



Group Report

Nov 01, 2016 - Nov 30, 2016

The Group Report helps you understand the growth and health of your social profiles across social channels. The report combines your activity and growth across all your Twitter, Facebook, LinkedIn and Instagram profiles to provide a clear picture of where to focus your social efforts.



Included in this Report

 Heirloom Countertops

 HeirloomWood

 heirloomcountertops

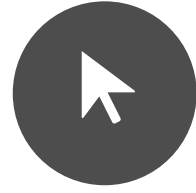
Activity Overview



39,950
IMPRESSIONS



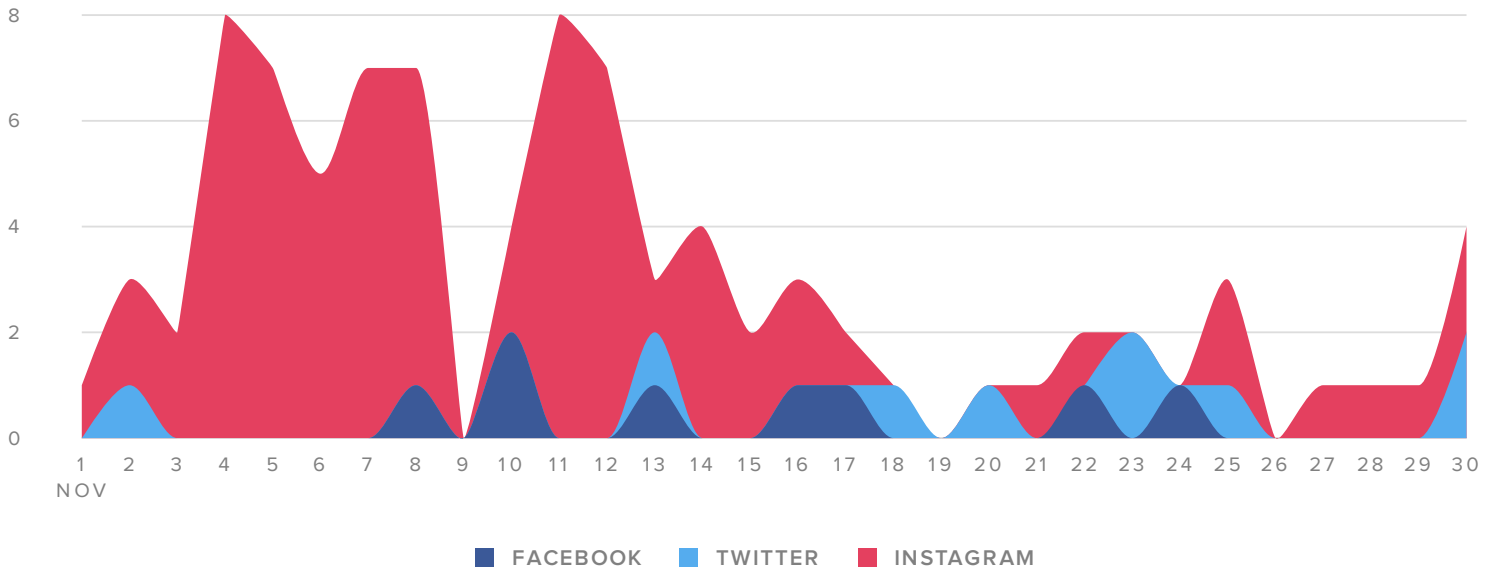
543
ENGAGEMENTS



2
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



AUDIENCE GROWTH METRICS	TOTALS	CHANGE
Total Fans	8,151	▲ 0.8%
New Facebook Fans	-3	▲ 57.1%
New Twitter Followers	2	▼ 33.3%
New Instagram Followers	67	▼ 24.7%
Total Fans Gained	66	▼ 22.4%

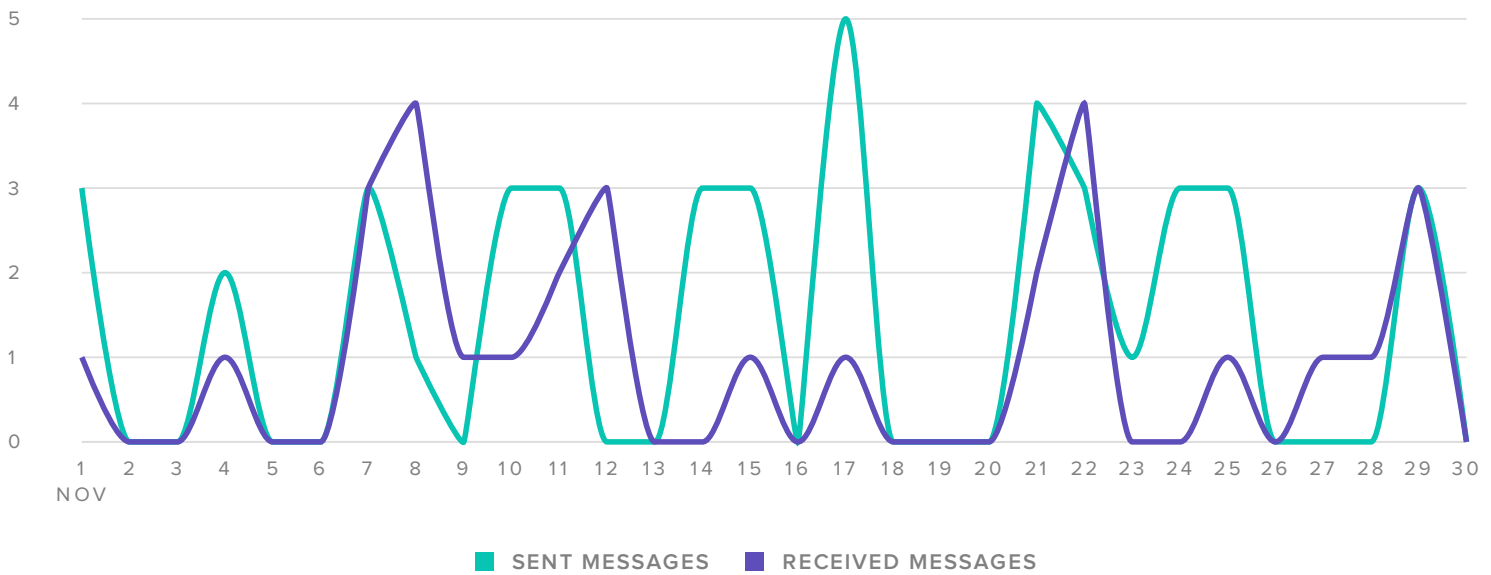
Total fans increased by

▲ 0.8%

since previous month

Message Volumes

MESSAGES PER DAY



SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	16	▲ 45.5%
Twitter Messages Sent	16	▼ 20.0%
Instagram Media Sent	11	▲ 120.0%
Total Messages Sent	43	▲ 19.4%

The number of messages you sent increased by

▲ **19.4%**

since previous month

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	–	▼ 100.0%
Twitter Messages Received	–	–
Instagram Comments Received	30	▲ 76.5%
Total Messages Received	30	▲ 66.7%

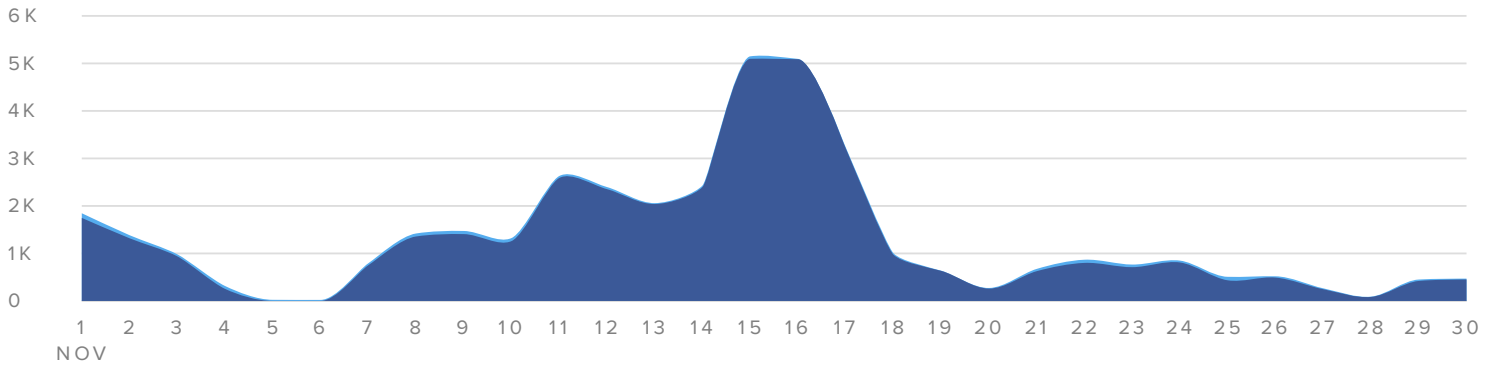
The number of messages you received increased by

▲ **66.7%**

since previous month

Impressions

IMPRESSIONS PER DAY



■ FACEBOOK ■ TWITTER

IMPRESSIONS METRICS

TOTALS

CHANGE

Facebook Impressions	38,758	▲ 148.8%
Twitter Impressions	1,192	▼ 41.9%
Total Impressions	39,950	▲ 126.6%

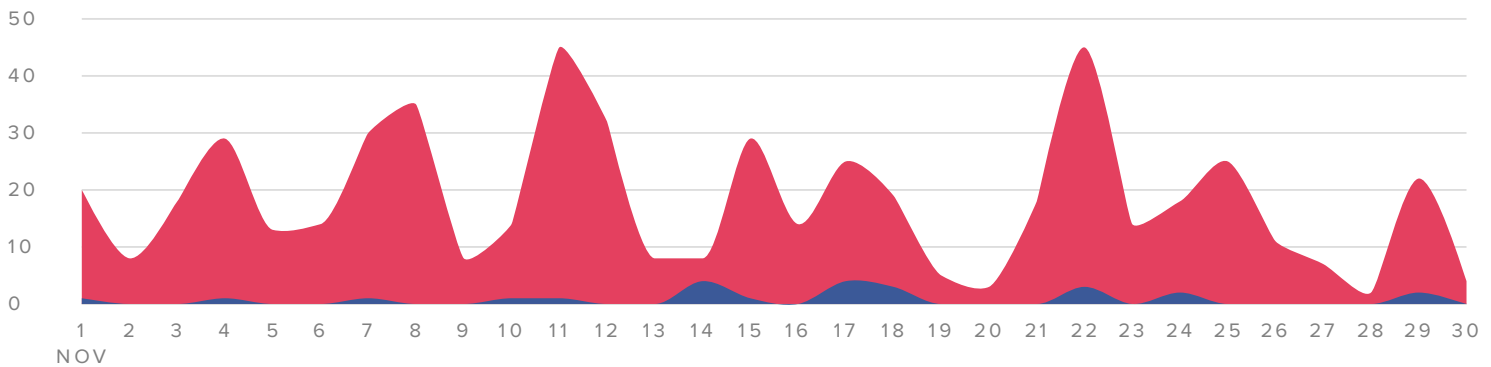
Total Impressions increased by

▲ **126.6%**

since previous month

Engagements

ENGAGEMENTS PER DAY



■ FACEBOOK ■ INSTAGRAM

ENGAGEMENT METRICS

TOTALS

CHANGE







Facebook Engagements	24	▼ 25.0%
Twitter Engagements	–	▼ 100.0%
Instagram Engagements	519	▲ 69.6%
Total Engagements	543	▲ 58.3%

The number of engagements increased by

▲ **58.3%**

since previous month

Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Heirloom Countertops  Facebook page	7,536	-0.05%	16	38,758	2,422	24	1.5	2
 Heirloom Countertops  heirloomcountertops	533	14.38%	11	–	–	519	47.2	–
 Heirloom Countertops  @HeirloomWood	82	2.50%	16	1,192	75	–	–	–



Facebook Pages Report for **Heirloom Countertops**

Nov 01, 2016 - Nov 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



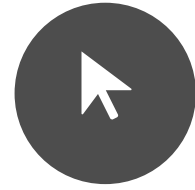
38,758

IMPRESSIONS



24

POST ENGAGEMENTS

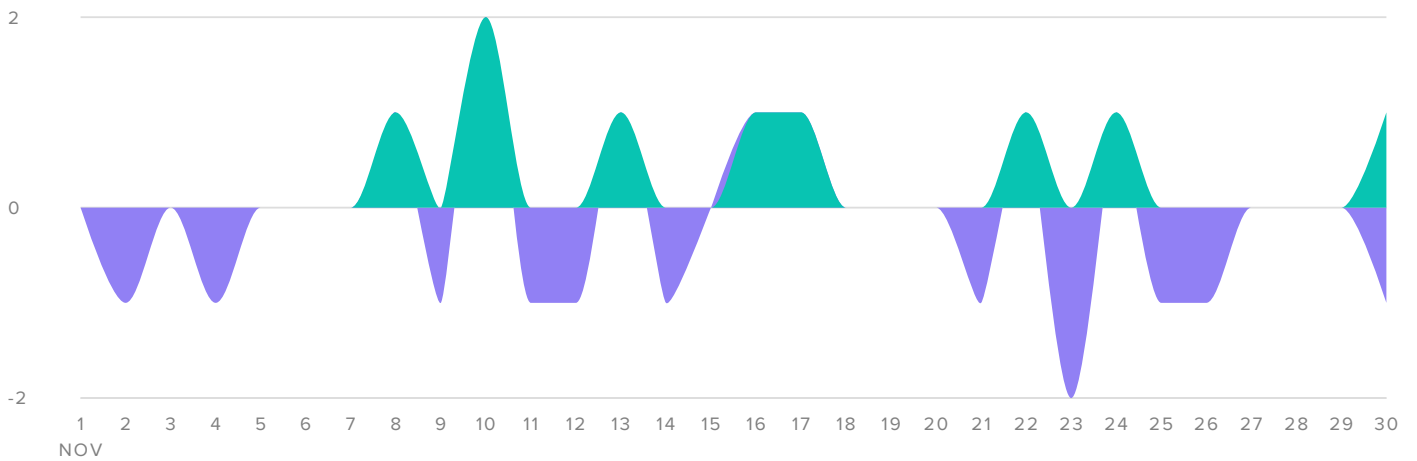


2

LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



■ ORGANIC LIKES ■ UNLIKES

AUDIENCE GROWTH METRICS

TOTALS

Total Fans	7,536
Organic Likes	9
Unlikes	12
Net Likes	-3

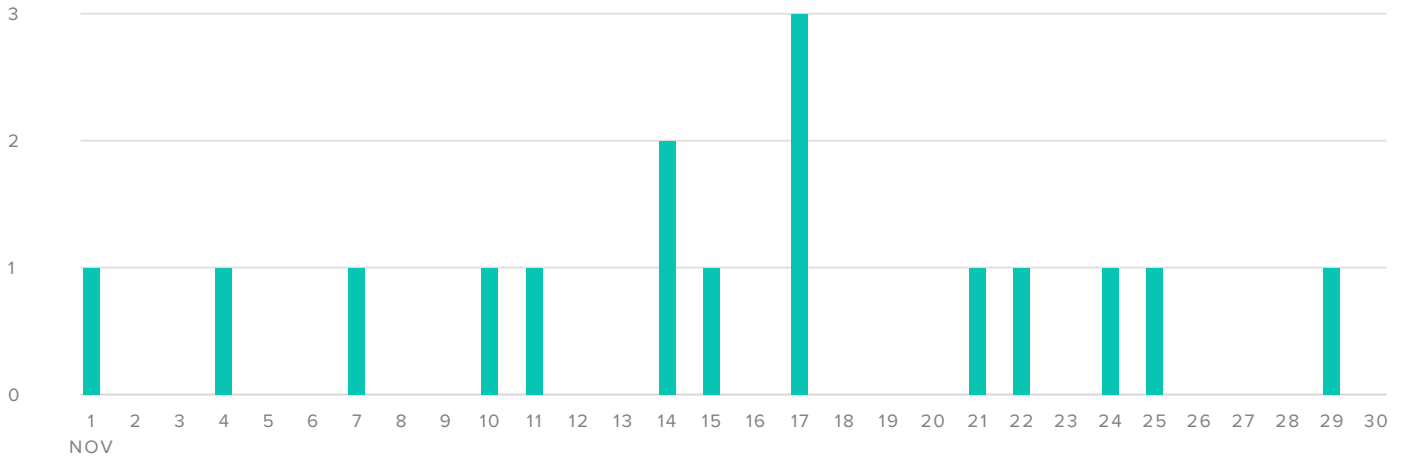
Total fans decreased by

▼ **0.1%**

since previous month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT

PUBLISHING METRICS

TOTALS










Photos	13
Videos	-
Posts	3
Total Posts	16

The number of posts you sent increased by

▲ **45.5%**

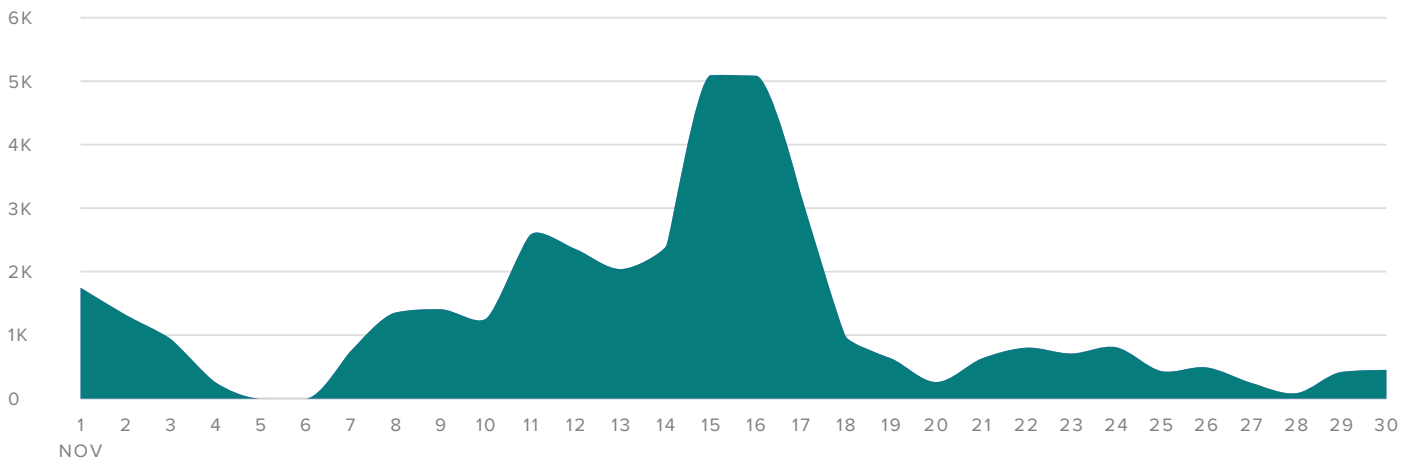
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Heirloom Countertops</p> <p>What does your Thanksgiving tablescape look like?</p> <p> This Fall Tablescape Is Some Major Thanksgiving Inspiration</p> <p>(Post) November 17, 2016 11:45 am</p>	5	–	10.4%	48
<p>Heirloom Countertops</p> <p>Maple is used to make musical instruments, baseball bats, bowling pins and, of course, perfect countertops.</p> <p> </p> <p>(Post) November 25, 2016 10:25 am</p>	–	–	0.4%	469
<p>Heirloom Countertops</p> <p>Today we are thankful for all of our wonderful customers and supporters. We wouldn't be here without you. Happy Thanksgiving!</p> <p> </p> <p>(Post) November 24, 2016 8:49 am</p>	1	–	0.4%	488
<p>Heirloom Countertops</p> <p>Fun fact - black walnut is a short-trunked forest tree with a spreading crown that is native to Eastern North America.</p> <p> </p> <p>(Post) November 22, 2016 11:53 am</p>	3	–	0.4%	741
<p>Heirloom Countertops</p> <p>This caramelized bamboo countertop looks almost good enough to eat... or eat off of.</p> <p> </p> <p>(Post) November 29, 2016 11:30 am</p>	2	–	0.4%	775

Page Impressions

PAGE IMPRESSIONS, BY DAY



■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	38,723
Viral Impressions	35
Total Impressions	38,758
Users Reached	16,418

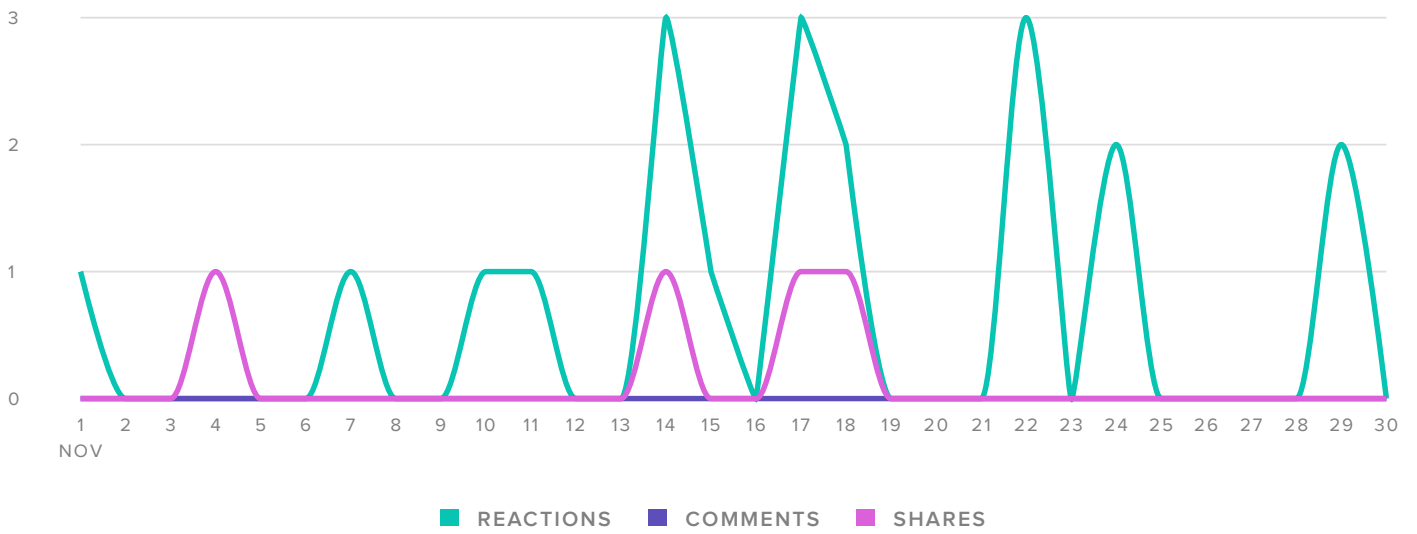
Total Impressions increased by

▲ **148.8%**

since previous month

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



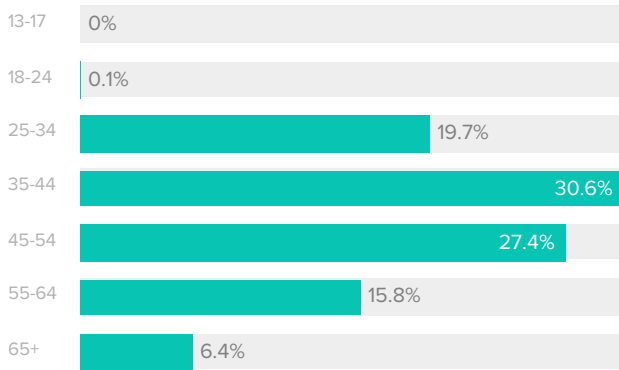
ACTION METRICS	TOTALS
Reactions	20
Comments	-
Shares	4
Total Engagements	24

Total Engagements decreased
 by
25.0%
 since previous month

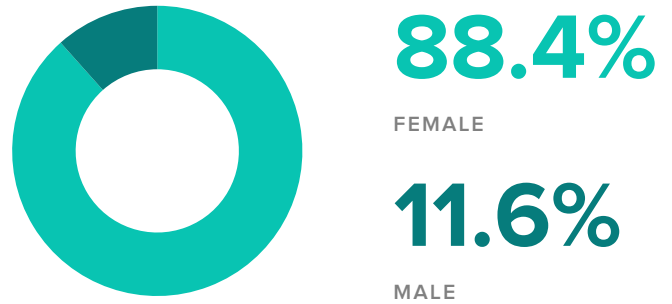
Demographics

- 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


United States	7,498
Mexico	9
Puerto Rico	5
Iraq	3
Philippines	3

TOP CITIES

New York, NY	85
Houston, TX	71
Chicago, IL	62
Philadelphia, PA	58
San Antonio, TX	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	7,536	-0.05%	16	38,758	2,422	24	1.5	2



Instagram Profiles Report for **heirloomcountertops**

Nov 01, 2016 - Nov 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

49 Engagements

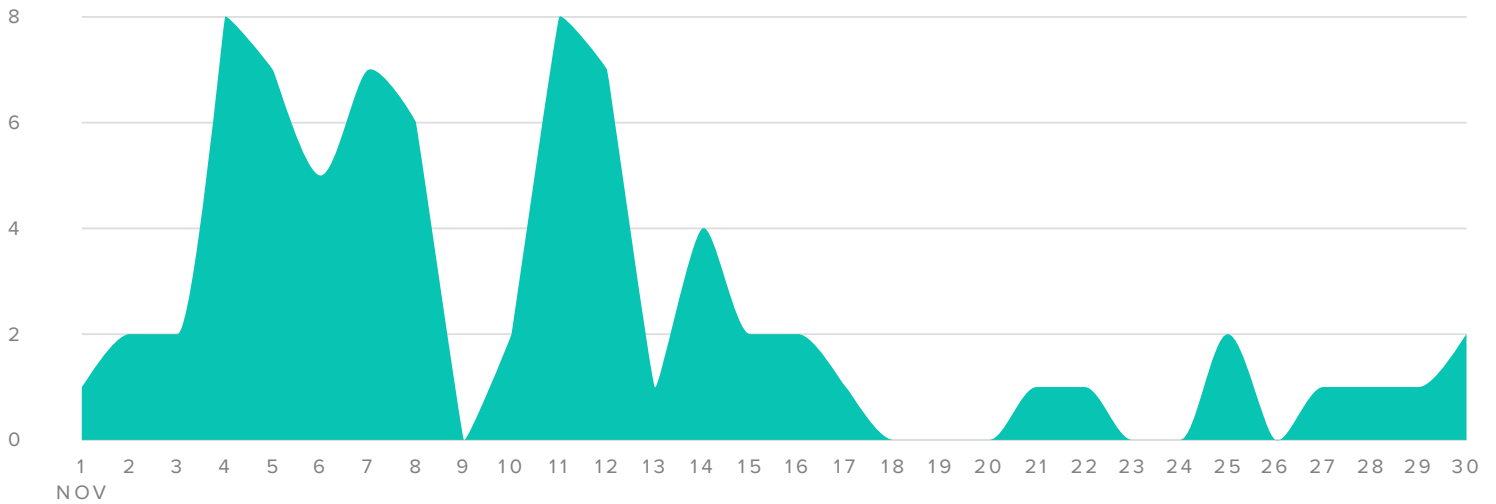


@heirloomcountertops

45 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

Total Followers	533
Followers Gained	67
People that you Followed	-

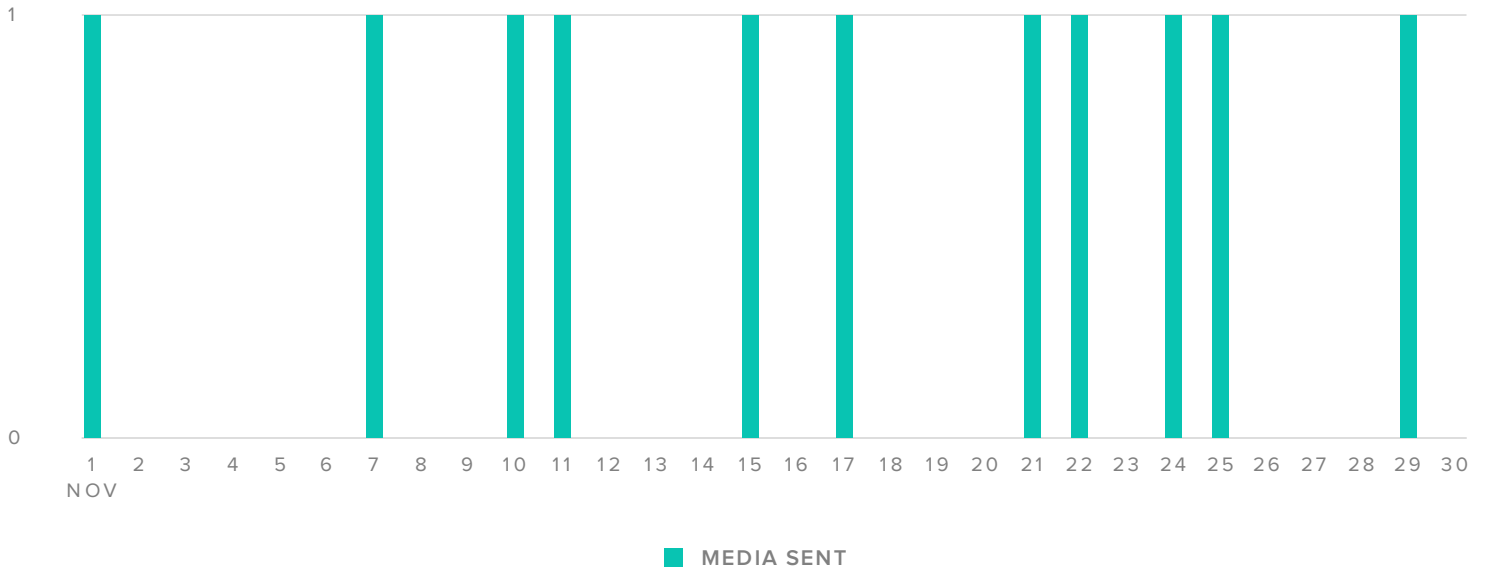
Total followers increased by

▲ 14.4%

since previous month

Publishing Behavior

MEDIA PER DAY



PUBLISHING METRICS	TOTALS
Photos	11
Videos	-
Total Media	11

The number of media you sent increased by

▲ 120.0%

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

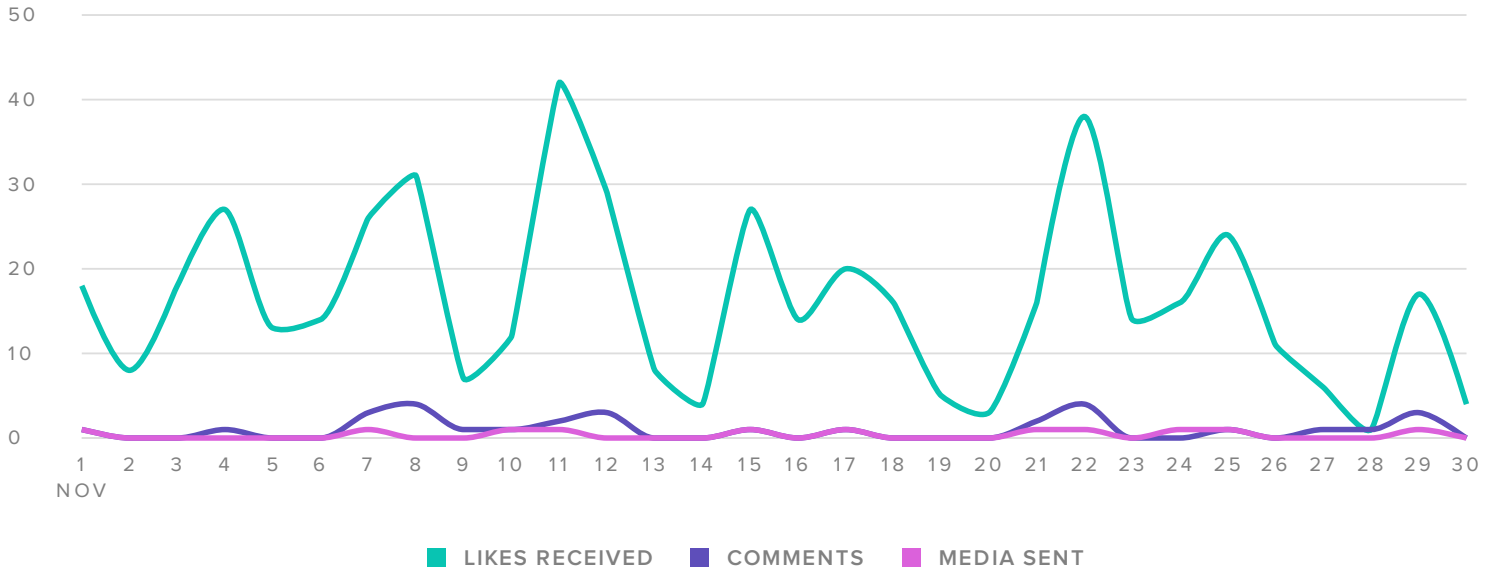
#nativecreative	9
#designoftheday	9
#kitchendesign	9
#kitchenenvy	9
#homedesign	9
#remodel	9
#kitchen	9
#wood	9
#bts	9
#homedepot	9

MOST ENGAGED HASHTAGS

#kitchenenvy	273
#wood	273
#bts	273
#remodel	273
#designoftheday	273
#homedesign	272
#kitchendesign	272
#homedepot	272
#kitchen	272
#nativecreative	272

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	489
Comments Received	30
Total Engagements	519
Engagements per Follower	1.0
Engagements per Media	47.2

The number of engagements increased by

▲ 69.6%

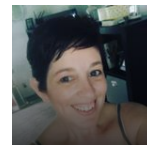
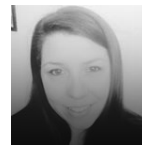
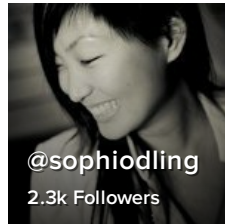
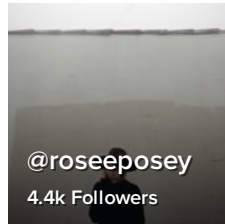
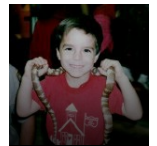
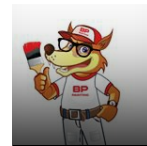
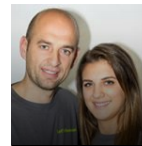
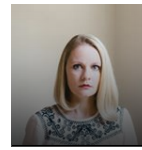
since previous month

The number of engagements per media decreased by

▼ 22.9%

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
<small>HEIRLOOM WOOD COUNTERTOPS</small> heirloomcountertops	533	14.4%	67	11	10	519	47.2	0.97