



## Group Report

Jan 01, 2017 - Jan 31, 2017

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



**113,080**  
IMPRESSIONS



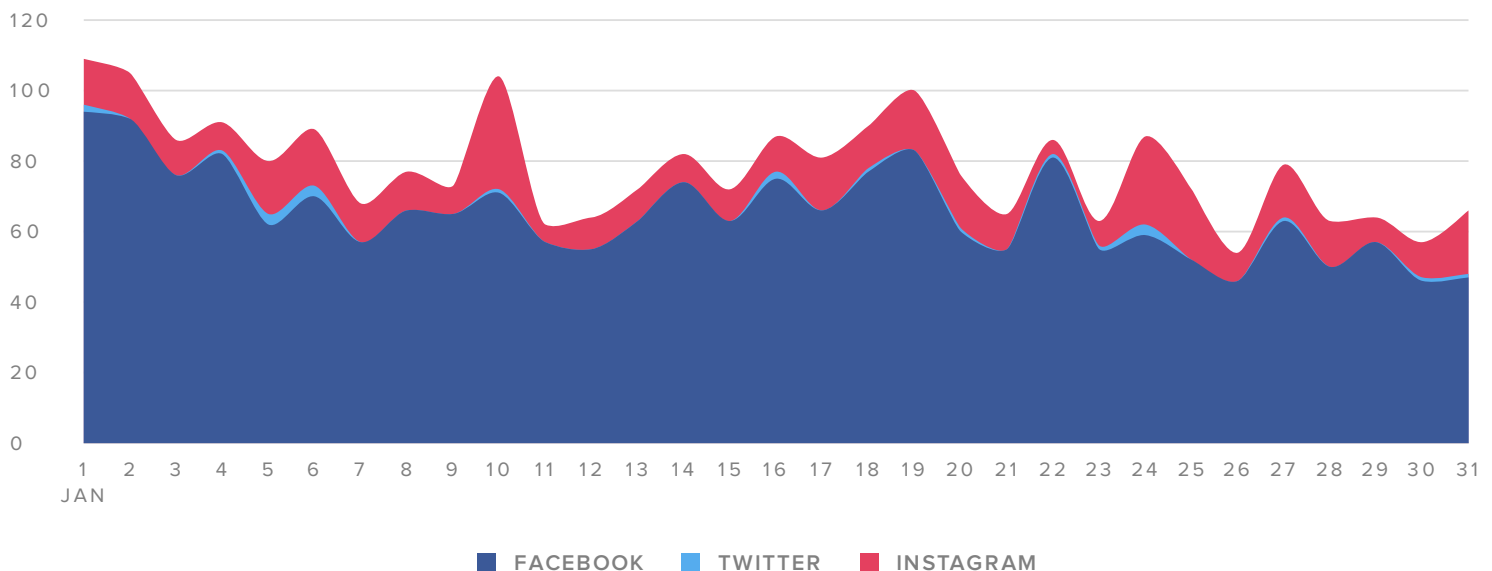
**2,945**  
ENGAGEMENTS



**14**  
LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY DAY



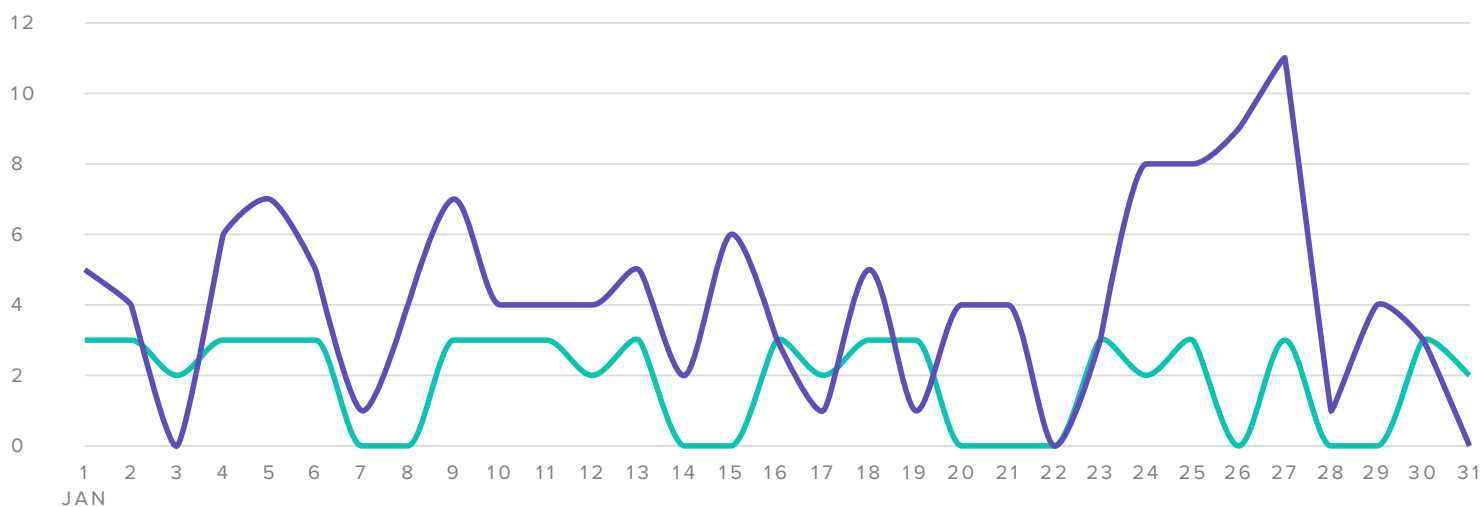
AUDIENCE GROWTH METRICS	TOTALS	CHANGE
<b>Total Fans</b>	<b>14,981</b>	<b>▲ 19.2%</b>
New Facebook Fans	2,019	▲ 25.8%
New Twitter Followers	16	▲ 220.0%
New Instagram Followers	383	▲ 16.8%
Total Fans Gained	2,418	▲ 24.8%

Total fans increased by

**▲ 19.2%**  
since previous month

## Message Volumes

## MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	21	▼ 8.7%
Twitter Messages Sent	21	—
Instagram Media Sent	16	—
<b>Total Messages Sent</b>	<b>58</b>	<b>▼ 3.3%</b>

The number of messages you sent decreased by

▼ **3.3%**

since previous month

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	18	▲ 200.0%
Twitter Messages Received	2	▲ 100.0%
Instagram Comments Received	109	▲ 3.8%
<b>Total Messages Received</b>	<b>129</b>	<b>▲ 15.2%</b>

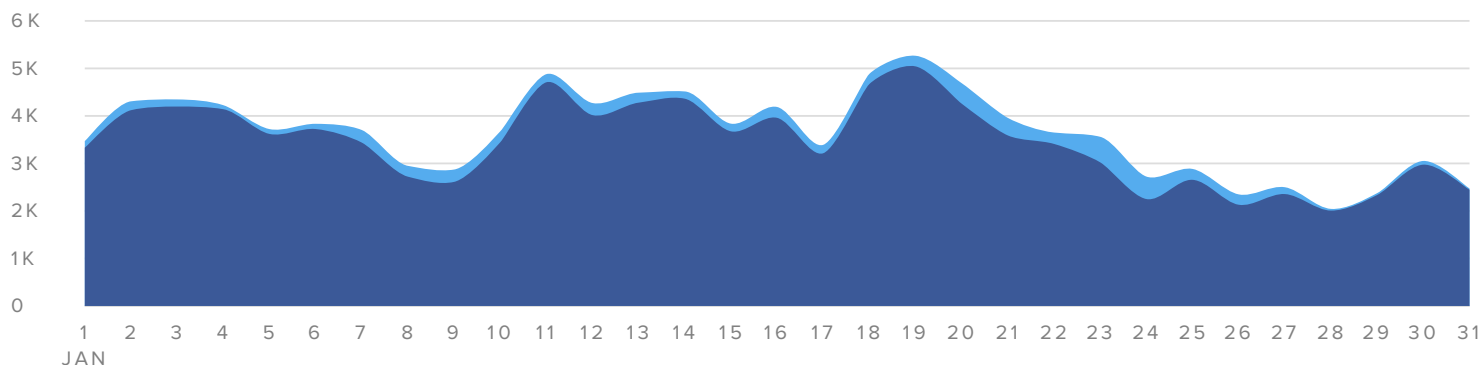
The number of messages you received increased by

▲ **15.2%**

since previous month

## Impressions

### IMPRESSIONS PER DAY



IMPRESSIONS METRICS	■ FACEBOOK ■ TWITTER	
	TOTALS	CHANGE
Facebook Impressions	106,708	▲ 35.9%
Twitter Impressions	6,372	▲ 106.3%
Total Impressions	113,080	▲ 38.6%

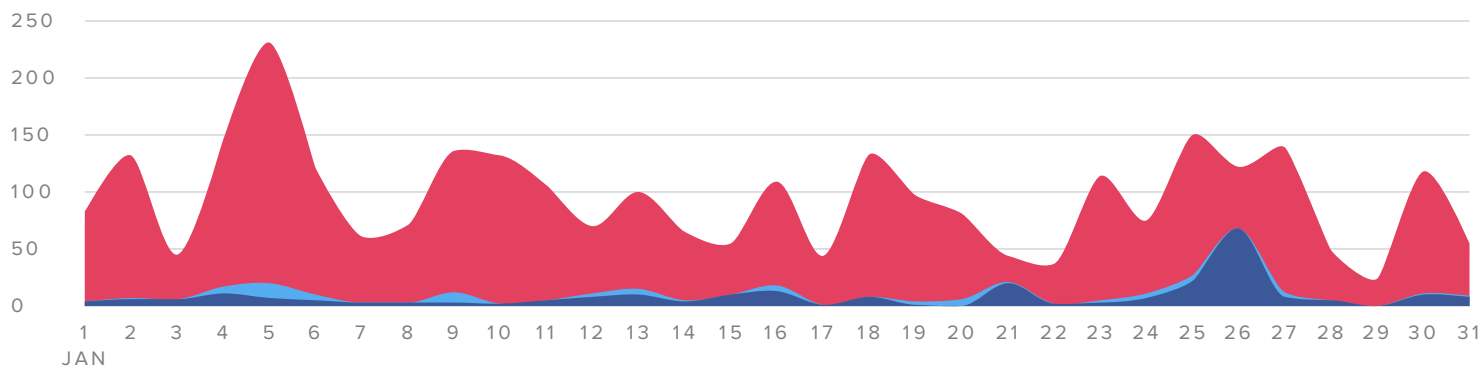
Total Impressions increased by

▲ **38.6%**

since previous month

## Engagements

### ENGAGEMENTS PER DAY









ENGAGEMENT METRICS	■ FACEBOOK ■ TWITTER ■ INSTAGRAM	
	TOTALS	CHANGE
Facebook Engagements	263	▲ 73.0%
Twitter Engagements	75	▲ 158.6%
Instagram Engagements	2,607	▲ 5.5%
Total Engagements	2,945	▲ 11.0%

The number of engagements increased by

▲ **11.0%**

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
 <b>Craft-Ar...t surfaces</b>  Facebook page	10,974	22.41%	21	106,708	5,081	263	12.5	10
 <b>Craft Art</b>  craftartcountert...	3,483	12.35%	16	–	–	2,607	162.9	–
 <b>Craft Art</b>  @craft_art	524	3.15%	21	6,372	303	75	3.6	4



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

Jan 01, 2017 - Jan 31, 2017

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



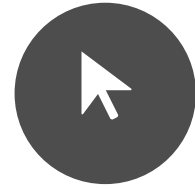
**106,708**

IMPRESSIONS



**263**

POST ENGAGEMENTS

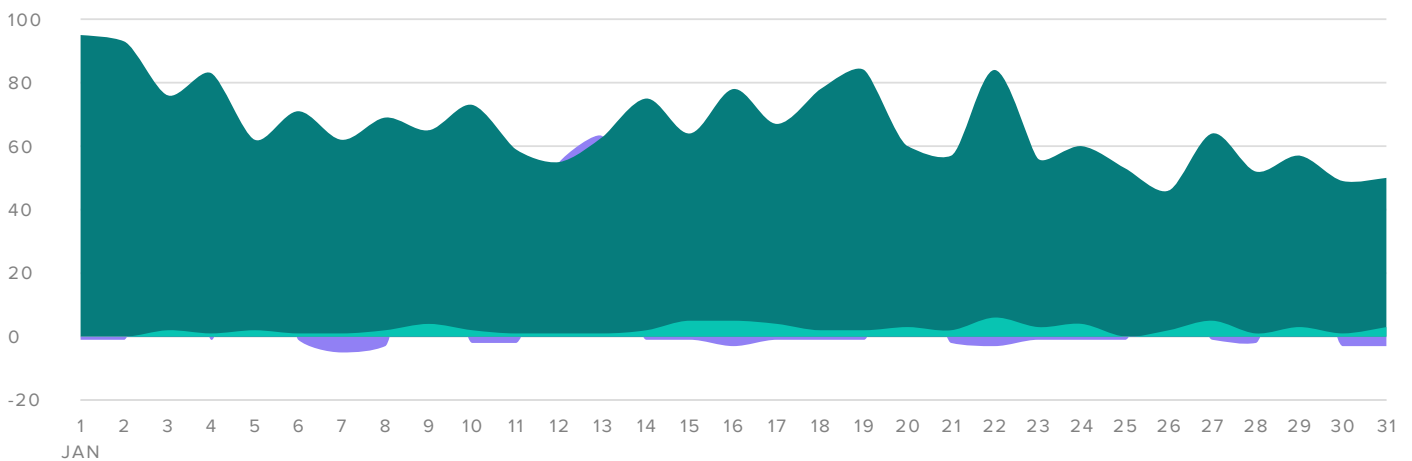


**10**

LINK CLICKS

## Audience Growth

### LIKES BREAKDOWN, BY DAY



■ ORGANIC LIKES ■ PAID LIKES ■ UNLIKES

### AUDIENCE GROWTH METRICS

### TOTALS

<b>Total Fans</b>	<b>10,974</b>
Paid Likes	1,989
Organic Likes	71
Unlikes	41
Net Likes	2,019

Total fans increased by

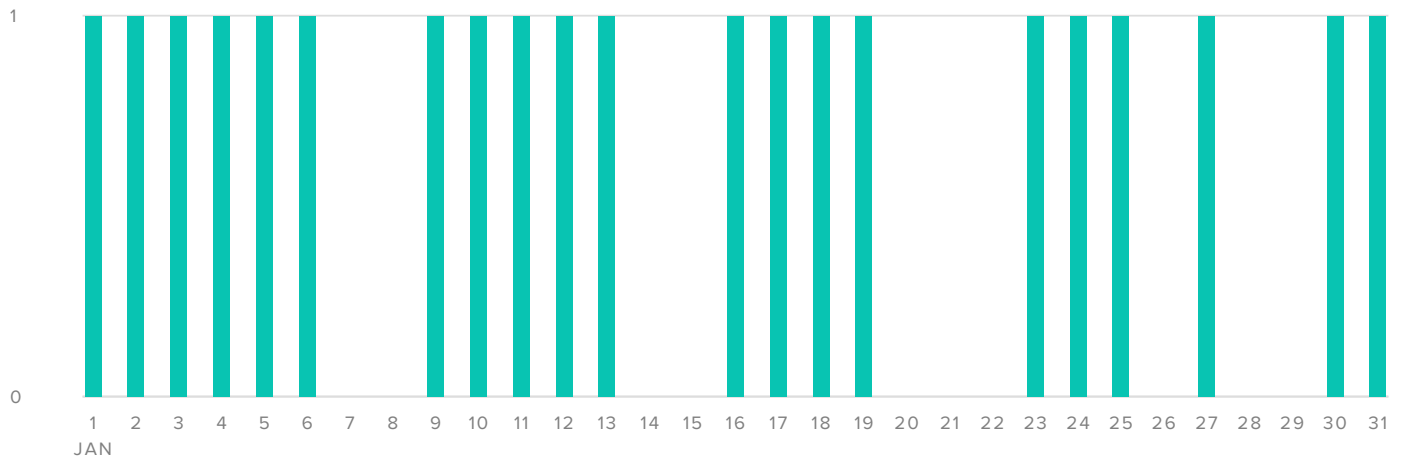
**22.4%**

since previous month



## Publishing Behavior

### POSTS, BY DAY



■ POSTS SENT

#### PUBLISHING METRICS

#### TOTALS






Photos	16
Videos	–
Posts	5
<b>Total Posts</b>	<b>21</b>

The number of posts you sent decreased by

▼ **8.7%**

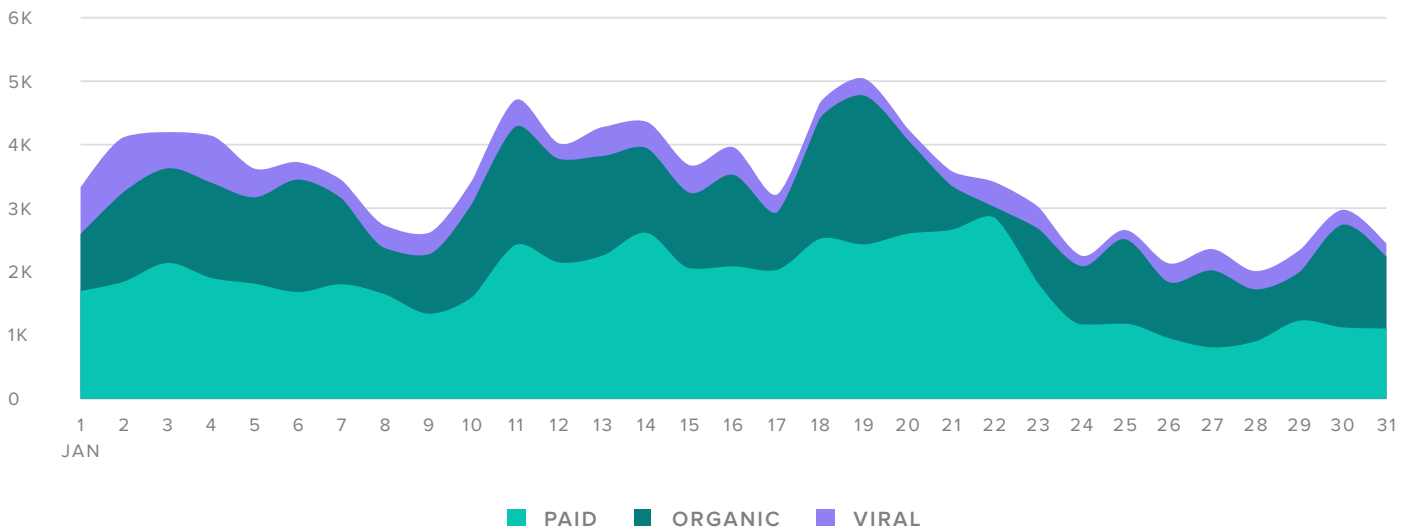
since previous month

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p><b>Craft-Art elegant surfaces</b></p> <p>Here are a number of reasons that wood is superior to other materials for your kitchen countertops.</p>  <p><a href="#">Why You Should Reconsider Wood Countertops</a></p> <p>(Post) January 12, 2017 10:15 am</p>	8	—	4.2%	335
<p><b>Craft-Art elegant surfaces</b></p> <p>With minimal care and proper use, a butcher block can last forever!</p> <p><b>#TuesdayTip</b></p>  <p><a href="#">How to Clean Butcher Block - Bob Vila</a></p> <p>(Post) January 17, 2017 2:43 pm</p>	1	—	3.0%	101
<p><b>Craft-Art elegant surfaces</b></p> <p>Top 2017 design trends, including farmhouse chic (wood countertops!)</p> <p><b>#TuesdayTip</b></p>  <p><a href="#">Top 2017 design trends: Wet room inside, spare apartment in the backyard...</a></p> <p>(Post) January 24, 2017 9:05 am</p>	5	—	2.7%	185
<p><b>Craft-Art elegant surfaces</b></p> <p>Here are some great tips for creating a winter vignette on your kitchen island.</p> <p><b>#tuesdaytip</b></p>  <p><a href="#">6 TIPS FOR CREATING A WINTER VIGNETTE ON YOUR KITCHEN ISLAND - StoneGable</a></p> <p>(Post) January 03, 2017 10:15 am</p>	2	—	2.5%	199
<p><b>Craft-Art elegant surfaces</b></p> <p>Brighten your winter day by adding flowers to your table. Here are a few of the most popular flowers for this season.</p>  <p><a href="#">Top 8 Flowers for Winter 2017</a></p> <p>(Post) January 31, 2017 10:15 am</p>	1	—	2.2%	139

## Page Impressions

### PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	39,006
Viral Impressions	11,331
Paid Impressions	56,371
<b>Total Impressions</b>	<b>106,708</b>
<b>Users Reached</b>	<b>86,108</b>

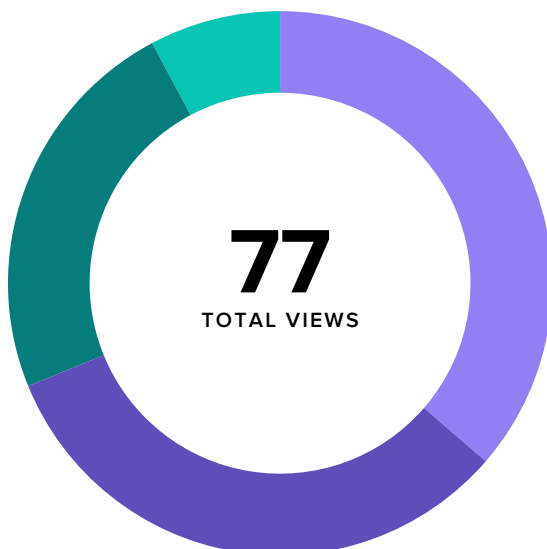
Total Impressions increased by

▲ **35.9%**

since previous month

## Video Performance

### VIEW METRICS



6

ORGANIC FULL

18

ORGANIC PARTIAL

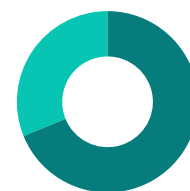
28

PAID FULL

25

PAID PARTIAL

### VIEWING BREAKDOWN

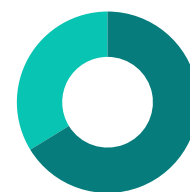


31%

ORGANIC VIEWS

69%

PAID VIEWS



34%

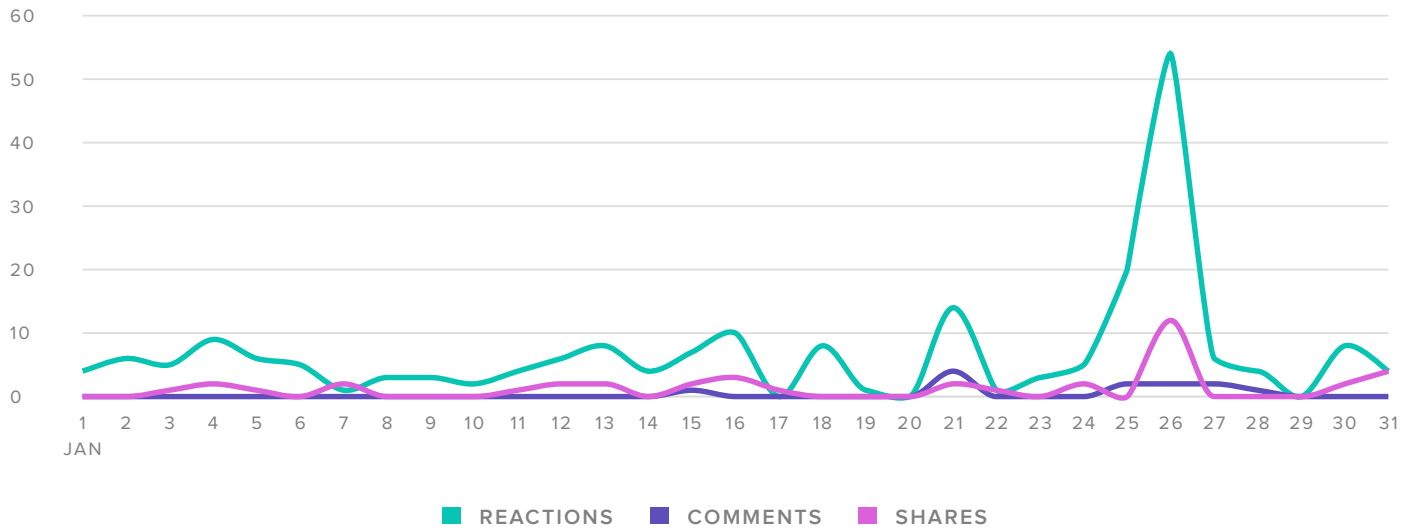
CLICK PLAYS

66%

AUTO PLAYS

## Audience Engagement

### AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	211
Comments	12
Shares	40
<b>Total Engagements</b>	<b>263</b>

Total Engagements increased  
by  
**73.0%**  
since previous month

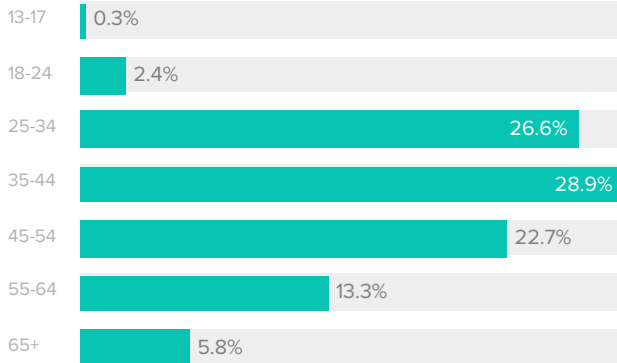
## Demographics

PAGE FANS

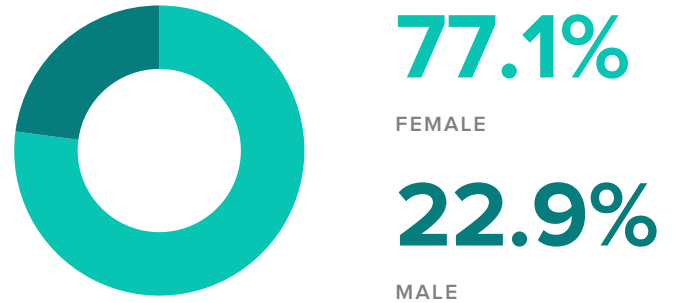
PEOPLE REACHED

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	10,223
	India	187
	Pakistan	61
	Egypt	36
	Mexico	24

### TOP CITIES

Chicago, IL	82
New York, NY	77
Philadelphia, PA	54
Houston, TX	50
San Antonio, TX	43

## 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...	10,974	22.41%	21	106,708	5,081	263	12.5	10



# Instagram Profiles Report

## for **craftartcountertops**

Jan 01, 2017 - Jan 31, 2017

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

215 Engagements



@craftartcountertops

195 Engagements

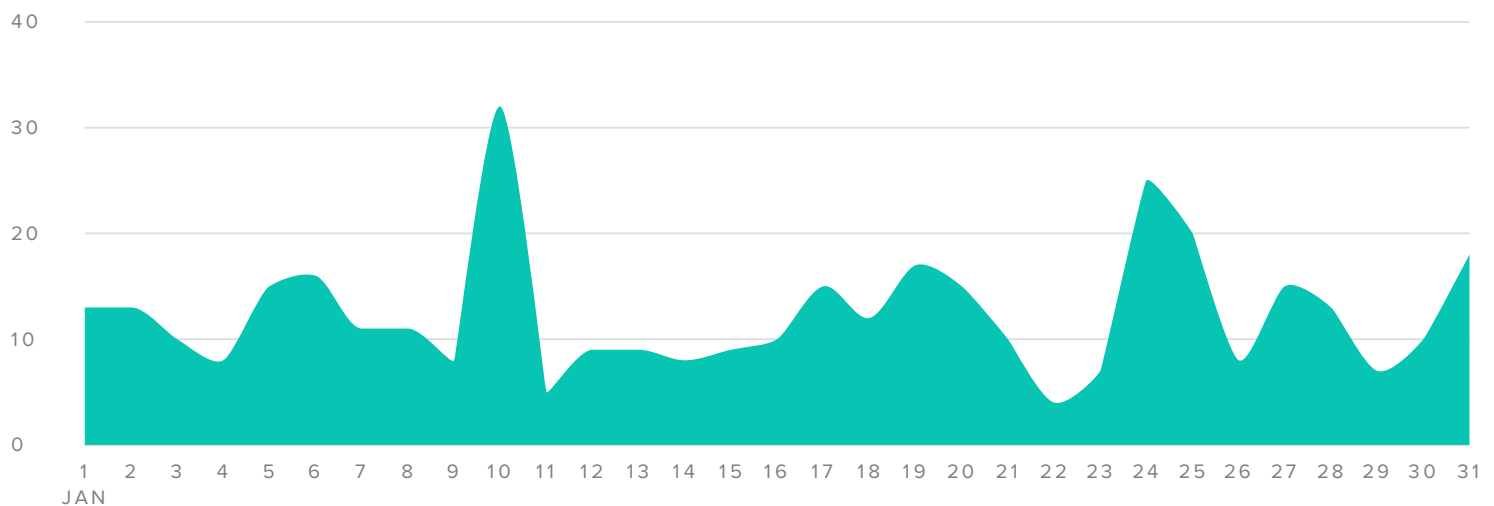


@craftartcountertops

170 Engagements

## Audience Growth

### AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

### FOLLOWER METRICS

### TOTALS

Total Followers

3,483

Followers Gained

383

People that you Followed

—

Total followers increased by

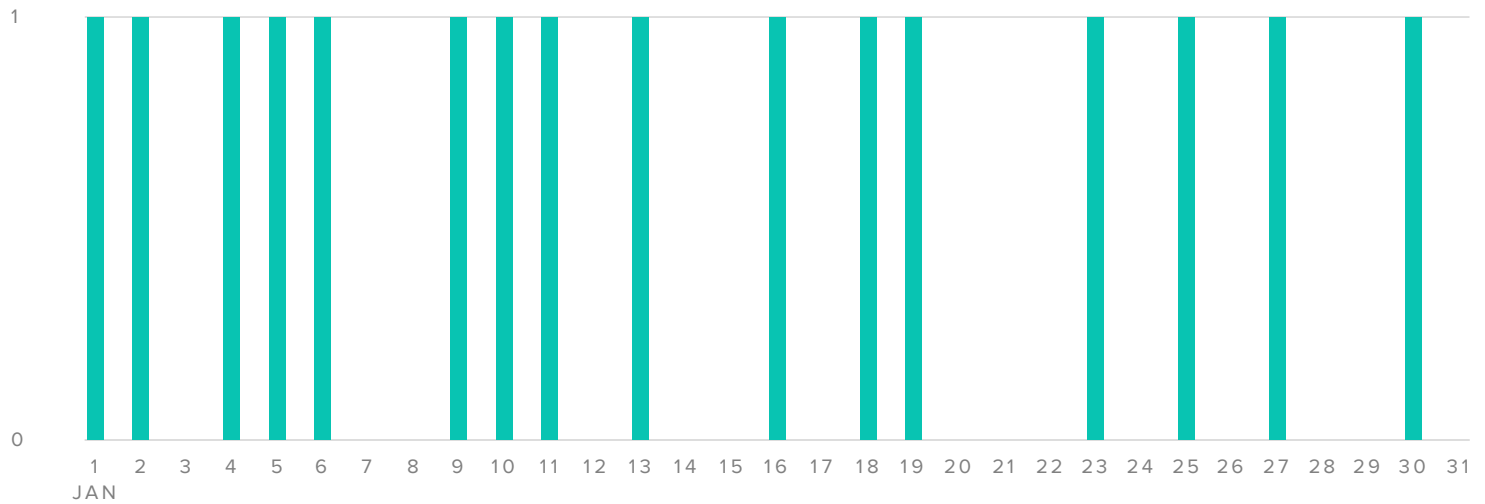
▲ **12.4%**

since previous month



## Publishing Behavior

### MEDIA PER DAY



■ MEDIA SENT

### PUBLISHING METRICS

### TOTALS

Photos	16
Videos	—
Total Media	16

The number of media you sent  
increased by



since previous month

## Outbound Hashtag Performance

### MOST USED HASHTAGS

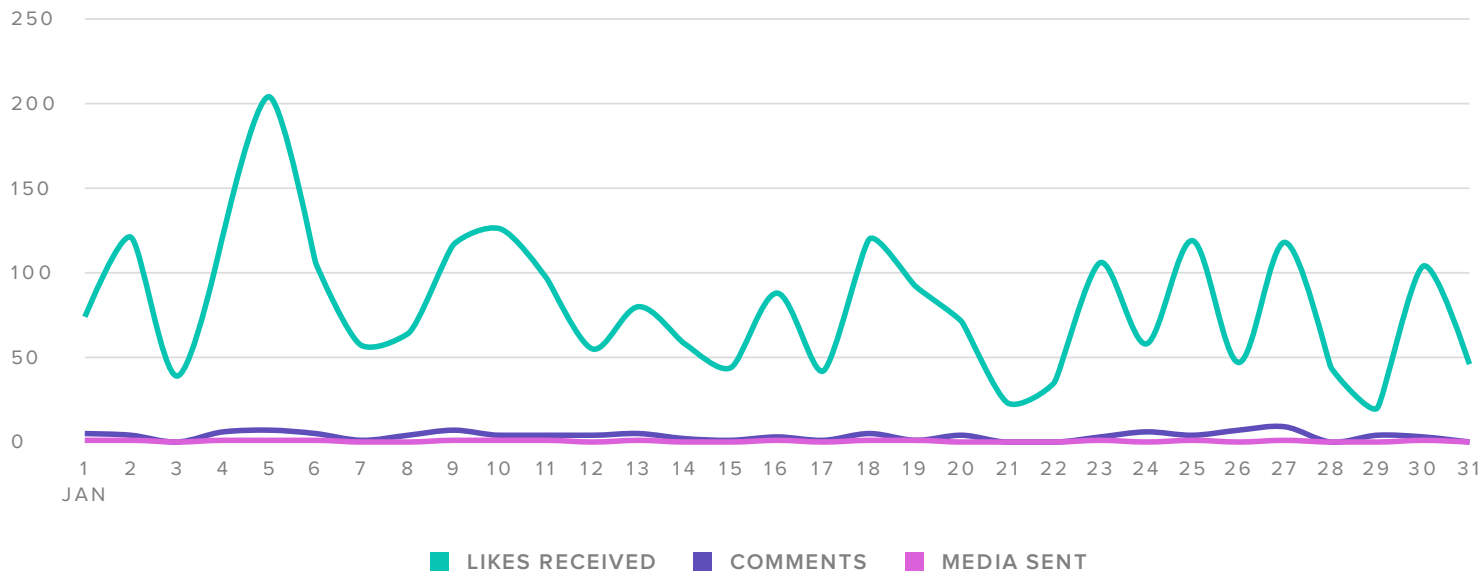
#kitchen	14
#kitchendesign	13
#homedecor	11
#furniture	11
#interior	11
#decor	11
#decoration	11
#wood	10
#livingroom	9
#interiors	9

### MOST ENGAGED HASHTAGS

#wood	472
#decoration	406
#kitchen	368
#homedecor	351
#kitchendesign	334
#homestyling	315
#interior	307
#instahome	305
#homedesign	285
#instacrafters	272

## Audience Engagement

### AUDIENCE ENGAGEMENT, BY DAY



#### ENGAGEMENT METRICS

#### TOTALS

Likes Received

2,498

Comments Received

109

**Total Engagements****2,607**

Engagements per Follower

0.7

Engagements per Media

162.9

The number of engagements  
increased by

▲ **5.5%**

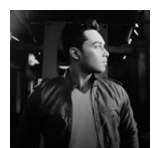
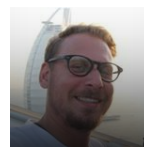
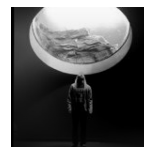
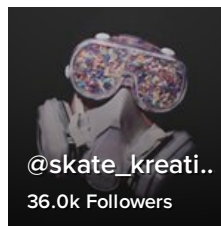
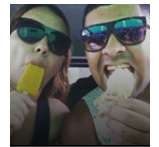
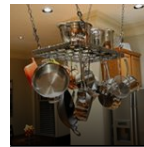
since previous month

The number of engagements per  
media increased by


▲ **5.5%**

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
	craftartcountertops	3,483	12.4%	383	16	18	2,607	162.9	0.75



# Twitter Profiles Report

for **craft\_art**

Jan 01, 2017 - Jan 31, 2017

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



**6,372**

ORGANIC IMPRESSIONS



**75**

TOTAL ENGAGEMENTS

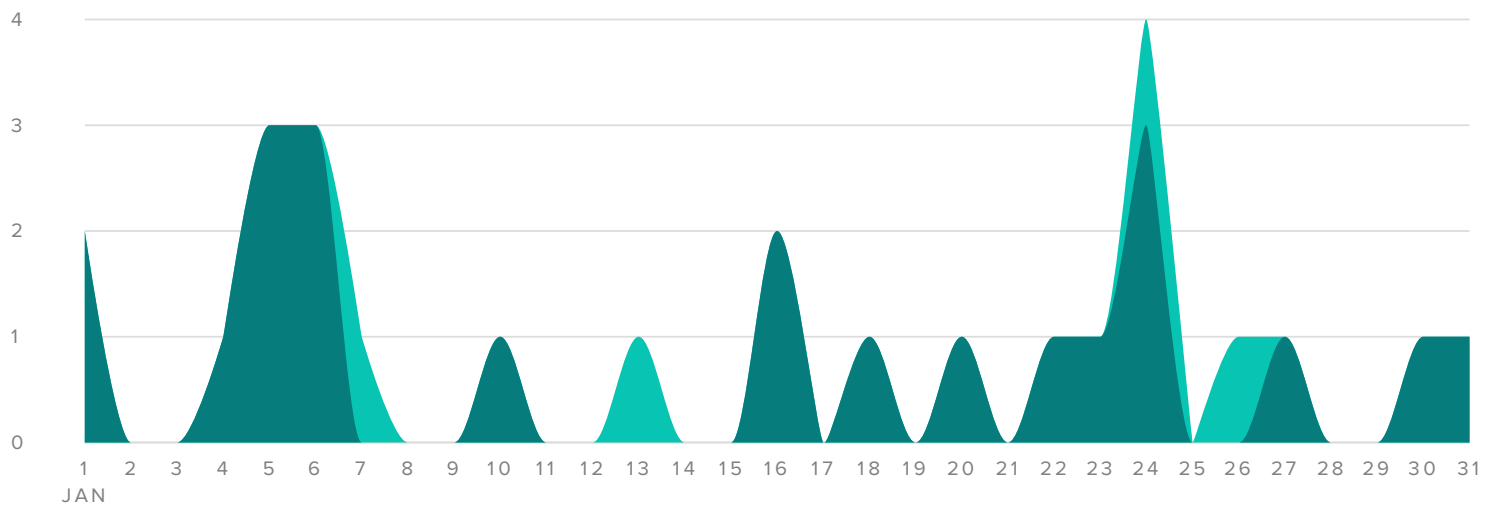


**4**

LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY DAY



■ NEW FOLLOWER ALERTS ■ ACTUAL FOLLOWERS GAINED

### FOLLOWER METRICS

### TOTALS

Total Followers

524

New Follower alerts

24

Actual Followers gained

16

People that you unfollowed

-1

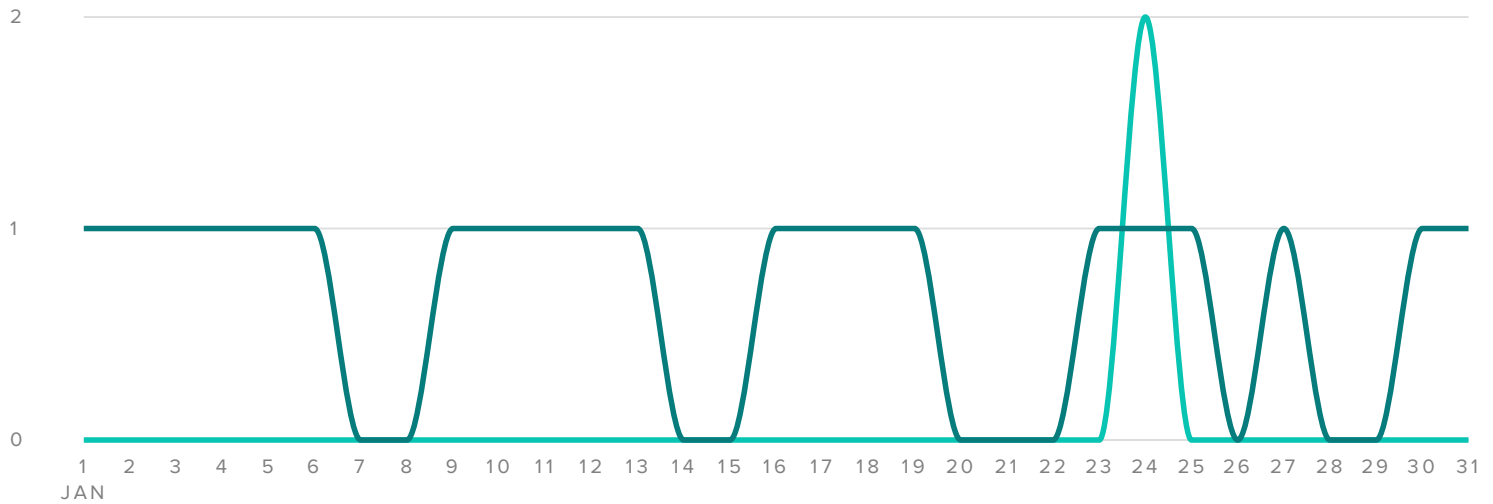
Total followers increased by

**▲ 3.1%**

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

2

Direct Messages received

–

**Total Received**

**2**

The number of messages you sent increased by



since previous month

The number of messages you received increased by

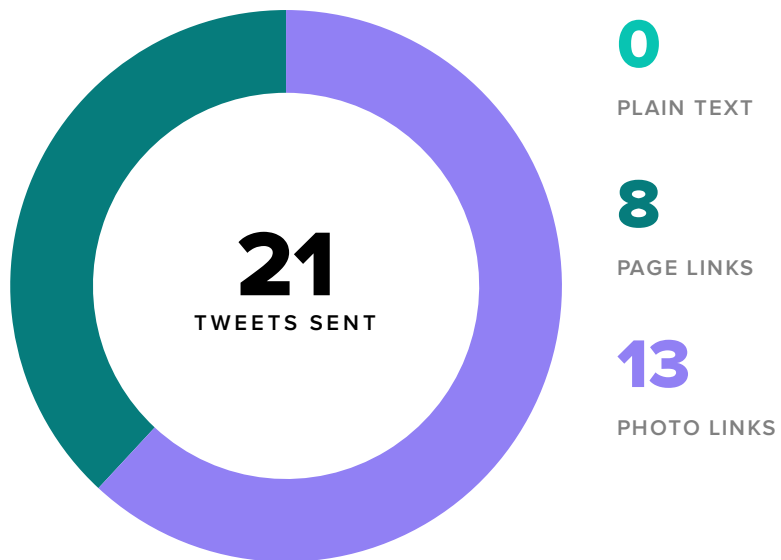
▲ **100.0%**

since previous month

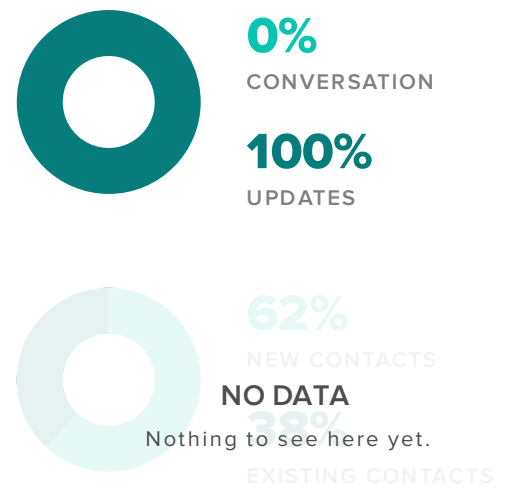


## Your Content & Engagement Habits

### SENT MESSAGE CONTENT

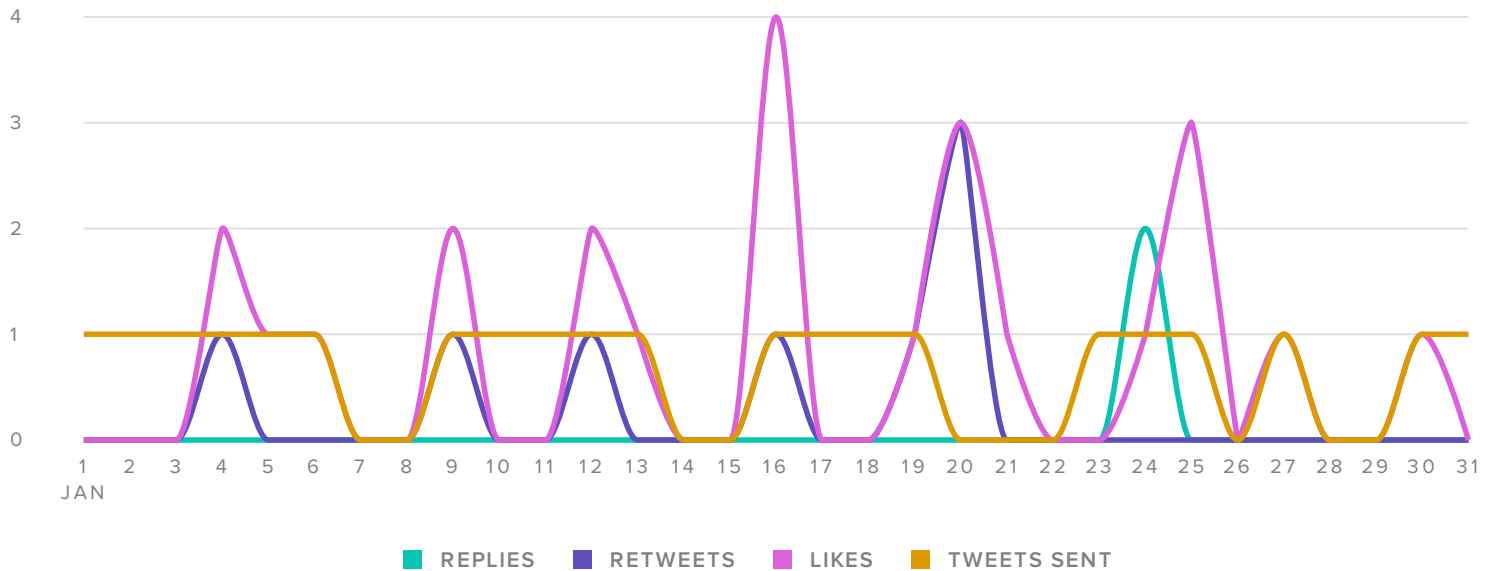


### YOUR TWEETING BEHAVIOR



## Audience Engagement

### ENGAGEMENT COUNT



### ENGAGEMENT METRICS

### TOTALS

Replies	2
Retweets	8
Retweets with Comments	1
Likes	24

Engagements per Follower	0.1
Impressions per Follower	12.2
Engagements per Tweet	3.6
Impressions per Tweet	303.4
Engagements per Impression	1.2%

The number of engagements increased by

▲ **158.6%**






since previous month

The number of impressions per Tweet increased by

▲ **106.3%**

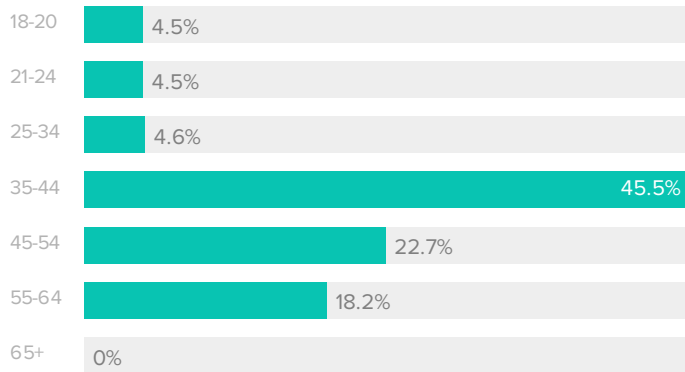
since previous month

## Top Tweets, by Responses

Tweet	Reach	Responses ▼	Clicks	Retweets
<p><b>craft_art</b></p> <p> Here are a number of reasons that wood is superior to other materials for your kitchen countertops. <a href="https://t.co/aolgwRu02h">https://t.co/aolgwRu02h</a></p> <p>(Tweet) January 12, 2017 10:15 am</p>	108,788	4	—	4
<p><b>craft_art</b></p> <p> One of our employees is making these beautiful walnut doll chairs for his granddaughter! <a href="https://t.co/EfWCVUsCTI">https://t.co/EfWCVUsCTI</a></p> <p>(Tweet) January 19, 2017 10:35 am</p>	567	1	—	1
<p><b>craft_art</b></p> <p> Martin Luther King Jr. crafted peace, so today we celebrate his legacy. <a href="https://t.co/Wc6uiYXsnV">https://t.co/Wc6uiYXsnV</a></p> <p>(Tweet) January 16, 2017 9:06 am</p>	12,359	1	—	1
<p><b>craft_art</b></p> <p> What is one of the hottest trends for 2017? White cabinets with wood countertops. <a href="https://t.co/b8JXIac8Dn">https://t.co/b8JXIac8Dn</a></p> <p>(Tweet) January 09, 2017 10:10 am</p>	27,849	1	—	1
<p><b>craft_art</b></p> <p> Need more counter space? We've got you covered with this maple end grain prep table. <a href="https://t.co/BDDFAMScnZ">https://t.co/BDDFAMScnZ</a></p> <p>(Tweet) January 04, 2017 10:20 am</p>	646	1	—	1

## 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	Follower	Tweets	Impressions	Impressions	Engagements	Engagements	Retweets	Clicks
	Followers	Increase	Sent		per Follower		per Follower		
 @craft_art	524	3.1%	21	6,372	12.16	75	0.14	8	4