



Group Report

Jan 01, 2018 - Dec 31, 2018

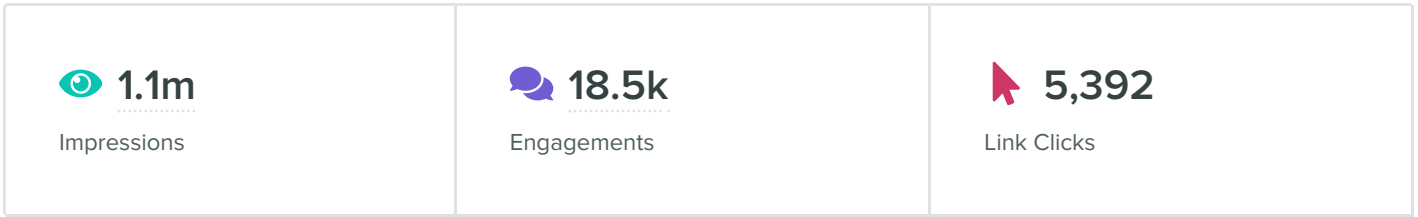
Understand growth and health of your social profiles

Included in this Report

 Devon & Severn IFCA

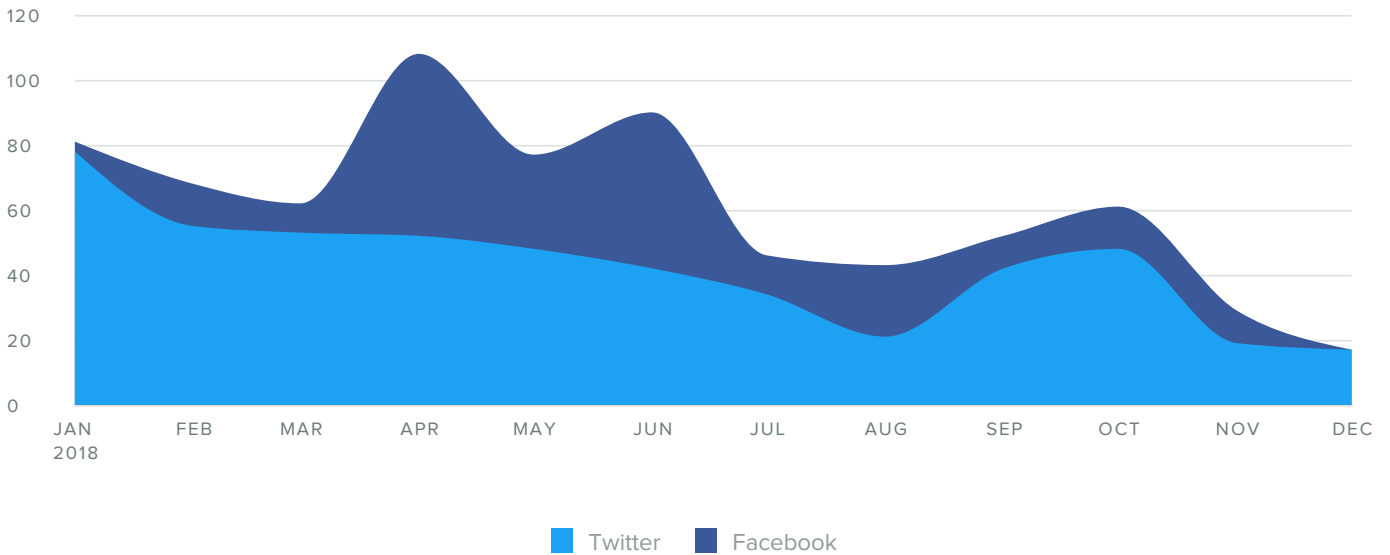
 Devon and Severn IFCA

Group Activity Overview



Group Audience Growth

AUDIENCE GROWTH, BY MONTH



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	3,077	↗ 31.3%
New Twitter Followers	509	↗ 22.5%
New Facebook Fans	224	↗ 269.9%
Total Followers Gained	733	↗ 31.3%

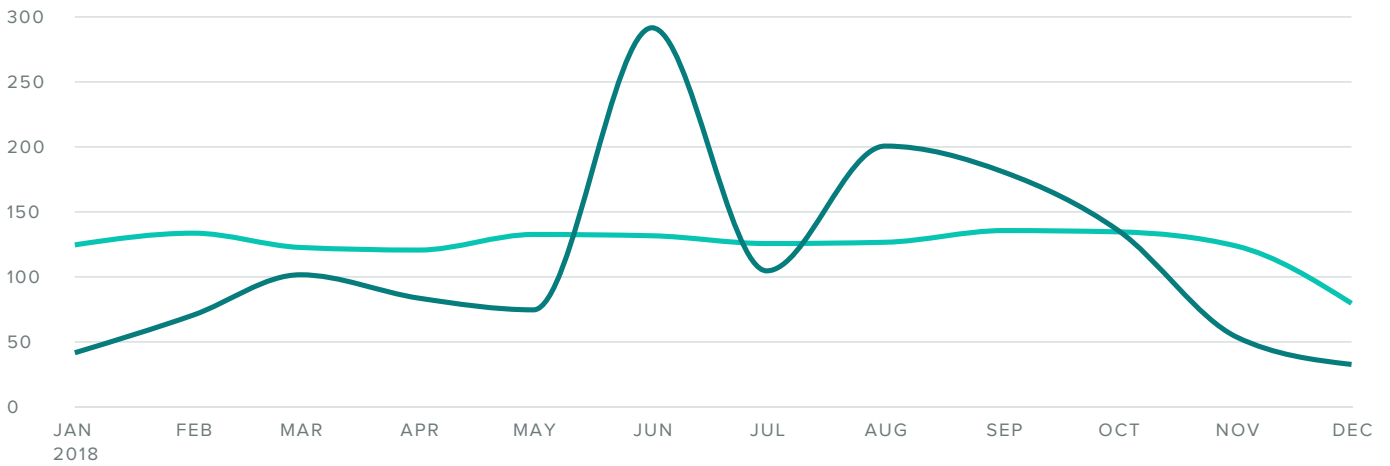
Total followers increased by

▲ 31.3%

since previous date range

Group Message Volumes

MESSAGES PER MONTH



■ Sent Messages ■ Received Messages

Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	916	↗ 33.9%
Facebook Posts Sent	568	↗ 174.4%
Total Messages Sent	1,484	↗ 66.6%

Message volume increased by

▲ 66.6%

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	536	↗ 39.6%
Facebook Messages Received	828	↗ 536.9%
Total Messages Received	1,364	↗ 165.4%

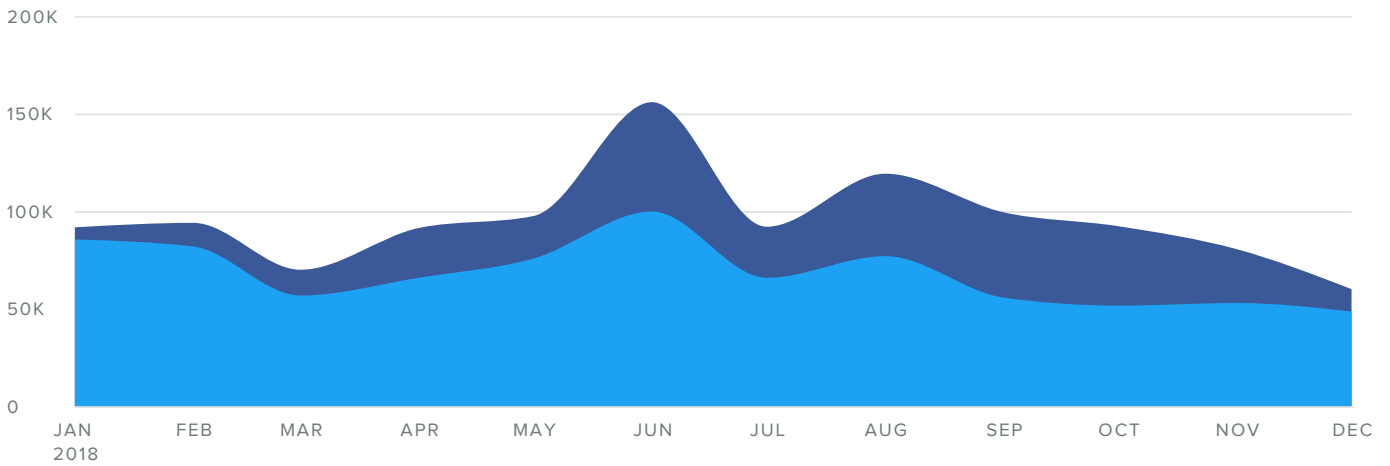
Message volume increased by

▲ 165.4%

since previous date range

Group Impressions

IMPRESSIONS PER MONTH



Twitter Facebook

Impressions Metrics	Totals	% Change
Twitter Impressions	816,304	↗ 110.4%
Facebook Impressions	326,964	↗ 482.6%
Total Impressions	1,143,268	↗ 157.4%

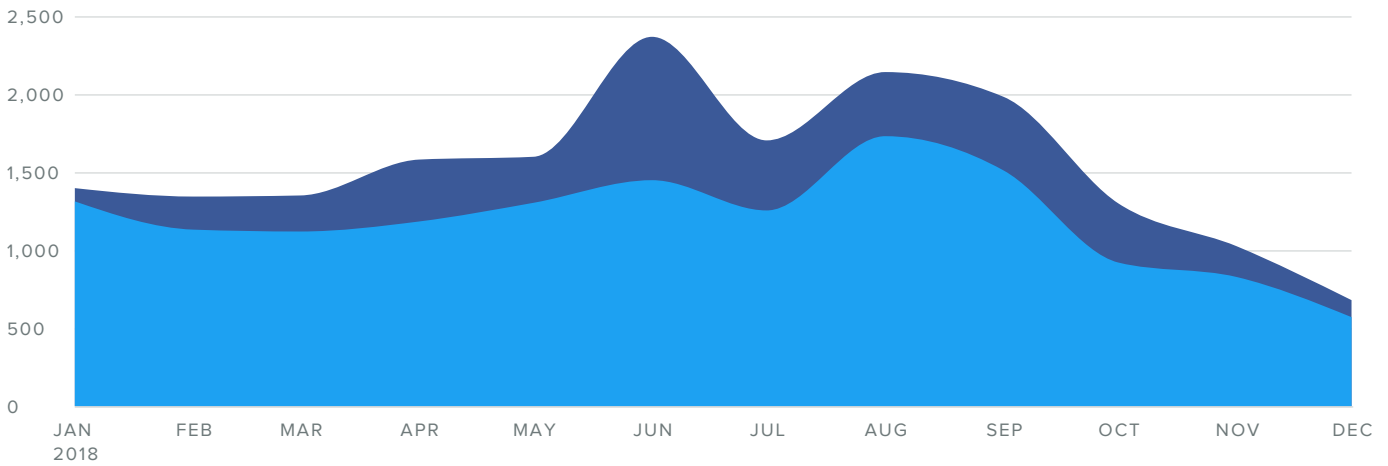
Total Impressions increased by

157.4%

since previous date range

Group Engagement

ENGAGEMENTS PER MONTH



Twitter Facebook



Engagement Metrics	Totals	% Change
Twitter Engagements	14,307	↗ 62.7%
Facebook Engagements	4,156	↗ 405.6%
Total Engagements	18,463	↗ 92%

The number of engagements increased by

92%

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	2,770	22.51%	890	816,304	917.2	14,307	16.1	2,412
 Devon and Severn IFCA Business Page	307	269.88%	568	326,964	575.6	4,156	7.3	2,980