



# Group Report

Aug 22, 2018 - Nov 22, 2018

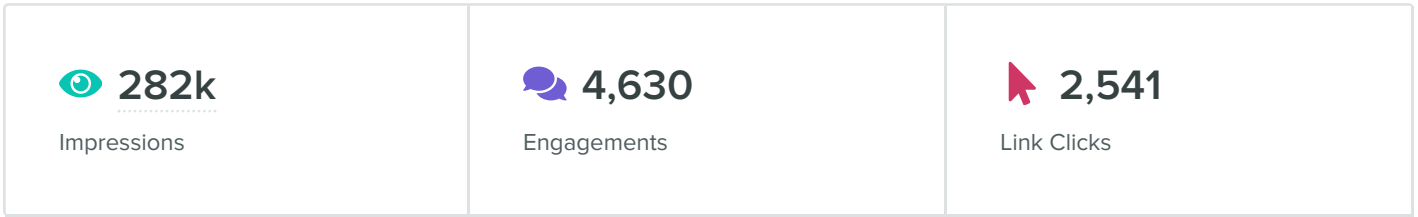
Understand growth and health of your social profiles

## Included in this Report

 Devon & Severn IFCA

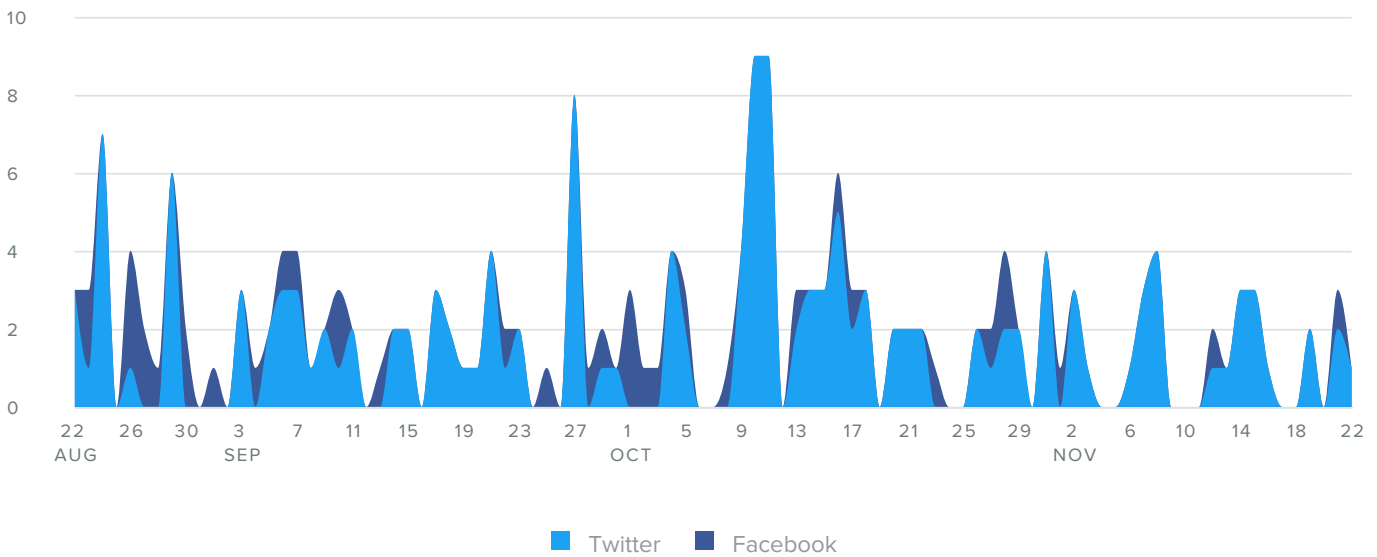
 Devon and Severn IFCA

## Group Activity Overview



## Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	% Change
<b>Total Fans</b>	<b>3,045</b>	<b>↗ 5.2%</b>
New Twitter Followers	115	↗ 4.4%
New Facebook Fans	36	↗ 13.6%
Total Fans Gained	151	↗ 5.2%

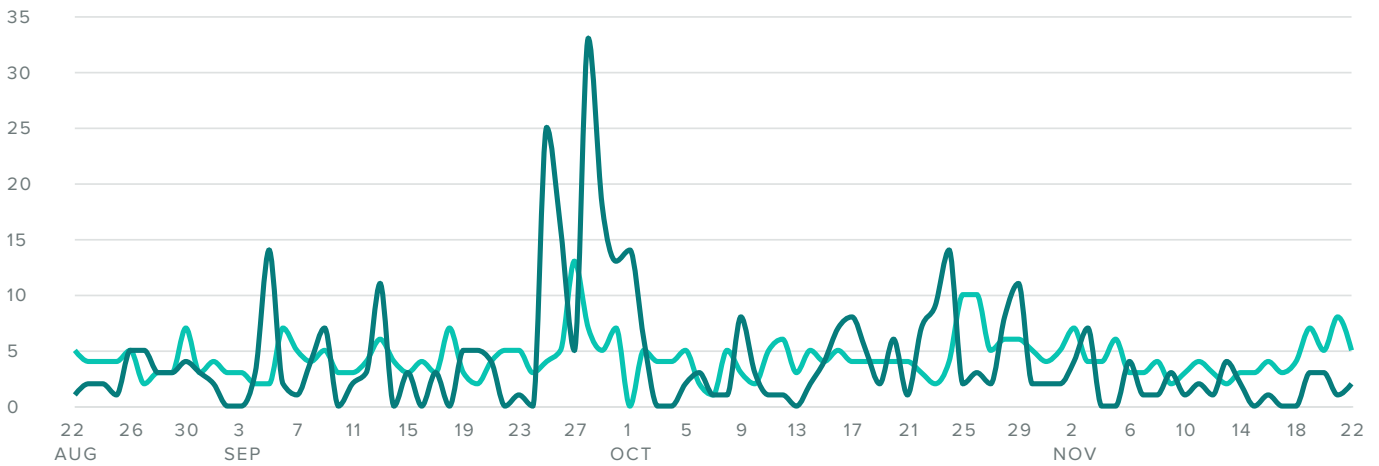
Total followers increased by

**5.2%**

since previous date range

## Group Message Volumes

### MESSAGES PER DAY



■ Sent Messages ■ Received Messages

Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	233	↘ 3.3%
Facebook Posts Sent	168	↗ 13.5%
<b>Total Messages Sent</b>	<b>401</b>	<b>↗ 3.1%</b>

Message volume increased by

**▲ 3.1%**

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	122	↘ 29.9%
Facebook Messages Received	264	↘ 36.5%
<b>Total Messages Received</b>	<b>386</b>	<b>↘ 34.6%</b>

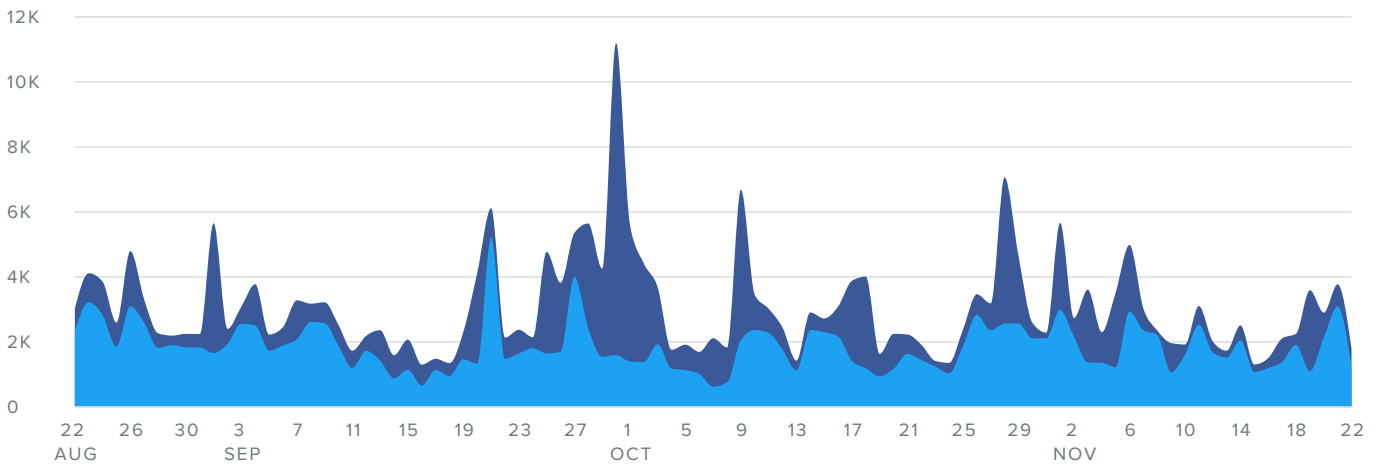
Message volume decreased by

**▼ 34.6%**

since previous date range

## Group Impressions

### IMPRESSIONS PER DAY



Twitter Facebook

Impressions Metrics	Totals	% Change
Twitter Impressions	169.7k	↘ 31.7%
Facebook Impressions	112.3k	↘ 8%
<b>Total Impressions</b>	<b>282k</b>	<b>↘ 23.9%</b>

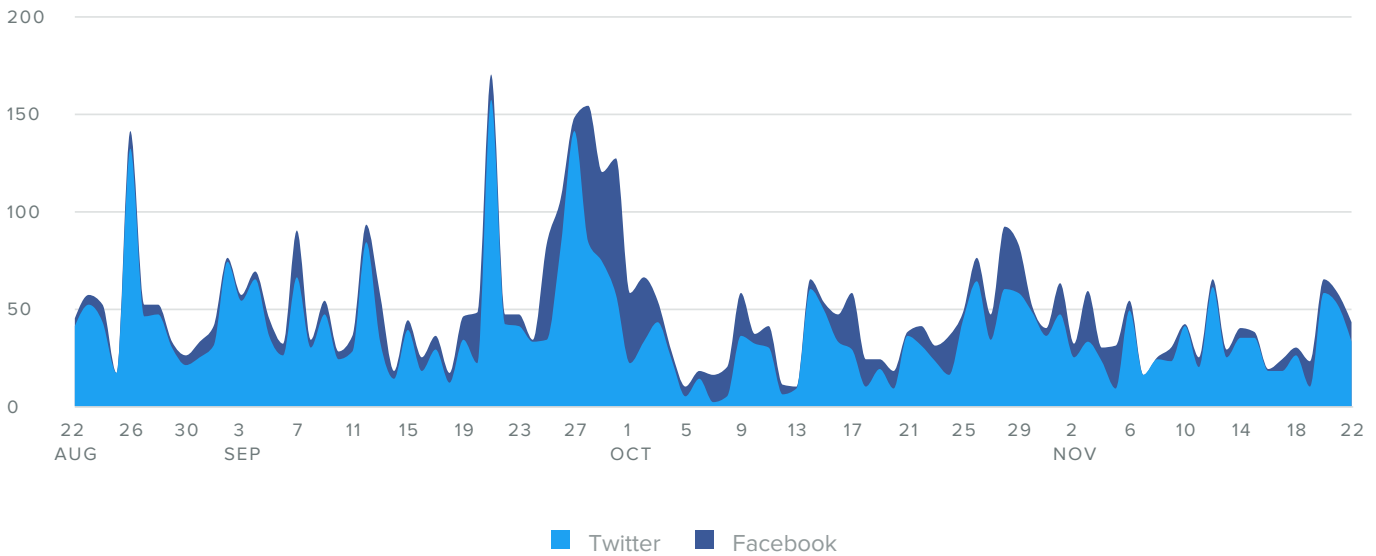
Total Impressions decreased by

**-23.9%**

since previous date range

## Group Engagement





ENGAGEMENTS PER DAY



Engagement Metrics	Totals	% Change
Twitter Engagements	3,565	↘ 21.3%
Facebook Engagements	1,065	↘ 41.1%
<b>Total Engagements</b>	<b>4,630</b>	<b>↘ 26.9%</b>

The number of engagements decreased by  
**-26.9%**  
 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
 <b>Devon &amp; Severn IFCA</b>  @DevonSevernIFCA	2,745	4.37%	229	169.7k	741.2	3,565	15.6	708
 <b>Devon and Severn IFCA</b>  Business Page	300	13.64%	168	112.3k	668.4	1,065	6.3	1,833