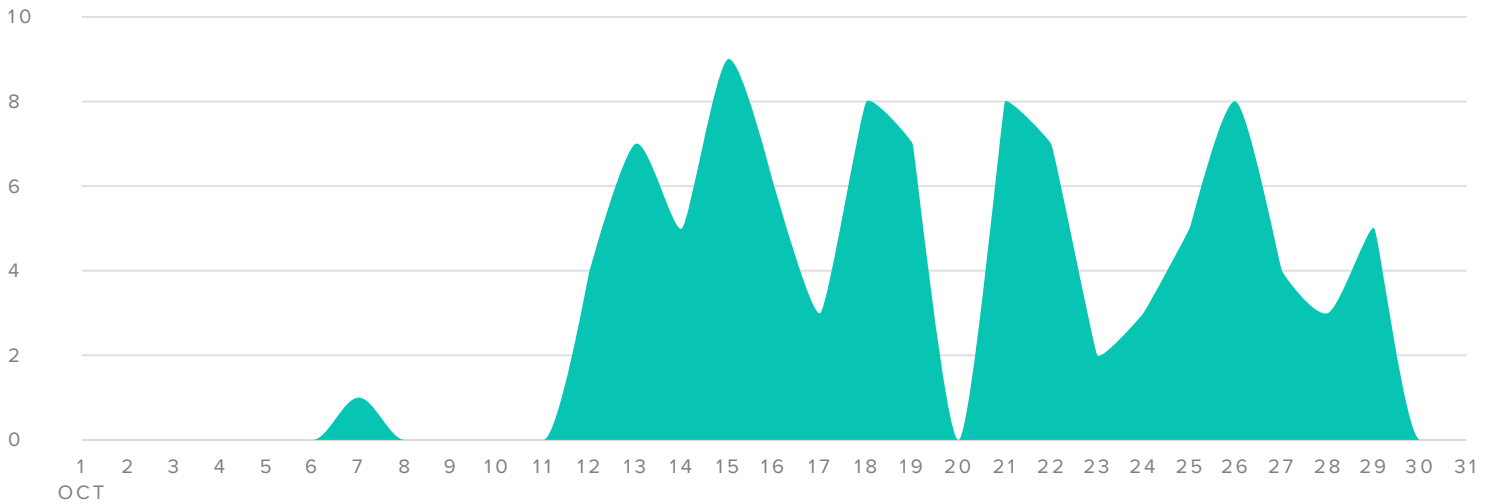
@heirloomcountertops  
39 Engagements



@heirloomcountertops  
38 Engagements

## Audience Growth

### AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

FOLLOWER METRICS	TOTALS
Total Followers	466
Followers Gained	89
People that you Followed	—

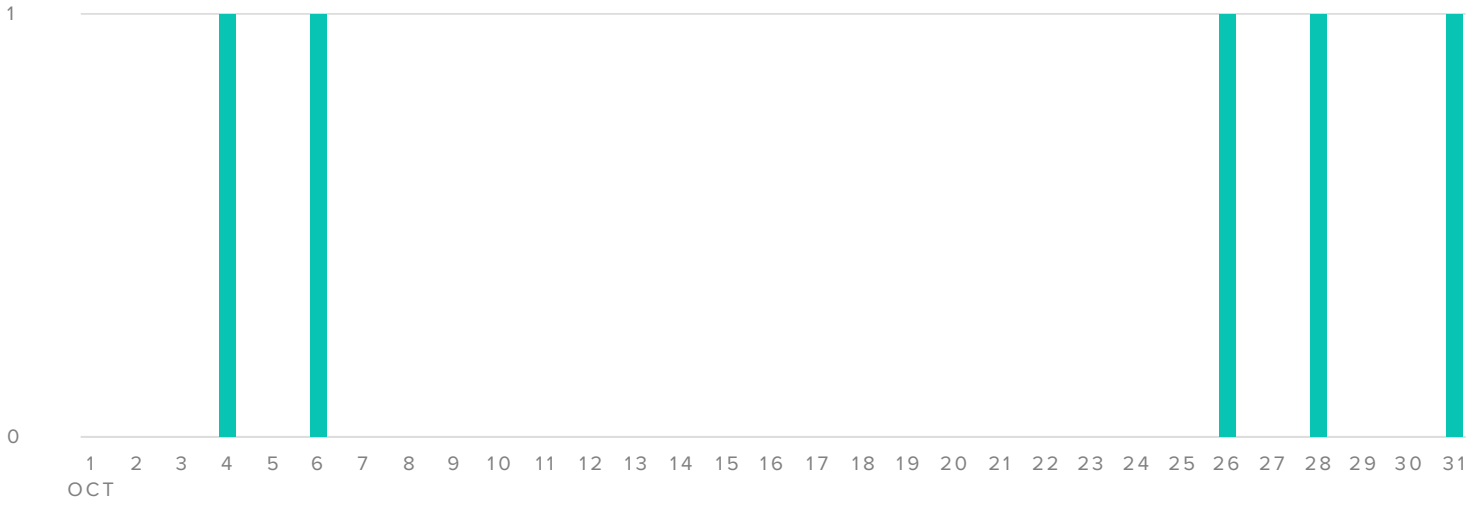
Total followers increased by

**▲ 23.6%**

since previous month

# Publishing Behavior

## MEDIA PER DAY



### MEDIA SENT

PUBLISHING METRICS	TOTALS
Photos	5
Videos	–
Total Media	5

The number of media you sent increased by



since previous month

# Outbound Hashtag Performance

## MOST USED HASHTAGS

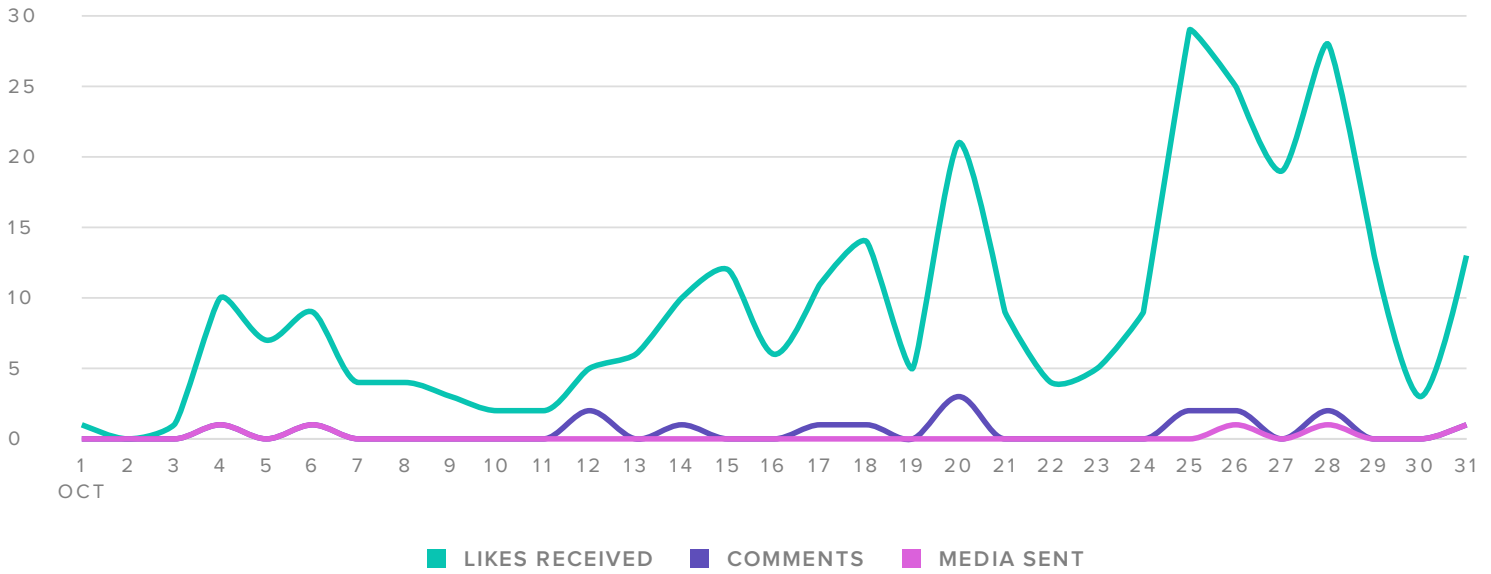
#designoftheday	4
#kitchenenvy	4
#remodel	4
#bts	4
#homedesign	3
#nativecreative	3
#kitchendesign	3
#kitchen	3
#wood	3
#homedepot	2

## MOST ENGAGED HASHTAGS

#designoftheday	104
#remodel	104
#wood	104
#kitchenenvy	104
#bts	93
#kitchendesign	84
#homedesign	84
#homedepot	84
#kitchen	69
#nativecreative	59

# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

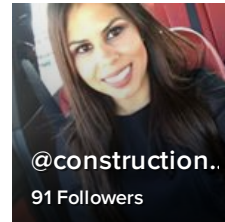
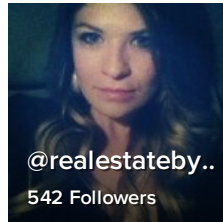
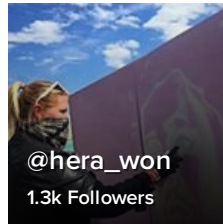


ENGAGEMENT METRICS	TOTALS
Likes Received	290
Comments Received	17
<b>Total Engagements</b>	<b>307</b>
Engagements per Follower	0.7
Engagements per Media	61.4


The number of engagements increased by **▲ 22.3%** since previous month

The number of engagements per media increased by **▲ 22.3%** 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	466	23.6%	89	5	6	307	61.4	0.66



# Twitter Profiles Report


for **HeirloomWood**

Oct 01, 2016 - Oct 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



**1,904**  
ORGANIC IMPRESSIONS



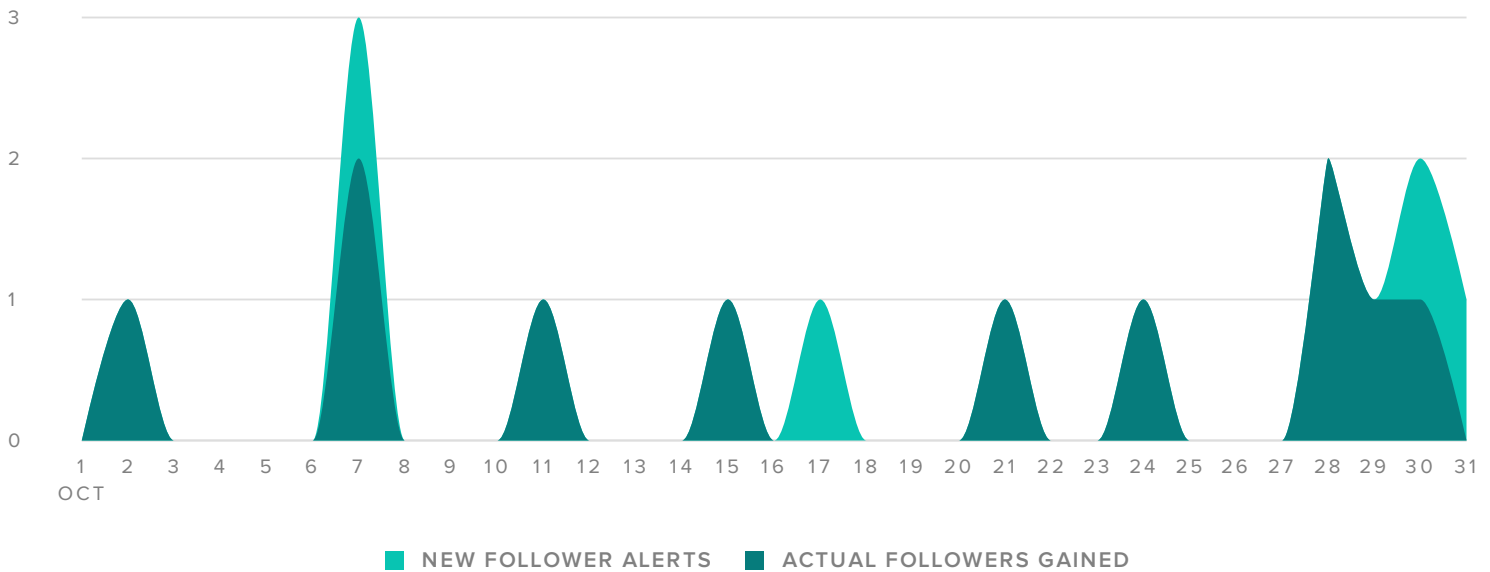
**4**  
TOTAL ENGAGEMENTS



**-**  
LINK CLICKS

### Audience Growth

AUDIENCE GROWTH, BY DAY



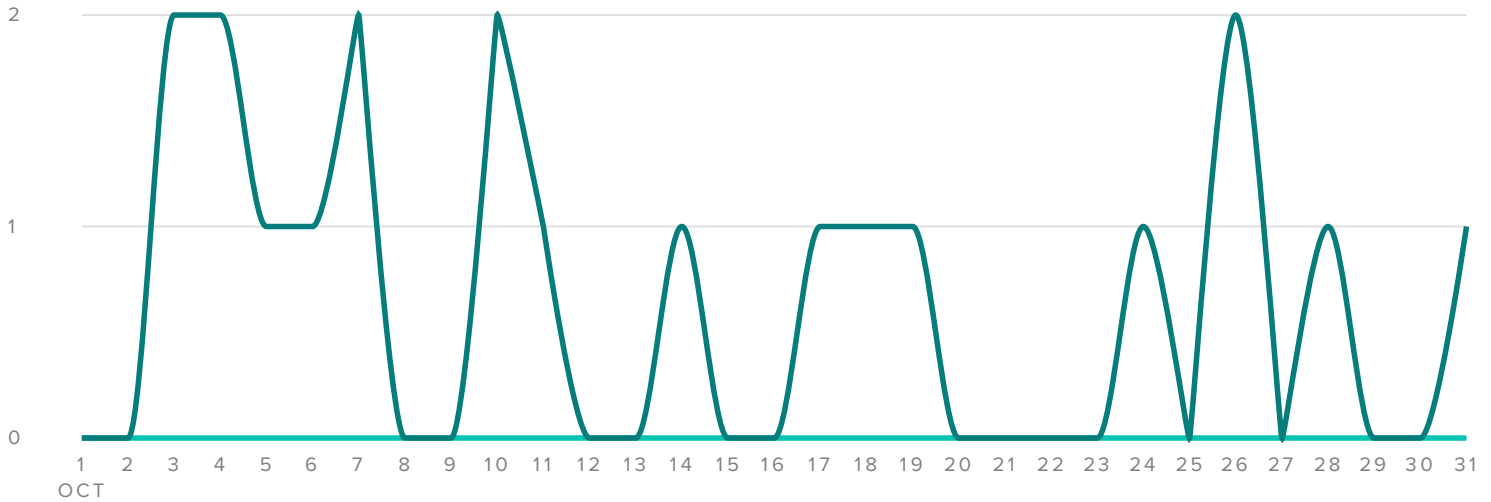
FOLLOWER METRICS	TOTALS
<b>Total Followers</b>	<b>80</b>
New Follower alerts	15
Actual Followers gained	3
People that you followed	15

Total followers increased by

**▲ 3.9%**  
since previous month

### Posts & Conversations

MESSAGES PER DAY



RECEIVED SENT

SENT/RECEIVED METRICS

TOTALS

Tweets sent	20
Direct Messages sent	-
<b>Total Sent</b>	<b>20</b>

Mentions received	-
Direct Messages received	-
<b>Total Received</b>	<b>-</b>

The number of messages you sent decreased by

**▼ 4.8%**

since previous month

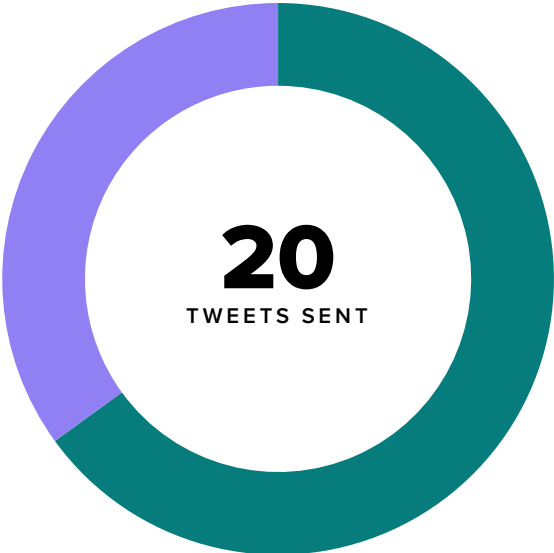
The number of messages you received decreased by

**▼ 100.0%**

since previous month

### Your Content & Engagement Habits

SENT MESSAGE CONTENT



**0**  
PLAIN TEXT

**13**  
PAGE LINKS

**7**  
PHOTO LINKS

YOUR TWEETING BEHAVIOR



**35%**  
CONVERSATION

**65%**  
UPDATES

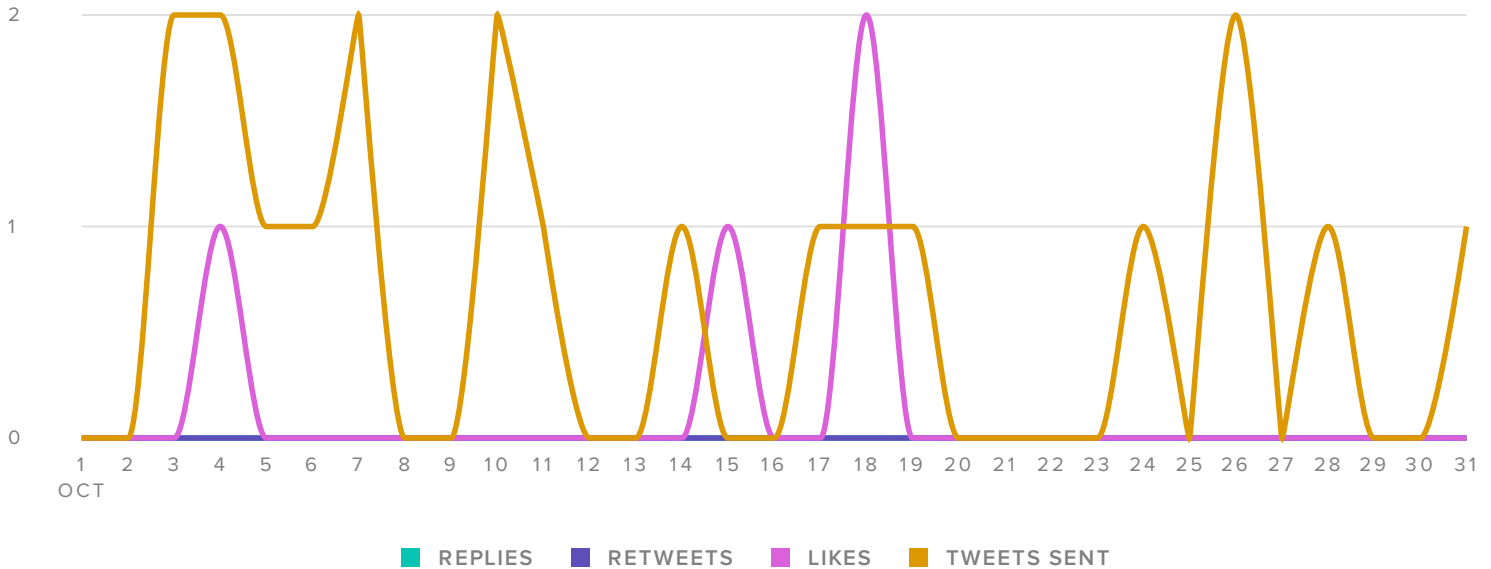


**0%**  
NEW CONTACTS

**100%**  
EXISTING CONTACTS

## Audience Engagement

### ENGAGEMENT COUNT



ENGAGEMENT METRICS	TOTALS
Replies	–
Retweets	–
Retweets with Comments	–
Likes	4
Engagements per Follower	0.1
Impressions per Follower	23.8
Engagements per Tweet	0.2
Impressions per Tweet	95.2
Engagements per Impression	0.2%

The number of engagements decreased by

**▼ 55.6%**

since previous month

The number of impressions per Tweet increased by

**▲ 78.8%**

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	80	3.9%	20	1,904	23.80	4	0.05	–	–