



Group Report

Dec 01, 2016 - Dec 31, 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

 [Craft-Art elegant surfaces](#)

 [craftartcountertops](#)

 [craft_art](#)

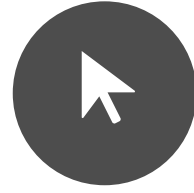
Activity Overview



81,422
IMPRESSIONS



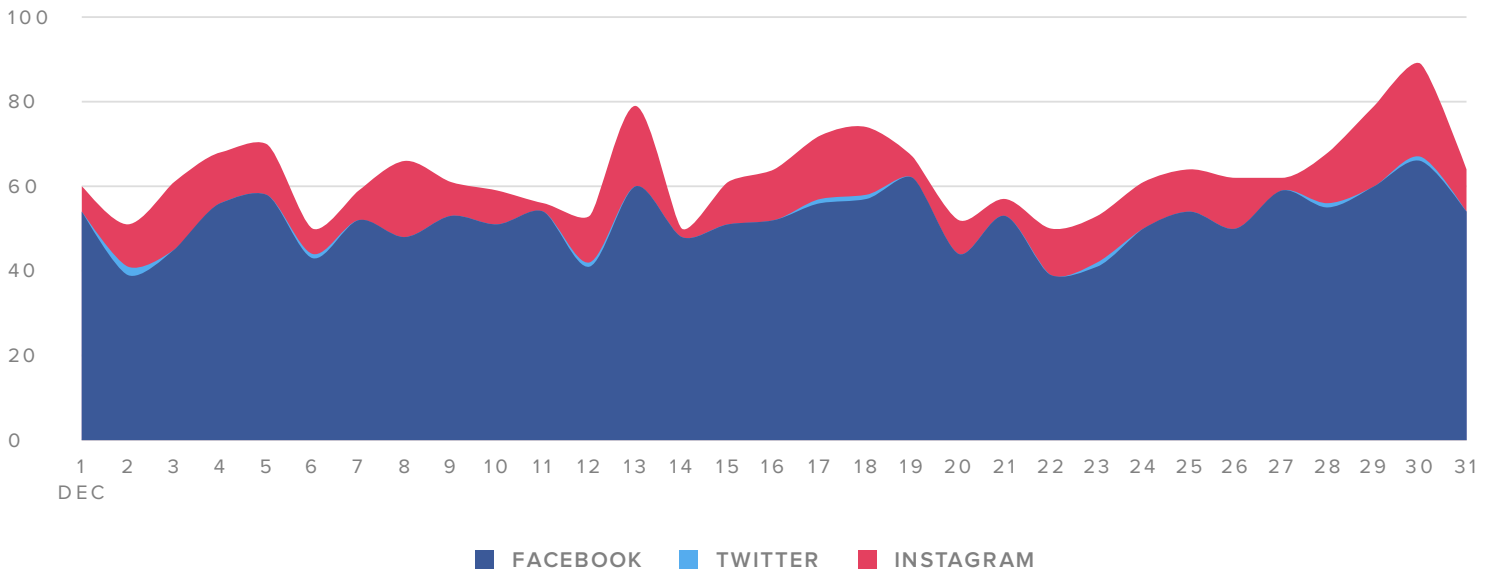
2,651
ENGAGEMENTS



8
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



AUDIENCE GROWTH METRICS	TOTALS	CHANGE
Total Fans	12,522	▲ 17.8%
New Facebook Fans	1,605	▼ 2.7%
New Twitter Followers	5	▲ 225.0%
New Instagram Followers	328	▲ 0.3%
Total Fans Gained	1,938	▼ 1.7%

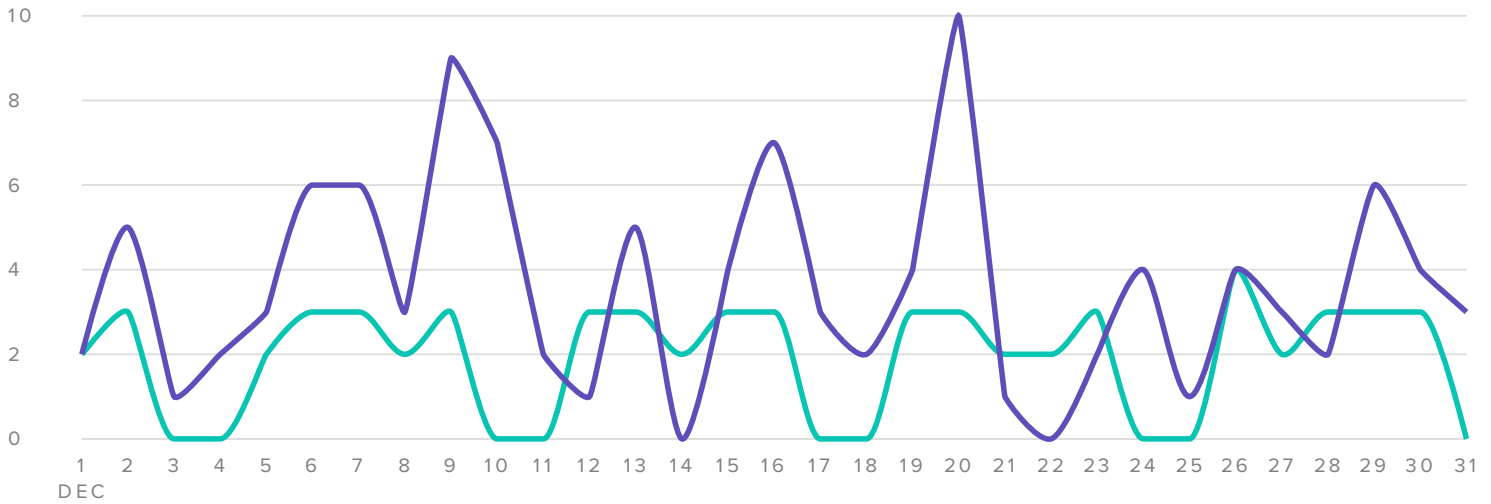
Total fans increased by

▲ 17.8%

since previous month

Message Volumes

MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	23	–
Twitter Messages Sent	21	▼ 32.3%
Instagram Media Sent	16	–
Total Messages Sent	60	▼ 14.3%

The number of messages you sent decreased by

▼ 14.3%

since previous month

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	6	▲ 100.0%
Twitter Messages Received	1	–
Instagram Comments Received	105	▲ 36.4%
Total Messages Received	112	▲ 40.0%

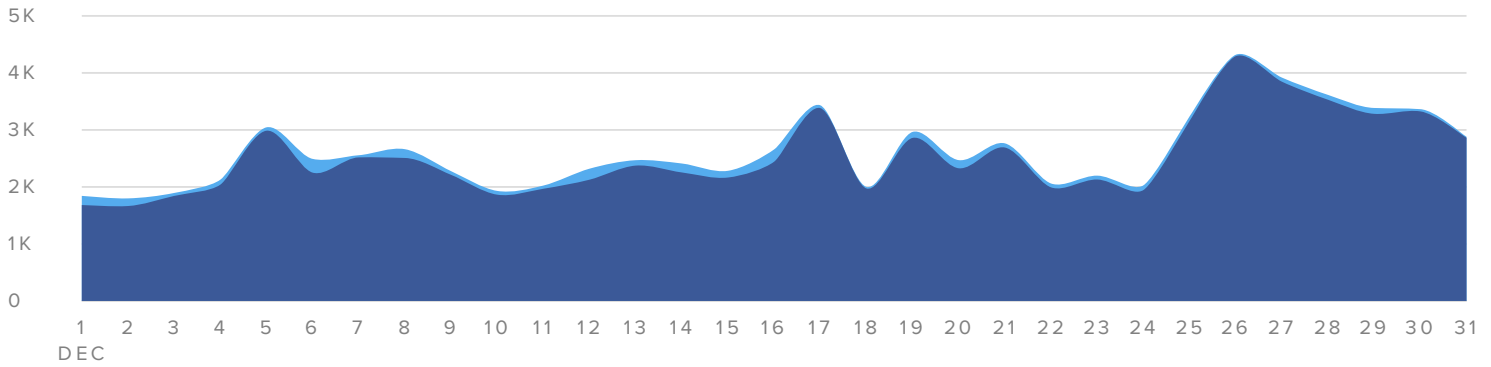
The number of messages you received increased by

▲ 40.0%

since previous month

Impressions

IMPRESSIONS PER DAY



■ FACEBOOK ■ TWITTER

IMPRESSIONS METRICS

TOTALS

CHANGE

Facebook Impressions	78,494	▲ 9.8%
Twitter Impressions	2,928	▼ 24.7%
Total Impressions	81,422	▲ 8.0%

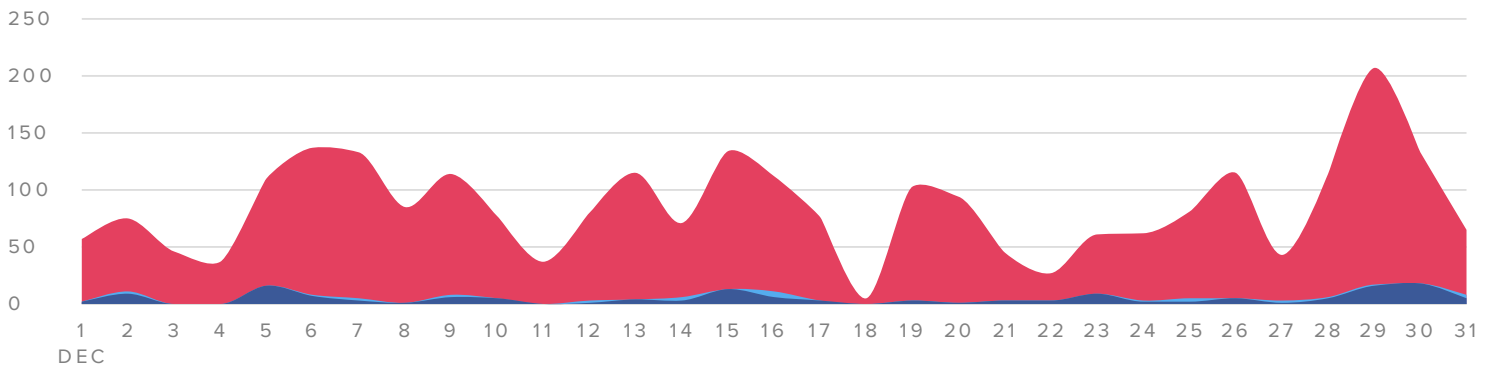
Total Impressions increased by

▲ 8.0%

since previous month

Engagements

ENGAGEMENTS PER DAY



■ FACEBOOK ■ TWITTER ■ INSTAGRAM

ENGAGEMENT METRICS

TOTALS

CHANGE







Facebook Engagements	152	▲ 44.8%
Twitter Engagements	28	▼ 26.3%
Instagram Engagements	2,471	▲ 11.6%
Total Engagements	2,651	▲ 12.5%

The number of engagements increased by

▲ 12.5%

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
 Craft-Ar...t surfaces  Facebook page	8,914	21.23%	23	78,494	3,413	152	6.6	7
 Craft Art  craftartcountert...	3,100	11.83%	16	–	–	2,471	154.4	–
 Craft Art  @craft_art	508	0.99%	21	2,928	139	28	1.3	1



Facebook Pages Report for **Craft-Art elegant surfaces**

Dec 01, 2016 - Dec 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.



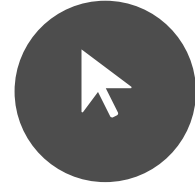
Facebook Activity Overview



78,494
IMPRESSIONS



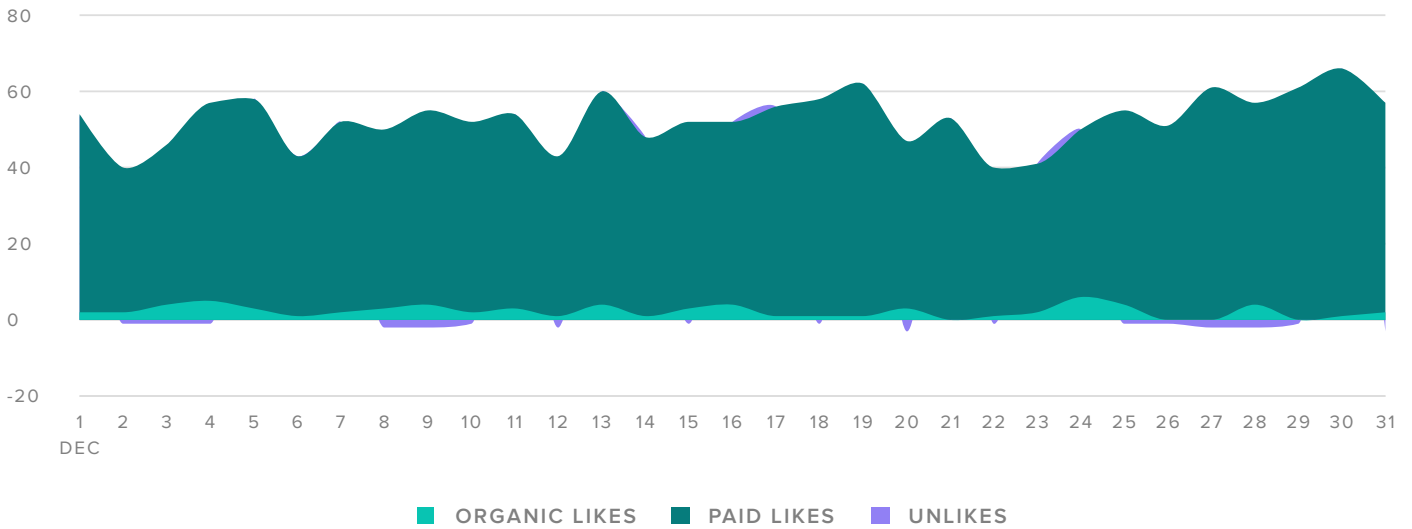
152
POST ENGAGEMENTS



7
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

Total Fans	8,914
Paid Likes	1,561
Organic Likes	70
Unlikes	26
Net Likes	1,605

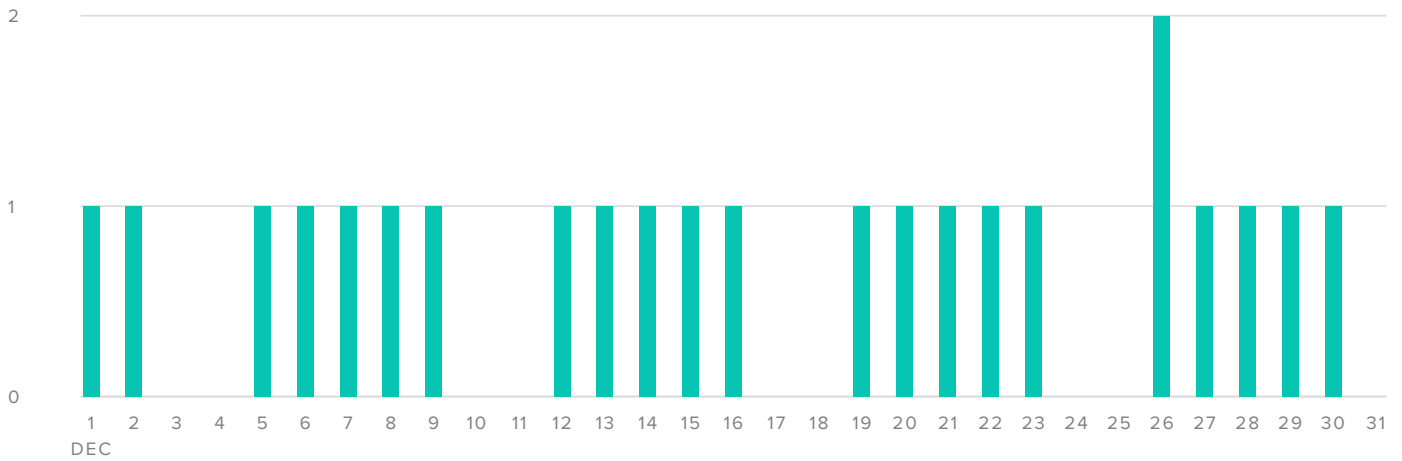
Total fans increased by

▲ 21.2%

since previous month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT

PUBLISHING METRICS

TOTALS








Photos	16
Videos	1
Posts	6
Total Posts	23

The number of posts you sent increased by



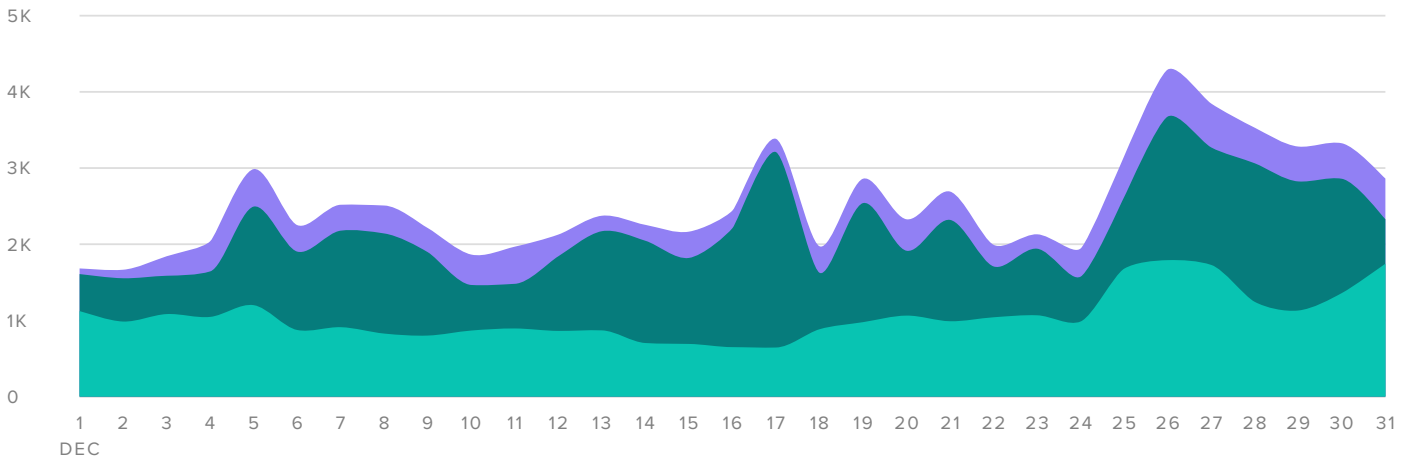
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Craft-Art elegant surfaces</p> <p>We have 19 different varieties of wood to choose from on our website. Which one is your favorite?</p>  <p>Wood Species - The Craft-Art Company</p> <p>(Post) December 08, 2016 2:04 pm</p>	4	2	5.2%	154
<p>Craft-Art elegant surfaces</p> <p>Have you ever wondered how to measure and install a custom countertop?</p>  <p>www.youtube.com</p> <p>(Post) December 01, 2016 2:35 pm</p>	1	–	4.2%	48
<p>Craft-Art elegant surfaces</p> <p>Sneaky holiday decorating tips for the most popular room in the home.</p>  <p>Our Favorite Christmas Kitchens</p> <p>(Post) December 22, 2016 4:32 pm</p>	4	–	4.1%	172
<p>Craft-Art elegant surfaces</p> <p>What's one of the secrets to our amazing finishes? Oil! Here is a member of our team, hard at work applying the 1st coat of Waterlox Sealer.</p>   <p>(Post) December 05, 2016 11:00 am</p>	17	–	3.9%	1,127
<p>Craft-Art elegant surfaces</p> <p>Thanks for an amazing year! Here's our #2016bestnine</p>   <p>(Post) December 30, 2016 10:00 am</p>	18	–	3.0%	1,044

Page Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	34,798
Viral Impressions	10,987
Paid Impressions	32,709
Total Impressions	78,494
Users Reached	58,995

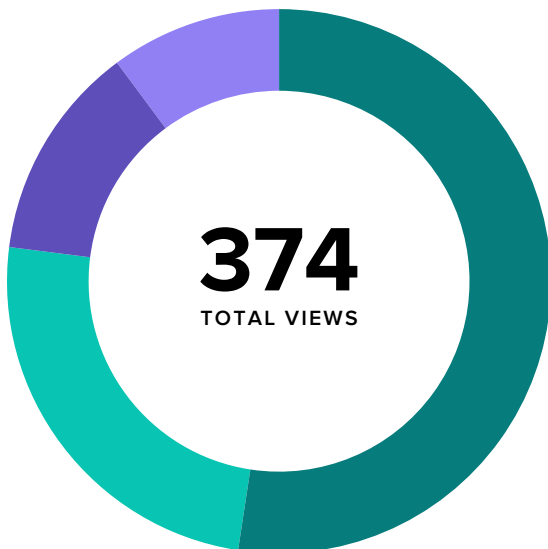
Total Impressions increased by

▲ 9.8%

since previous month

Video Performance

VIEW METRICS



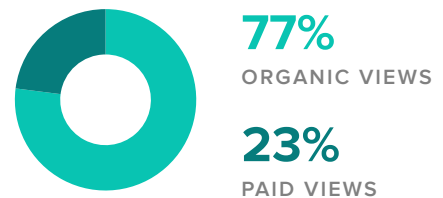
92
ORGANIC FULL

196
ORGANIC PARTIAL

38
PAID FULL

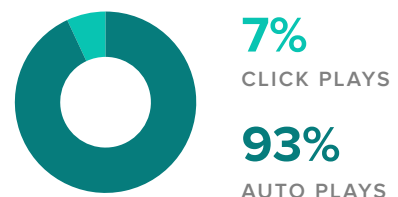
48
PAID PARTIAL

VIEWING BREAKDOWN



77%
ORGANIC VIEWS

23%
PAID VIEWS

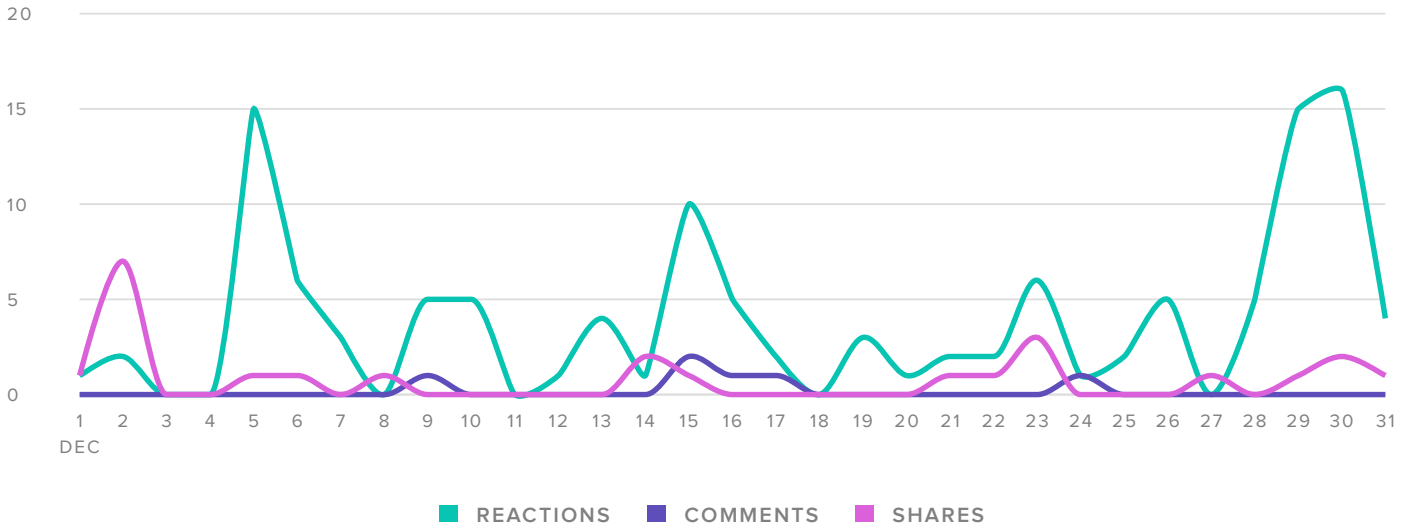


7%
CLICK PLAYS

93%
AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



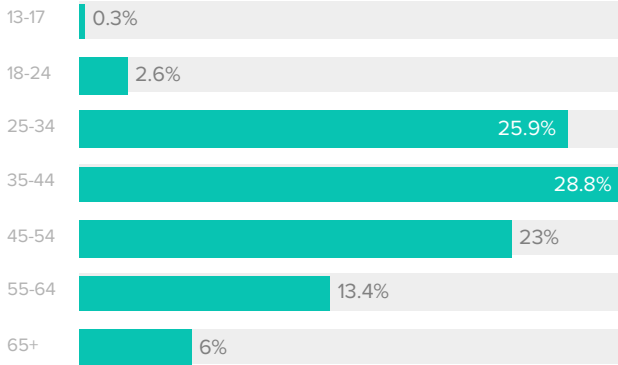
ACTION METRICS	TOTALS
Reactions	122
Comments	6
Shares	24
Total Engagements	152

Total Engagements increased
by
▲ 44.8%
since previous month

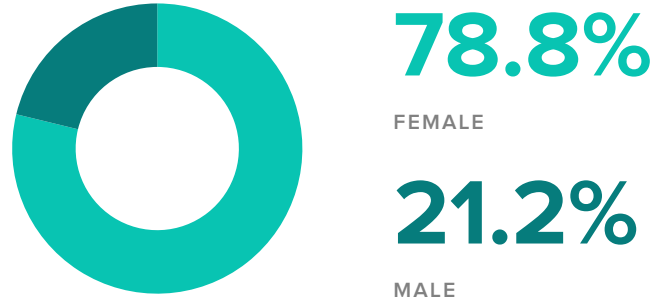
Demographics

- 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	8,291
India	157
Pakistan	52
Egypt	36
Mexico	25

TOP CITIES

New York, NY	65
Chicago, IL	61
Philadelphia, PA	42
San Antonio, TX	40
Houston, TX	32

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Craft-Art elegant surfa...	8,914	21.23%	23	78,494	3,413	152	6.6	7



Instagram Profiles Report for **craftartcountertops**

Dec 01, 2016 - Dec 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



@craftartcountertops
185 Engagements



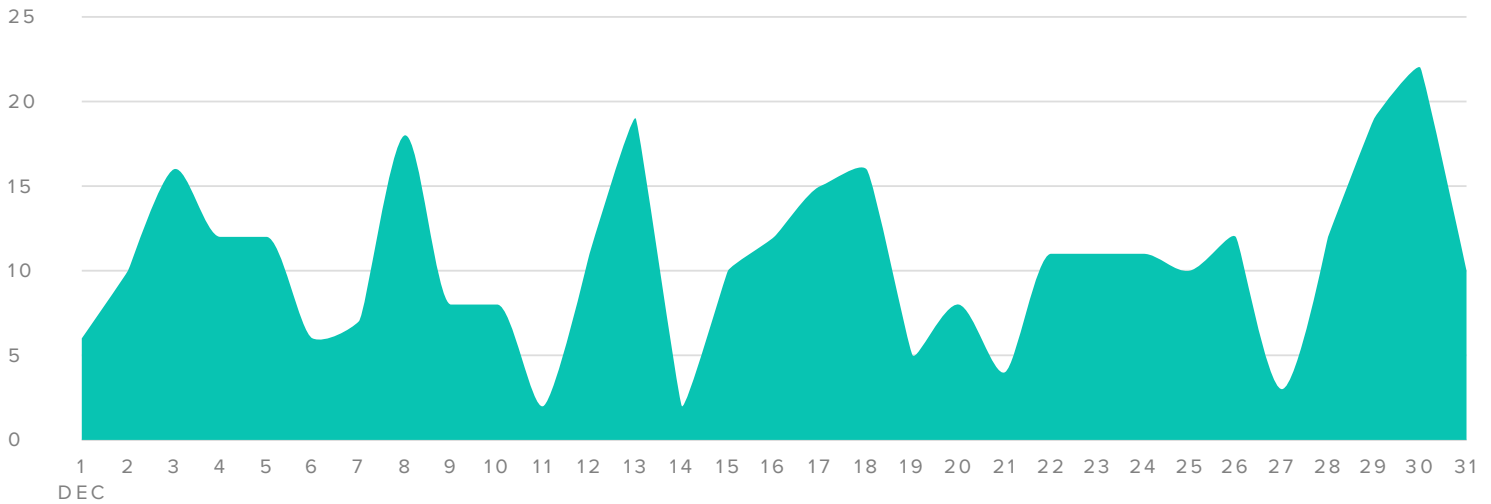
@craftartcountertops
184 Engagements



@craftartcountertops
160 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

Total Followers	3,100
Followers Gained	328
People that you Followed	—

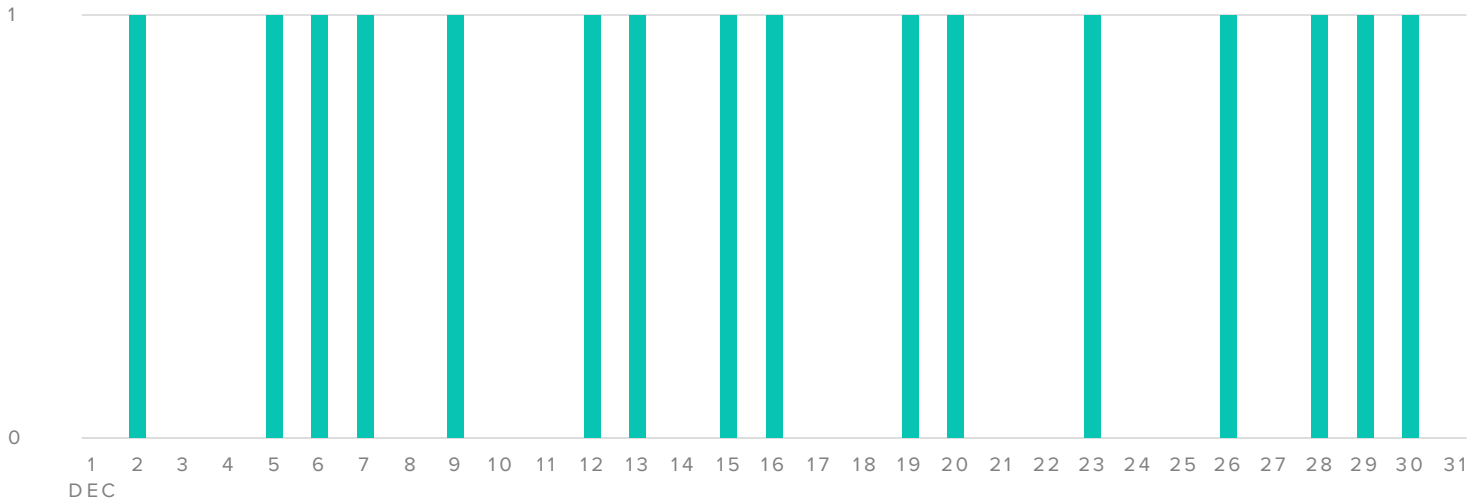
Total followers increased by

▲ 11.8%

since previous month

Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

PUBLISHING METRICS

TOTALS

Photos	15
Videos	1
Total Media	16

The number of media you sent increased by



since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

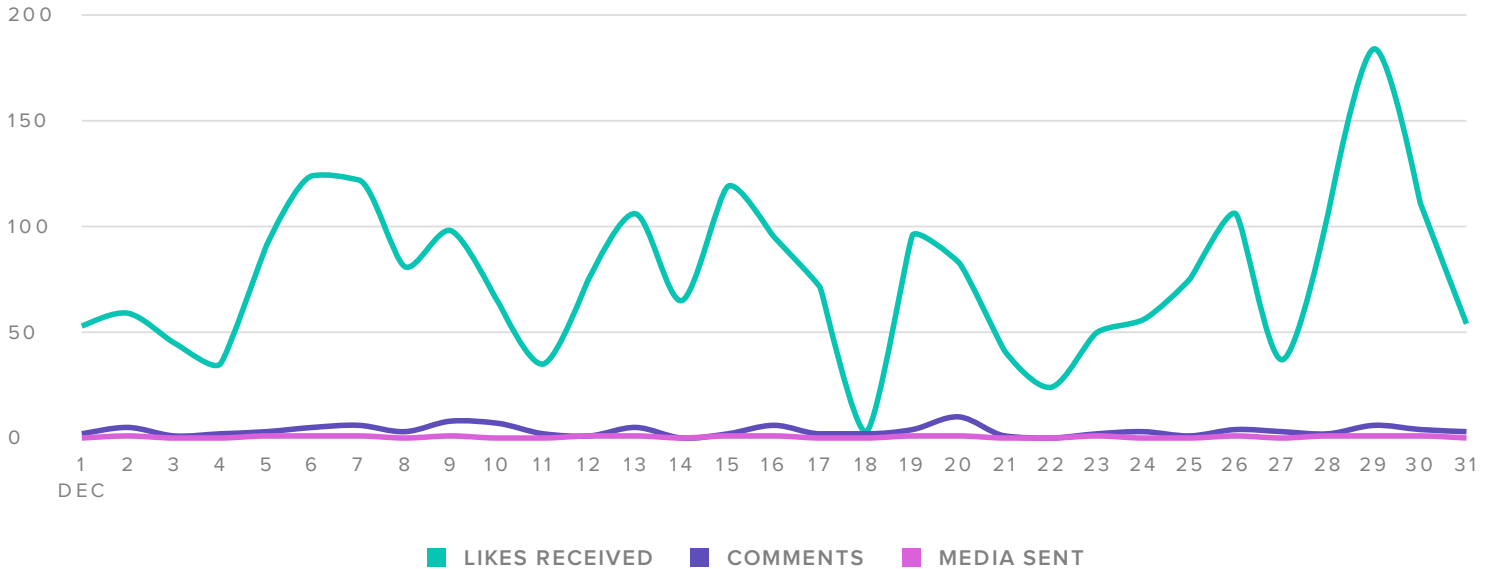
#kitchenenvy	13
#kitchendesign	12
#instacrafters	12
#designlovers	12
#designoftheday	11
#homestyling	11
#calledtobecreative	8
#nativecreative	7
#instainteriors	7
#designyourmind	7

MOST ENGAGED HASHTAGS

#wood	921
#homedesign	906
#designlovers	838
#homestyling	822
#kitchen	796
#designinspo	760
#kitchenenvy	756
#remodel	732
#bts	715
#kitchendesign	639

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	2,366
Comments Received	105
Total Engagements	2,471
Engagements per Follower	0.8
Engagements per Media	154.4

The number of engagements increased by

▲ 11.6%






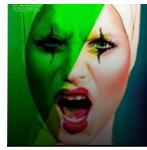








since previous month

The number of engagements per media increased by


▲ 11.6%

since previous month

Top Influencers Engaged

 <p>@lovecup 31.7k Followers</p>	 <p>@jennyrichfit 29.1k Followers</p>	 <p>@forgetmeno... 23.8k Followers</p>			
 <p>@pourmand_... 15.8k Followers</p>	 <p>@yiving_offic.. 14.6k Followers</p>				
					

Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 craftartcountertops	3,100	11.8%	328	16	26	2,471	154.4	0.80



Twitter Profiles Report

for **craft_art**

Dec 01, 2016 - Dec 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



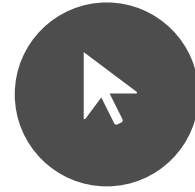
2,928

ORGANIC IMPRESSIONS



28

TOTAL ENGAGEMENTS

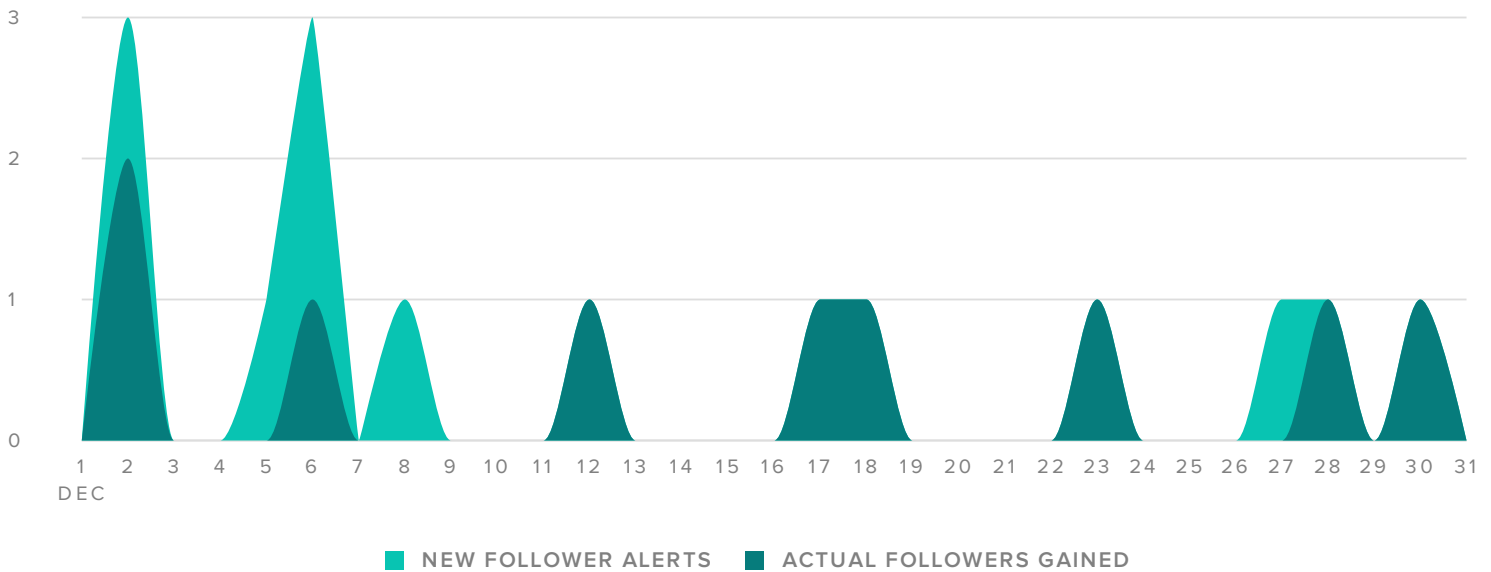


1

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS	TOTALS
Total Followers	508
New Follower alerts	15
Actual Followers gained	5
People that you followed	-

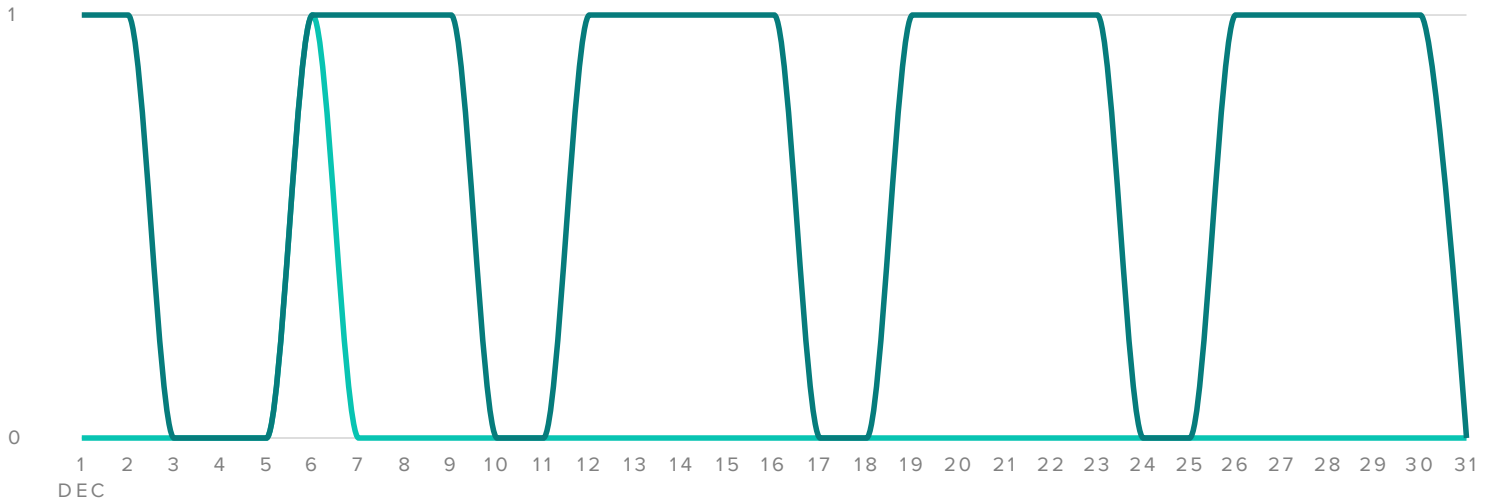
Total followers increased by

▲ 1.0%

since previous month

Posts & Conversations

MESSAGES PER DAY



■ RECEIVED ■ SENT

SENT/RECEIVED METRICS

TOTALS

Tweets sent	21
Direct Messages sent	-
Total Sent	21
Mentions received	1
Direct Messages received	-
Total Received	1

The number of messages you sent decreased by

-32.3%

since previous month

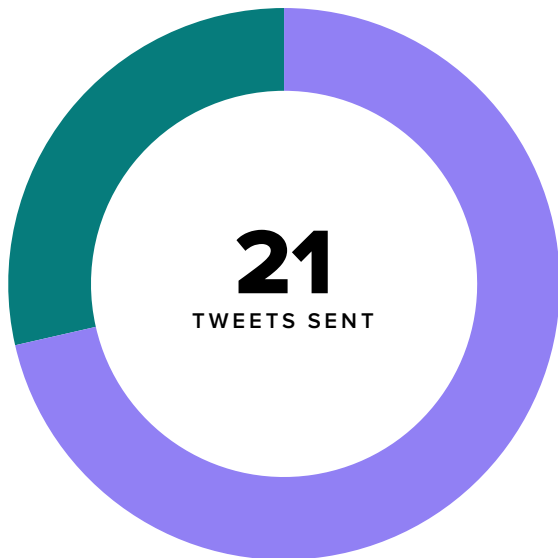
The number of messages you received increased by



since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT

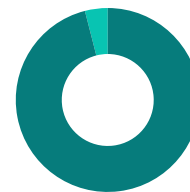


0
PLAIN TEXT

6
PAGE LINKS

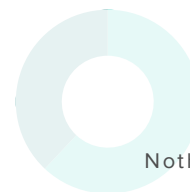
15
PHOTO LINKS

YOUR TWEETING BEHAVIOR



4%
CONVERSATION

96%
UPDATES



62%
NEW CONTACTS

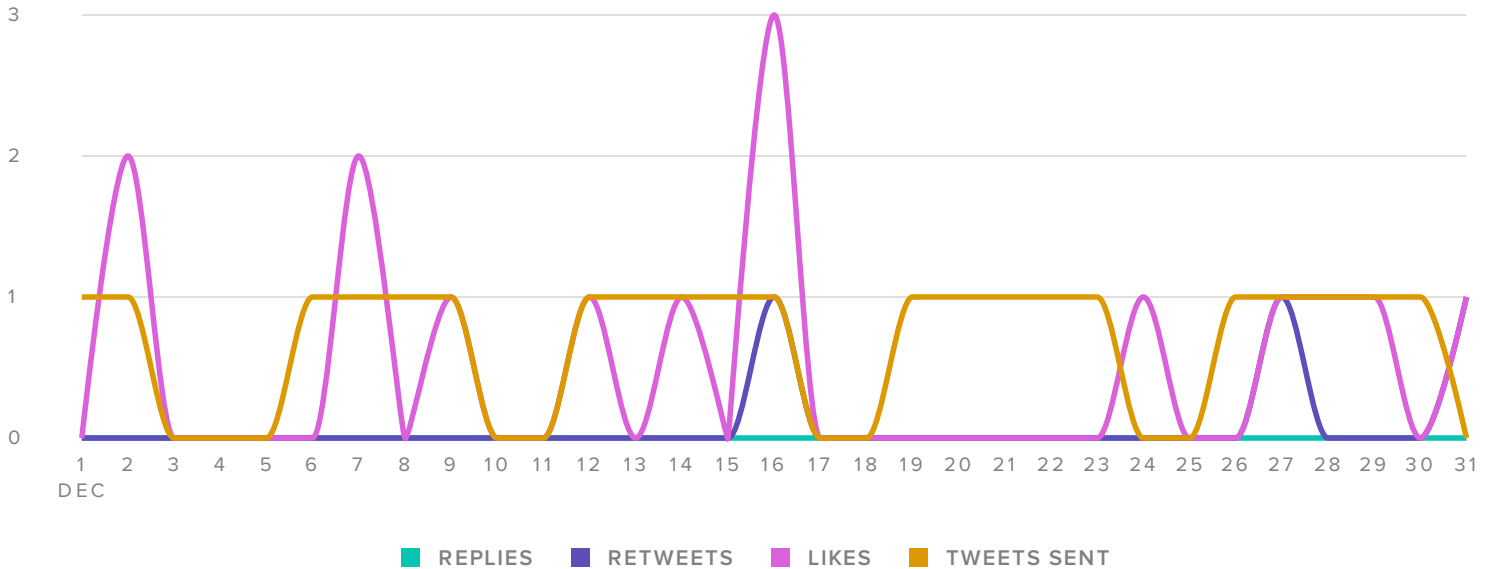
NO DATA

Nothing to see here yet.

38%
EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT



ENGAGEMENT METRICS	TOTALS
Replies	–
Retweets	3
Retweets with Comments	–
Likes	15
Engagements per Follower	0.1
Impressions per Follower	5.8
Engagements per Tweet	1.3
Impressions per Tweet	139.4
Engagements per Impression	1.0%

The number of engagements decreased by

– 26.3%

since previous month

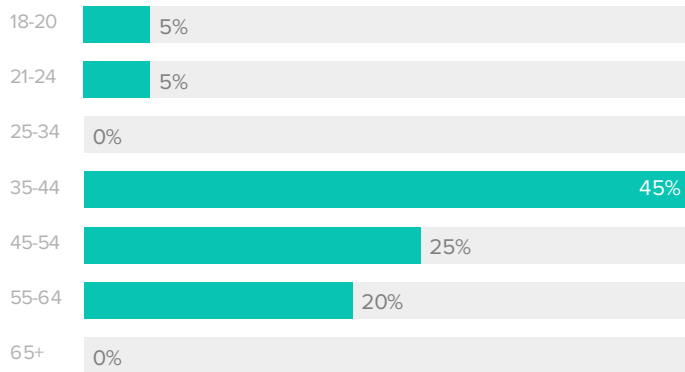
The number of impressions per Tweet increased by

▲ 11.2%

since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



44%


FEMALE FOLLOWERS

56%

MALE FOLLOWERS

Men between ages of **35-44** 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
 @craft_art	508	1.0%	21	2,928	5.76	28	0.06	3	1