



SHASHI | Social Media Report | February 2018

Stats

Facebook: 3,383 (+353)

Instagram: 5,149 (+271)

Twitter: 1,536 (+560)

Pinterest: 88 (+4) 1.5K monthly viewers

Total fans: 10,103 (+1,149)

Engagement from fans: 2,849 interactions (+25.2%)

Total Impressions: 21,308 (+6.6%)

Overview

February was a fantastic month for the SHASHI socials! The stats show growth across the board, in engagement, impressions and followers. We have curated a specific aesthetic for the SHASHI Instagram feed, which has contributed to this month's improved numbers. We announced the release of two new styles in February – the lace up is a huge hit. We continue to see a lot of tagged photos by SHASHI fans (this is GREAT) and will continue to share those that fit the look of the feed in coming months.

On Facebook, February's top performing posts were the professional image of the model putting on her socks, the Valentine's Day sale & the release of the tie up socks. On Instagram, the top three posts were (again) the intro to the tie up socks, an image of pink and black socks together for Valentine's Day, and the image of the model putting on her socks.

With spring approaching, we can start promoting the images of the lighter socks, the outdoor photo shoot images, the wedding themed images and overall less "wintery" images.

Ideas For March

- Applicable holidays this month: International Womens Day, St. Patricks Day, Spring
 - Easter is April 1st, Prep for Pilates Day in May
- Are you planning on releasing any new styles for spring? Or green for St. Patrick's Day?
- Spring Contest



Group Report

Feb 01, 2018 - Feb 28, 2018

Understand growth and health of your social profiles

SHASHI[®]

Included in this Report

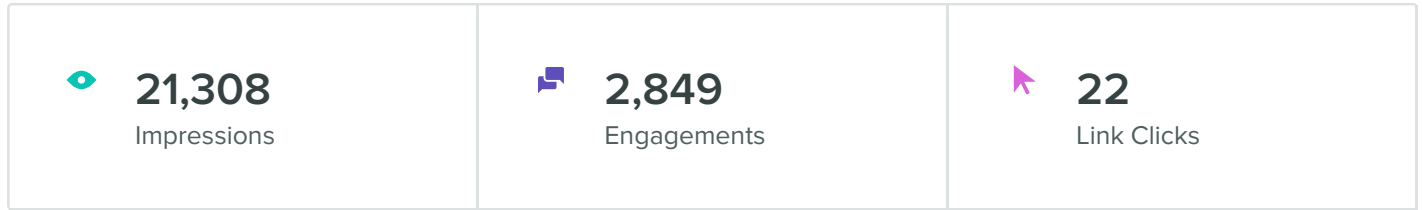
 Shashi Socks

 SHASHI

 Shashi Socks

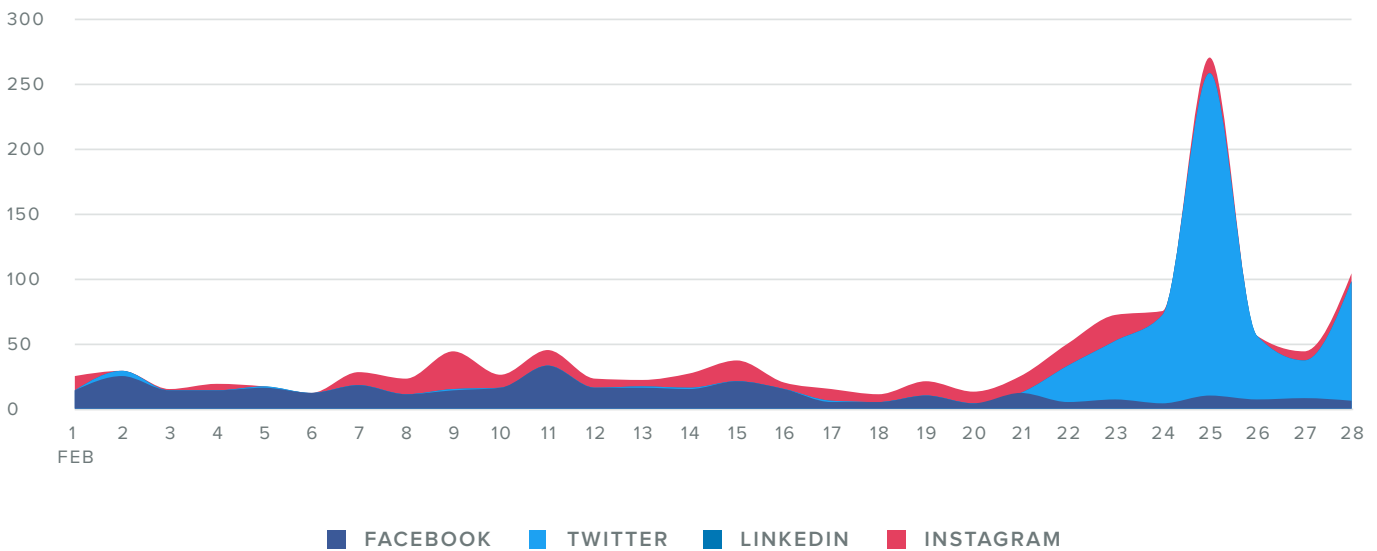
 Shashi, LLC

Group Activity Overview



Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	Change
Total Fans	10,103	▲ 14.1%
New Facebook Fans	353	▲ 15.5%
New Twitter Followers	560	▲ 57.4%
New LinkedIn Followers	–	–
New Instagram Followers	236	▲ 4.8%
Total Fans Gained	1,149	▲ 14.1%

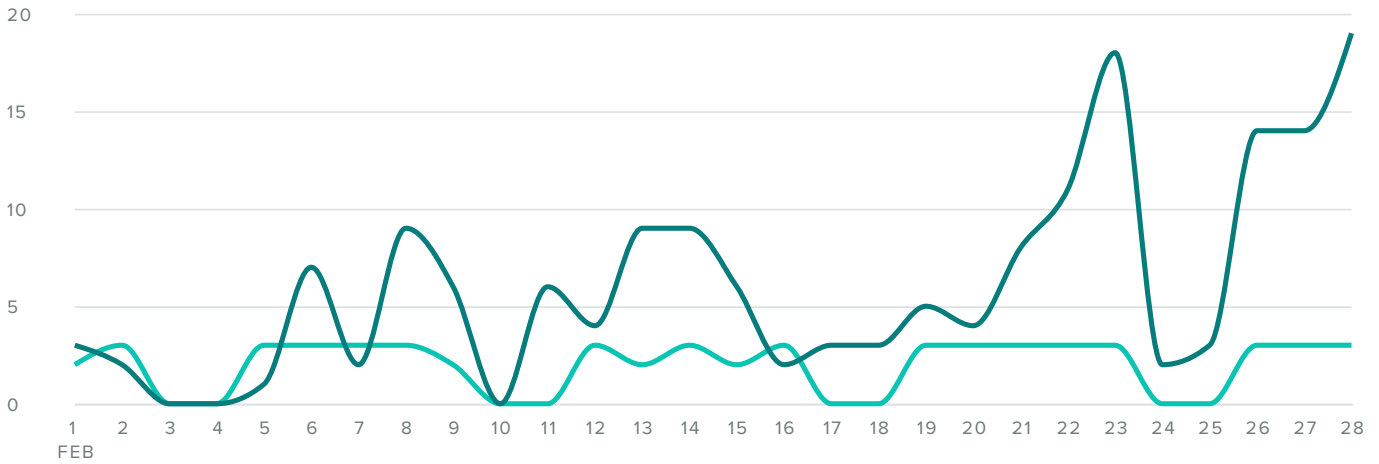
Total followers increased by

▲ 14.1%

since previous month

Group Message Volumes

MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

Sent Messages Metrics

	Totals	Change
Facebook Posts Sent	20	–
Twitter Tweets and DMs Sent	16	▼ 5.9%
LinkedIn Posts Sent	–	–
Instagram Media Sent	20	–
Total Messages Sent	56	▼ 1.8%

Message volume decreased by

▼ **1.8%**

since previous month

Received Messages Metrics

	Totals	Change
Facebook Messages Received	13	▼ 23.5%
Twitter Messages Received	60	▲ 1,100.0%
Instagram Comments Received	97	▲ 26.0%
Total Messages Received	170	▲ 71.7%

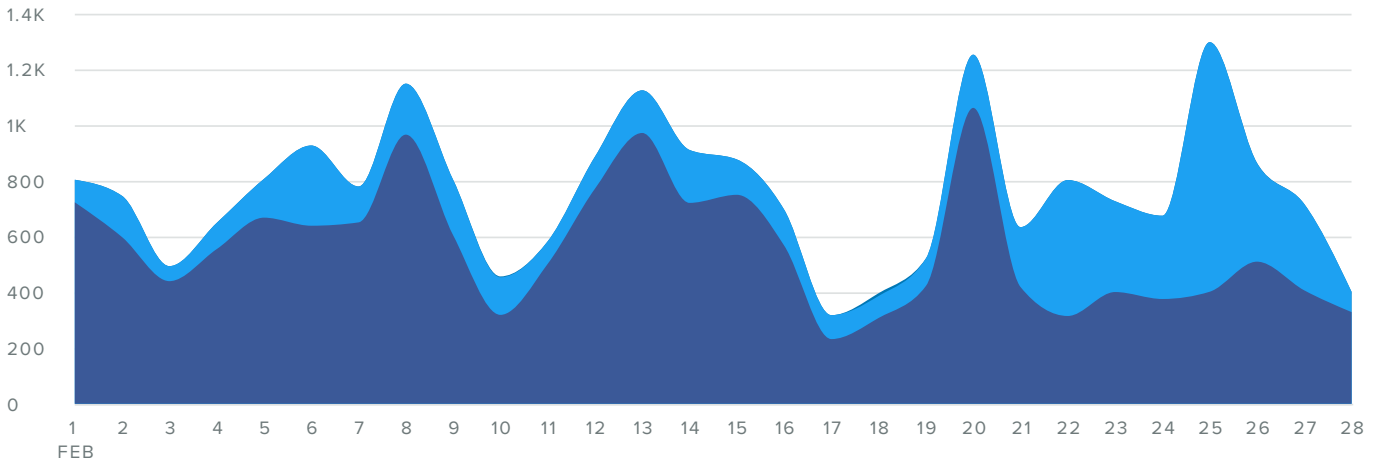
Message volume increased by

▲ **71.7%**

since previous month

Group Impressions

IMPRESSIONS PER DAY



■ FACEBOOK ■ TWITTER ■ LINKEDIN

Impressions Metrics	Totals	Change
Facebook Impressions	15,633	▲ 0.3%
Twitter Impressions	5,661	▲ 29.2%
LinkedIn Impressions	14	▲ 7.7%
Total Impressions	21,308	▲ 6.6%

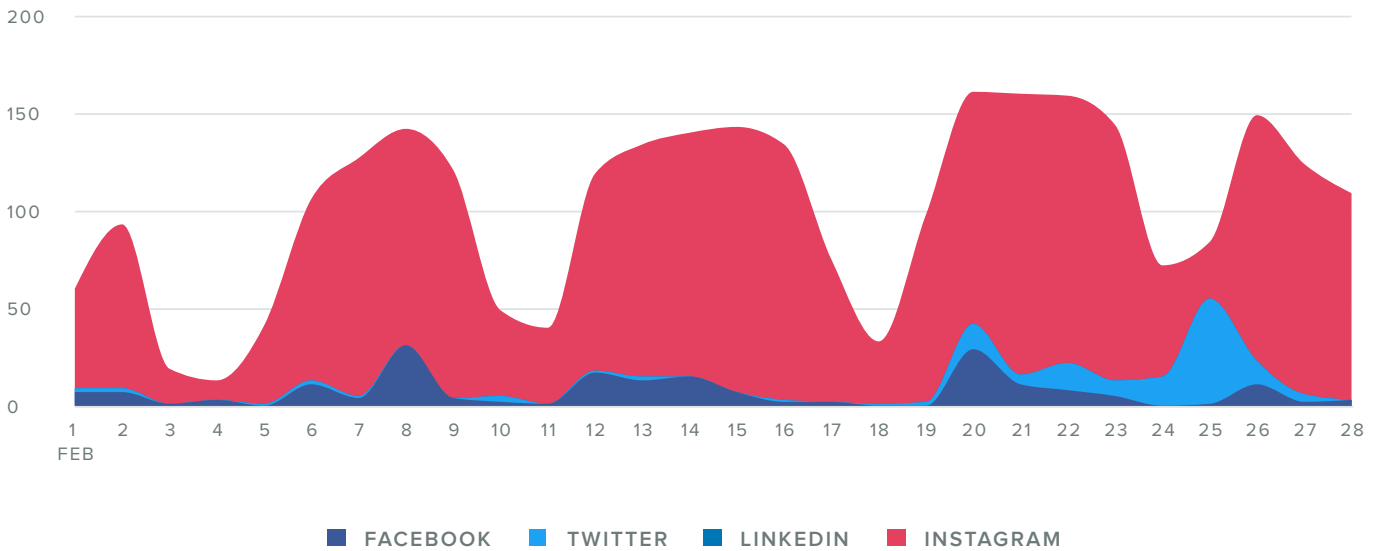
Total Impressions increased by

▲ **6.6%**

since previous month

Group Engagement

ENGAGEMENTS PER DAY







Engagement Metrics	Totals	Change
Facebook Engagements	197	▲ 44.9%
Twitter Engagements	143	▲ 138.3%
LinkedIn Engagements	–	–
Instagram Engagements	2,509	▲ 20.7%
Total Engagements	2,849	▲ 25.2%

The number of engagements increased by





▲ 25.2%

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	1,536	57.38%	16	5,661	354	143	8.9	1
 Shashi Socks  Business Page	3,383	15.54%	20	15,633	782	197	9.9	21

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	5,149	4.80%	20	–	–	2,509	125.5	–
 Shashi, LLC  Company Page	35	–	–	14	–	–	–	–



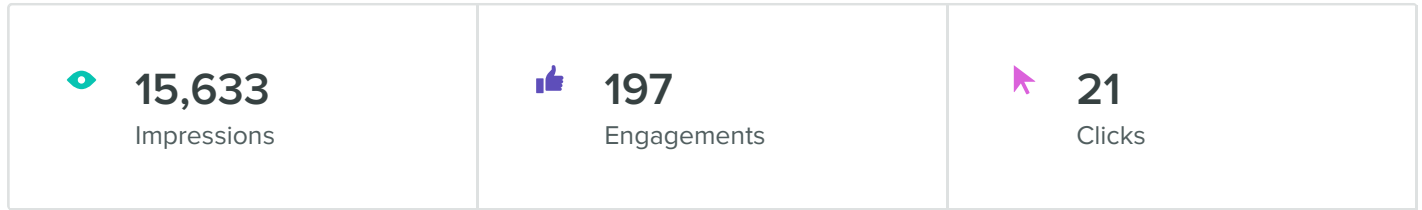
Facebook Pages for **Shashi Socks**

Feb 01, 2018 - Feb 28, 2018

Analyze Facebook page data at a granular level for deeper insights

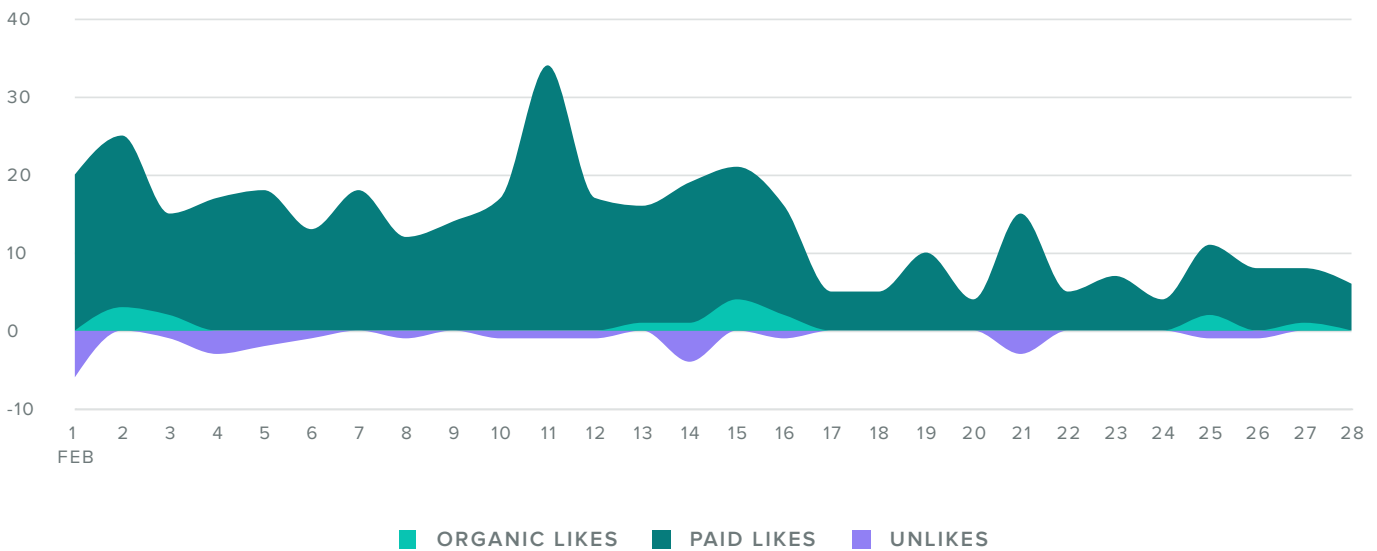
SHASHI[®]

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

Totals

Total Fans	3,383
Paid Likes	364
Organic Likes	16
Unlikes	27
Net Likes	353

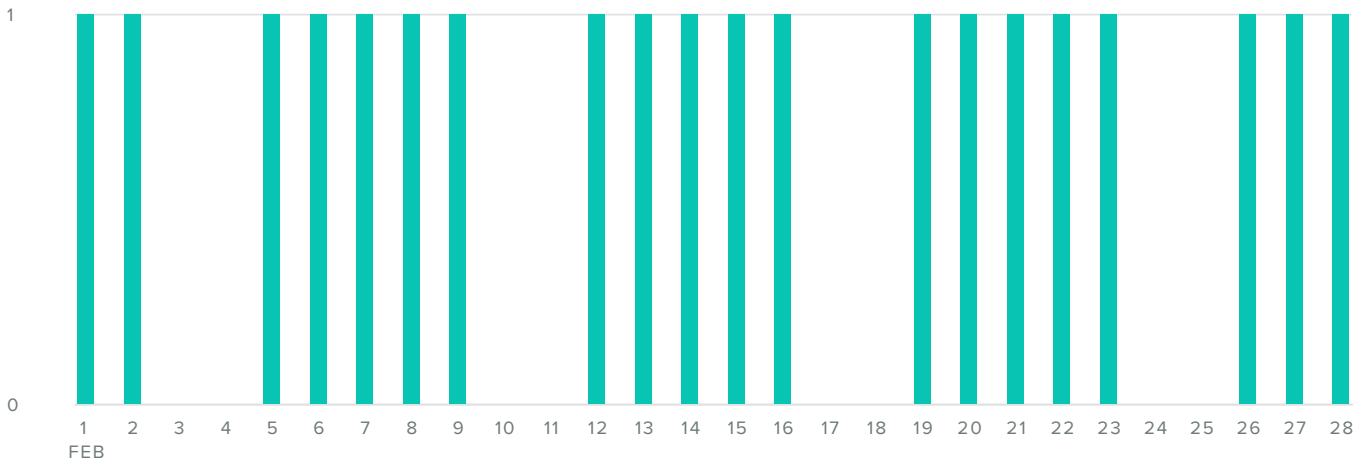
Total fans increased by

▲ 15.5%

since previous month

Facebook Publishing Behavior

POSTS, BY DAY

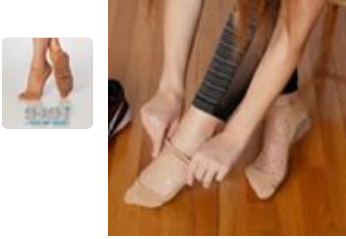





■ POSTS SENT

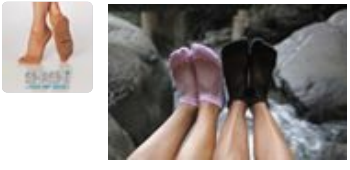
Publishing Metrics	Totals
Photos	18
Videos	2
Posts	-
Notes	-
Total Posts	20

The number of posts you sent increased by **18** since previous month

Facebook Top Posts, by Reactions

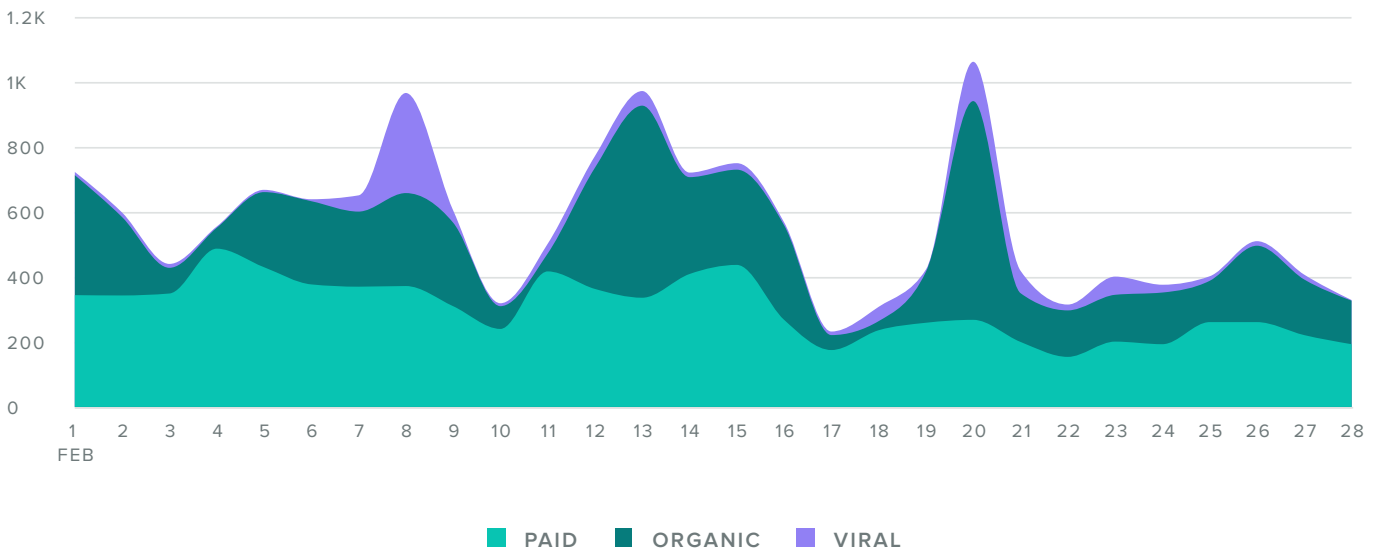
Post	Reactions ▼	Comments	Engagement	Reach
<p>Shashi Socks That "ahhhh" feeling when you kick your shoes off and slip your SHASHI's on before a workout.</p>  <p>(Post) February 20, 2018 11:15 am</p>	26	1	8.6%	499
<p>Shashi Socks What's better than flowers & chocolate? SHASHI, of course! We're offering 15% off our red & pink styles through tomorrow night at 11:59pm EST. Use code BEMINE at checkout on http://www.shashionline.com.</p>  <p>(Post) February 08, 2018 11:30 am</p>	23	5	10.6%	415
<p>Shashi Socks Introducing our newest style: ESSENTIALS Ballet Tie! Our newest design comes in both light pink & black and is sure to be your new barre bestie. 80 Shop it here: http://www.shashionline.com/essentials/essentials-ballet-tie-185.html</p>  <p>(Post) February 12, 2018 1:00 pm</p>	20	–	8.2%	340
<p>Shashi Socks Wondering how to tie up these new beauties? We're showing you how!</p>  <p>(Post) February 13, 2018 10:16 am</p>	15	1	8.4%	440

Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>Shashi Socks Treat your feet to something sweet this Valentine's Day! Shop our collection here -> http://www.shashionline.com.</p>  <p>(Post) February 06, 2018 1:35 pm</p>	14	–	6.0%	251

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	6,152
Viral Impressions	1,007
Paid Impressions	8,474
Total Impressions	15,633
Average Daily Users Reached	442

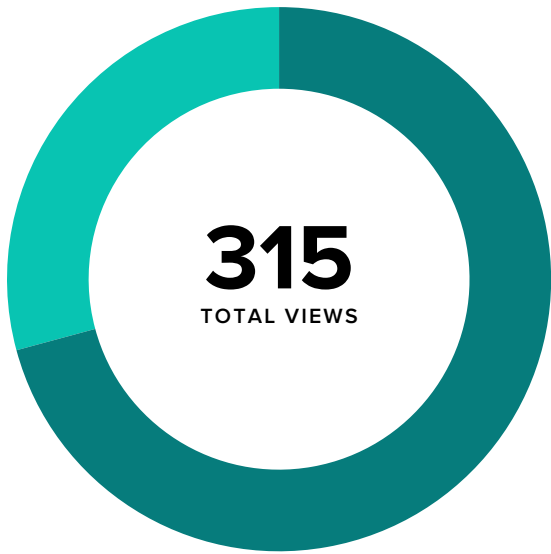
Total Impressions increased by

▲ 0.3%

since previous month

Facebook Video Performance

VIEW METRICS



92
ORGANIC FULL

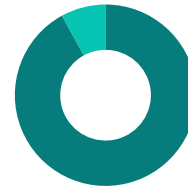
223
ORGANIC PARTIAL

VIEWING BREAKDOWN



100%
ORGANIC VIEWS

0%
PAID VIEWS

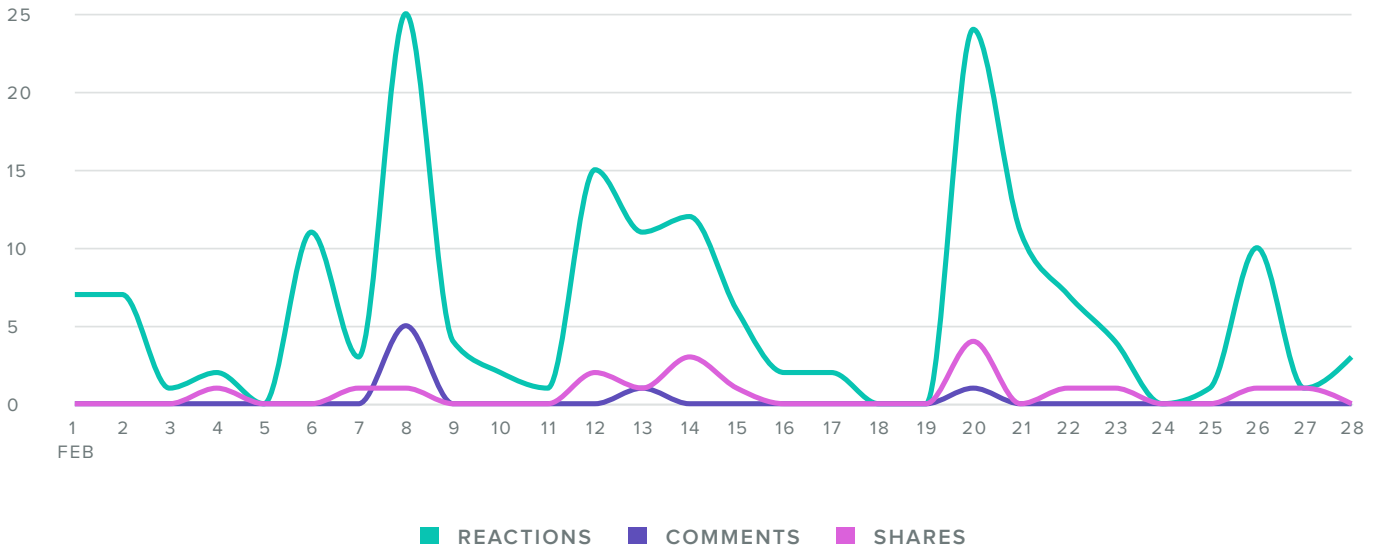


8%
CLICK PLAYS

92%
AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	172
Comments	7
Shares	18
Total Engagements	197

Total Engagements increased by **44.9%** since previous month

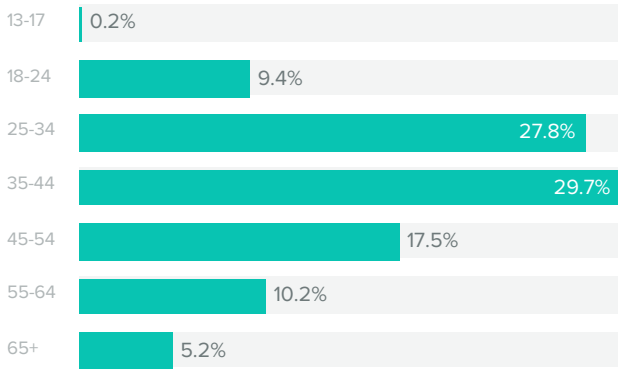
Facebook Audience Demographics

Page Fans

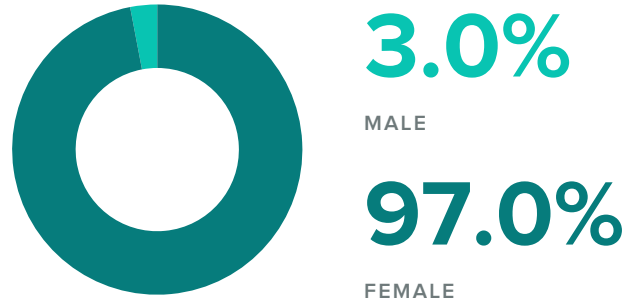
People Reached

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	2,882
Canada	65
Australia	63
United Kingdom	57
India	46

Top Cities

New York, NY	80
Los Angeles, CA	72
Chicago, IL	41
Miami, FL	40
Houston, TX	36

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Shashi Socks	3,383	15.54%	20	15,633	782	197	9.9	21






Instagram Profiles for **SHASHI**

Feb 01, 2018 - Feb 28, 2018

Determine the impact of Instagram content by analyzing your activity

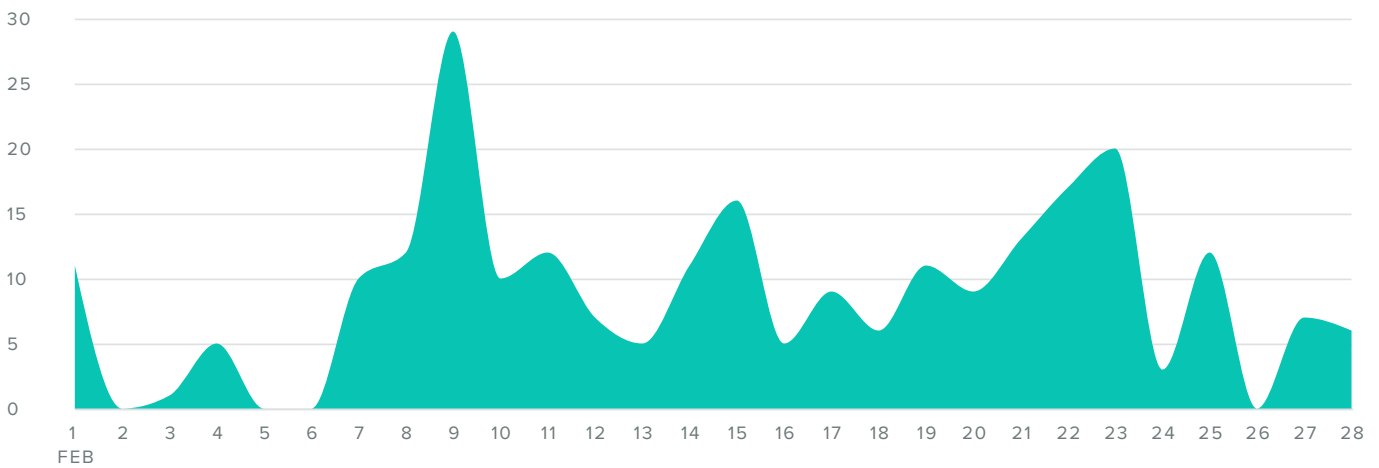
SHASHI[®]

Instagram Activity Overview

 <p>5,149 Total Followers</p>	 <p>2,412 Likes Received</p>	 <p>97 Comments Received</p>
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Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

Follower Metrics	Totals
Total Followers	5,149
Followers Gained	236
People that you Followed	271

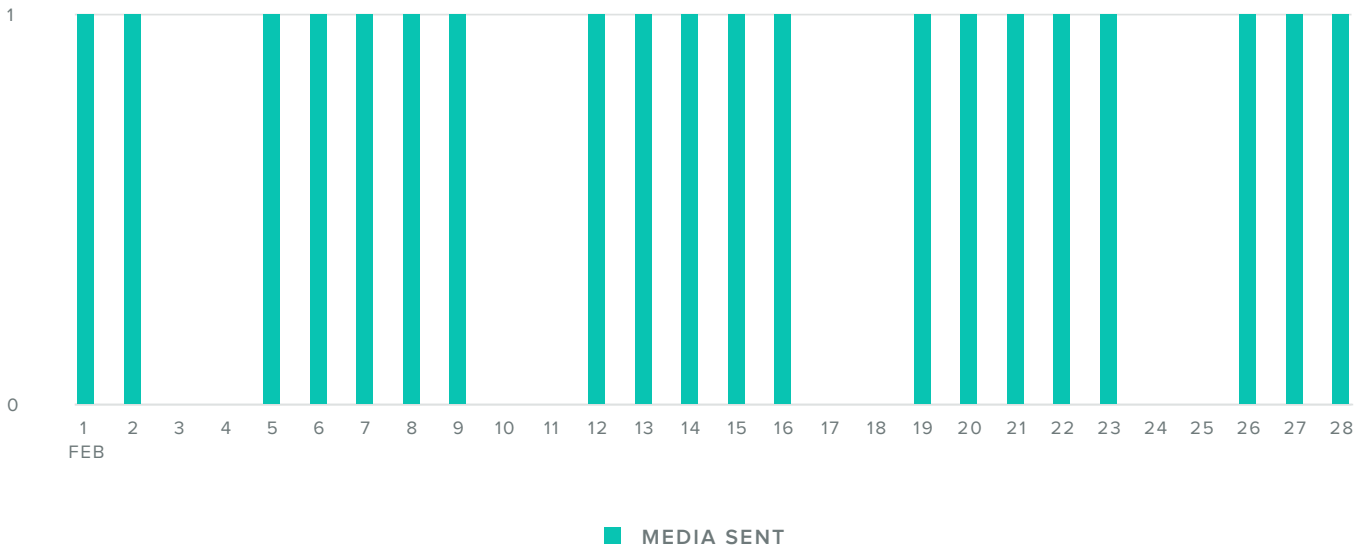
Total followers increased by

4.8%

since previous month

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	18
Videos	2
Other	-
Total Media	20

The number of media you sent increased by

— since previous month

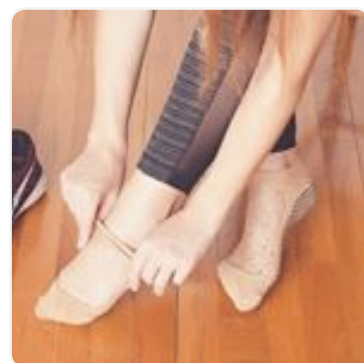
Instagram Top Posts



@shashi_usa
223 Engagements



@shashi_usa
175 Engagements



@shashi_usa
154 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

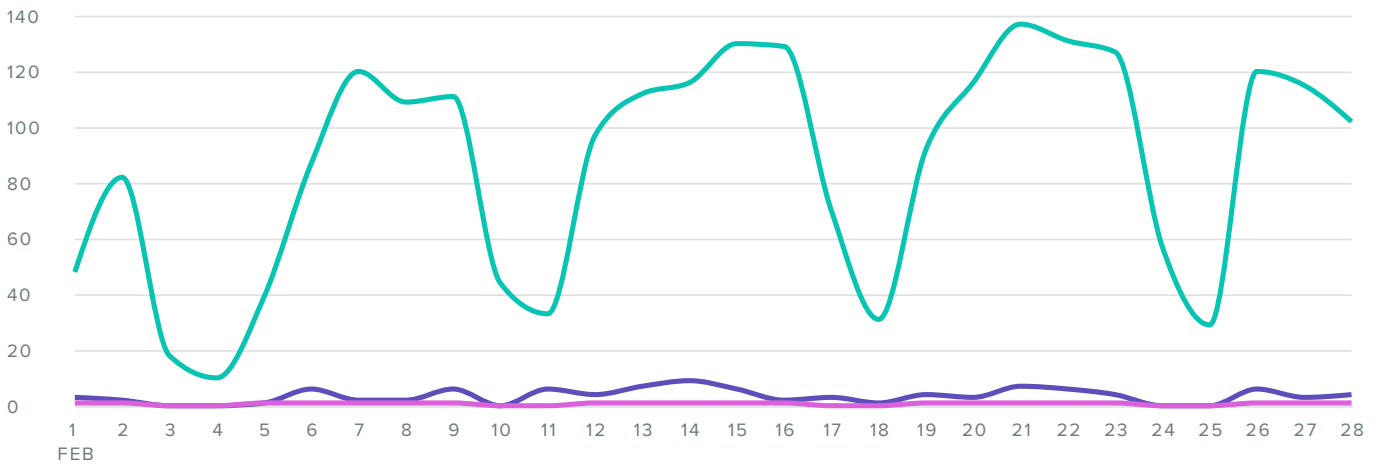
#pilates	17
#yogaeverydamnday	17
#yoga	17
#yogini	17
#yogalife	16
#yogalove	16
#yogapose	16
#yogapractice	16
#yogachallenge	16
#yogaeverywhere	16

MOST ENGAGED HASHTAGS

#pilates	1,935
#yogini	1,875
#yoga	1,809
#yogaeverydamnday	1,782
#yogapractice	1,337
#yogachallenge	1,337
#yogainspiration	1,041
#barre	988
#namaste	938
#igyoga	907

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ LIKES RECEIVED ■ COMMENTS ■ MEDIA SENT

Engagement Metrics	Totals
Likes Received	2,412
Comments Received	97
Total Engagements	2,509

The number of engagements increased by

▲ **20.7%**

since previous month

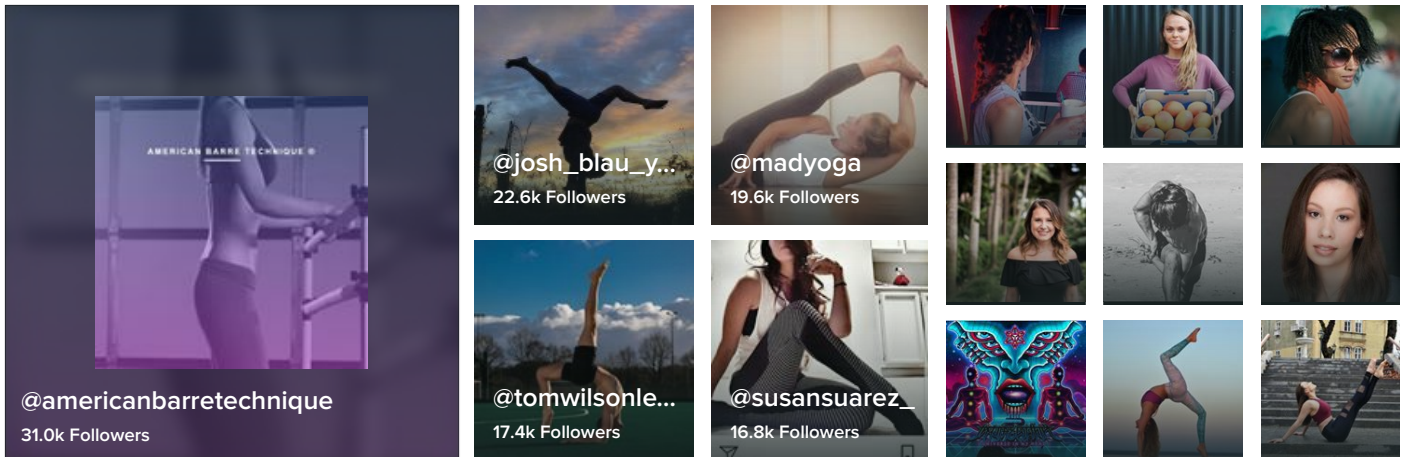
Engagements per Follower	0.49
Engagements per Media	125.45

The number of engagements per media increased by

▲ **20.7%**

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	5,149	4.8%	236	20	29	2,509	125.5	0.49



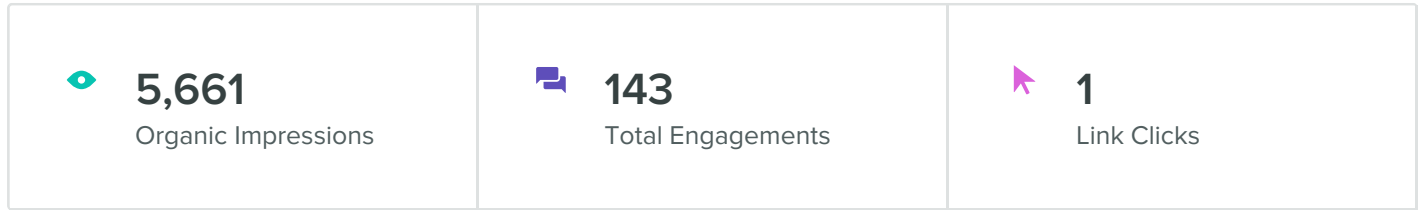
Twitter Profiles for **Shashi Socks**

Feb 01, 2018 - Feb 28, 2018

Track profile performance to determine the impact of Twitter content

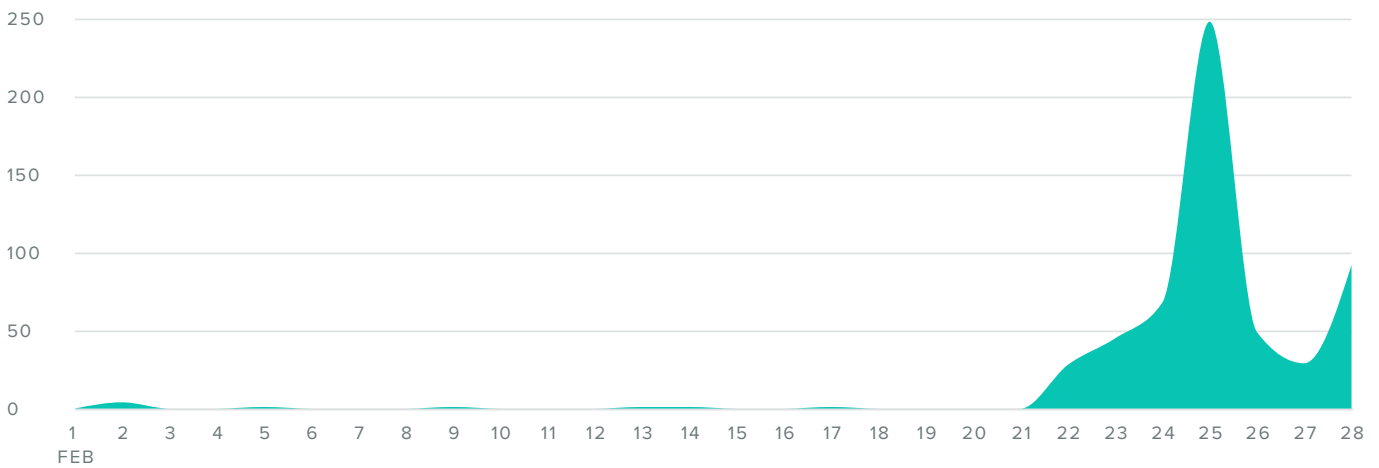
SHASHI[®]

Twitter Activity Overview



Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



■ NET FOLLOWERS GAINED

Follower Metrics	Totals
Total Followers	1,536
Net Followers gained	560
People that you followed	1,394

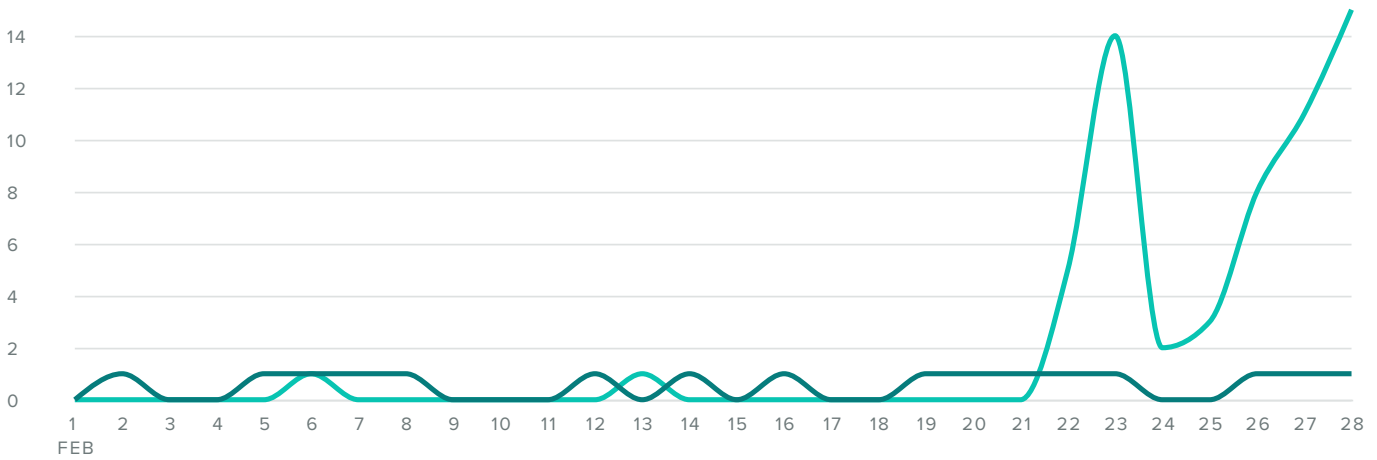
Total followers increased by

▲ 57.4%

since previous month

Twitter Posts & Conversations

MESSAGES PER DAY



Sent/Received Metrics	Totals
Tweets sent	16
Direct Messages sent	-
Total Sent	16
Mentions received	17
Direct Messages received	43
Total Received	60

The number of messages you sent decreased by

-5.9%


since previous month

The number of messages you received increased by





+1,100.0%

since previous month

Twitter Top Posts, by Responses

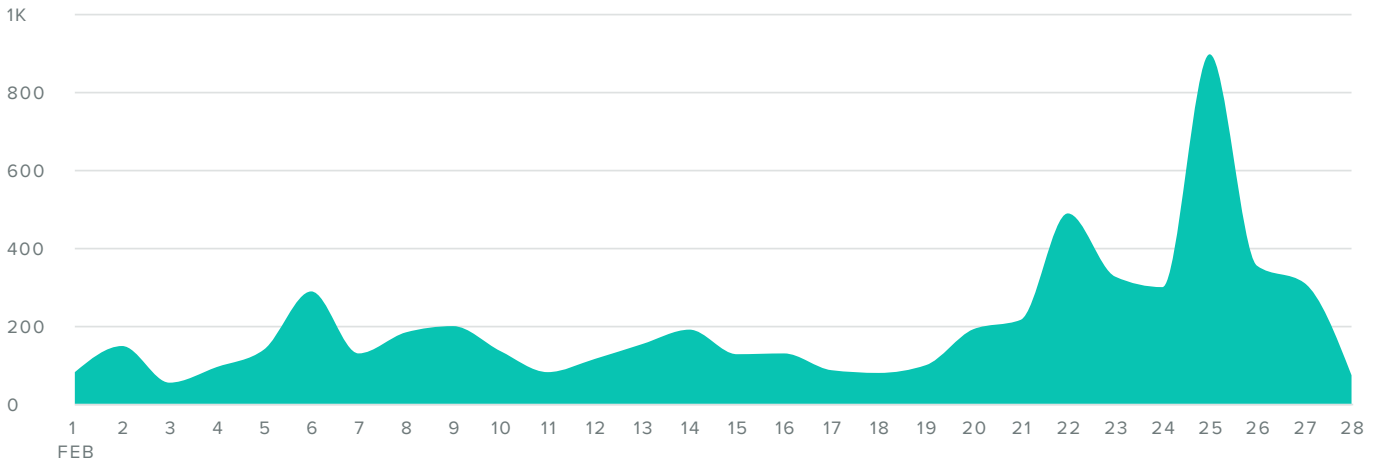
Tweet	Potential Reach	Responses	Clicks	Retweets
 Shashi_USA What's your weekend workout of choice? https://t.co/ashHMBzBhR (Tweet) February 23, 2018 12:55 pm	32,171	3	-	2

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
 <p>Shashi_USA And who doesn't want to feel elegant & beautiful while doing an exercise that they love? 🧘 https://t.co/osf5HmZhmH (Tweet) February 28, 2018 11:45 am</p>	30,809	2	–	2
 <p>Shashi_USA Because you did not wake up today to be mediocre. 🙄 https://t.co/NxoljrK0hF (Tweet) February 21, 2018 12:50 pm</p>	28,312	2	–	2
 <p>Shashi_USA SHASHI socks provide functionality and a seamless progression that bridges the gap between performance and style, making a flawless transition from the studio to the street.. literally. https://t.co/2awGStH9mP (Tweet) February 27, 2018 1:01 pm</p>	2,915	1	–	1
 <p>Shashi_USA We have some exciting news to share! We have a brand new #sock in stock, the Koi Wave! The Koi Wave is a #fashion statement that goes swimmingly with any look from casual to business. Check it out here -&gt; https://t.co/Qhf7oK7quG (Tweet) February 26, 2018 11:54 am</p>	2,915	1	–	1

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY



■ ORGANIC IMPRESSIONS

Impressions Metrics	Totals
Average Organic Impressions per Day	202
Total Organic Impressions	5,661

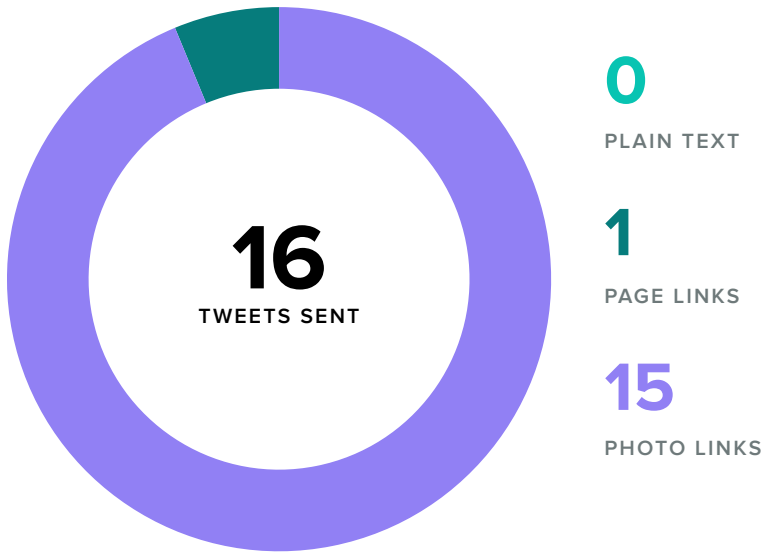
Organic Impressions increased by

▲ 29.2%

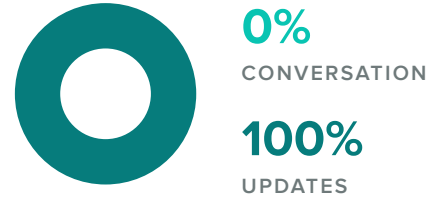
since previous month

Twitter Publishing Behavior

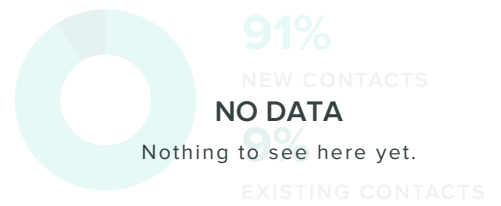
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)

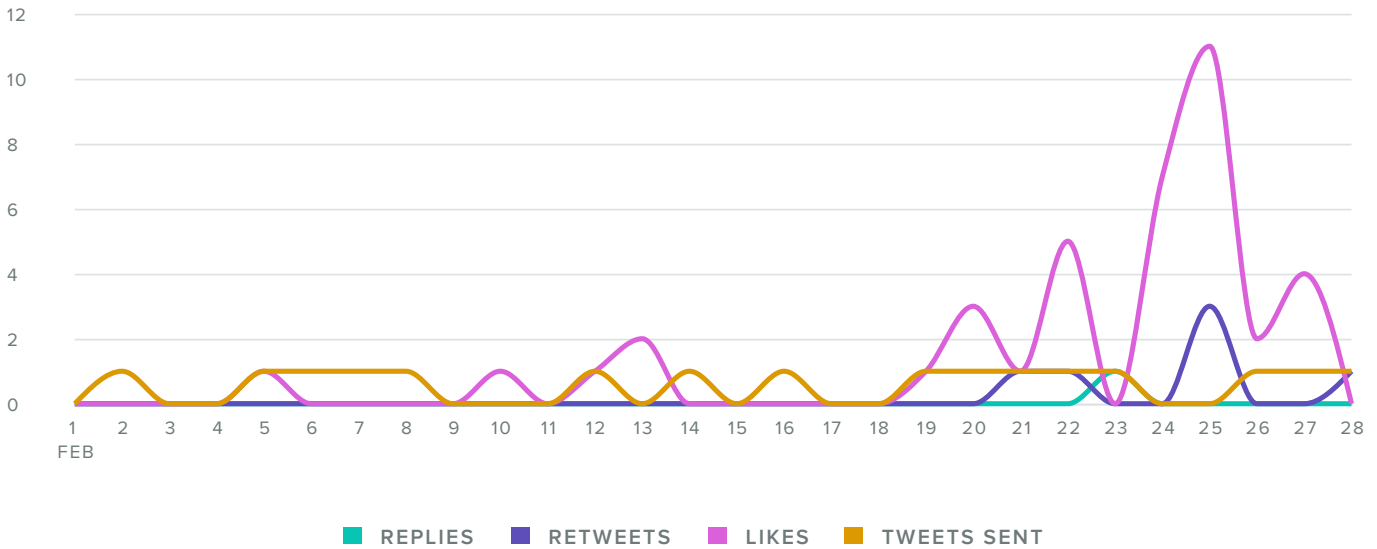


CONTACT BEHAVIOR (ALL TWEETS)



Twitter Engagement

ENGAGEMENT COUNT



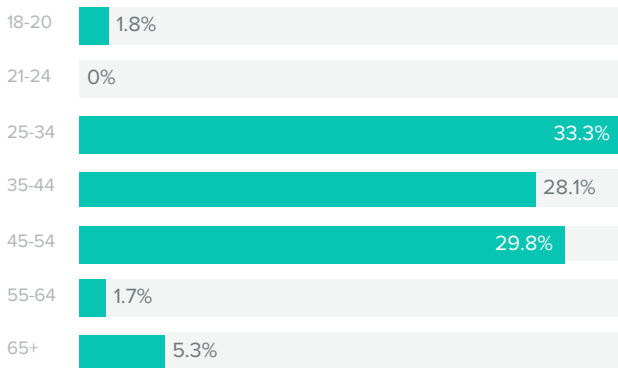
Engagement Metrics	Totals
Replies	1
Retweets	6
Retweets with Comments	1
Likes	39
Total Engagements	143
Engagements per Follower	0.093
Organic Impressions per Follower	3.69
Engagements per Tweet	8.94
Organic Impressions per Tweet	353.81
Engagements per Organic Impression	0.025

The number of engagements increased by **138.3%** since previous month

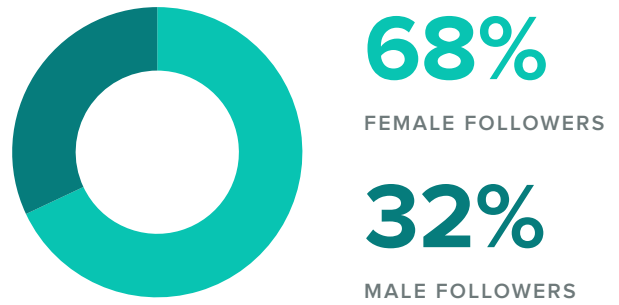
The number of organic impressions per Tweet increased by **37.3%** since previous month

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	Organic Impressions	Organic Impressions per Follower	Engagements	Engagements per Follower	Retweets
 Shashi Socks	1,536	57.4%	16	5,661	3.69	143	0.09	6

