



# Group Report

Jan 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



**469,467**  
IMPRESSIONS



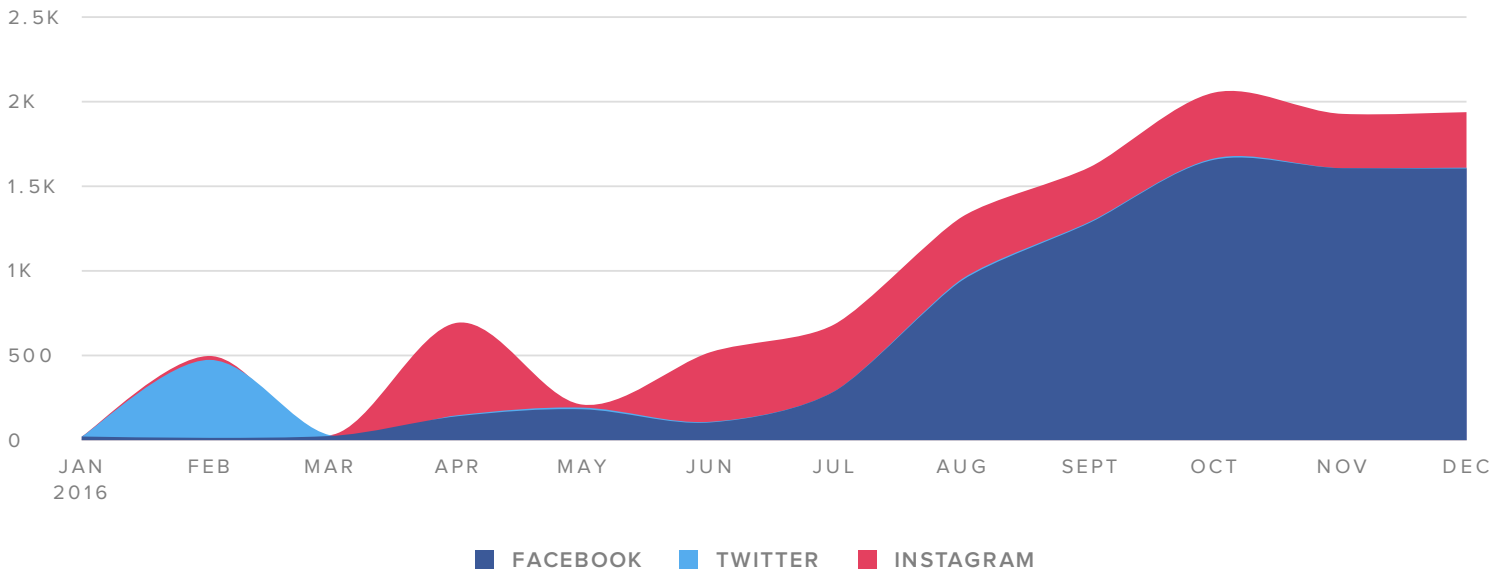
**16,901**  
ENGAGEMENTS



**194**  
LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY MONTH

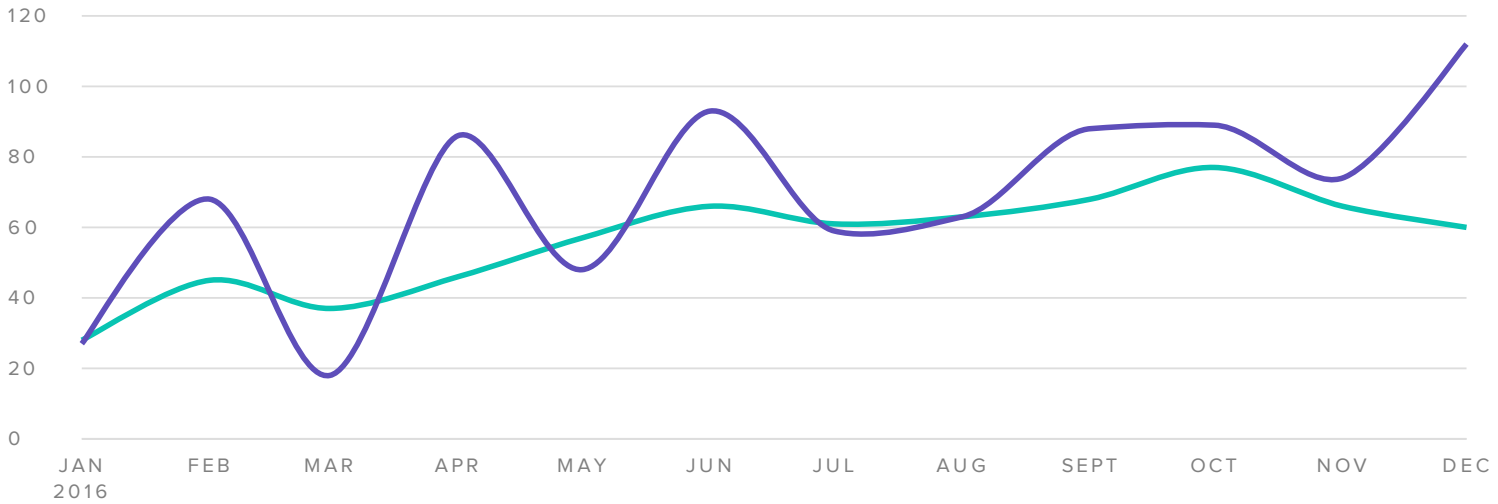


AUDIENCE GROWTH METRICS	TOTALS	CHANGE
<b>Total Fans</b>	<b>12,522</b>	<b>▲ 1,099.4%</b>
New Facebook Fans	7,871	▲ 8,455.4%
New Twitter Followers	508	–
New Instagram Followers	3,100	–
<b>Total Fans Gained</b>	<b>11,479</b>	<b>▲ 12,377.2%</b>

Total fans increased by  
**▲ 1,099.4%**  
 since previous date range

## Message Volumes

### MESSAGES PER MONTH



■ SENT MESSAGES ■ RECEIVED MESSAGES

SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	174	–
Twitter Messages Sent	401	▲ 231.4%
Instagram Media Sent	99	–
<b>Total Messages Sent</b>	<b>674</b>	<b>▲ 457.0%</b>

The number of messages you sent increased by

**▲ 457.0%**

since previous date range

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	212	▲ 57.0%
Twitter Messages Received	24	▼ 36.8%
Instagram Comments Received	589	–
<b>Total Messages Received</b>	<b>825</b>	<b>▲ 376.9%</b>

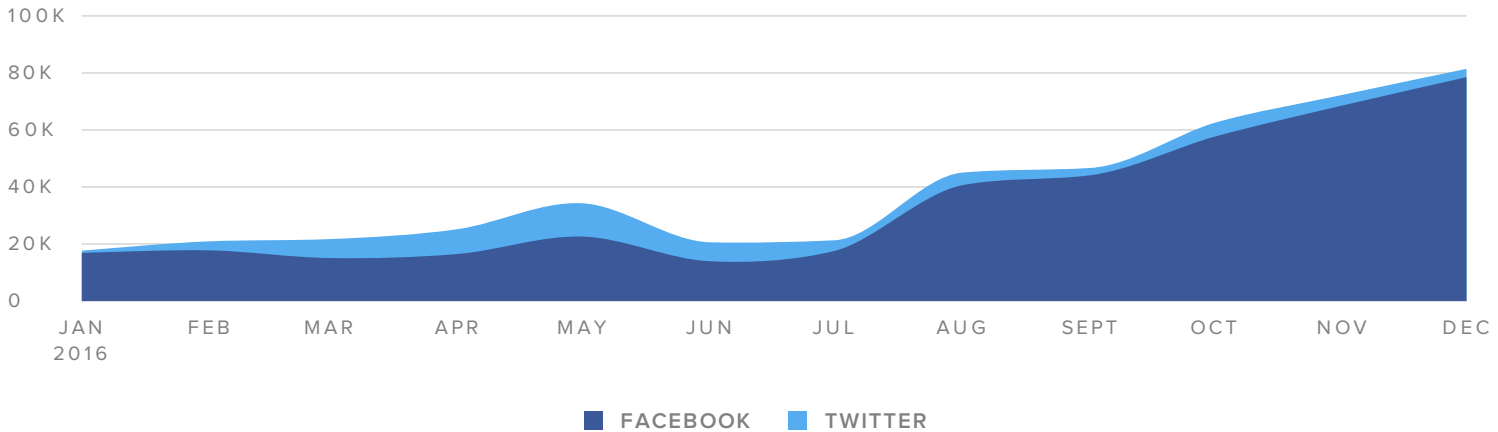
The number of messages you received increased by

**▲ 376.9%**

since previous date range

## Impressions

### IMPRESSIONS PER MONTH

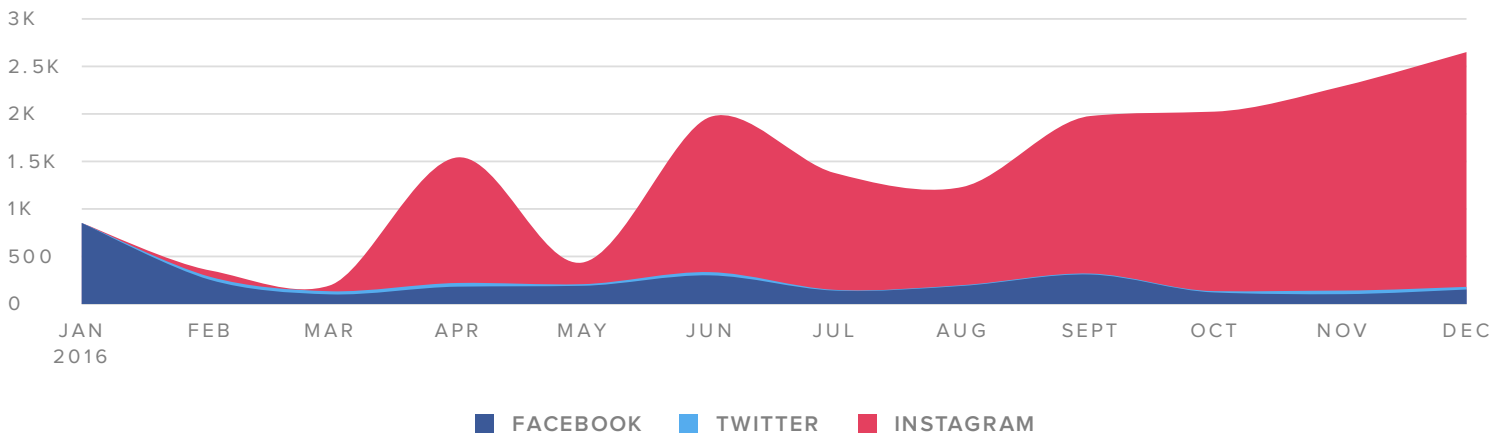


IMPRESSIONS METRICS	TOTALS	CHANGE
Facebook Impressions	409,525	▲ 1,293.0%
Twitter Impressions	59,942	▲ 2,094.9%
<b>Total Impressions</b>	<b>469,467</b>	<b>▲ 1,361.1%</b>

Total Impressions increased by  
**▲ 1,361.1%**  
 since previous date range

## Engagements







### ENGAGEMENTS PER MONTH



ENGAGEMENT METRICS	TOTALS	CHANGE
Facebook Engagements	2,897	▲ 221.2%
Twitter Engagements	262	–
Instagram Engagements	13,742	–
<b>Total Engagements</b>	<b>16,901</b>	<b>▲ 1,773.7%</b>

The number of engagements increased by  
**▲ 1,773.7%**  
 since previous date range

## Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 <b>Craft-Ar...t surfaces</b>  Facebook page	8,914	753.83%	174	409,525	2,354	2,897	16.6	159
 <b>Craft Art</b>  craftartcountert...	3,100	100.00%	99	–	–	13,742	138.8	–
 <b>Craft Art</b>  @craft_art	508	100.00%	401	59,942	149	262	0.7	35