



Group Report

May 22, 2018 - Aug 21, 2018

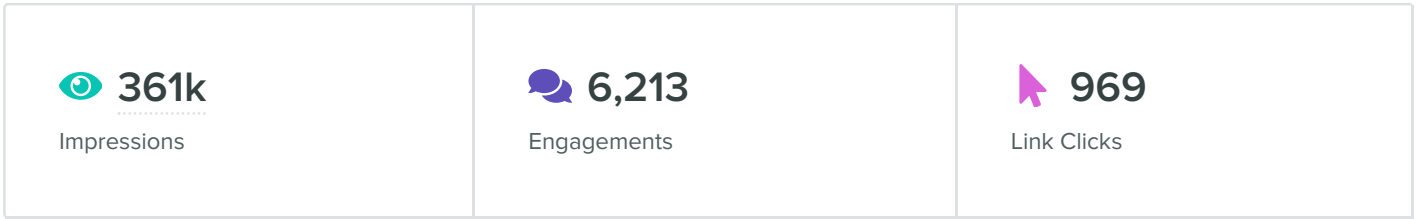
Understand growth and health of your social profiles

Included in this Report

 Devon & Severn IFCA

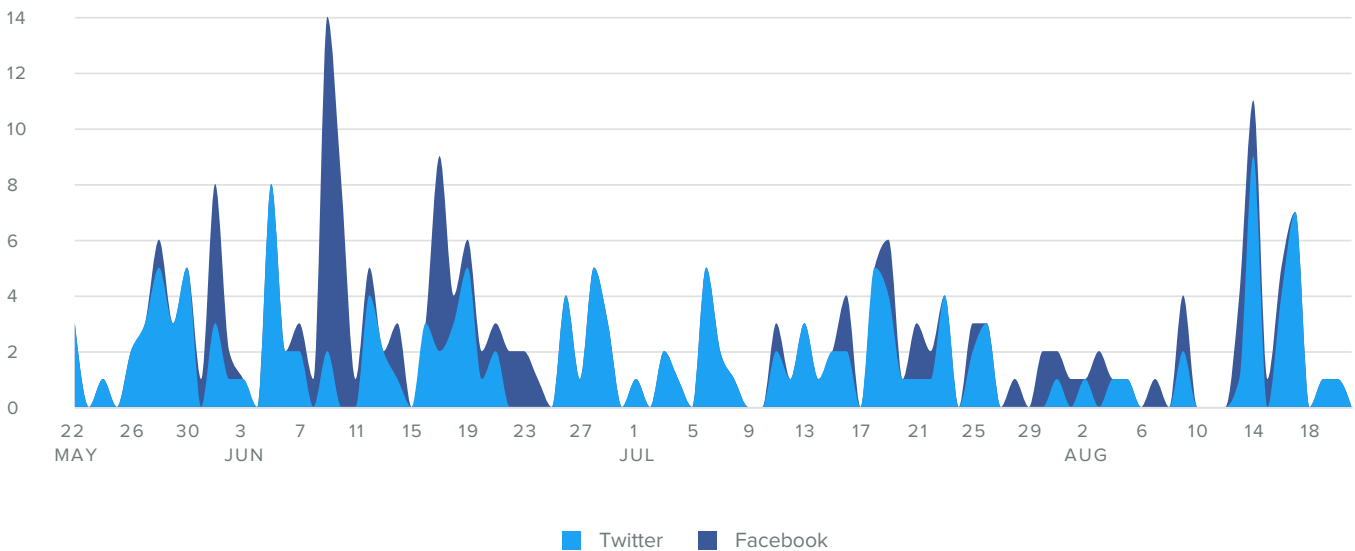
 Devon and Severn IFCA

Group Activity Overview



Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	Change
Total Fans	2,895	▲ 6.5%
New Twitter Followers	104	▲ 4.1%
New Facebook Fans	74	▲ 38.2%
Total Fans Gained	178	▲ 6.5%

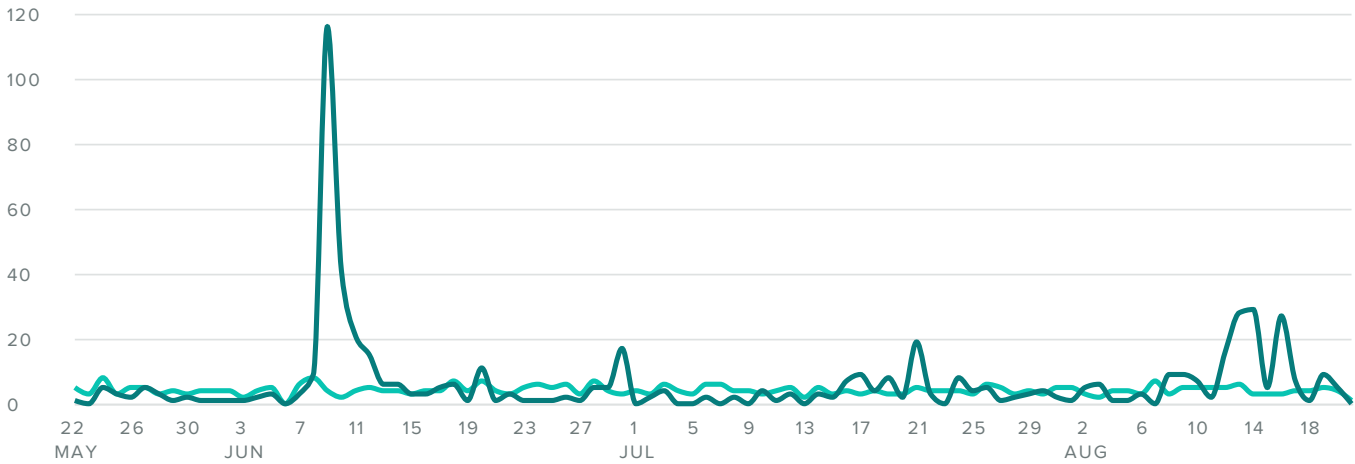
Total followers increased by

▲ 6.5%

since previous date range

Group Message Volumes

MESSAGES PER DAY



■ Sent Messages ■ Received Messages

Sent Messages Metrics	Totals	Change
Twitter Tweets and DMs Sent	239	▼ -1.6%
Facebook Posts Sent	144	▲ 0.7%
Total Messages Sent	383	▼ -0.8%

Message volume decreased by

▼ 0.8%

since previous date range

Received Messages Metrics	Totals	Change
Twitter Messages Received	173	▲ 13.8%
Facebook Messages Received	416	▲ 261.7%
Total Messages Received	589	▲ 120.6%

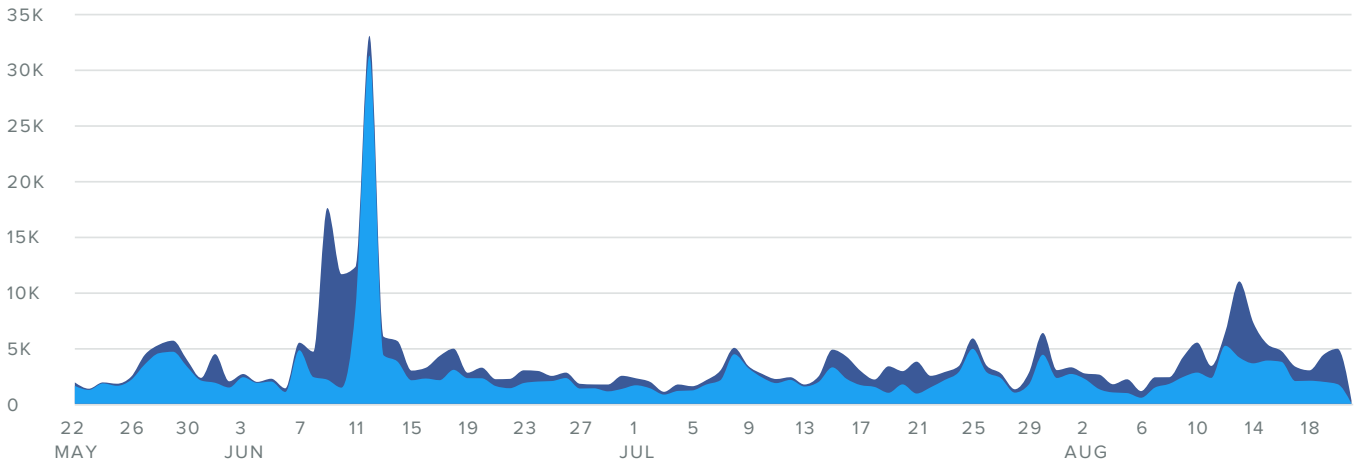
Message volume increased by

▲ 120.6%

since previous date range

Group Impressions

IMPRESSIONS PER DAY



■ Twitter ■ Facebook

Impressions Metrics	Totals	Change
Twitter Impressions	240.1k	▲ 17.2%
Facebook Impressions	121k	▲ 101%
Total Impressions	361k	▲ 36.3%

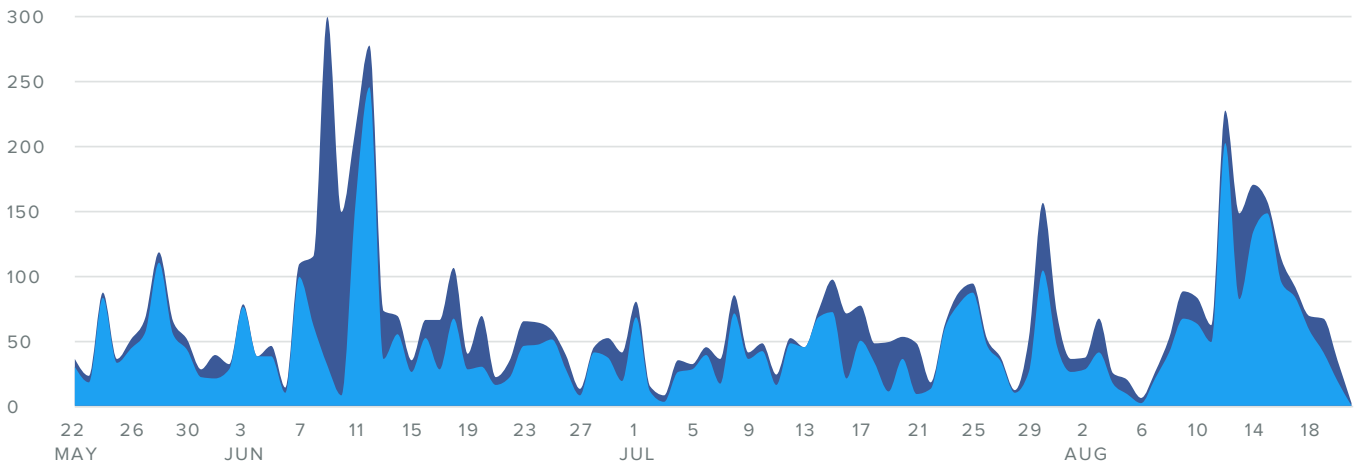
Total Impressions increased by

▲ 36.3%

since previous date range

Group Engagement

ENGAGEMENTS PER DAY



■ Twitter ■ Facebook



Engagement Metrics	Totals	Change
Twitter Engagements	4,422	▲ 22.1%
Facebook Engagements	1,791	▲ 88.1%
Total Engagements	6,213	▲ 35.9%

The number of engagements increased by

▲ 35.9%

since previous date range

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
 Devon & Severn IFCA @DevonSevernIFCA	2,631	4.12%	233	240.1k	1,030	4,422	19	510
 Devon and Severn IFCA Business Page	264	38.22%	144	121k	839.9	1,791	12.4	459