

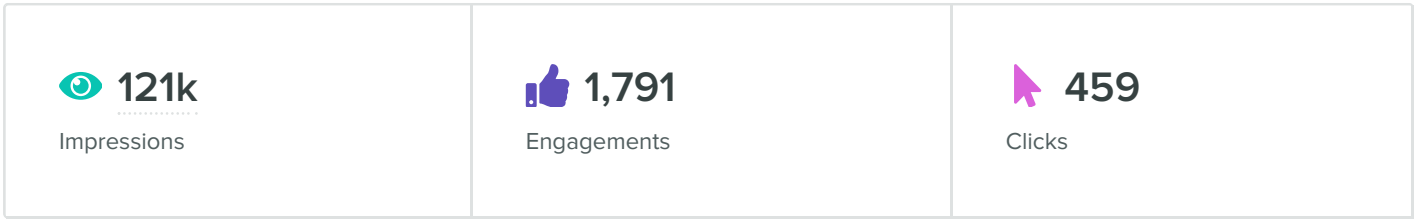


Facebook Pages
for **Devon and Severn IFCA**

May 22, 2018 - Aug 21, 2018

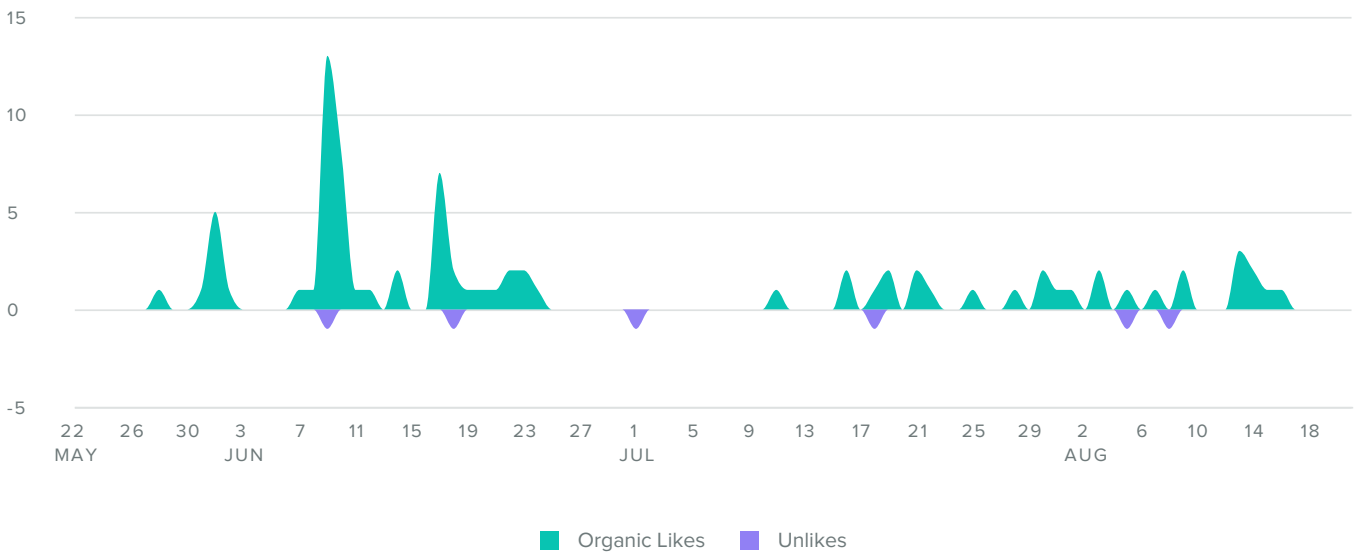
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

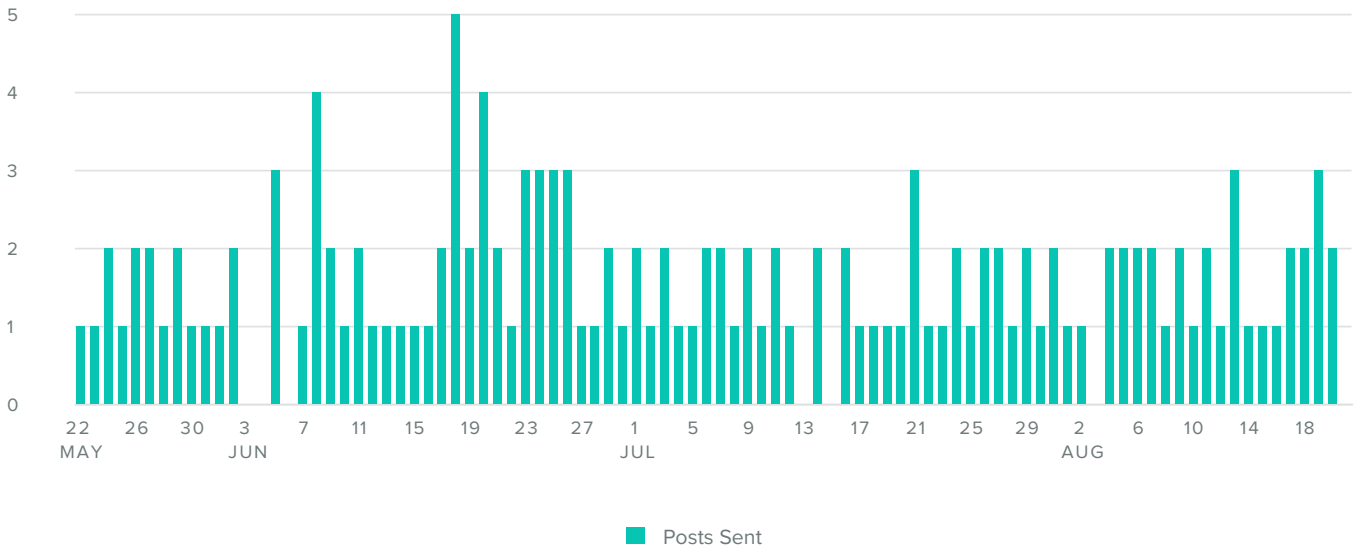


Audience Growth Metrics	Totals
Total Fans	264
Organic Likes	80
Unlikes	6
Net Likes	74

Total fans increased by
▲38.2%
 since previous date range

Facebook Publishing Behavior


POSTS, BY DAY







Publishing Metrics	Totals
Photos	37
Videos	2
Posts	105
Notes	0
Total Posts	144

The number of posts you sent increased by **▲0.7%** since previous date range

Facebook Top Posts, by Reactions

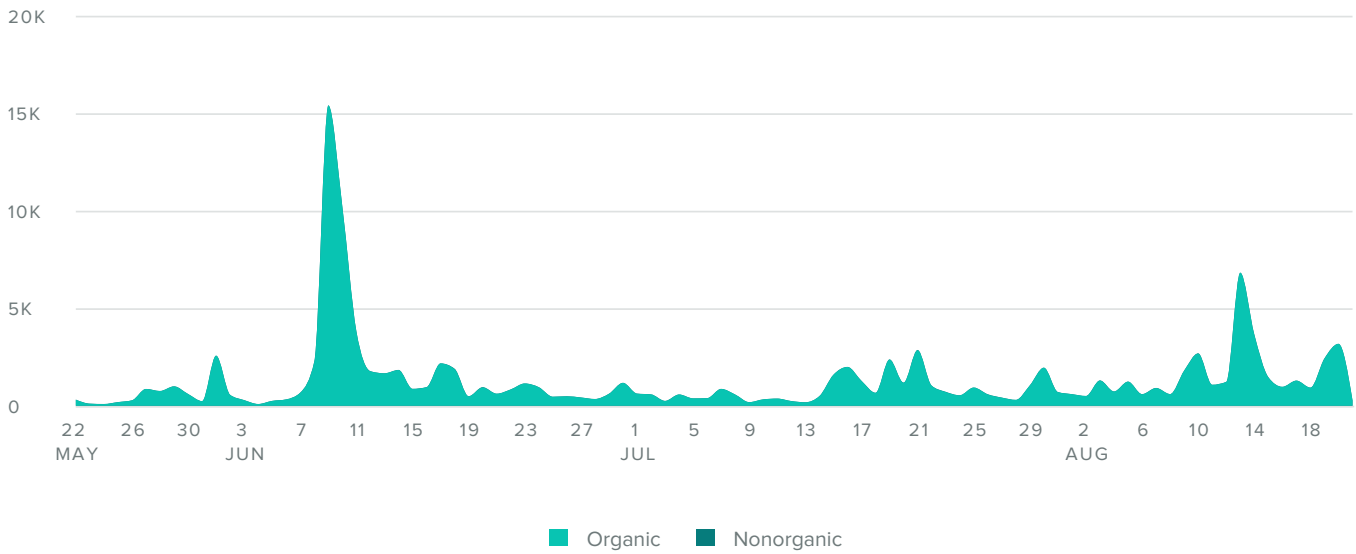
Post	Reactions ▼	Comments	Engagement	Reach
<p>Devon and Severn IFCA</p> <p>Please remember, if you're sea fishing, Bass is catch and release only this year for recreational fishers and any caught must be returned to the water immediately. This measure is part of an EU package to rebuild the fishery.</p> 	151	173	14.6%	13.9k
(Post) by Alison H. June 08, 2018 8:20 pm				

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Devon and Severn IFCA If you're heading to the coast this weekend... please remember to take your litter with you, thanks</p> 	118	16	3.9%	8,455
(Post) by Alison H. June 09, 2018 8:34 am				
<p>Devon and Severn IFCA If you're heading to the coast this weekend... please remember to take your litter with you, thanks</p> 	68	2	3.2%	4,090
(Post) by Alison H. July 14, 2018 8:34 am				
<p>Devon and Severn IFCA A recent D&S IFCA patrol with the MMO at Lyme Bay were lucky enough to spot this little pod of dolphins - great footage!</p> 	58	3	7.2%	1,718
(Post) by Alison H. July 29, 2018 7:14 pm				
<p>Devon and Severn IFCA Recent patrol by our Enforcement Team and the MMO of Shaldon and Teignmouth, ensuring Bass legislation is complied with.</p> 	43	59	11.9%	6,366
(Post) by Alison H. August 12, 2018 7:02 am				

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	120.7k
Nonorganic Impressions	278
Total Impressions	121k
Average Daily Users Reached	807.27

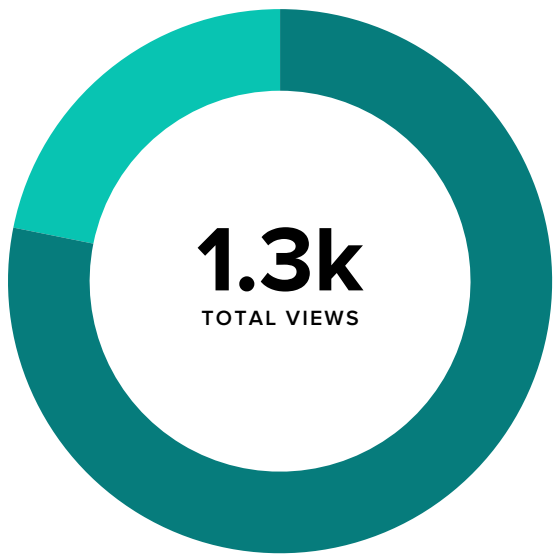
Total Impressions increased by

▲101%

since previous date range

Facebook Video Performance

VIEW METRICS



289

ORGANIC FULL

1k

ORGANIC PARTIAL

VIEWING BREAKDOWN

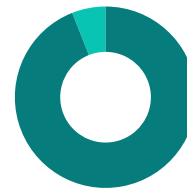


100%

ORGANIC VIEWS

0%

PAID VIEWS



6%

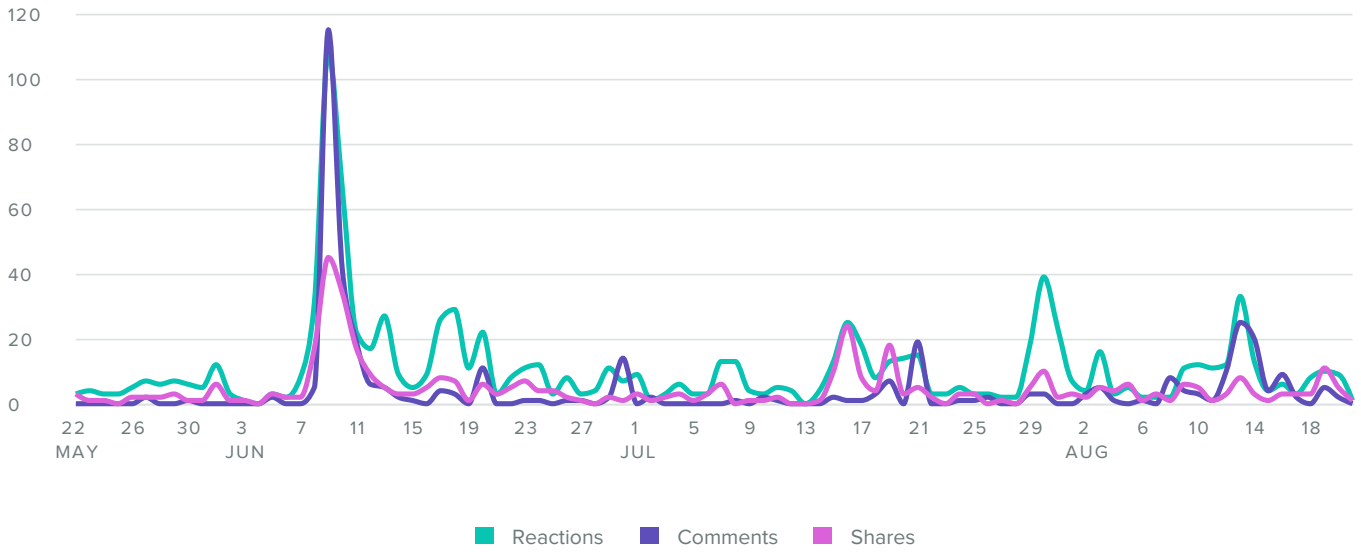
CLICK PLAYS

94%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	982
Comments	389
Shares	420
Total Engagements	1,791

Total Engagements increased
by
▲ 88.1%
since previous date range

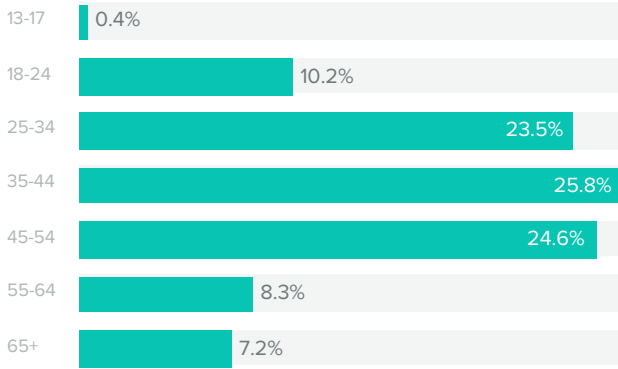
Facebook Audience Demographics

Page Fans

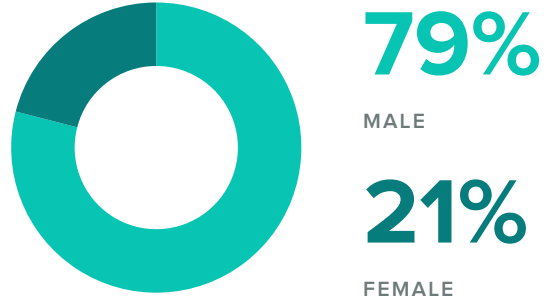
People Reached

People Engaged

BY AGE



BY GENDER



Men between the ages of 35-44 appear to be the leading force among your fans.

Top Countries

United Kingdom	254
Guernsey	2
Ireland	2
Spain	1
Isle of Man	1

Top Cities

Plymouth, England, United Kingdom	36
Brixham, England, United Kingdom	14
Weston-super-Mare, England, United Kingdom	10
Torquay, England, United Kingdom	8
Barnstaple, England, United Kingdom	7

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Devon and Severn IFCA	264	38.22%	144	121k	839.93	1,791	12.44	459