



Group Report

Jan 01, 2018 - Nov 26, 2018

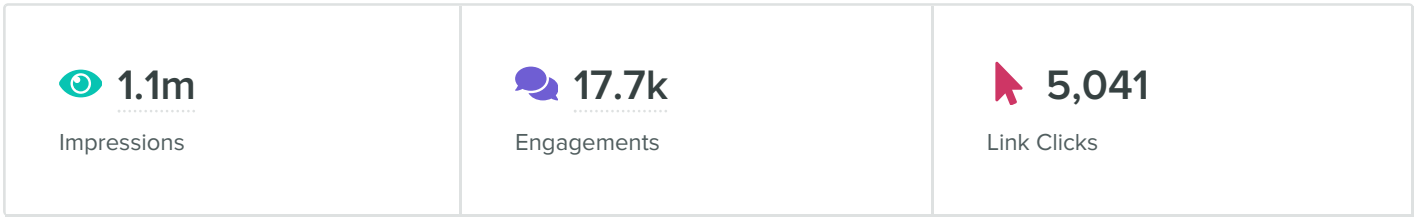
Understand growth and health of your social profiles

Included in this Report

 Devon & Severn IFCA

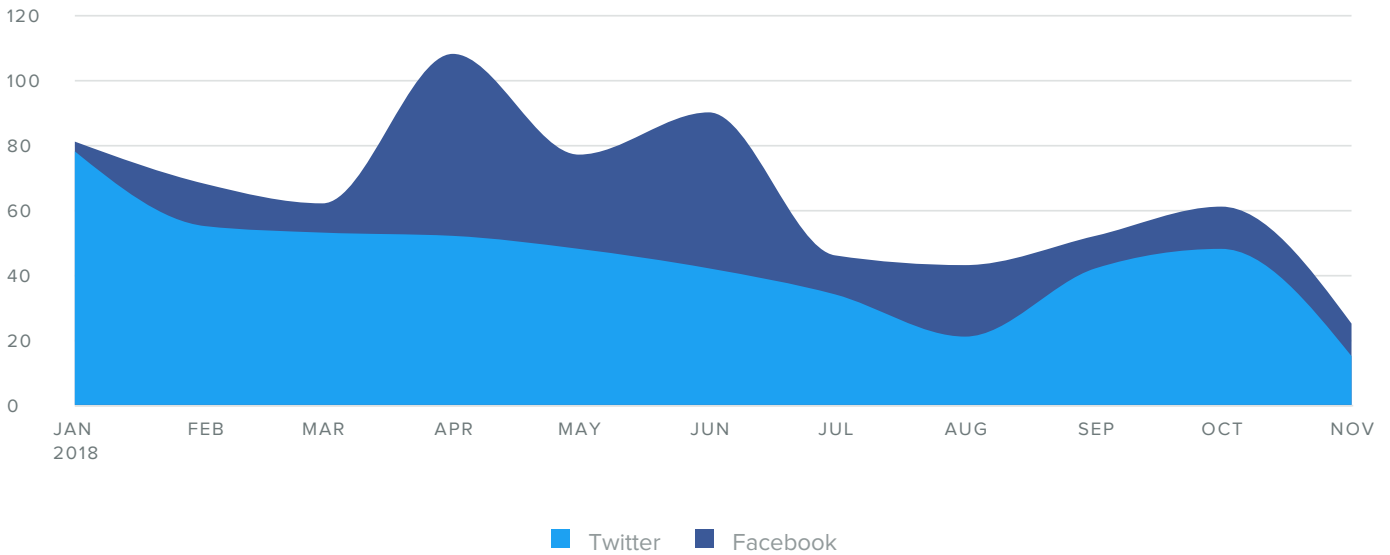
 Devon and Severn IFCA

Group Activity Overview



Group Audience Growth

AUDIENCE GROWTH, BY MONTH



Audience Growth Metrics	Totals	% Change
Total Fans	3,056	↗ 30.4%
New Twitter Followers	488	↗ 21.6%
New Facebook Fans	225	↗ 269.9%
Total Fans Gained	713	↗ 30.4%

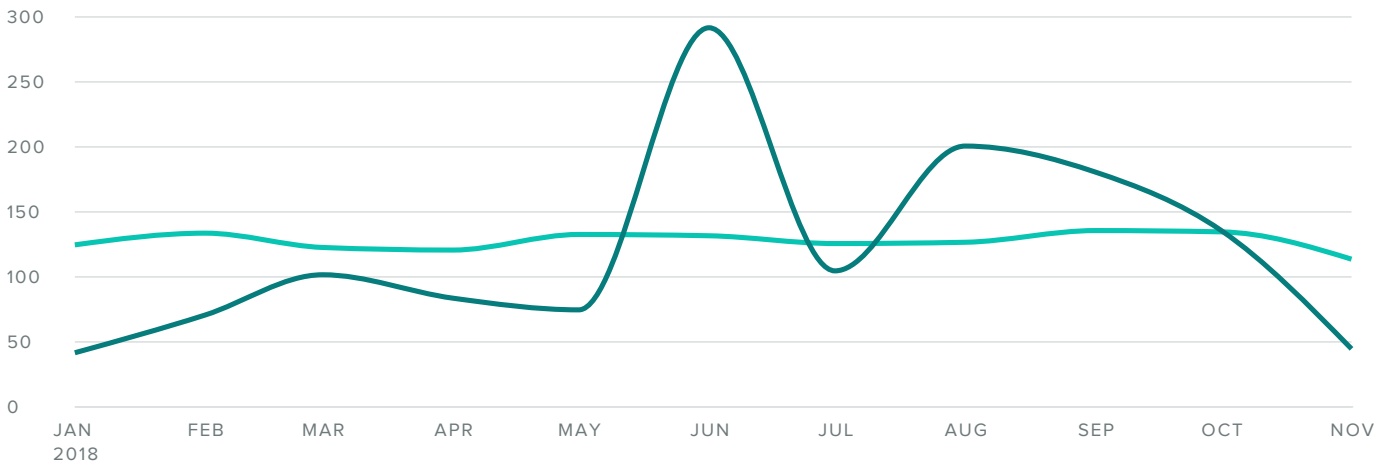
Total followers increased by

▲ 30.4%

since previous date range

Group Message Volumes

MESSAGES PER MONTH



■ Sent Messages ■ Received Messages

Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	859	↗ 37.4%
Facebook Posts Sent	536	↗ 158.9%
Total Messages Sent	1,395	↗ 67.7%

Message volume increased by

▲ 67.7%

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	506	↗ 38.6%
Facebook Messages Received	817	↗ 528.5%
Total Messages Received	1,323	↗ 167.3%

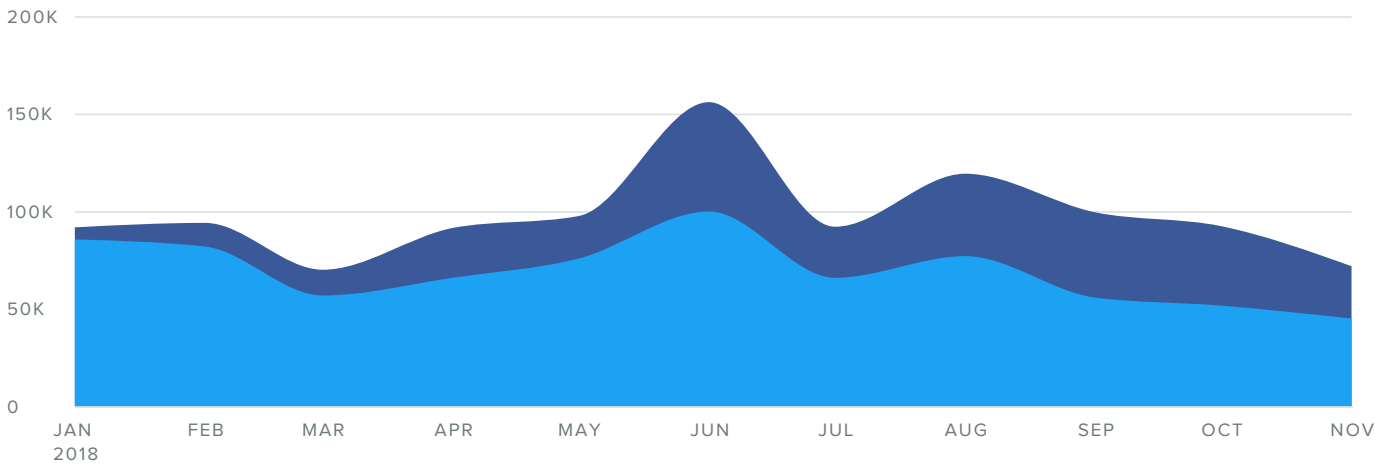
Message volume increased by

▲ 167.3%

since previous date range

Group Impressions

IMPRESSIONS PER MONTH



Twitter Facebook

Impressions Metrics	Totals	% Change
Twitter Impressions	759.9k	↗ 95.8%
Facebook Impressions	314.7k	↗ 460.7%
Total Impressions	1.1m	↗ 142%

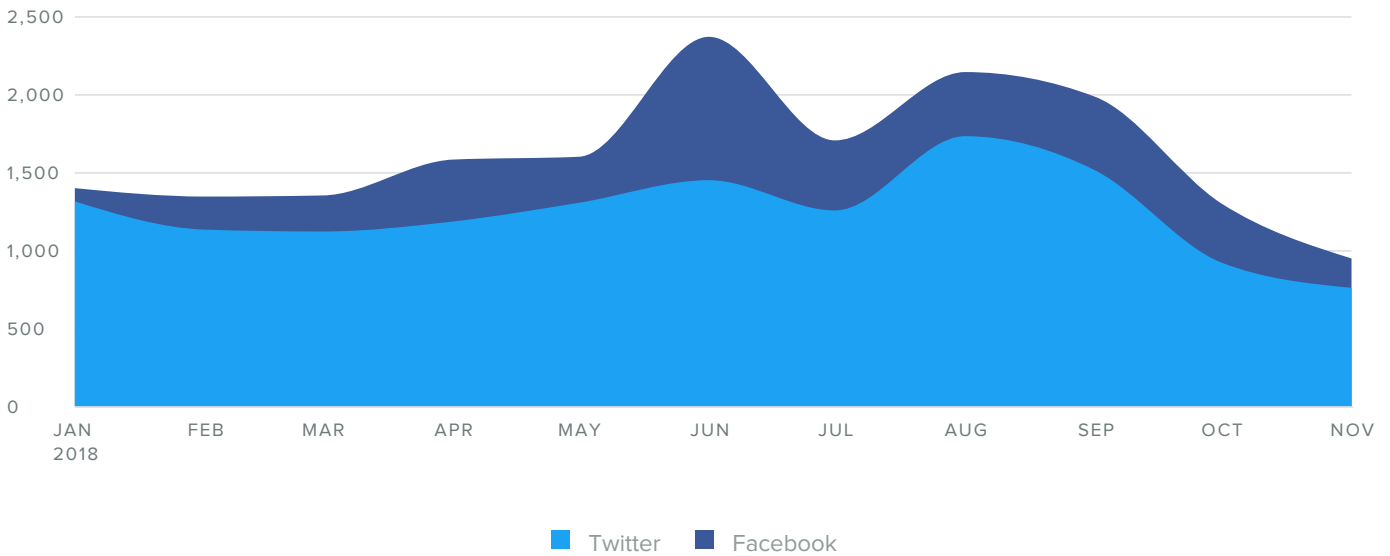
Total Impressions increased by

142%

since previous date range

Group Engagement

ENGAGEMENTS PER MONTH





Engagement Metrics	Totals	% Change
Twitter Engagements	13.7k	↗ 55.4%
Facebook Engagements	4,038	↗ 391.2%
Total Engagements	17.7k	↗ 84.1%

The number of engagements increased by

▲ 84.1%

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	2,749	21.58%	833	759.9k	912.2	13.7k	16.4	2,220
 Devon and Severn IFCA Business Page	307	269.88%	536	314.7k	587.1	4,038	7.5	2,821