



SHASHI | Social Media Report | January 2018

Stats

Facebook: 2,909 (+599!)

Instagram: 4,913 (+197)

Twitter: 976 (+7)

Pinterest: 84 (+3)

Total fans: 8917 (+839)

Engagement from fans: 2,480 interactions (+38%)

Total Impressions: 21,060 (+9.8%)

Overview

As you can see from the numbers above, January was a fantastic month for SHASHI's social media accounts! We saw growth **everywhere** and that's a great way to kick off the New Year, especially since we saw a little decrease in the previous month. We can expect to see things grow even more over the course of February with the addition of some new influencers posting about the socks, the new tie up socks being launched, and new content we are planning.

On Facebook, February's top performing posts were the intro to the new toeless style, two beautiful reposts of women wearing SHASHI & one of our testimonial images – a great mix! On Instagram, the top three posts were (again) the intro to the toeless socks, a reposted image, and an image of (my) feet in the black Star style. Twitter's top performing tweets of the month were all of motivational nature, with one of our tweets reaching over 28K users!

As we enter a new month, we should consider running a contest to drive up engagement even more. Now that we are introducing a few new styles, it would be fun to hype them up and spread the word this way. Let us know if you're into that idea and we can send over some ideas.

Ideas For This Month

- Applicable holidays this month: Valentine's Day, Heart Health Month, Mardi Gras
- Are you planning any specials/sales on Valentine's themed socks?
- Possible contest
- Please let us know when the tie up socks are launching



Group Report

Jan 01, 2018 - Jan 31, 2018

Understand growth and health of your social profiles

SHASHI[®]

Included in this Report




 Shashi Socks

 SHASHI

 Shashi Socks

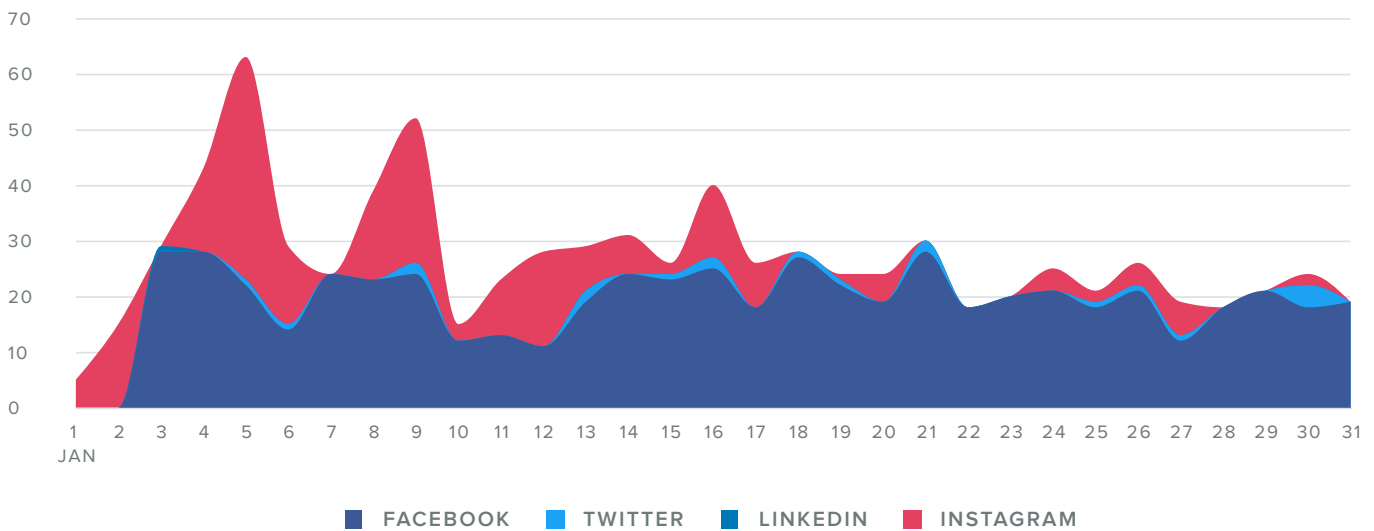
 Shashi, LLC

Group Activity Overview

 <p>21,060 Impressions</p>	 <p>2,480 Engagements</p>	 <p>2 Link Clicks</p>
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Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	Change
Total Fans	8,833	▲ 10.0%
New Facebook Fans	590	▲ 26.0%
New Twitter Followers	7	▲ 0.7%
New LinkedIn Followers	1	▲ 2.9%
New Instagram Followers	197	▲ 4.2%
Total Fans Gained	795	▲ 10.0%

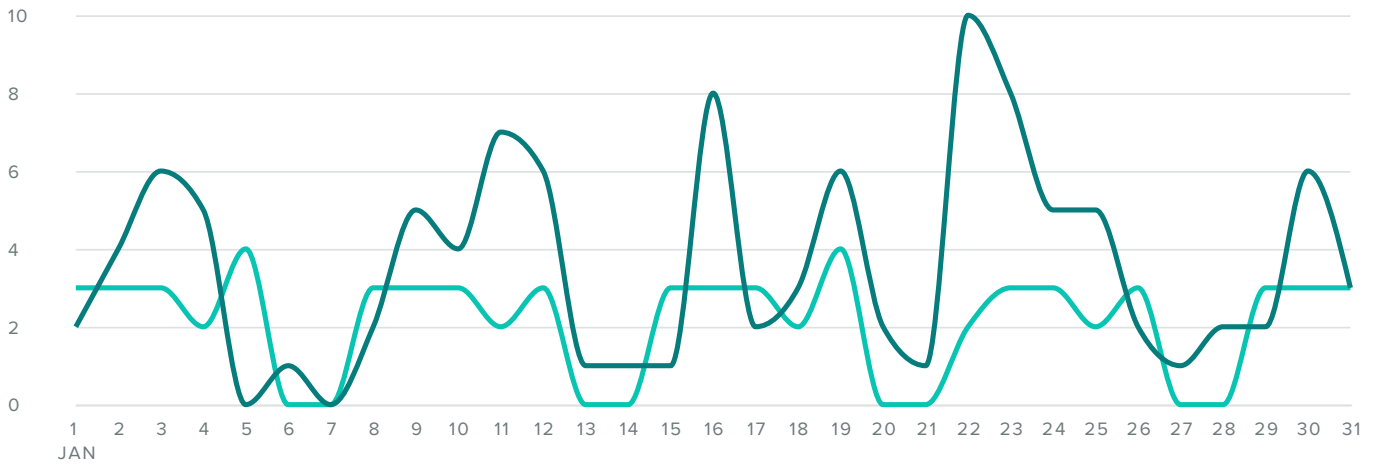
Total followers increased by

▲ 10.0%

since previous month

Group Message Volumes

MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

Sent Messages Metrics

	Totals	Change
Facebook Posts Sent	23	–
Twitter Tweets and DMs Sent	20	▼ 9.1%
LinkedIn Posts Sent	–	▼ 100.0%
Instagram Media Sent	23	▲ 4.5%
Total Messages Sent	66	▼ 9.6%

Message volume decreased by

▼ **9.6%**

since previous month

Received Messages Metrics

	Totals	Change
Facebook Messages Received	17	▲ 54.5%
Twitter Messages Received	6	▲ 50.0%
Instagram Comments Received	88	▲ 54.4%
Total Messages Received	111	▲ 54.2%

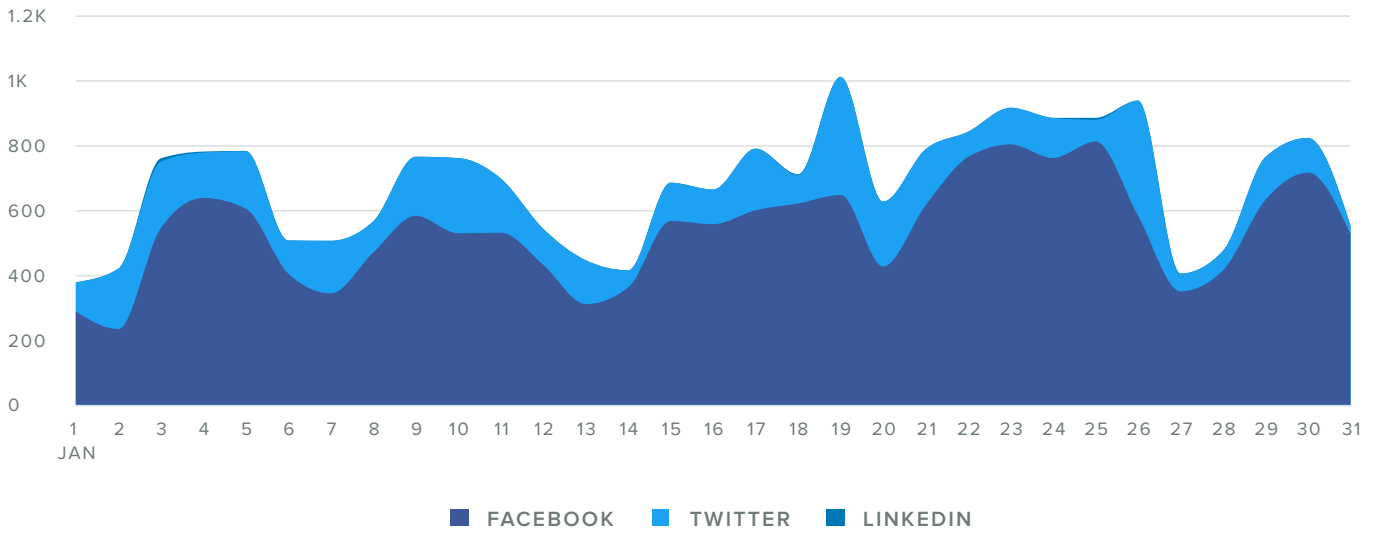
Message volume increased by

▲ **54.2%**

since previous month

Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics	Totals	Change
Facebook Impressions	16,643	▲ 7.5%
Twitter Impressions	4,394	▲ 25.1%
LinkedIn Impressions	23	▼ 88.1%
Total Impressions	21,060	▲ 9.8%

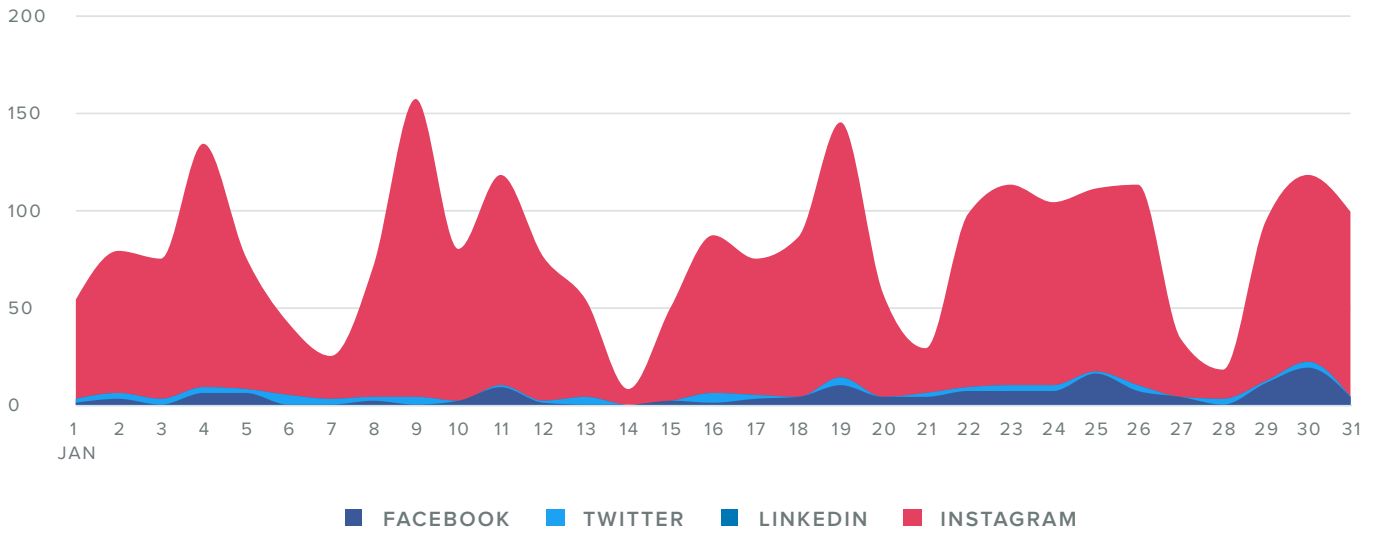
Total Impressions increased by

▲ **9.8%**

since previous month

Group Engagement

ENGAGEMENTS PER DAY





Engagement Metrics	Totals	Change
Facebook Engagements	140	▲ 48.9%
Twitter Engagements	65	▲ 97.0%
LinkedIn Engagements	–	▼ 100.0%
Instagram Engagements	2,275	▲ 36.6%
Total Engagements	2,480	▲ 38.0%

The number of engagements increased by





▲ 38.0%

since previous month

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Shashi Socks @Shashi_USA	976	0.72%	20	4,394	220	65	3.3	1
 Shashi Socks f Business Page	2,909	25.99%	23	16,643	724	140	6.1	1

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 SHASHI  @shashi_usa	4,913	4.18%	23	–	–	2,275	98.9	–
 Shashi, LLC  Company Page	35	2.94%	–	23	–	–	–	–



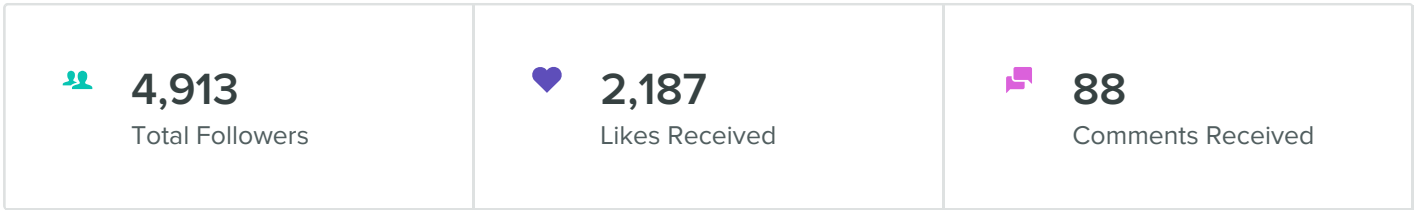
Instagram Profiles for **SHASHI**

Jan 01, 2018 - Jan 31, 2018

Determine the impact of Instagram content by analyzing your activity

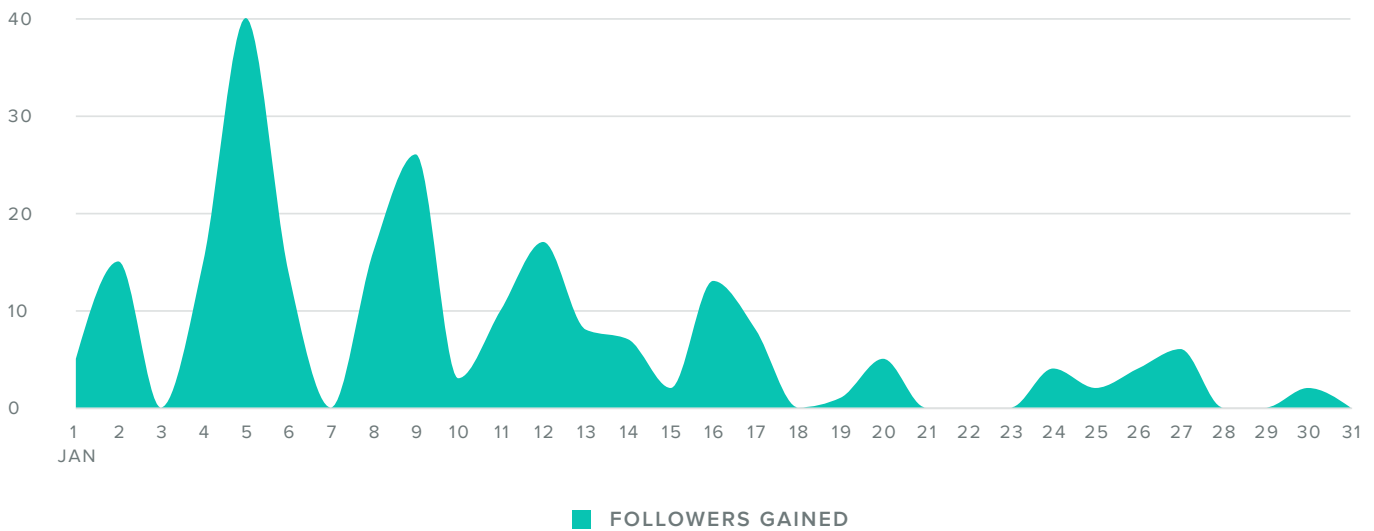
SHASHI[®]

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	4,913
Followers Gained	197
People that you Followed	-273

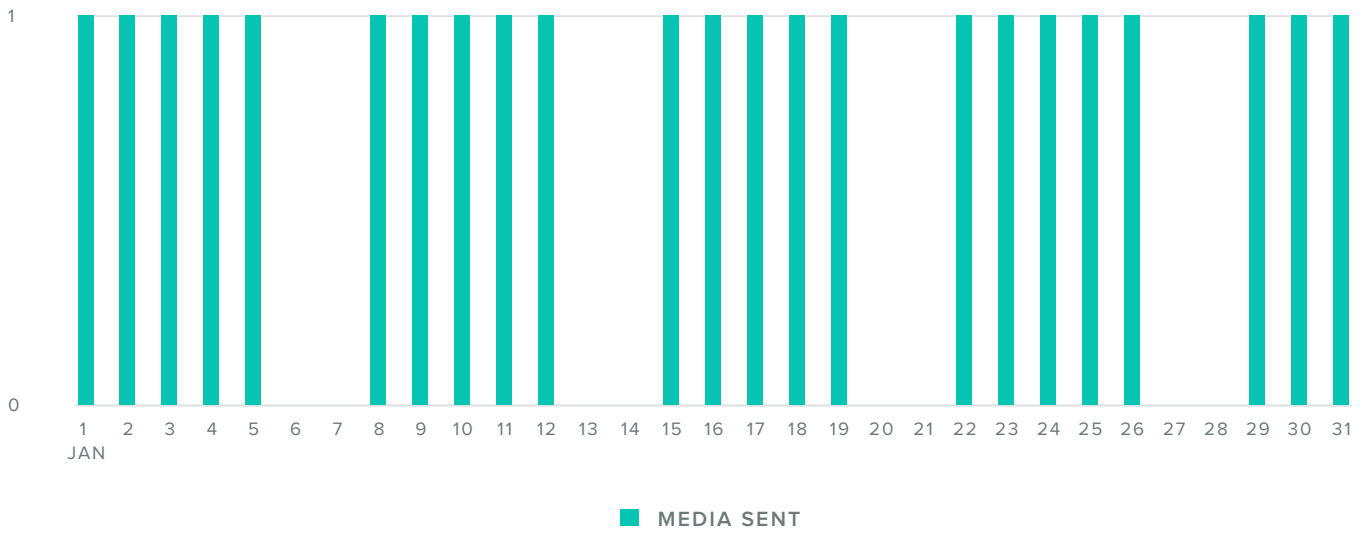
Total followers increased by

▲ 4.2%

since previous month

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	23
Videos	-
Other	-
Total Media	23

The number of media you sent increased by

4.5%

since previous month

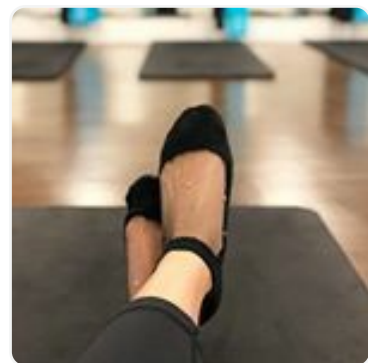
Instagram Top Posts



@shashi_usa
163 Engagements



@shashi_usa
150 Engagements



@shashi_usa
150 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

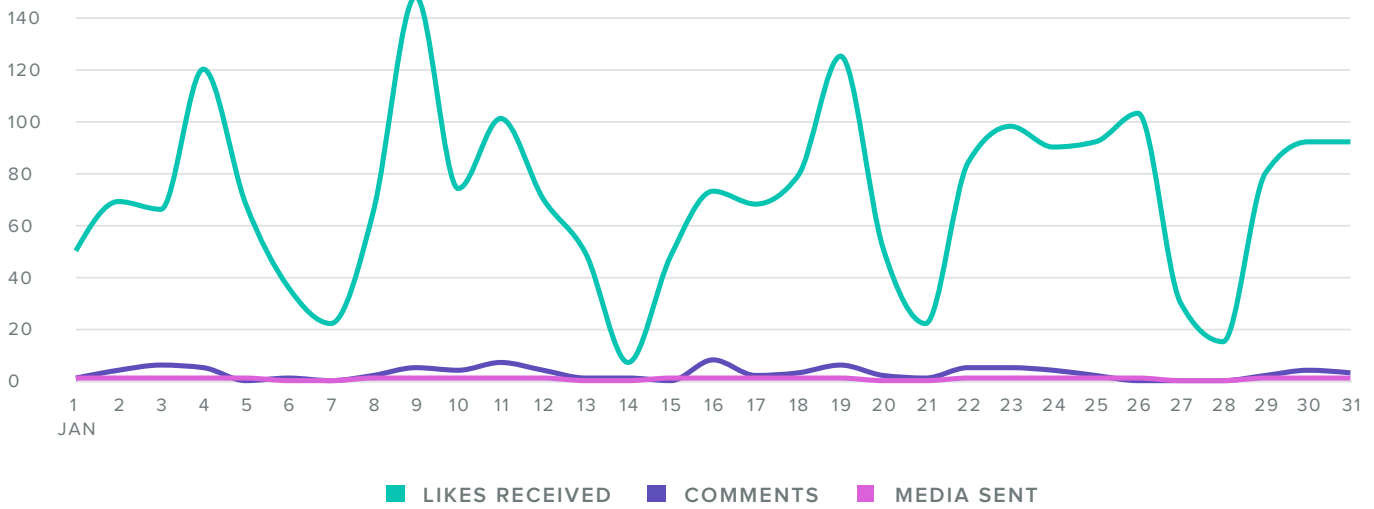
#pilates	21
#barre	18
#yoga	18
#activewear	18
#ballerina	17
#ballet	17
#athleisure	13
#sportswear	12
#yogaeverydamnday	11
#yogini	10

MOST ENGAGED HASHTAGS

#pilates	1,904
#yoga	1,584
#barre	1,429
#ballerina	1,384
#activewear	1,329
#ballet	1,319
#athleisure	1,007
#sportswear	945
#meditation	571
#barresocks	517

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	2,187
Comments Received	88
Total Engagements	2,275

The number of engagements increased by

▲ 36.6%

since previous month

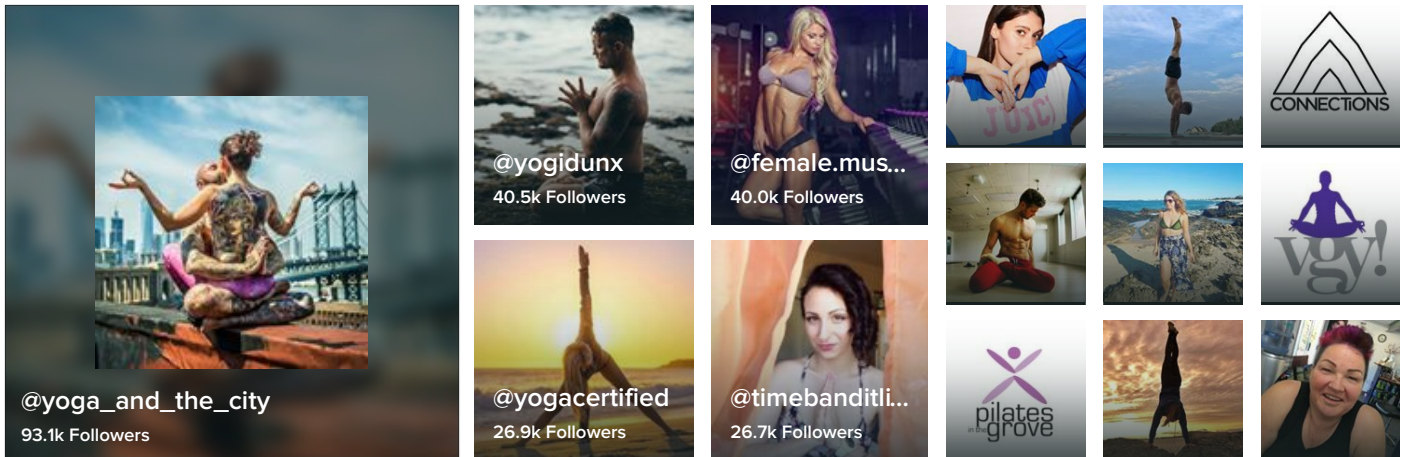
Engagements per Follower	0.46
Engagements per Media	98.91

The number of engagements per media increased by


▲ 30.6%

since previous month

Instagram 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
 SHASHI	4,913	4.2%	197	23	43	2,275	98.9	0.46



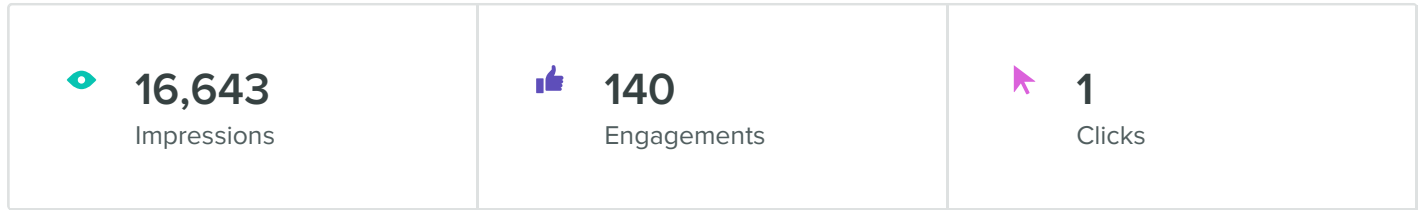
Facebook Pages for **Shashi Socks**

Jan 01, 2018 - Jan 31, 2018

Analyze Facebook page data at a granular level for deeper insights

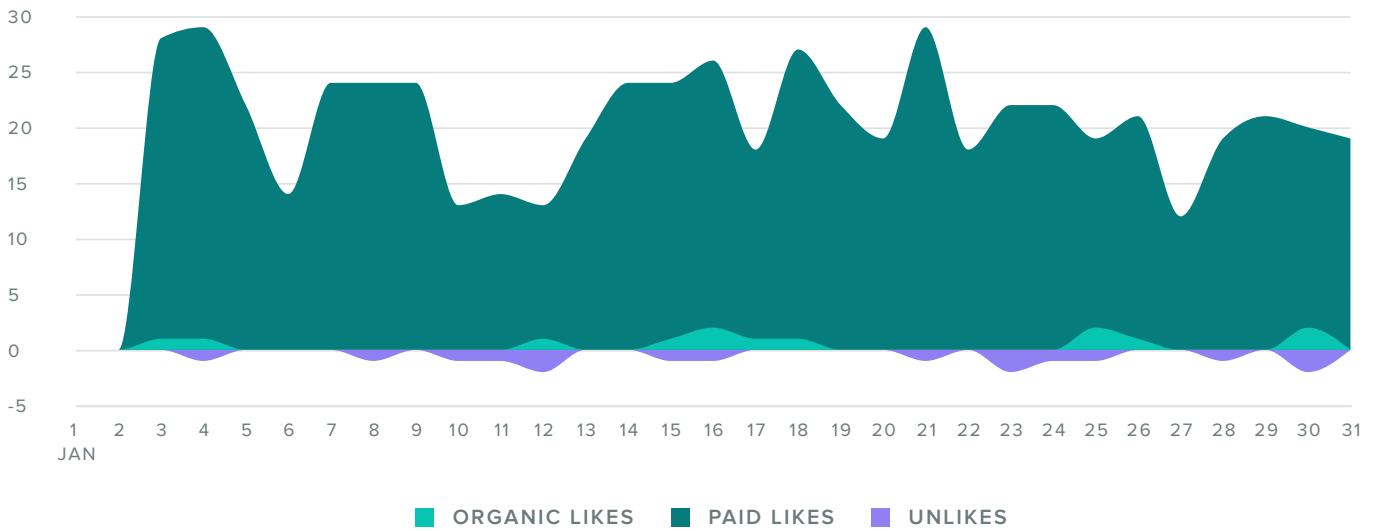
SHASHI[®]

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

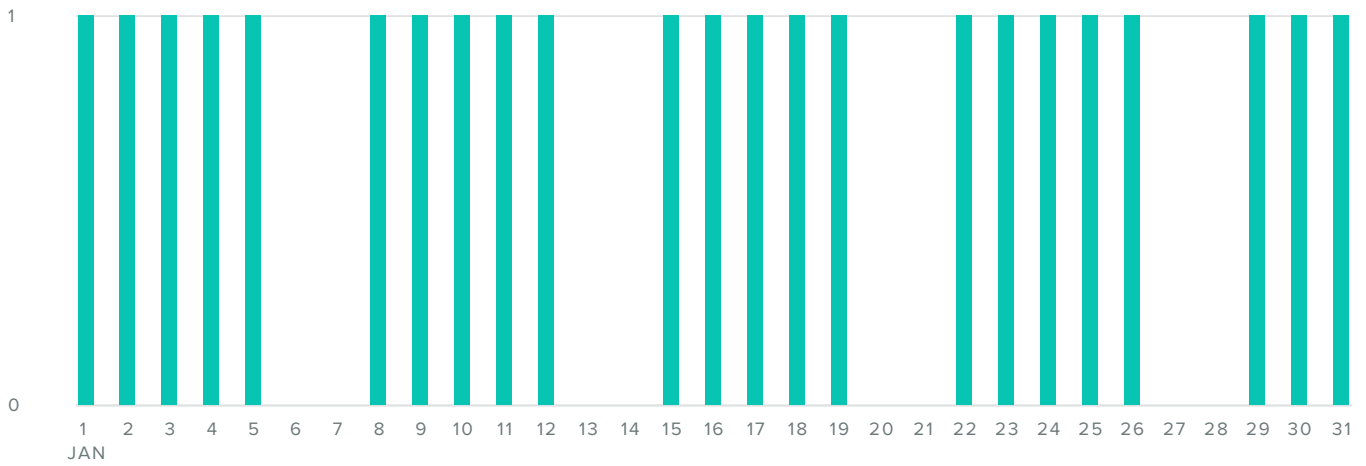
Totals

Total Fans	2,909
Paid Likes	593
Organic Likes	13
Unlikes	16
Net Likes	590

Total fans increased by
▲ 26.0%
 since previous month

Facebook Publishing Behavior

POSTS, BY DAY



■ POSTS SENT









Publishing Metrics	Totals
Photos	23
Videos	–
Posts	–
Notes	–
Total Posts	23

The number of posts you sent increased by





since previous month

Facebook Top Posts, by Reactions

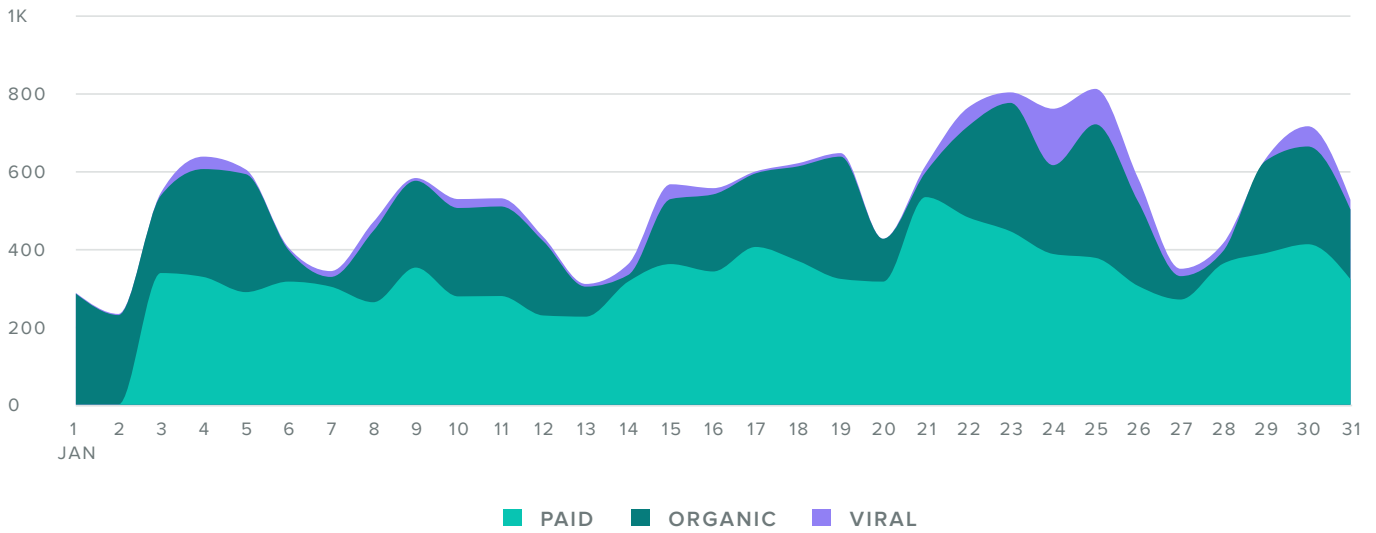
Post	Reactions ▼	Comments	Engagement	Reach
<p>Shashi Socks</p> <p>JUST LAUNCHED! Our new Open Toe SHASHI socks! The remarkable features of our new toeless design are: ■Mesh top panel for aeration and style. ■Coolmax® moisture-wicking fabric to keep your feet dry. ■Left- and right-foot design for a more comfortable fit. ■Large, slip-resistant grips. ■Packaged in a mesh pouch for convenient storage They come in both a sparkle & original version. Shop them here -> http://bit.ly/toelessshashi.</p>   <p>(Post) January 19, 2018 10:30 am</p>	20	2	9.2%	357
<p>Shashi Socks</p> <p>Isn't a workout so much more fun in cute (& functional) socks?! 🌟 (: @laceloveandlaura on Instagram)</p>   <p>(Post) January 25, 2018 9:16 am</p>	13	—	6.1%	230
<p>Shashi Socks</p> <p>"Wherever you are, be all there." -Jim Elliot 🌿</p>   <p>(Post) January 18, 2018 9:03 am</p>	6	1	6.2%	146
<p>Shashi Socks</p> <p>What's your favorite activity to wear SHASHI for?</p>   <p>(Post) January 23, 2018 11:00 am</p>	5	6	4.4%	273

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Shashi Socks You go girl. 🇧🇪</p>  	5	–	3.7%	135
<p>(Post) January 10, 2018 12:30 pm</p>				

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics

Totals

Organic Impressions	5,945
Viral Impressions	782
Paid Impressions	9,916
Total Impressions	16,643
Average Daily Users Reached	437

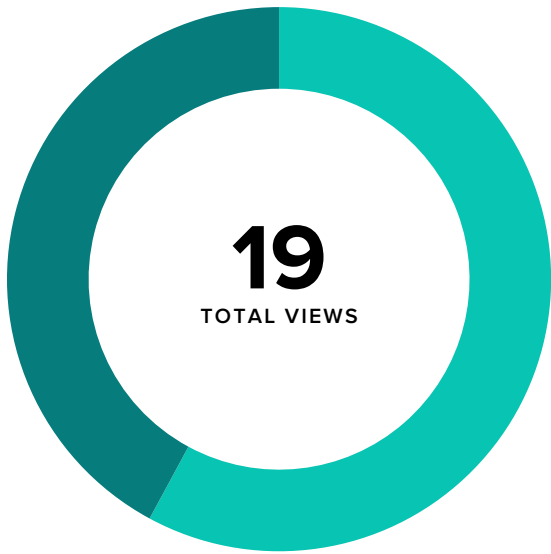
Total Impressions increased by

↑ 7.5%

since previous month

Facebook Video Performance

VIEW METRICS



11

ORGANIC FULL

8

ORGANIC PARTIAL

VIEWING BREAKDOWN

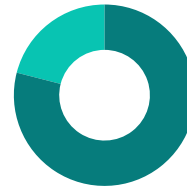


100%

ORGANIC VIEWS

0%

PAID VIEWS



21%

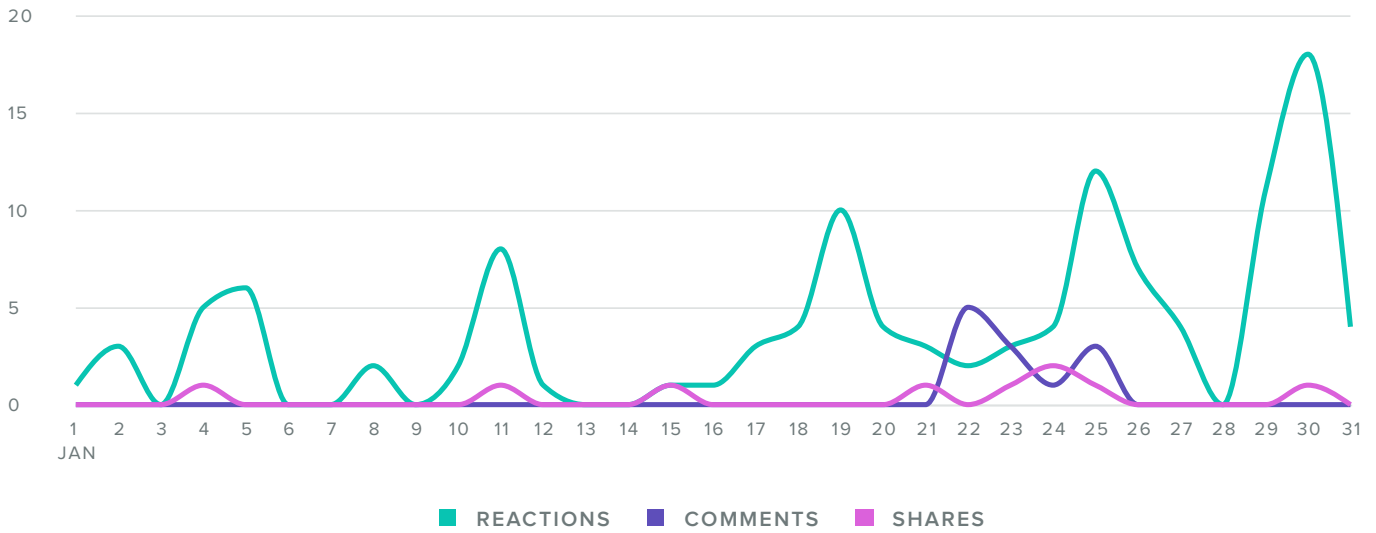
CLICK PLAYS

79%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	119
Comments	12
Shares	9
Total Engagements	140

Total Engagements increased by **48.9%** since previous month

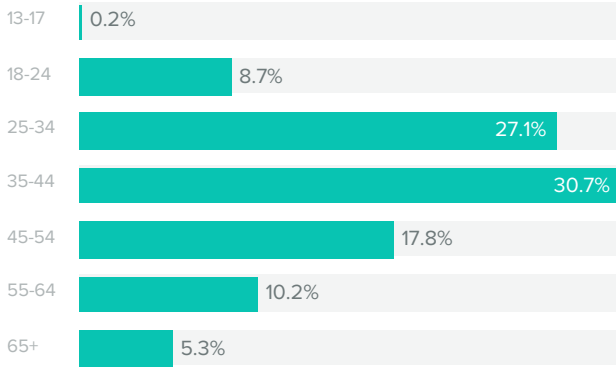
Facebook Audience Demographics

Page Fans

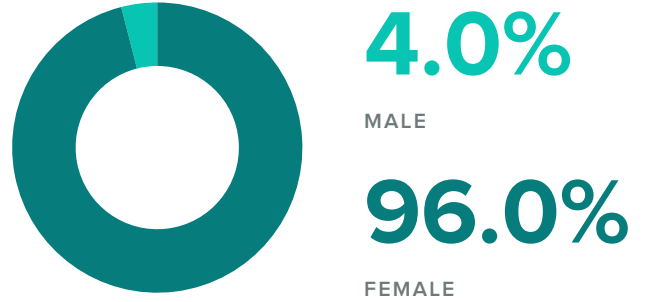
People Reached

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	2,427
Canada	64
Australia	58
United Kingdom	55
India	43

Top Cities

Los Angeles, CA	65
New York, NY	63
Chicago, IL	35
Miami, FL	31
Atlanta, GA	28

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Shashi Socks	2,909	25.99%	23	16,643	724	140	6.1	1



Twitter Profiles for **Shashi Socks**

Jan 01, 2018 - Jan 31, 2018

Track profile performance to determine the impact of Twitter content

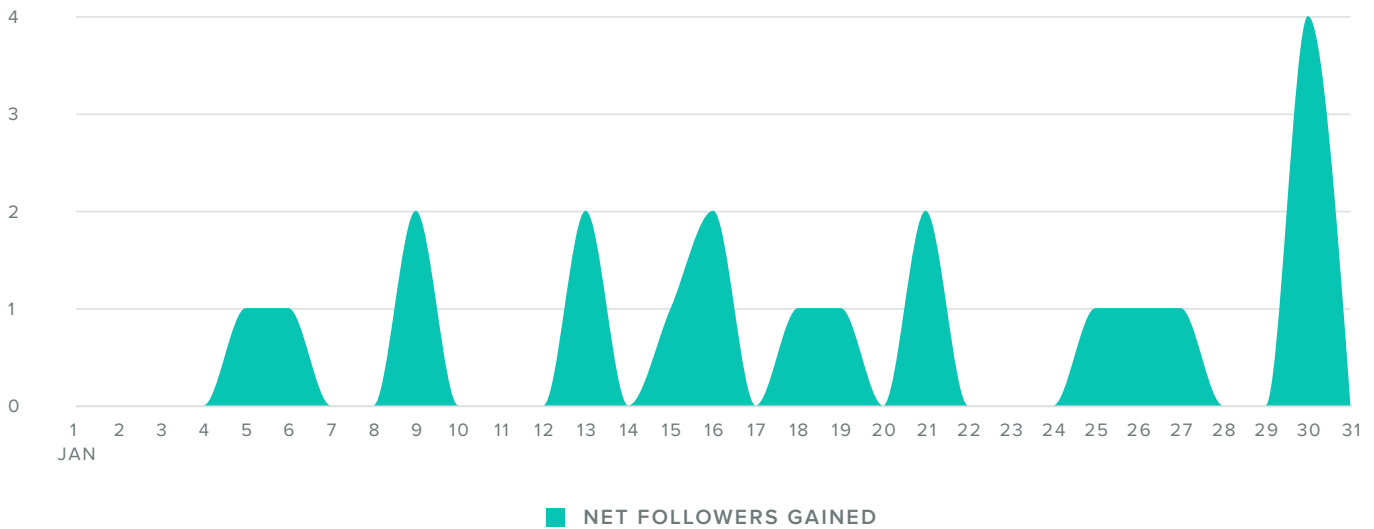
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Twitter Activity Overview



Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics

Totals

Total Followers	976
Net Followers gained	7
People that you followed	-4

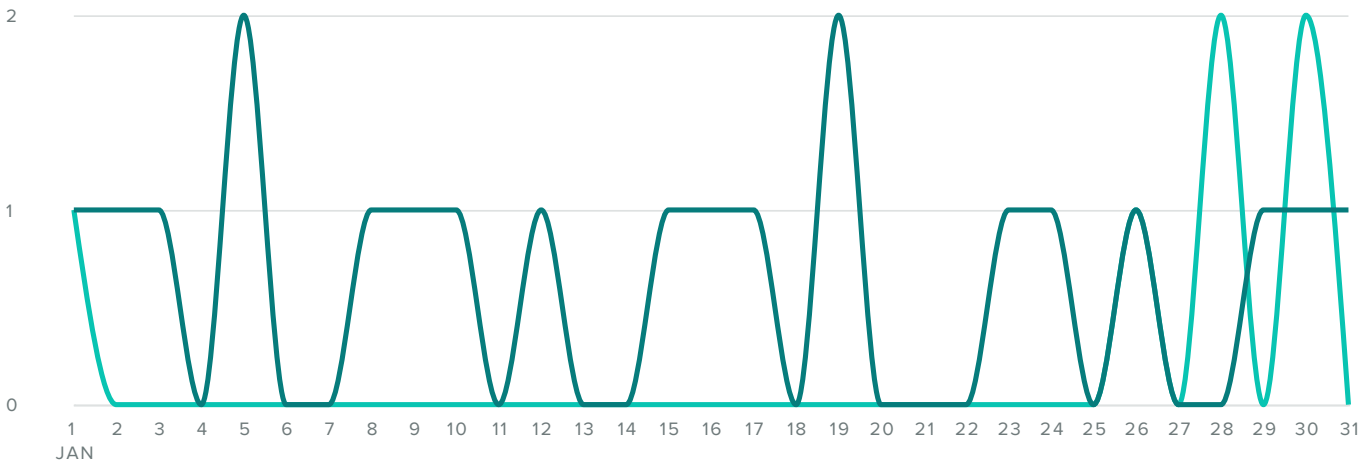
Total followers increased by

▲ **0.7%**

since previous month

Twitter Posts & Conversations

MESSAGES PER DAY



Sent/Received Metrics	Totals
Tweets sent	20
Direct Messages sent	-
Total Sent	20

The number of messages you sent decreased by

- 9.1%

since previous month


Mentions received	6
Direct Messages received	-
Total Received	6

The number of messages you received increased by





+ 50.0%

since previous month

Twitter Top Posts, by Responses

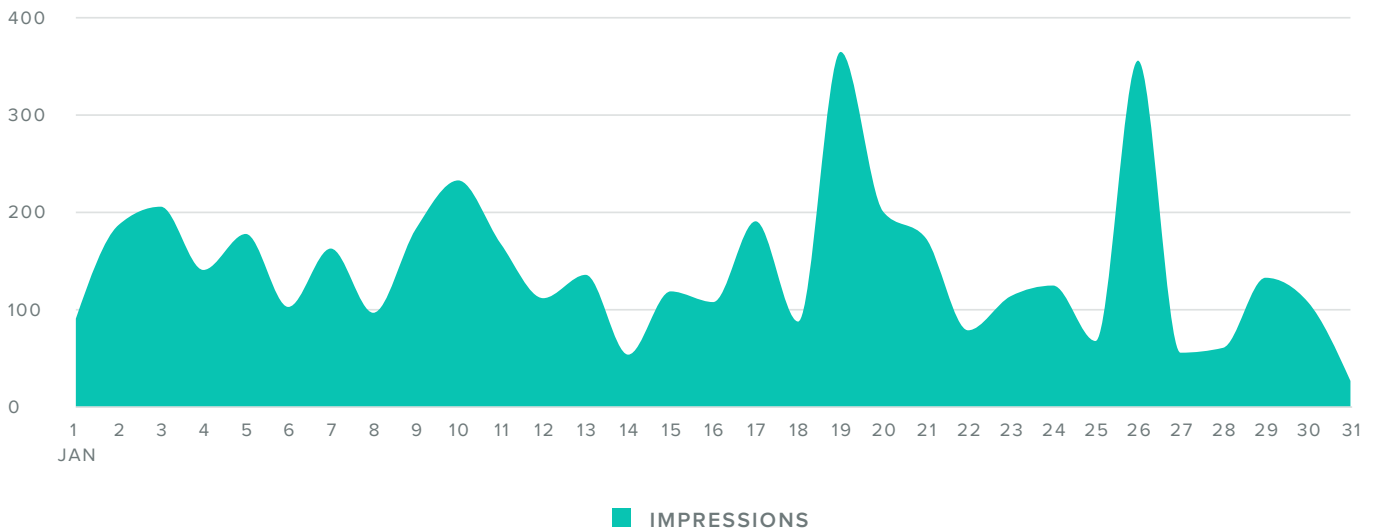
Tweet	Reach	Responses	Clicks	Retweets
 <p>Shashi_USA Believe you can keep going & you're halfway there. https://t.co/OQEPMKywPH (Tweet) January 31, 2018 1:45 pm</p>	1,061	1	-	1

Twitter Top Posts, by Responses

Tweet	Reach	Responses	Clicks	Retweets
 <p>Shashi_USA Where will you find your inner peace this weekend? 🌿 https://t.co/dBnI7HzbWT (Tweet) January 26, 2018 9:55 am</p>	972	1	–	–
 <p>Shashi_USA You go girl. 🌸 https://t.co/0Cs5ZFoea1 (Tweet) January 10, 2018 12:30 pm</p>	28,105	1	–	1
 <p>Shashi_USA Chilly days call for winter grays! * https://t.co/2uoEZzsypK (Tweet) January 09, 2018 11:55 am</p>	968	1	–	1
 <p>Shashi_USA A new year means a fresh start for new goals, dreams, & ambitions. What are some of yours for 2018? Bring it on! https://t.co/off52ucca7 (Tweet) January 02, 2018 1:35 pm</p>	1,049	1	–	1

Twitter Impressions

IMPRESSIONS, BY DAY



Impressions Metrics

Totals

Average Impressions per Day

142

Organic Impressions

4,394

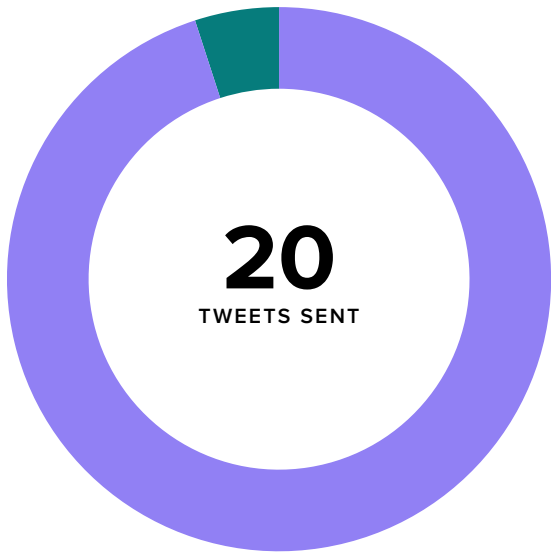
Total Impressions increased by

▲ **25.1%**

since previous month

Twitter Publishing Behavior

SENT MESSAGE CONTENT

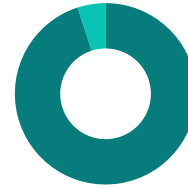


0
PLAIN TEXT

1
PAGE LINKS

19
PHOTO LINKS

CONVERSATION BEHAVIOR (LAST 100 TWEETS)



5%
CONVERSATION

95%
UPDATES

CONTACT BEHAVIOR (ALL TWEETS)

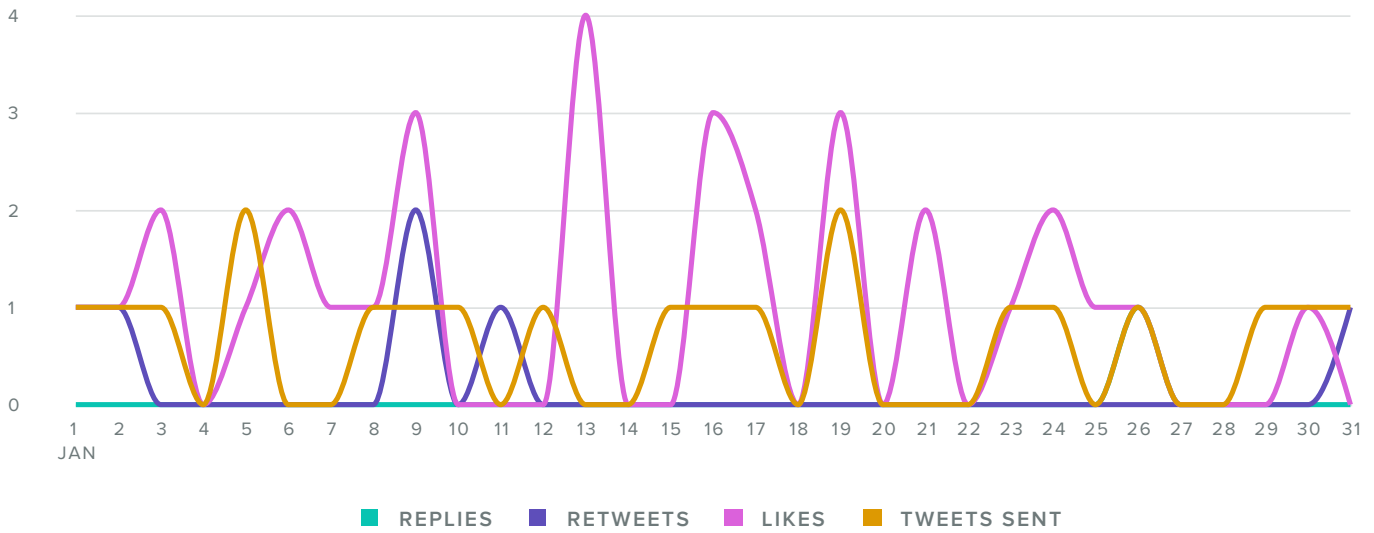


100%
NEW CONTACTS

0%
EXISTING CONTACTS

Twitter Engagement

ENGAGEMENT COUNT



Engagement Metrics	Totals
Replies	1
Retweets	6
Retweets with Comments	3
Likes	32
Total Engagements	65
Engagements per Follower	0.067
Impressions per Follower	4.50
Engagements per Tweet	3.25
Impressions per Tweet	219.70
Engagements per Impression	0.015

The number of engagements increased by

▲ **97.0%**

since previous month

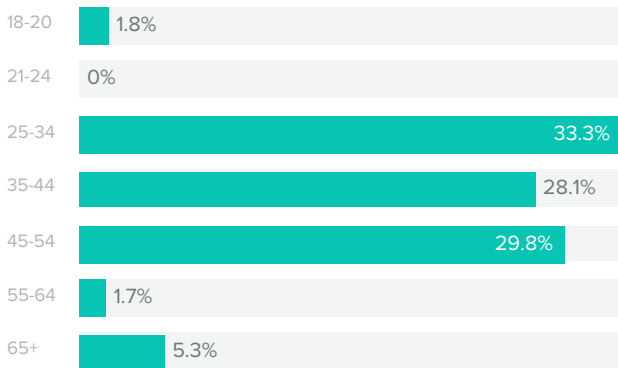
The number of impressions per Tweet increased by

▲ **37.7%**

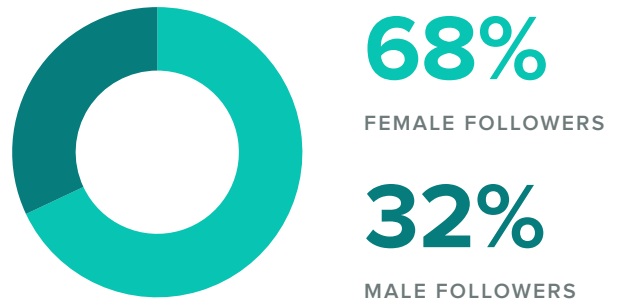
since previous month

Twitter Audience Demographics

FOLLOWERS BY AGE




FOLLOWERS BY GENDER



Women and people between the ages of **25-34** 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
 Shashi Socks	976	0.7%	20	4,394	4.50	65	0.07	6

