



## Group Report

Mar 01, 2017 - Mar 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](#)

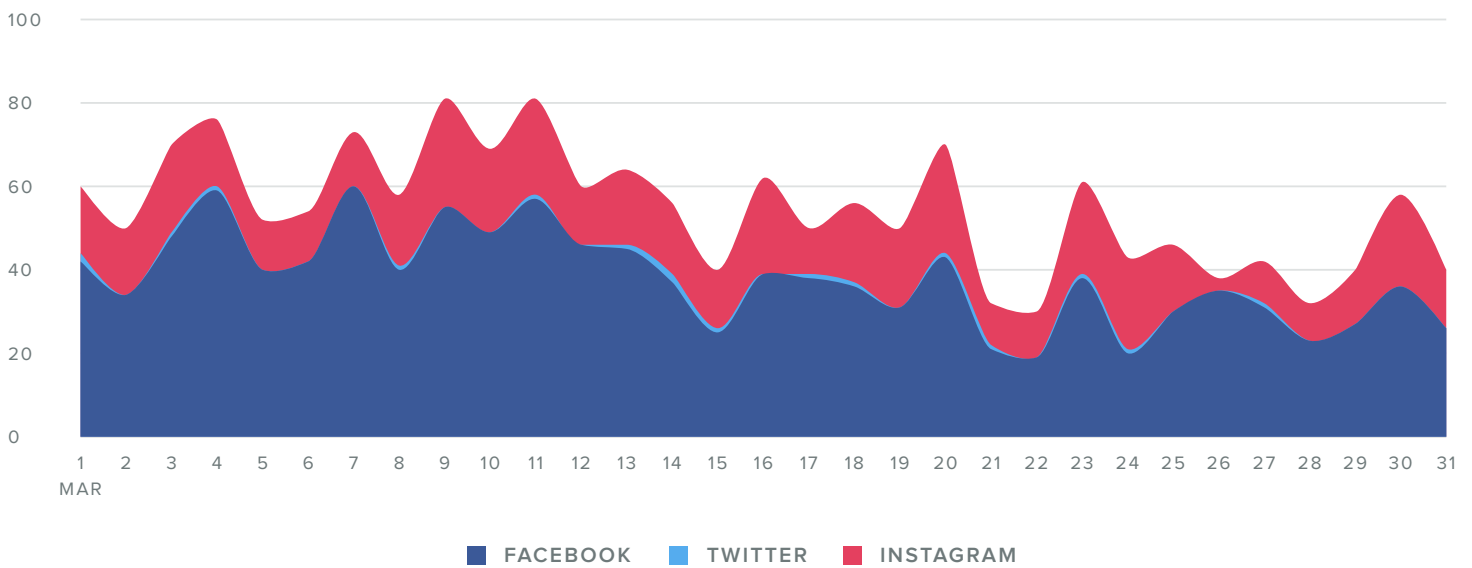
 [craft\\_art](#)

## Activity Overview

 <p><b>67,418</b> Impressions</p>	 <p><b>2,969</b> Engagements</p>	 <p><b>13</b> Link Clicks</p>
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## Audience Growth

AUDIENCE GROWTH, BY DAY

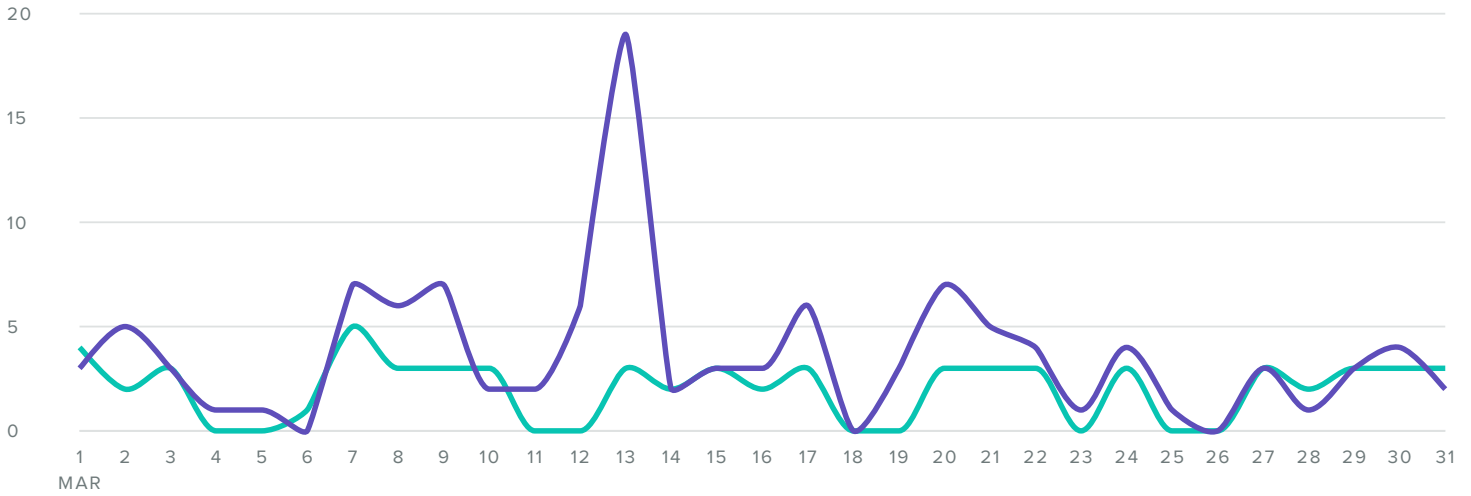


AUDIENCE GROWTH METRICS	TOTALS	CHANGE
<b>Total Fans</b>	<b>18,554</b>	<b>▲ 10.1%</b>
New Facebook Fans	1,172	▼ 22.3%
New Twitter Followers	10	▲ 100.0%
New Instagram Followers	505	▼ 1.4%
Total Fans Gained	1,687	▼ 16.7%

Total fans increased by  
**▲ 10.1%**  
 since previous month

# Message Volumes

## MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	24	▲ 4.3%
Twitter Messages Sent	22	▼ 12.0%
Instagram Media Sent	17	–
<b>Total Messages Sent</b>	<b>63</b>	<b>▼ 3.1%</b>

The number of messages you sent decreased by

▼ **3.1%**

since previous month

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	23	▲ 76.9%
Twitter Messages Received	2	▼ 50.0%
Instagram Comments Received	89	▼ 19.8%
<b>Total Messages Received</b>	<b>114</b>	<b>▼ 10.9%</b>

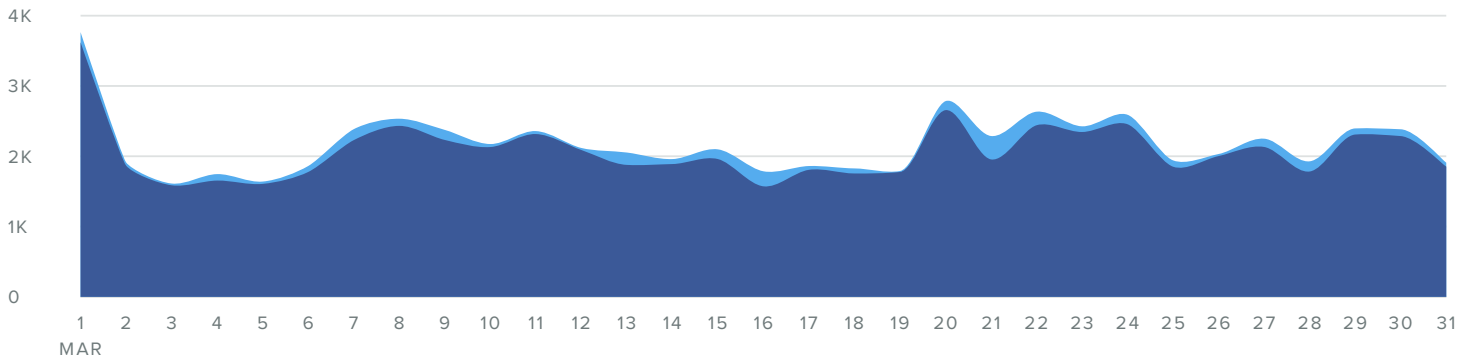
The number of messages you received decreased by

▼ **10.9%**

since previous month

# Impressions

IMPRESSIONS PER DAY



IMPRESSIONS METRICS	TOTALS		CHANGE
	FACEBOOK	TWITTER	
Facebook Impressions	64,247		▼ 28.1%
Twitter Impressions		3,171	▼ 16.2%
<b>Total Impressions</b>	<b>67,418</b>		<b>▼ 27.7%</b>

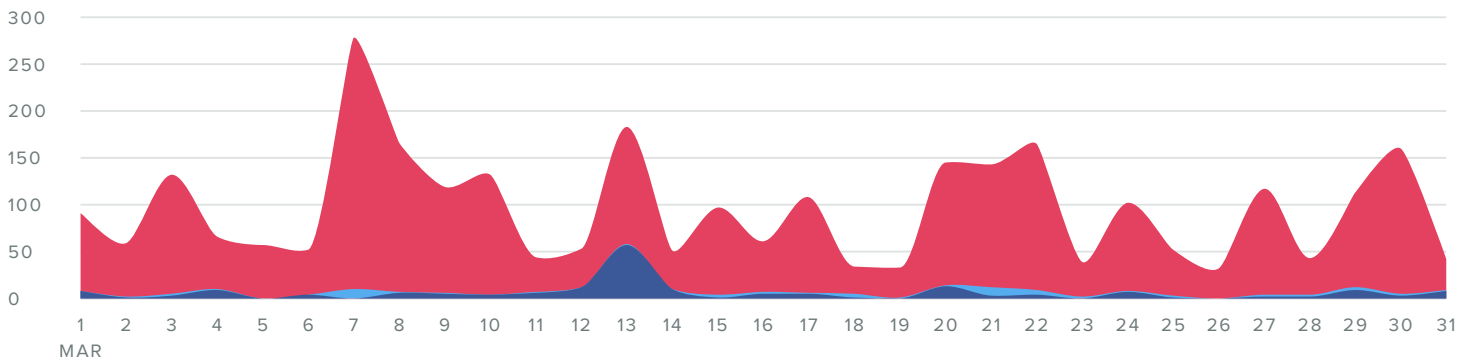
Total Impressions decreased by

▼ **27.7%**

since previous month

# Engagements

ENGAGEMENTS PER DAY









ENGAGEMENT METRICS	TOTALS		CHANGE
	FACEBOOK	TWITTER	INSTAGRAM
Facebook Engagements	189		▼ 11.3%
Twitter Engagements		59	▼ 21.3%
Instagram Engagements			2,721
<b>Total Engagements</b>	<b>2,969</b>		<b>▼ 5.1%</b>

The number of engagements decreased by

▼ **5.1%**

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-... urfaces</b>  Facebook Pa	13,551	9.60%	24	64,247	2,677	189	7.9	11
 <b>Craft Art</b>  craftartcount	4,465	12.75%	17	–	–	2,721	160.1	–
 <b>Craft Art</b>  @craft_art	538	1.89%	22	3,171	144	59	2.7	2






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

Mar 01, 2017 - Mar 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.

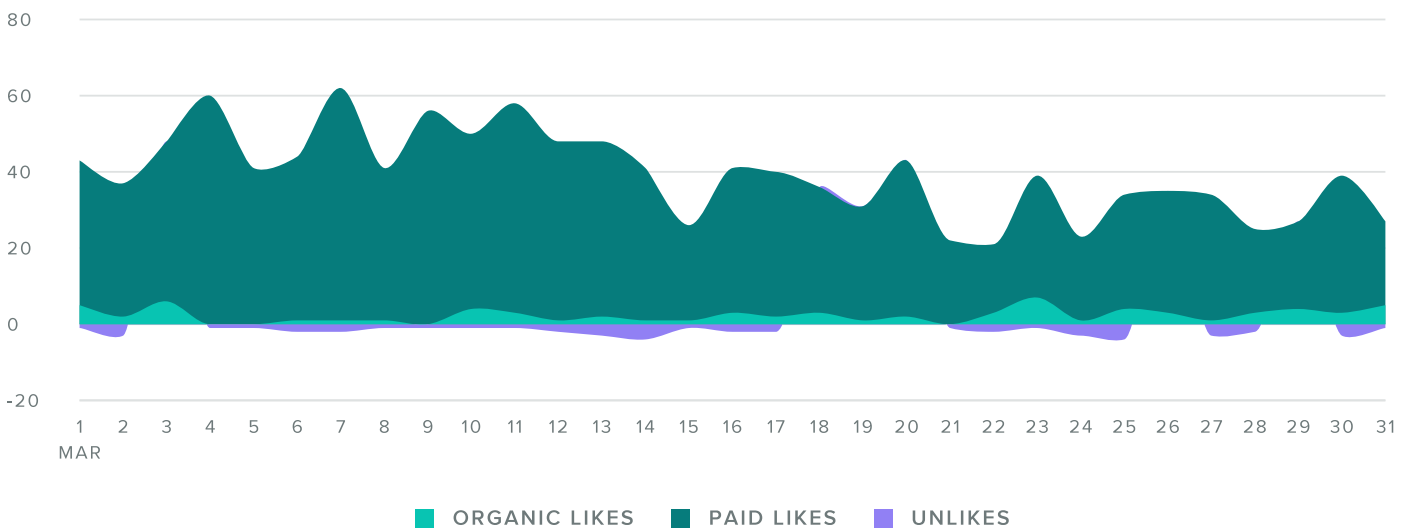


## Facebook Activity Overview

 <p><b>64,247</b> Impressions</p>	 <p><b>189</b> Post Engagements</p>	 <p><b>11</b> Link Clicks</p>
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## Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

AUDIENCE GROWTH METRICS	TOTALS
<b>Total Fans</b>	<b>13,551</b>
Paid Likes	1,147
Organic Likes	73
Unlikes	48
Net Likes	1,172

Total fans increased by

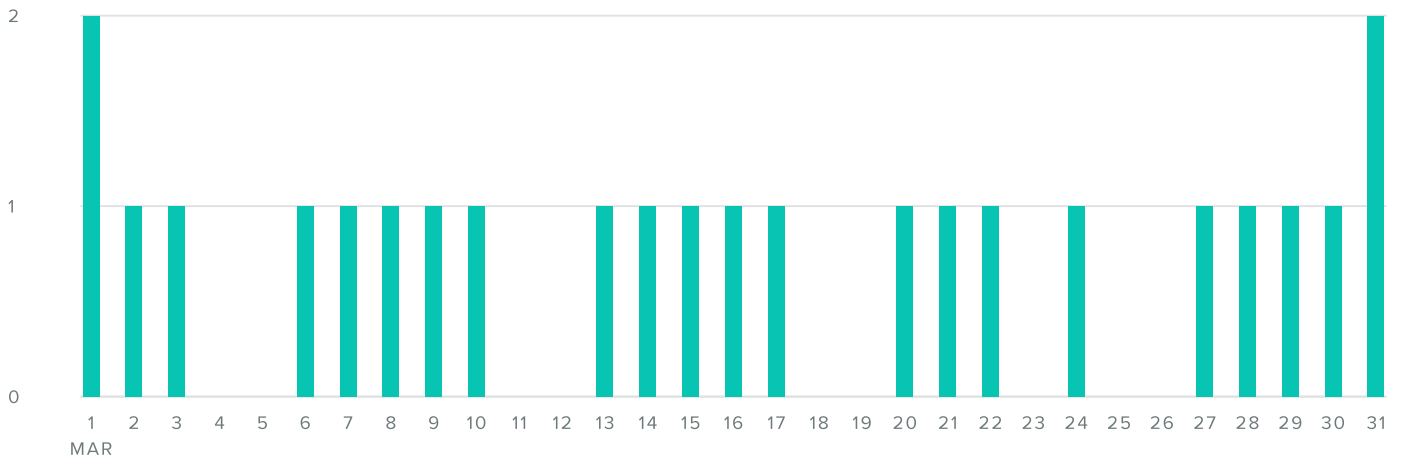
**▲ 9.6%**

since previous month



## Publishing Behavior

### POSTS, BY DAY



■ POSTS SENT

#### PUBLISHING METRICS

#### TOTALS








Photos	17
Videos	3
Posts	4
<b>Total Posts</b>	<b>24</b>

The number of posts you sent increased by

▲ **4.3%**

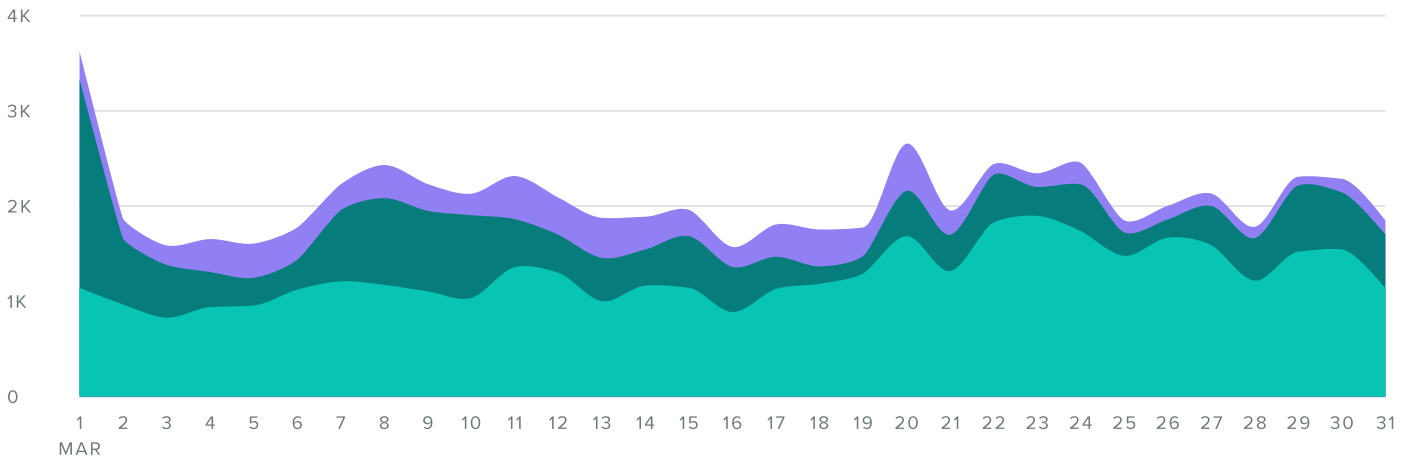
since previous month

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p><b>Craft-Art elegant surfaces</b> The beauty is in the details.</p>   <p>(Post) March 15, 2017 9:58 am</p>	2	–	5.2%	346
<p><b>Craft-Art elegant surfaces</b> Farmhouse styling and repurposed wood are trends that are here to stay!</p>  <p><a href="#">🔗 Trend Tracking: Healthy Living is Driving Interior Design</a></p> <p>(Post) March 31, 2017 11:44 am</p>	8	1	5.0%	202
<p><b>Craft-Art elegant surfaces</b> Hello Spring</p>   <p>(Post) March 20, 2017 9:30 am</p>	16	–	4.4%	518
<p><b>Craft-Art elegant surfaces</b> Here are 25 photos of kitchens that houzz users love. The first one features a wood island, of course.</p>  <p><a href="#">🔗 Trending Now: 25 Kitchen Photos People Can't Get Enough Of</a></p> <p>(Post) March 16, 2017 10:25 am</p>	4	–	3.9%	307
<p><b>Craft-Art elegant surfaces</b> Looking to do some spring cleaning without using toxic products? Here are some great #TuesdayTips!</p>  <p><a href="#">🔗 Non-toxic cleaning products make spring cleaning a breeze (photos)</a></p> <p>(Post) March 14, 2017 2:25 pm</p>	2	–	2.0%	149

## Page Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	16,532
Viral Impressions	8,141
Paid Impressions	39,574
<b>Total Impressions</b>	<b>64,247</b>
<b>Users Reached</b>	<b>52,849</b>

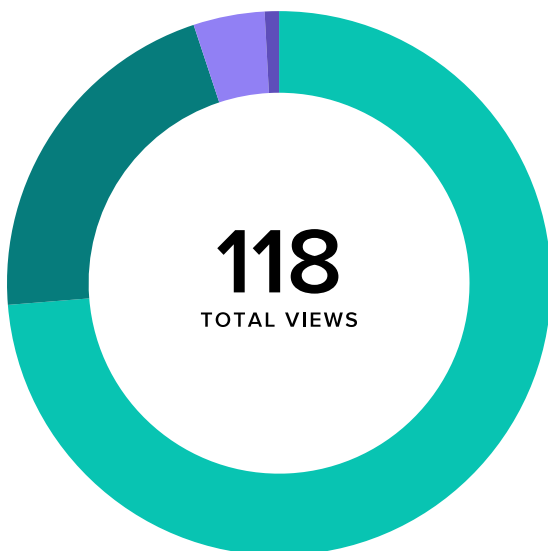
Total Impressions decreased by

▼ **28.1%**

since previous month

## Video Performance

VIEW METRICS



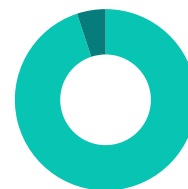
**87**  
ORGANIC FULL

**25**  
ORGANIC PARTIAL

**5**  
PAID FULL

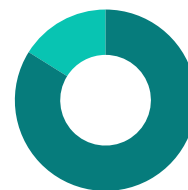
**1**  
PAID PARTIAL

VIEWING BREAKDOWN



**95%**  
ORGANIC VIEWS

**5%**  
PAID VIEWS

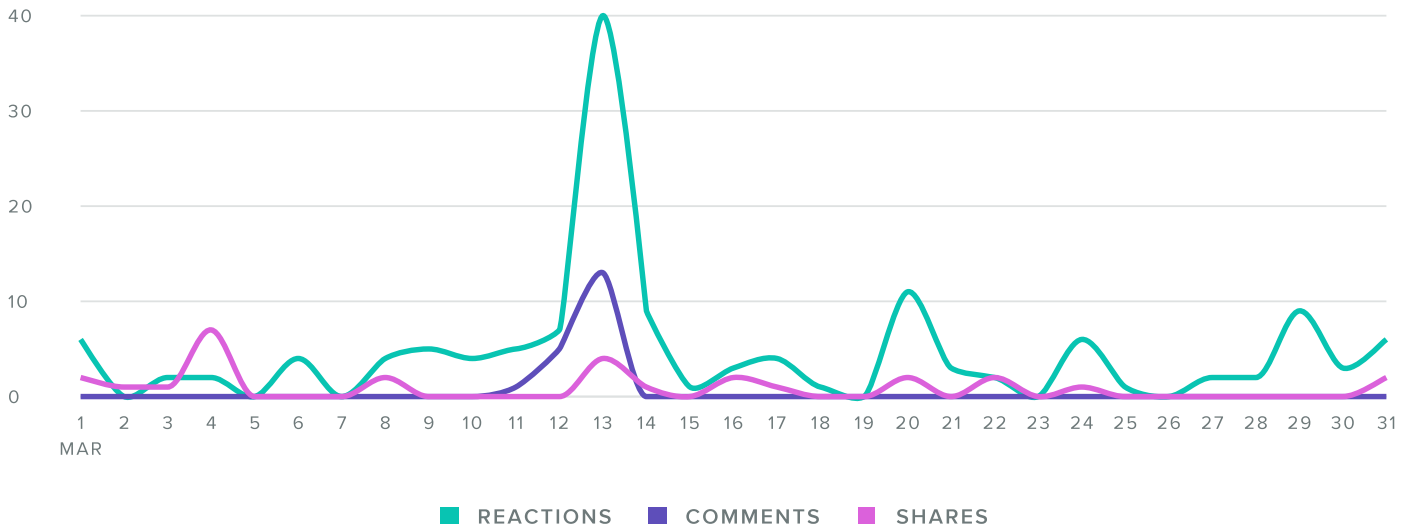


**16%**  
CLICK PLAYS

**84%**  
AUTO PLAYS

# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	142
Comments	19
Shares	28
<b>Total Engagements</b>	<b>189</b>

Total Engagements decreased by  
**11.3%**  
 since previous month

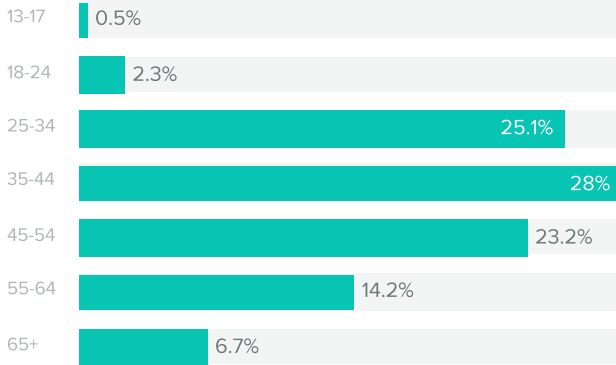
## Demographics

PAGE FANS

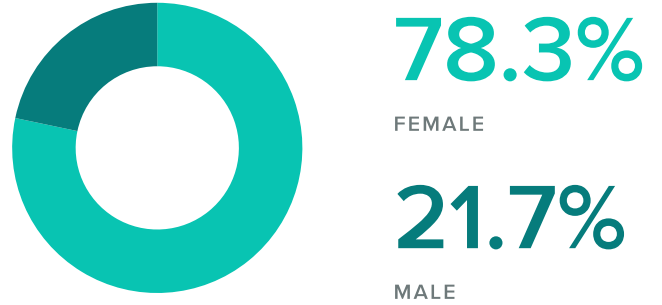
PEOPLE REACHED

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	12,708
India	254
Pakistan	84
Egypt	36
Mexico	34

### TOP CITIES

New York, NY	100
Chicago, IL	99
Houston, TX	62
San Antonio, TX	57
Philadelphia, PA	56

## 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...	13,551	9.60%	24	64,247	2,677	189	7.9	11






# Instagram Profiles Report for **craftartcountertops**

Mar 01, 2017 - Mar 31, 2017

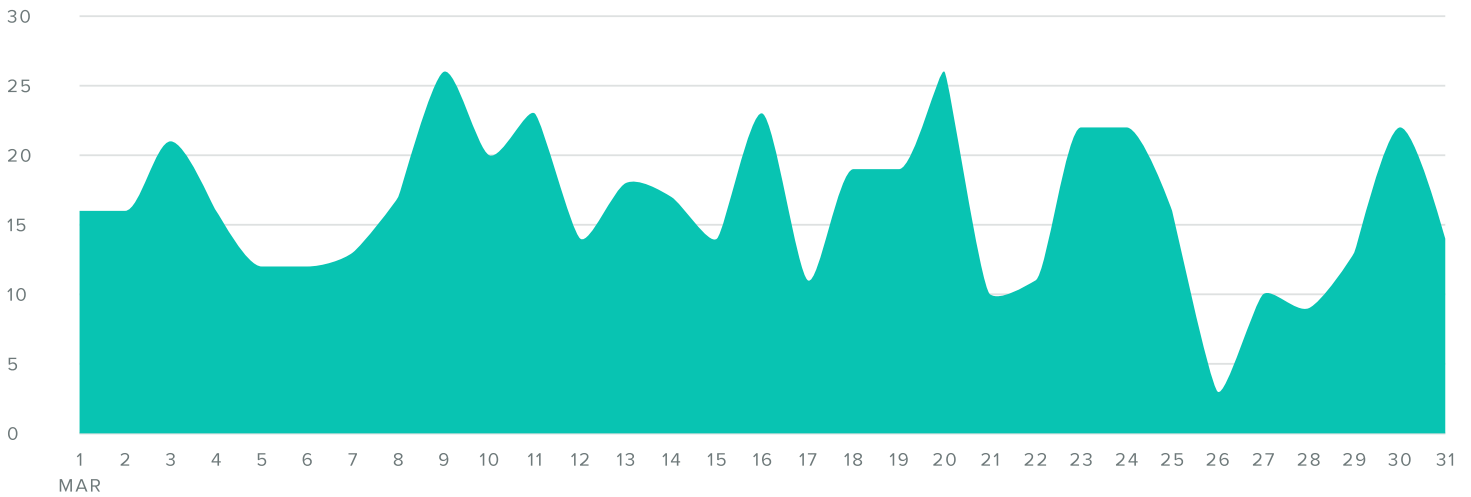
The Instagram Profiles Report gives you insight on all social activity across your Instagram accounts using a blend of Instagram metrics and proprietary metrics of our own.

## Instagram Activity Overview

 <p><b>4,465</b> Total Followers</p>	 <p><b>2,632</b> Likes Received</p>	 <p><b>89</b> Comments Received</p>
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## Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

Total Followers	4,465
Followers Gained	505
People that you Followed	-1

Total followers increased by

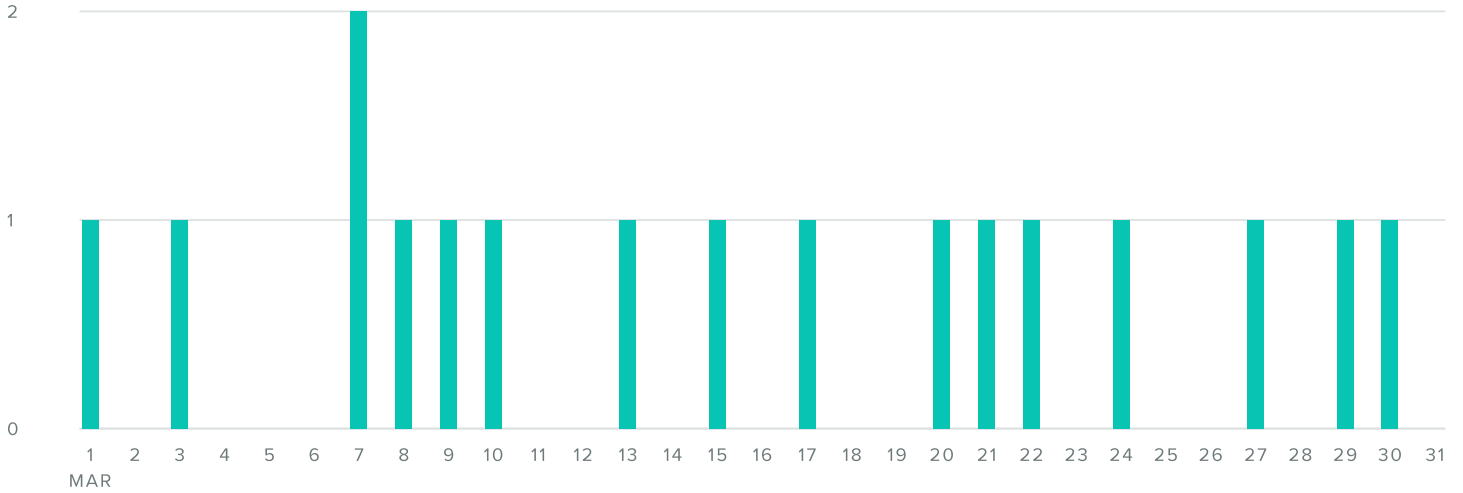
**▲ 12.8%**

since previous month



## Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

PUBLISHING METRICS

TOTALS

Photos	16
Videos	1
Total Media	17

The number of media you sent increased by



since previous month

### Top Instagram Posts



@craftartcountertops  
187 Engagements



@craftartcountertops  
184 Engagements



@craftartcountertops  
156 Engagements

### Outbound Hashtag Performance

#### MOST USED HASHTAGS

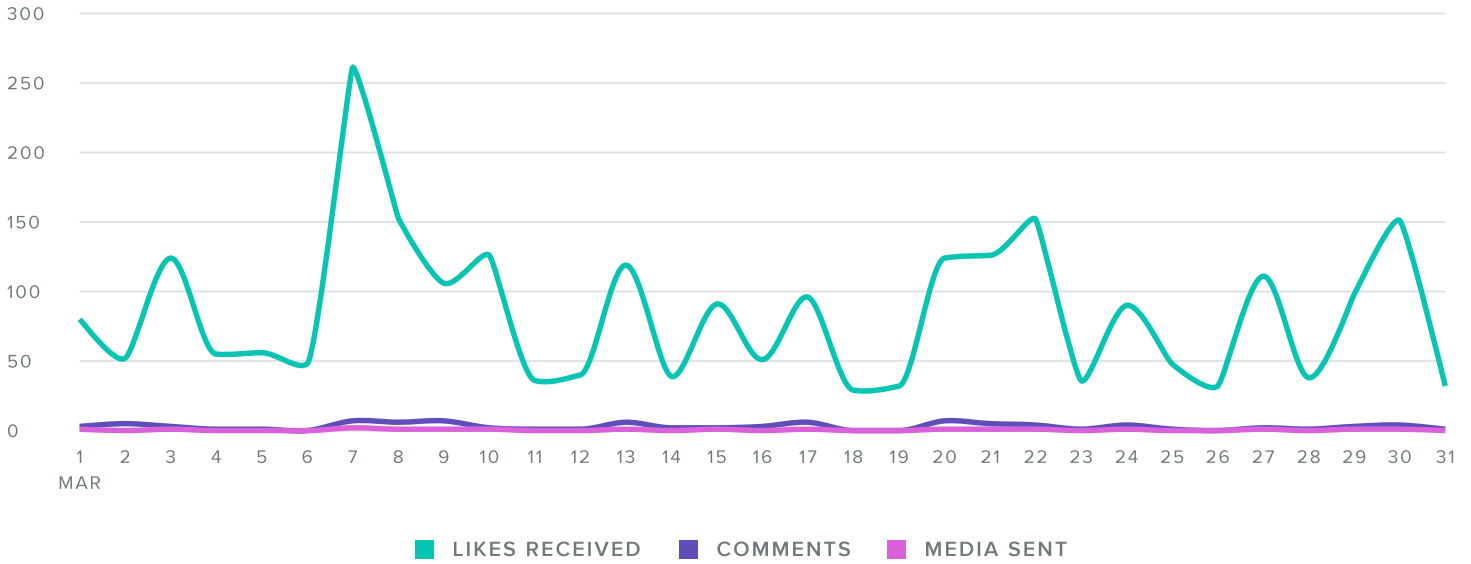
#interior	15
#furniture	15
#homedecor	15
#wood	14
#decor	14
#woodwork	14
#woodworking	14
#decoration	13
#wooden	12
#woodworker	12

#### MOST ENGAGED HASHTAGS

#woodworker	592
#woodwork	586
#decoration	580
#furniture	544
#wooden	514
#wood	508
#homedecor	463
#woodworking	385
#decor	385
#interior	381

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	2,632
Comments Received	89
<b>Total Engagements</b>	<b>2,721</b>
Engagements per Follower	0.6
Engagements per Media	160.1

The number of engagements decreased by

▼ **4.3%**

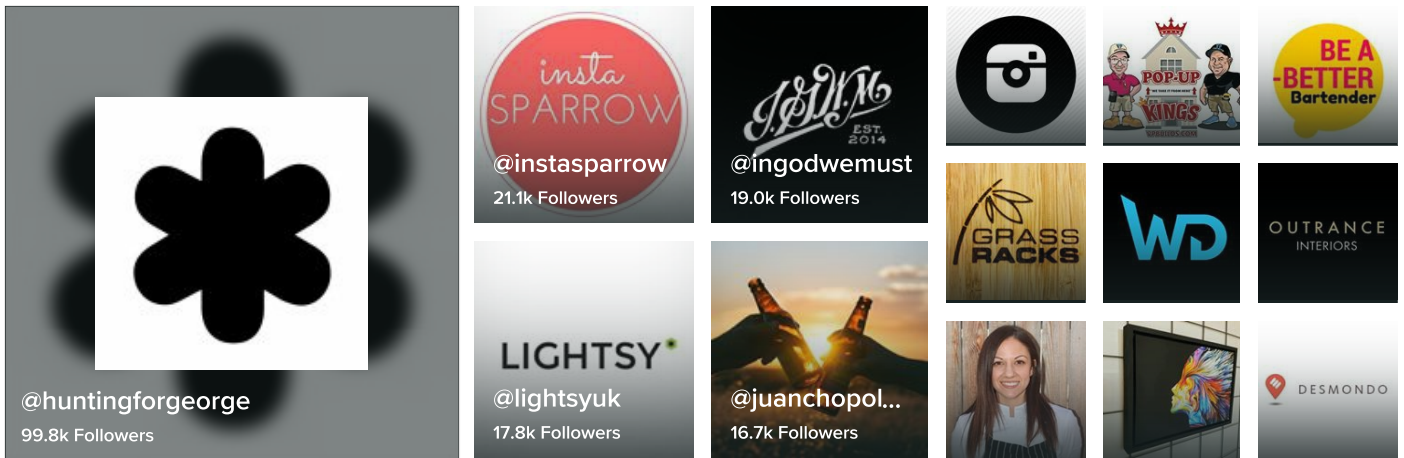
since previous month

The number of engagements per media decreased by


▼ **4.3%**

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	4,465	12.8%	505	17	16	2,721	160.1	0.61

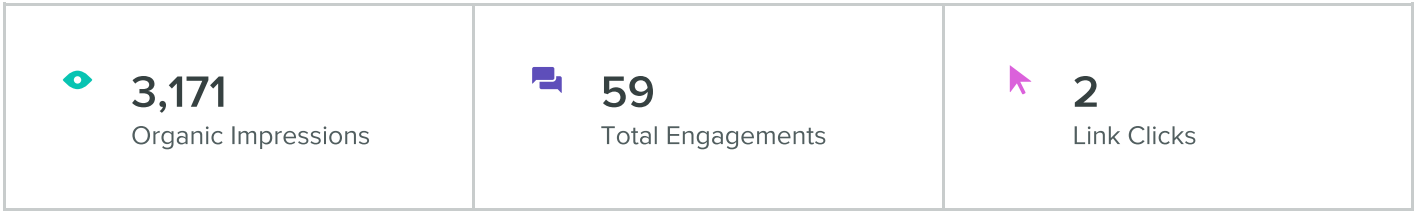


# Twitter Profiles Report for **craft\_art**

Mar 01, 2017 - Mar 31, 2017

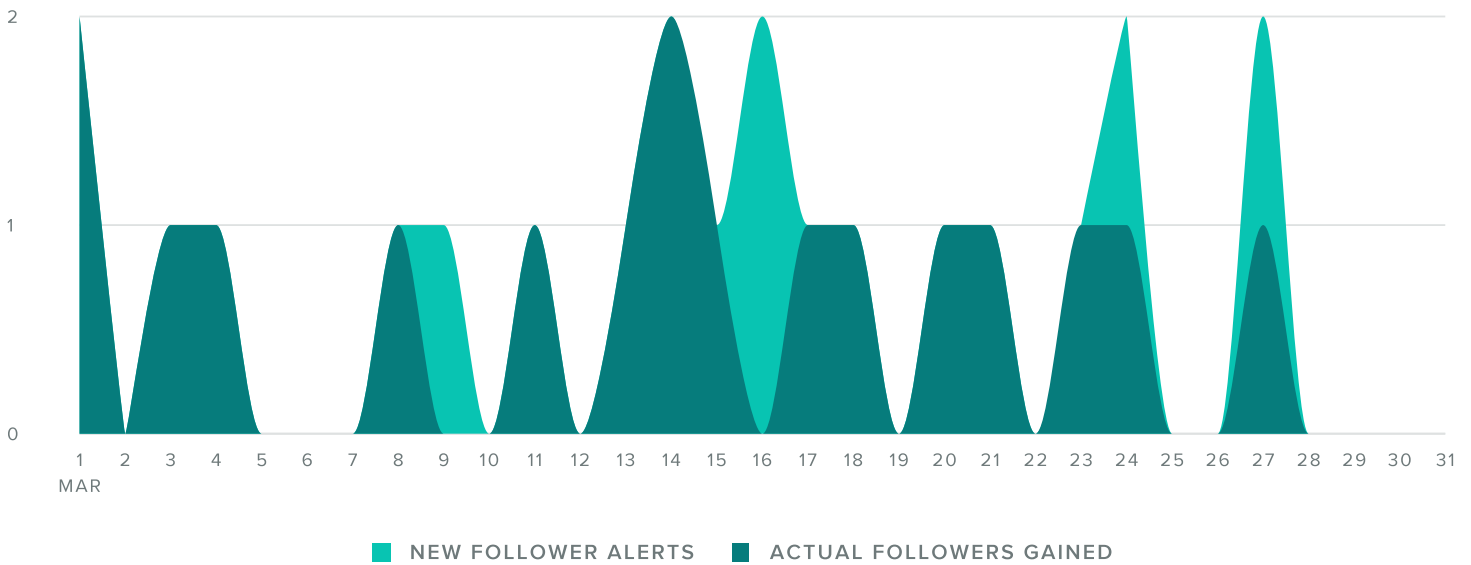
The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

## Twitter Activity Overview



## Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS	TOTALS
<b>Total Followers</b>	<b>538</b>
New Follower alerts	20
Actual Followers gained	10
People that you unfollowed	-1

Total followers increased by

**▲ 1.9%**

since previous month

## Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS	TOTALS
Tweets sent	22
Direct Messages sent	-
<b>Total Sent</b>	<b>22</b>
Mentions received	2
Direct Messages received	-
<b>Total Received</b>	<b>2</b>

The number of messages you sent decreased by

▼ **12.0%**  
since previous month

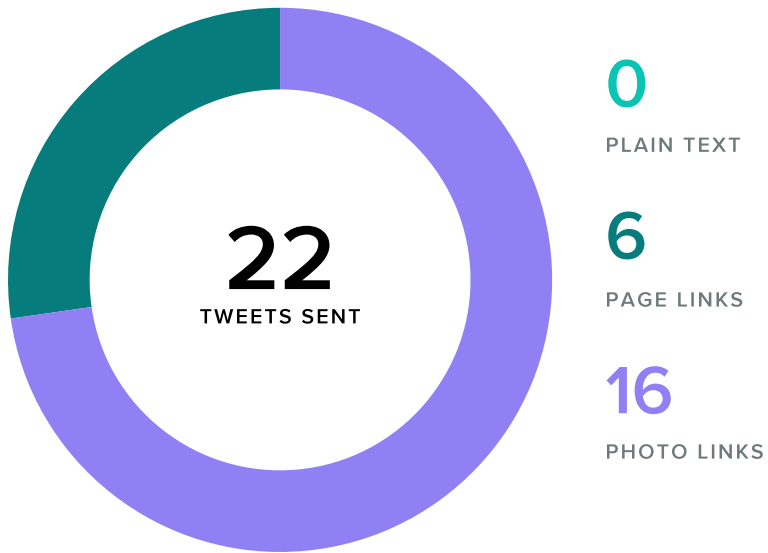
The number of messages you received decreased by

▼ **50.0%**  
since previous month

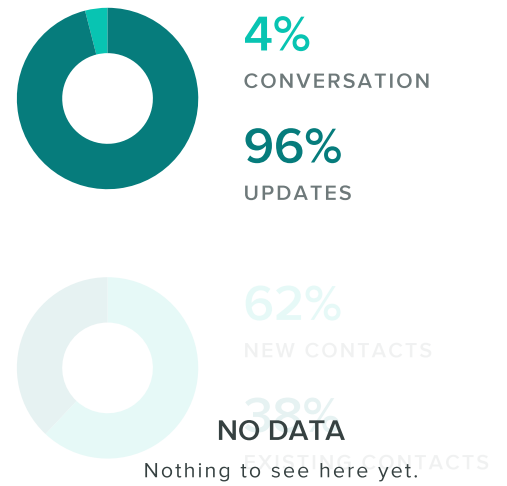


## Your Content & Engagement Habits

### SENT MESSAGE CONTENT

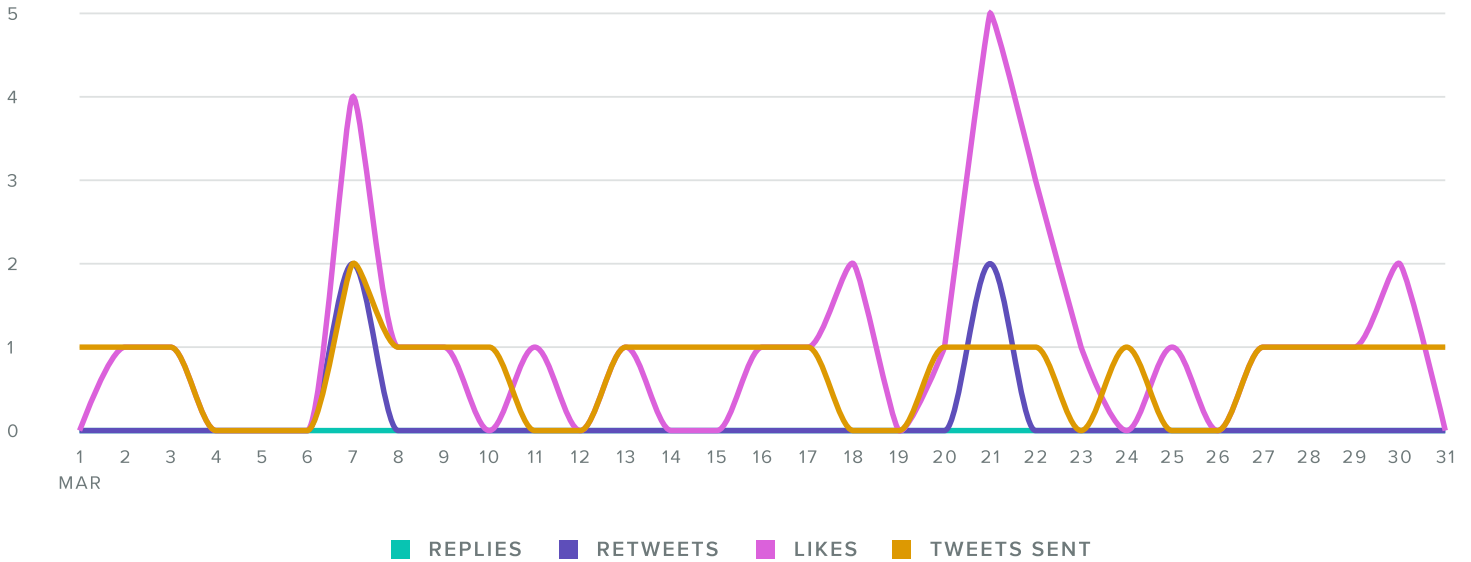


### YOUR TWEETING BEHAVIOR



## Audience Engagement

### ENGAGEMENT COUNT



ENGAGEMENT METRICS	TOTALS
Replies	–
Retweets	4
Retweets with Comments	–
Likes	30
Engagements per Follower	0.1
Impressions per Follower	5.9
Engagements per Tweet	2.7
Impressions per Tweet	144.1
Engagements per Impression	1.9%

The number of engagements decreased by

▼ **21.3%**






since previous month

The number of impressions per Tweet decreased by

▼ **4.8%**

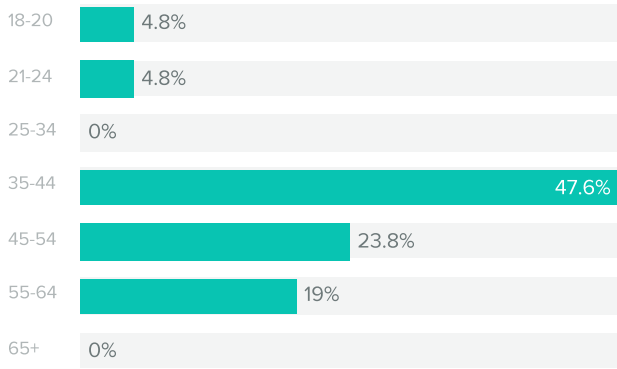
since previous month

## Top Tweets, by Responses

Tweet	Reach	Responses ▼	Clicks	Retweets
 <p><b>craft_art</b> A unique take on mid century modern, courtesy of this beautiful metal edge insert. <a href="https://t.co/sKbGR42KrC">https://t.co/sKbGR42KrC</a> (Tweet) March 21, 2017 9:55 am</p>	1,593	2	–	2
 <p><b>craft_art</b> We are known for our wood countertops, but did you know that we also specialize in STAINLESS STEEL? <a href="https://t.co/nhwGSA7eXS">https://t.co/nhwGSA7eXS</a> (Tweet) March 06, 2017 9:05 pm</p>	1,561	2	–	2
 <p><b>craft_art</b> Farmhouse styling and repurposed wood are trends that are here to stay! <a href="https://t.co/FmEVmnFyvU">https://t.co/FmEVmnFyvU</a> (Tweet) March 31, 2017 11:44 am</p>	539	–	–	–
 <p><b>craft_art</b> You can never have enough teak, so we posted it twice in one week! See what we did there? <a href="https://t.co/wLLBiFweBq">https://t.co/wLLBiFweBq</a> (Tweet) March 30, 2017 9:25 am</p>	540	–	–	–
 <p><b>craft_art</b> Friendly reminder that we also specialize in stainless steel! <a href="https://t.co/Xg4eqxnVza">https://t.co/Xg4eqxnVza</a> (Tweet) March 29, 2017 11:34 am</p>	540	–	–	–

## 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	538	1.9%	22	3,171	5.89	59	0.11	4	2