



Group Report

Feb 01, 2017 - Feb 28, 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



81,040
IMPRESSIONS



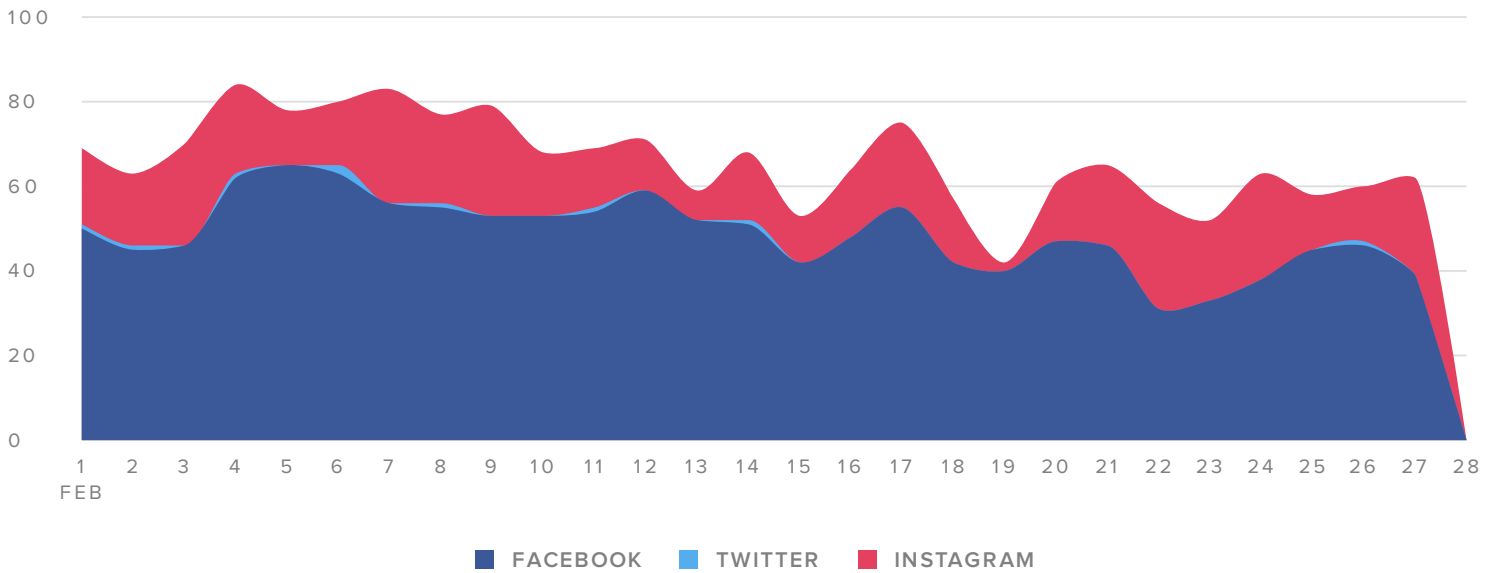
2,906
ENGAGEMENTS



18
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



AUDIENCE GROWTH METRICS	TOTALS	CHANGE
Total Fans	16,756	▲ 11.7%
New Facebook Fans	1,316	▼ 25.1%
New Twitter Followers	3	▼ 81.3%
New Instagram Followers	461	▲ 32.9%
Total Fans Gained	1,780	▼ 16.0%

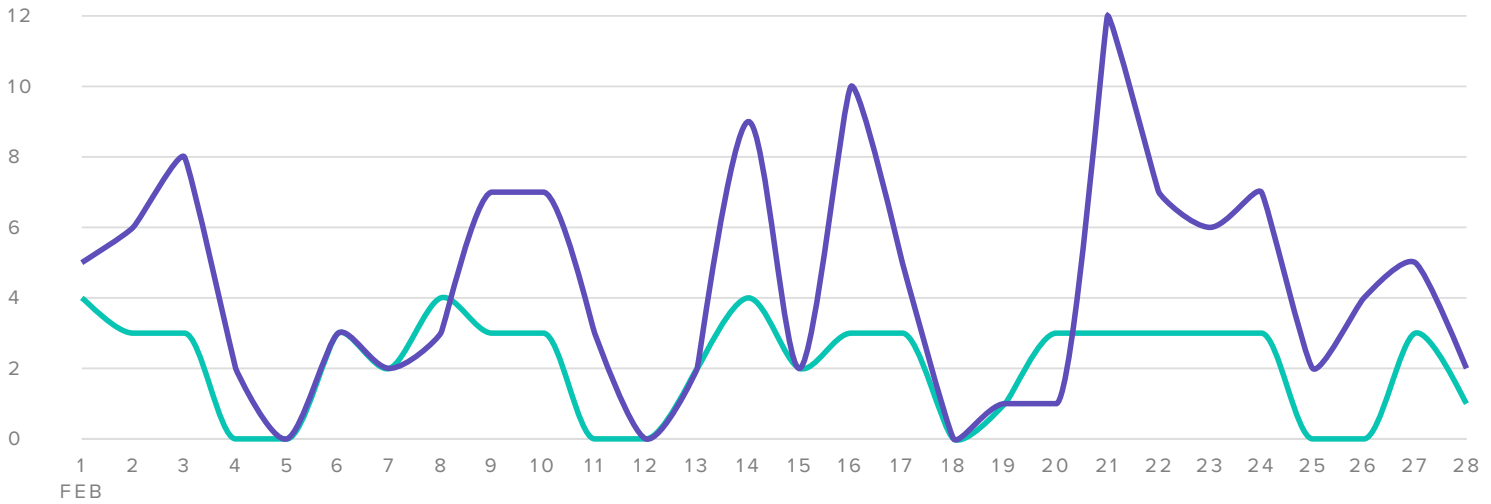
Total fans increased by

▲ 11.7%

since last month

Message Volumes

MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	20	▲ 11.1%
Twitter Messages Sent	23	▲ 27.8%
Instagram Media Sent	16	▲ 14.3%
Total Messages Sent	59	▲ 18.0%

The number of messages you sent increased by

▲ 18.0%

since last month

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	13	▼ 27.8%
Twitter Messages Received	4	▲ 100.0%
Instagram Comments Received	104	▲ 4.0%
Total Messages Received	121	▲ 0.8%

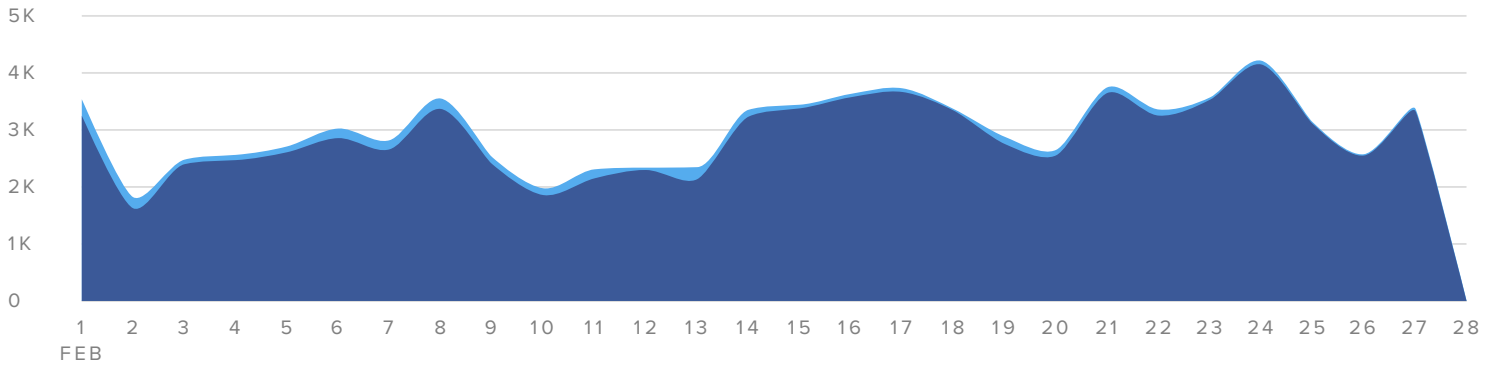
The number of messages you received increased by

▲ 0.8%

since last month

Impressions

IMPRESSIONS PER DAY



■ FACEBOOK ■ TWITTER

IMPRESSIONS METRICS	TOTALS	CHANGE
Facebook Impressions	78,144	▼ 17.8%
Twitter Impressions	2,896	▼ 55.7%
Total Impressions	81,040	▼ 20.2%

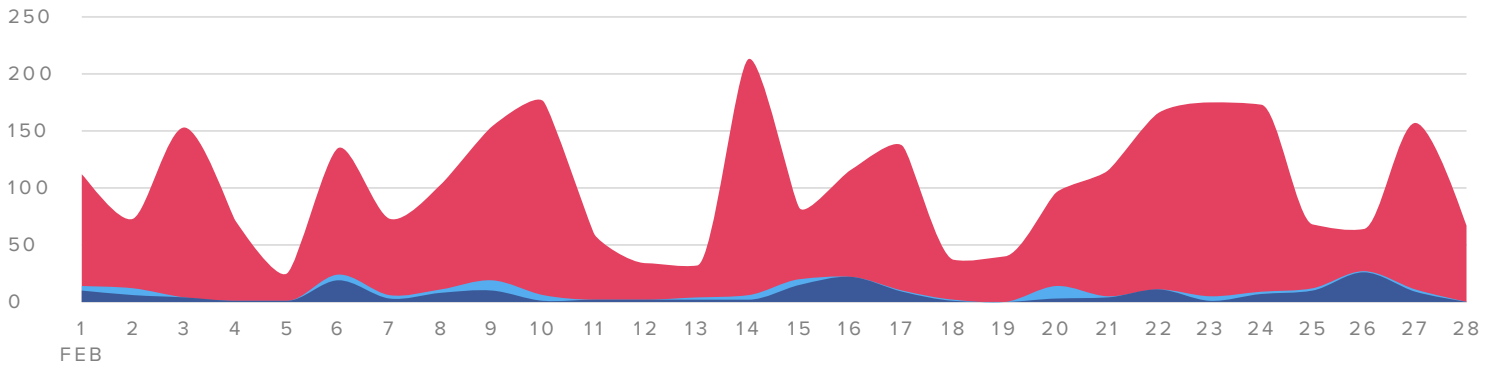
Total Impressions decreased by

▼ 20.2%

since last month

Engagements

ENGAGEMENTS PER DAY



■ FACEBOOK ■ TWITTER ■ INSTAGRAM







ENGAGEMENT METRICS	TOTALS	CHANGE
Facebook Engagements	189	▼ 23.5%
Twitter Engagements	71	▼ 5.3%
Instagram Engagements	2,646	▲ 11.9%
Total Engagements	2,906	▲ 8.2%

The number of engagements increased by

▲ 8.2%

since last 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	12,285	11.69%	20	78,144	3,907	189	9.5	16
 Craft Art  craftartcountertop	3,944	13.24%	16	–	–	2,646	165.4	–
 Craft Art  @craft_art	527	0.57%	23	2,896	126	71	3.1	2



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

Feb 01, 2017 - Feb 28, 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



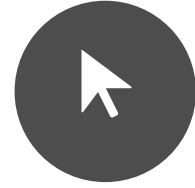
78,144

IMPRESSIONS



189

POST ENGAGEMENTS

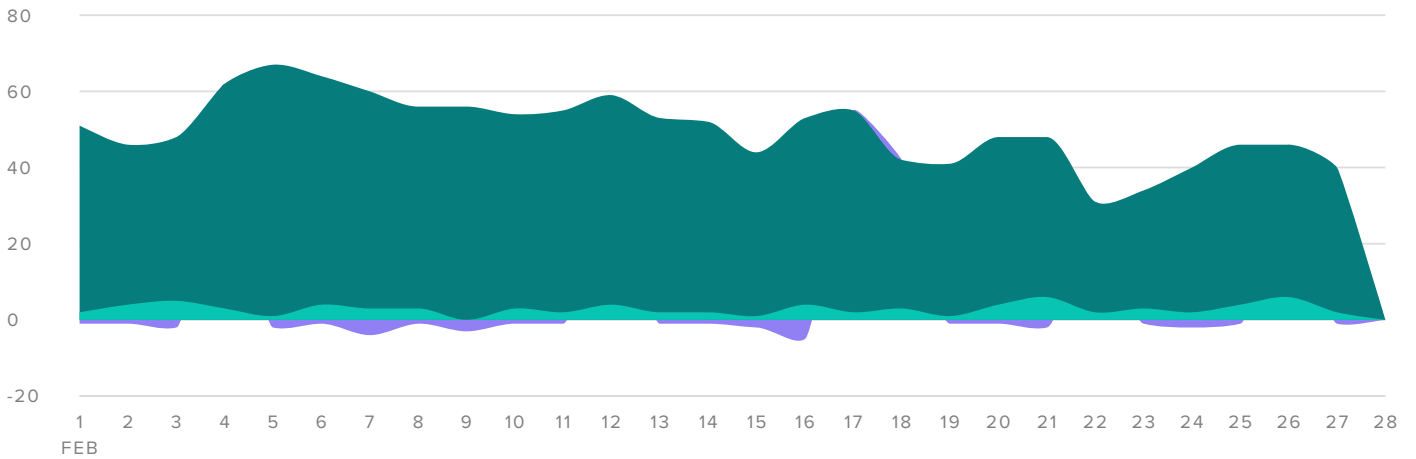


16

LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



■ ORGANIC LIKES ■ PAID LIKES ■ UNLIKES

AUDIENCE GROWTH METRICS

TOTALS

Total Fans	12,285
Paid Likes	1,273
Organic Likes	78
Unlikes	35
Net Likes	1,316

Total fans increased by

▲ 11.7%

since last month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT

PUBLISHING METRICS

TOTALS








Photos	14
Videos	1
Posts	5
Total Posts	20

The number of posts you sent increased by

▲ **11.1%**

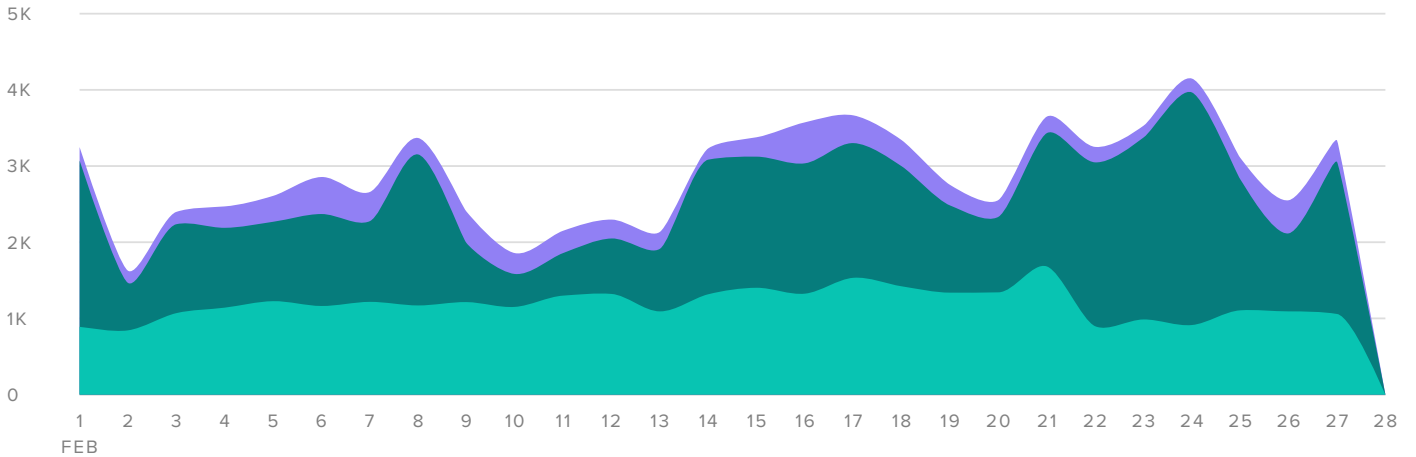
since last month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Craft-Art elegant surfaces Functional farmhouse kitchen perfection featuring Craft Art wood, courtesy of Highland Design Gallery.</p>   <p>(Post) February 08, 2017 10:24 am</p>	10	–	8.4%	250
<p>Craft-Art elegant surfaces A beautiful work in progress, with expert workmanship by our friends at Olde World Cabinetry, Plumbing, & Hardware.</p>   <p>(Post) February 27, 2017 9:07 am</p>	5	2	7.5%	279
<p>Craft-Art elegant surfaces Looking for some inspiration? Here are some creative ideas on how to integrate wood countertops in your kitchen.</p>  <p>🔗 Wood Kitchen Countertops</p> <p>(Post) February 15, 2017 11:53 am</p>	24	3	6.5%	628
<p>Craft-Art elegant surfaces Waterfall edges on countertops are HOT this season - in both stone and WOOD. #TuesdayTip http://www.theadvocate.com/baton_rouge/entertainment_life/article_42cec934-f3d8-11e6-8acd-9722c0a811e7.html</p>  <p>🔗 Waterfall edges on countertops are a smooth new look</p> <p>(Post) February 28, 2017 9:20 am</p>	3	–	3.0%	168
<p>Craft-Art elegant surfaces Willing to do some work yourself to save a little money? Shop our DIY butcher blocks and countertops.</p>  <p>🔗 DIY Butcher Block & Wood Countertops - The Craft-Art Company</p> <p>(Post) February 02, 2017 10:25 am</p>	–	–	2.8%	143

Page Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	38,386
Viral Impressions	7,551
Paid Impressions	32,207
Total Impressions	78,144
Users Reached	57,783

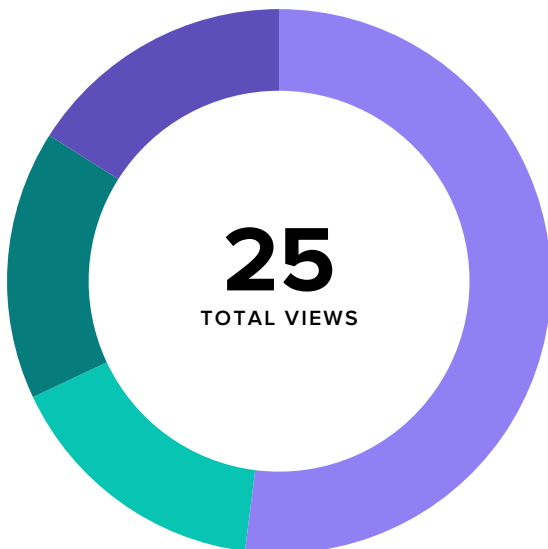
Total Impressions decreased by

- 17.8%

since last month

Video Performance

VIEW METRICS



4

ORGANIC FULL

4

ORGANIC PARTIAL

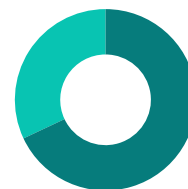
13

PAID FULL

4

PAID PARTIAL

VIEWING BREAKDOWN

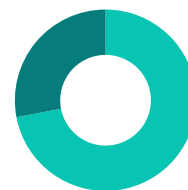


32%

ORGANIC VIEWS

68%

PAID VIEWS



72%

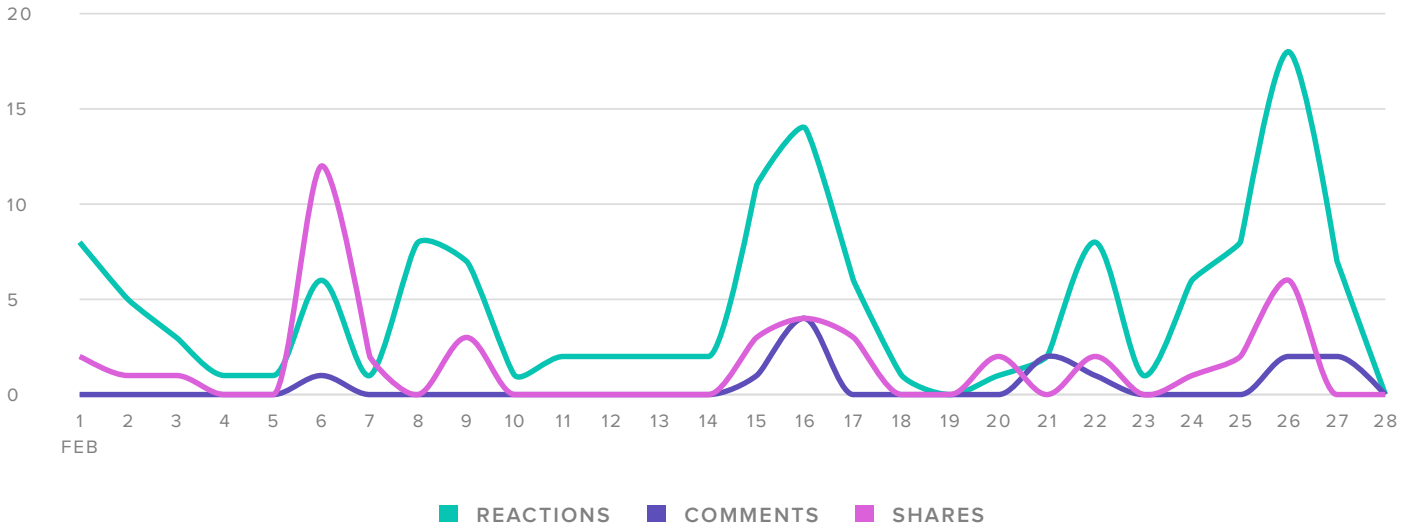
CLICK PLAYS

28%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	132
Comments	13
Shares	44
Total Engagements	189

Total Engagements decreased
by
23.5%
since last month

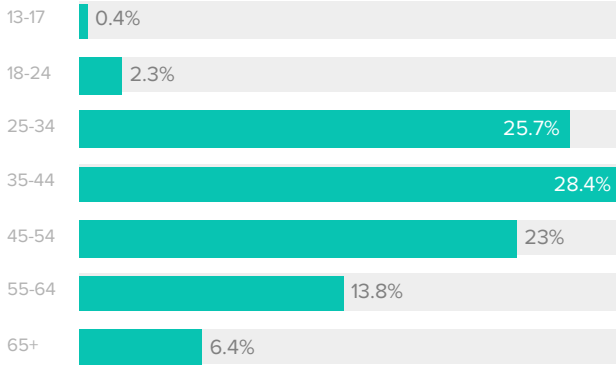
Demographics

PAGE FANS

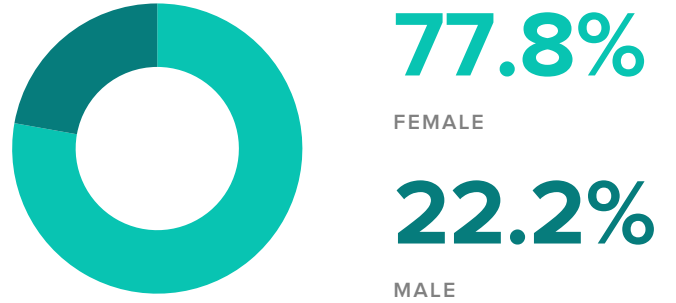
PEOPLE REACHED

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	11,500
India	214
Pakistan	80
Egypt	36
Mexico	28

TOP CITIES

Chicago, IL	95
New York, NY	93
Philadelphia, PA	56
Houston, TX	54
San Antonio, TX	50

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...	12,285	11.69%	20	78,144	3,907	189	9.5	16



Instagram Profiles Report

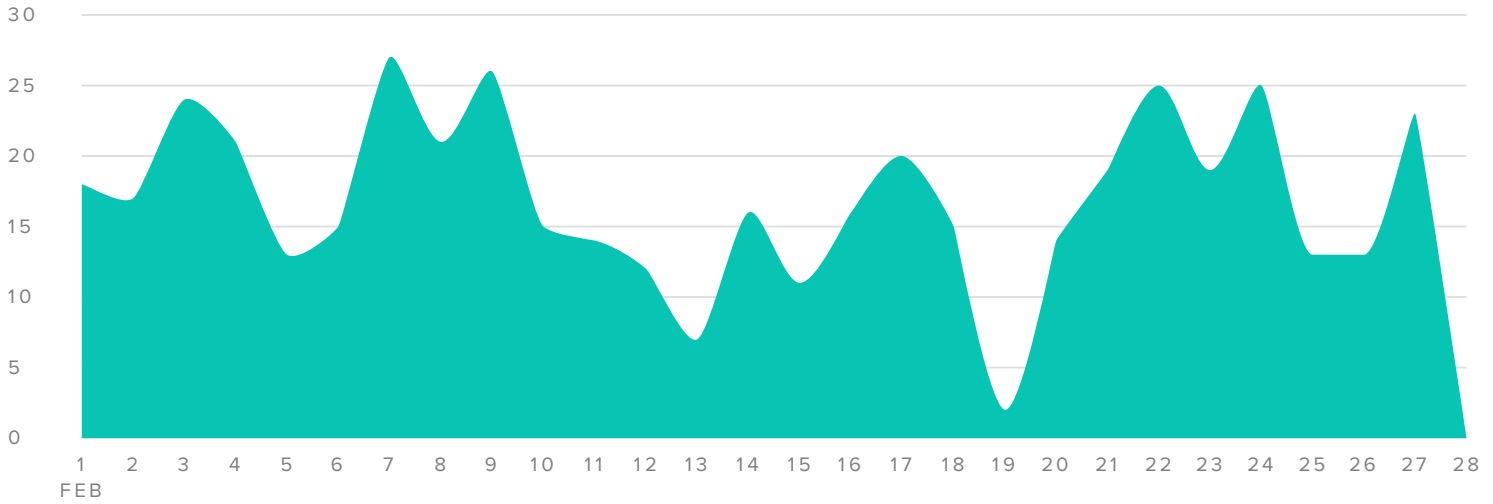
for **craftartcountertops**

Feb 01, 2017 - Feb 28, 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.

Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

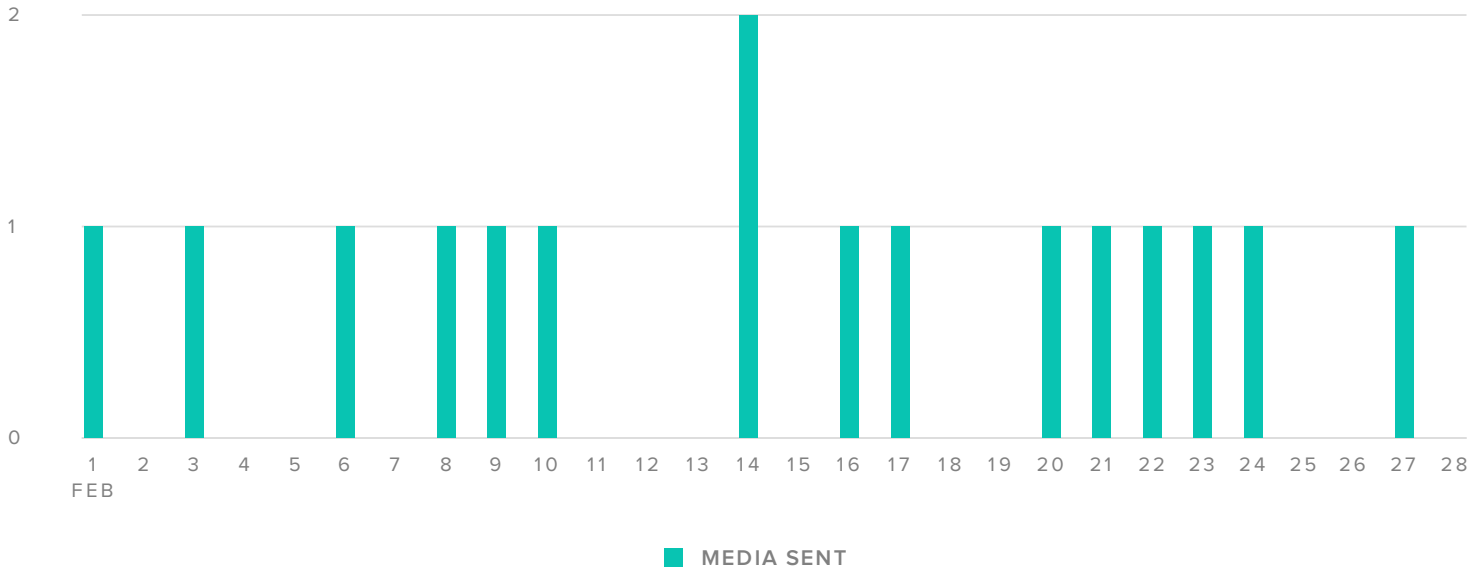
Total Followers	3,944
Followers Gained	461
People that you Followed	-

Total followers increased by

▲ **13.2%**
since last month

Publishing Behavior

MEDIA PER DAY



PUBLISHING METRICS

TOTALS

Photos	16
Videos	-
Total Media	16

The number of media you sent increased by

▲ 14.3%

since last month

Top Instagram Posts



@craftartcountertops

228 Engagements



@craftartcountertops

177 Engagements



@craftartcountertops

156 Engagements

Outbound Hashtag Performance

MOST USED HASHTAGS

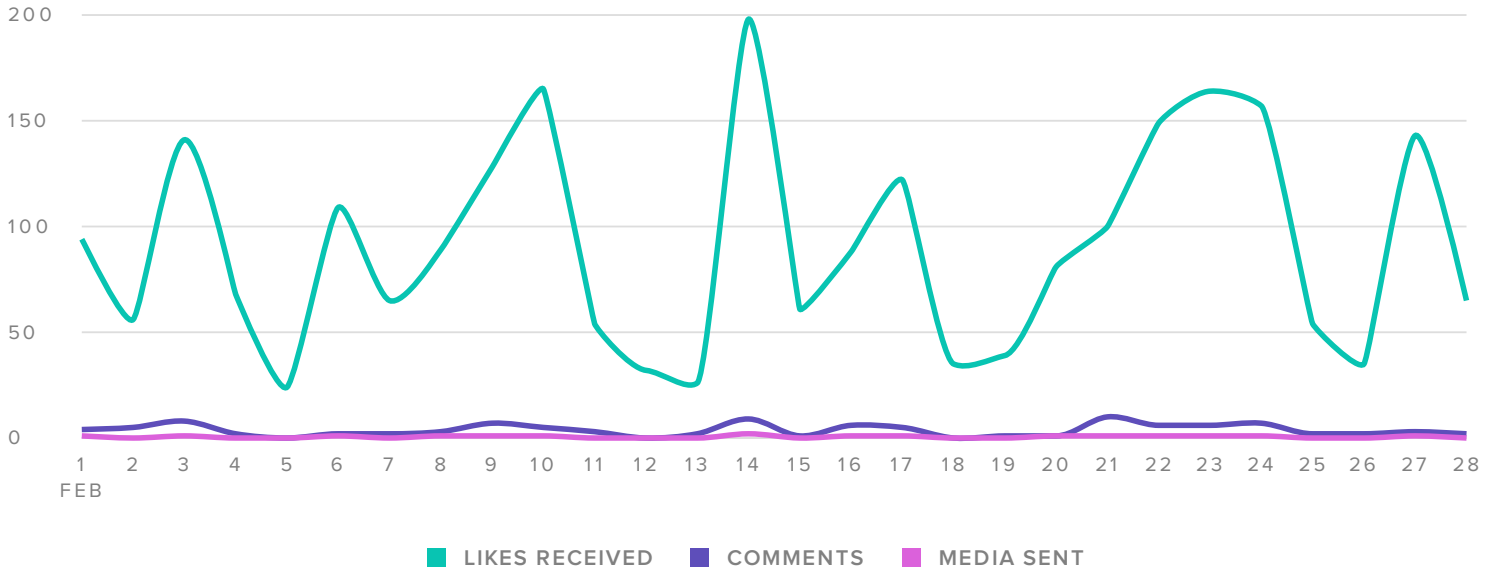
#furniture	16
#woodworking	16
#decor	15
#homedecor	15
#wood	14
#woodwork	14
#woodworker	14
#interior	14
#decoration	14
#wooden	13

MOST ENGAGED HASHTAGS

#homedecor	841
#wood	755
#decor	738
#woodwork	642
#decoration	625
#woodworker	605
#woodworking	594
#interior	586
#furniture	570
#wooden	549

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	2,542
Comments Received	104
Total Engagements	2,646
Engagements per Follower	0.7
Engagements per Media	165.4

The number of engagements increased by

▲ 11.9%

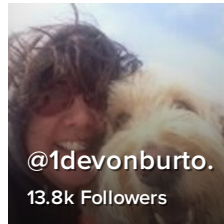
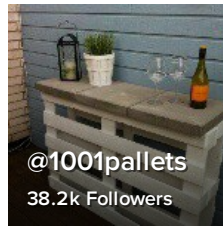
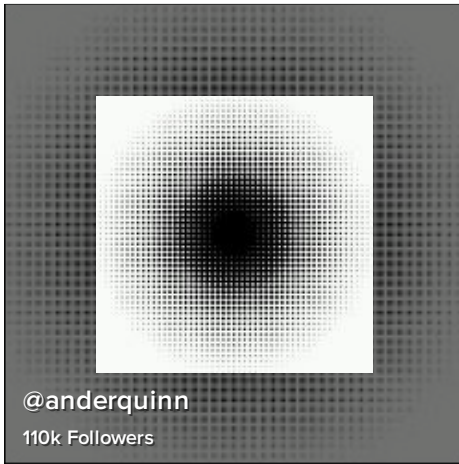
since last month

The number of engagements per media decreased by


▼ 2.1%

since last 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	3,944	13.2%	461	16	16	2,646	165.4	0.67



Twitter Profiles Report

for **craft_art**

Feb 01, 2017 - Feb 28, 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



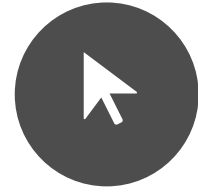
2,896

ORGANIC IMPRESSIONS



71

TOTAL ENGAGEMENTS

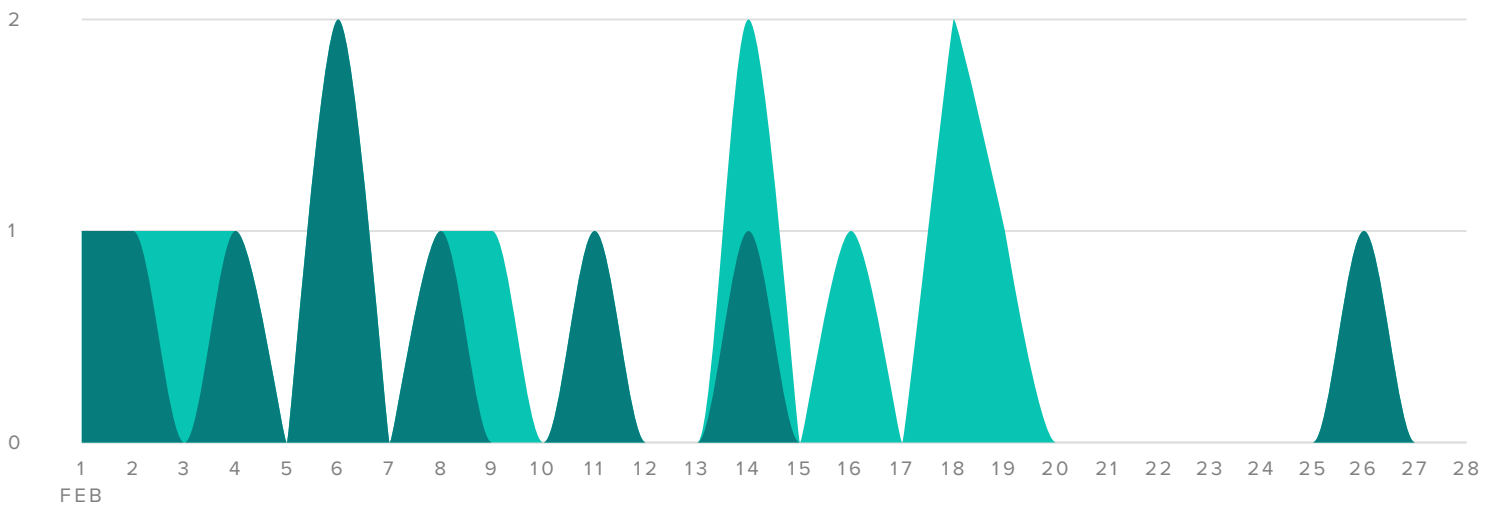


2

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



■ NEW FOLLOWER ALERTS ■ ACTUAL FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

Total Followers	527
New Follower alerts	15
Actual Followers gained	3
People that you followed	–

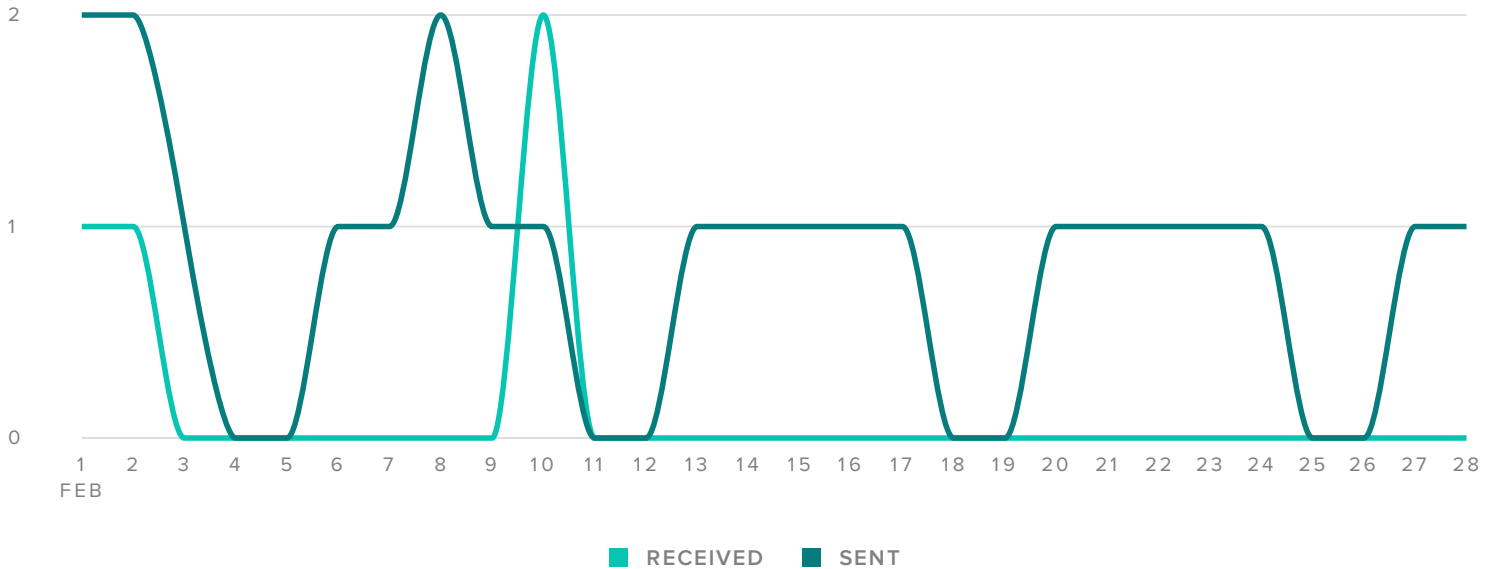
Total followers increased by

▲ 0.6%

since last month

Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS	TOTALS
Tweets sent	23
Direct Messages sent	-
Total Sent	23
Mentions received	4
Direct Messages received	-
Total Received	4

The number of messages you sent increased by

▲ 27.8%

since last month

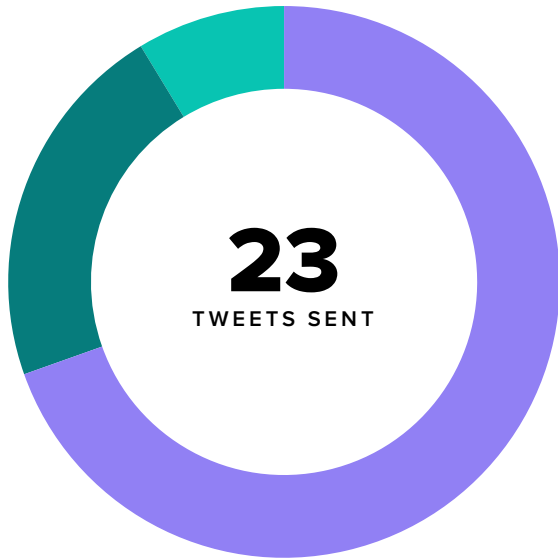
The number of messages you received increased by

▲ 100.0%

since last month

Your Content & Engagement Habits

SENT MESSAGE CONTENT

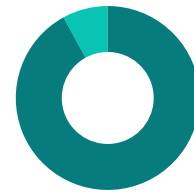


2
PLAIN TEXT

5
PAGE LINKS

16
PHOTO LINKS

YOUR TWEETING BEHAVIOR



8%
CONVERSATION



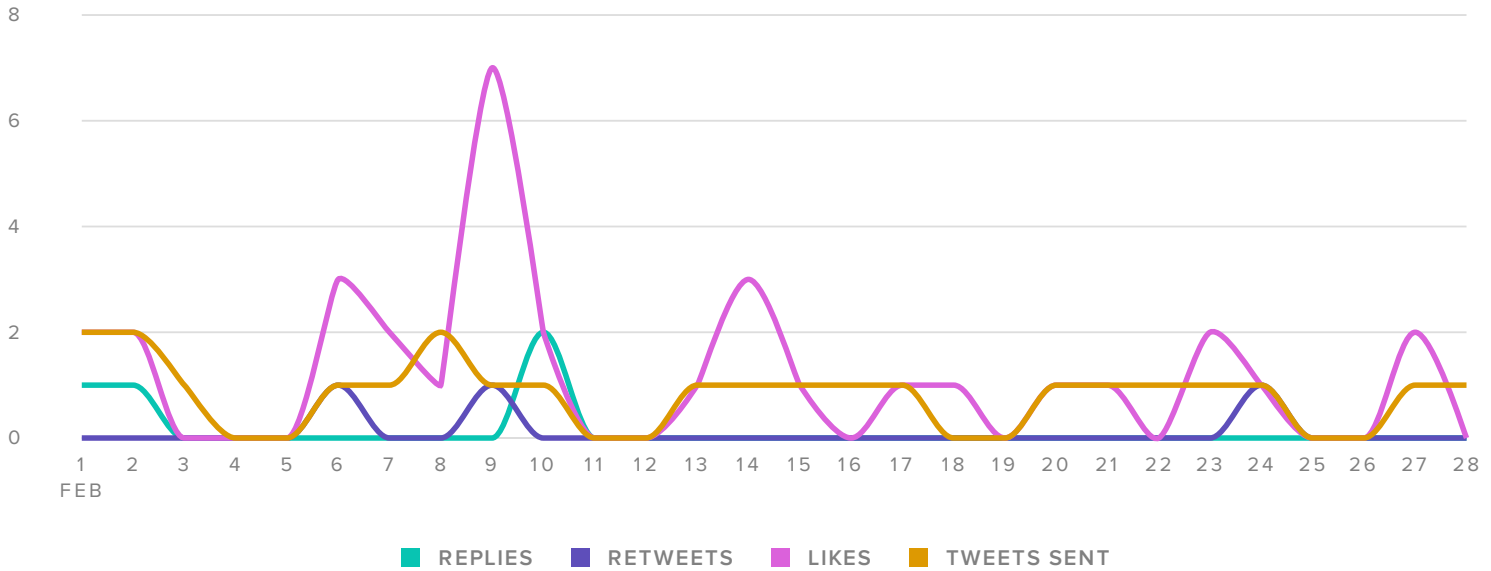
92%
UPDATES

50%
NEW CONTACTS

50%
EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT








ENGAGEMENT METRICS	TOTALS
Replies	4
Retweets	3
Retweets with Comments	-
Likes	33
Engagements per Follower	0.1
Impressions per Follower	5.5
Engagements per Tweet	3.1
Impressions per Tweet	125.9
Engagements per Impression	2.5%

The number of engagements decreased by
▼ 5.3%
 since last month

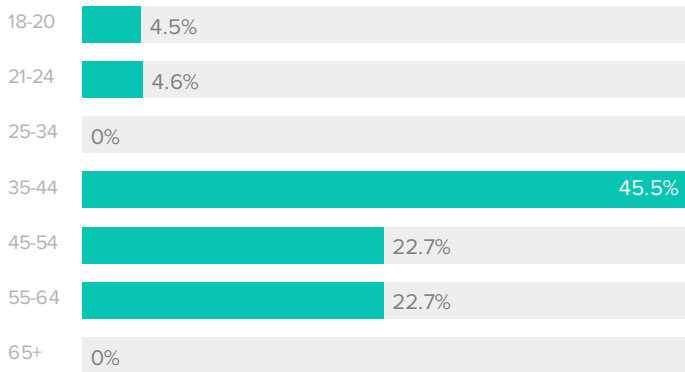
The number of impressions per Tweet decreased by
▼ 65.3%
 since last month

Top Tweets, by Responses

Tweet	Reach	Responses ▼	Clicks	Retweets
<p> craft_art @Novelteak Yes it is! :) (Tweet) February 08, 2017 3:57 pm</p>	-	2	-	-
<p> craft_art Everything is better in teak, especially this custom kitchen. https://t.co/AhSatCFJfm (Tweet) February 01, 2017 10:25 am</p>	524	2	-	-
<p> craft_art This wenge countertop makes our hearts skip a beat. I think we are in love. https://t.co/7G527rSNmE (Tweet) February 24, 2017 11:27 am</p>	669	1	-	1
<p> craft_art This beautiful piece of driftwood matches perfectly with a nautical theme - as you can see from our showroom. https://t.co/PvoSnKiOhF (Tweet) February 09, 2017 10:15 am</p>	666	1	-	1
<p> craft_art Samples anyone? https://t.co/nsZGKoNTis (Tweet) February 06, 2017 10:31 am</p>	1,391	1	-	1

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



43%


FEMALE FOLLOWERS

57%

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	527	0.6%	23	2,896	5.50	71	0.13	3	2