



Group Report

Feb 26, 2018 - May 23, 2018


Understand growth and health of your social profiles

Included in this Report

 Devon & Severn IFCA


 Devon and Severn IFCA

Group Activity Overview




240k

Impressions



4,232

Engagements

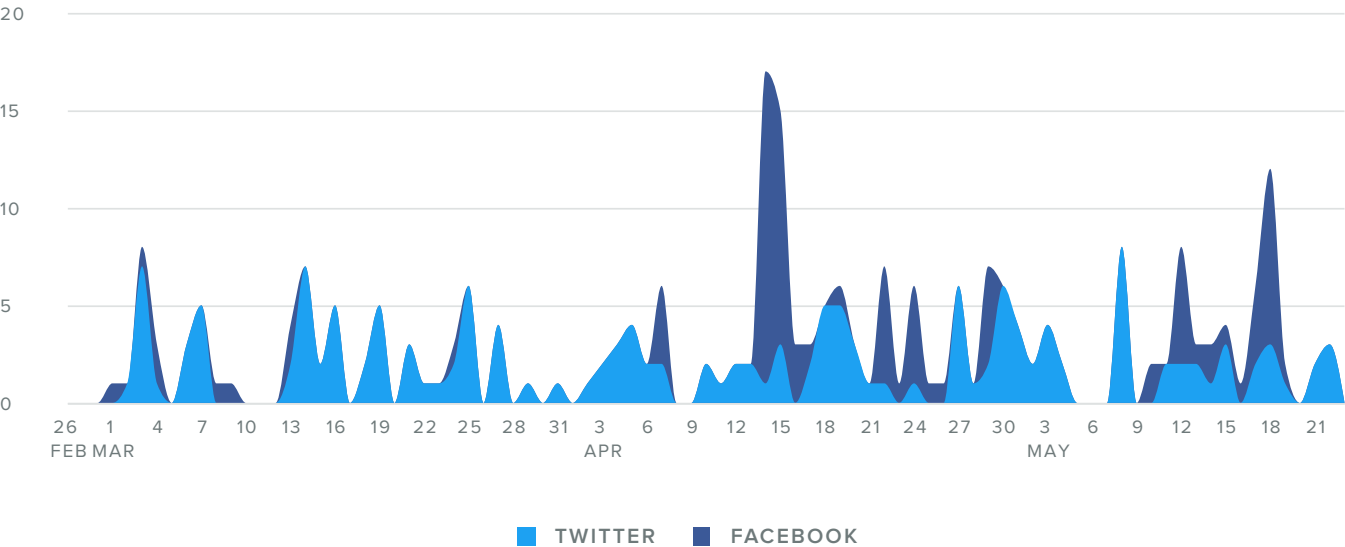


857

Link Clicks

Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	Change
Total Fans	2,721	▲ 8.9%
New Twitter Followers	130	▲ 5.4%
New Facebook Fans	92	▲ 92.9%
Total Fans Gained	222	▲ 8.9%

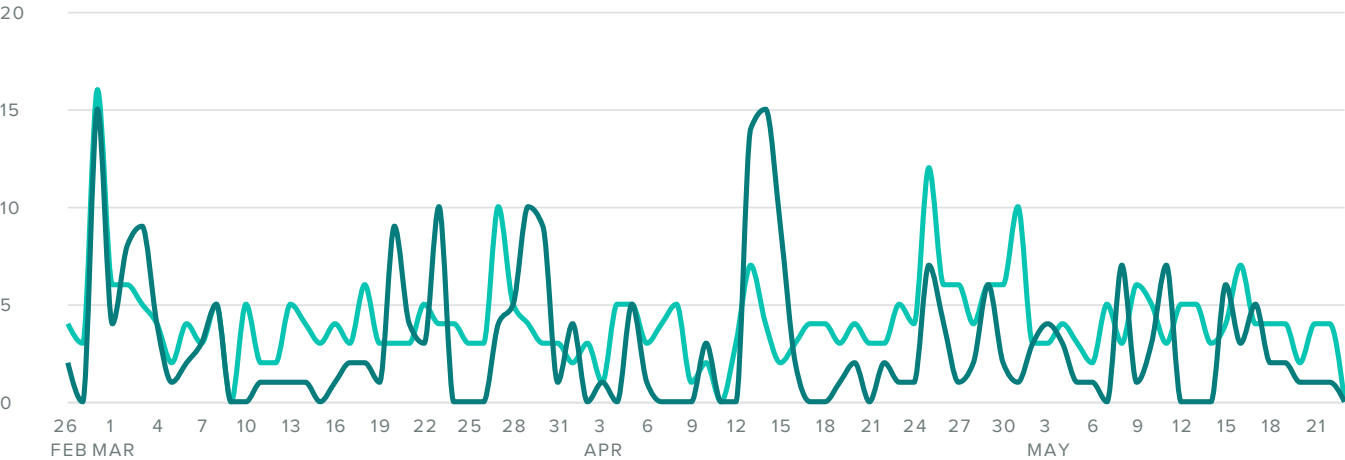
Total followers increased by

▲ 8.9%

since previous date range

Group Message Volumes

MESSAGES PER DAY



SENT MESSAGES RECEIVED MESSAGES

Sent Messages Metrics	Totals	Change
Twitter Tweets and DMs Sent	224	▼ -12.2%
Facebook Posts Sent	134	▲ 9.8%
Total Messages Sent	358	▼ -5%

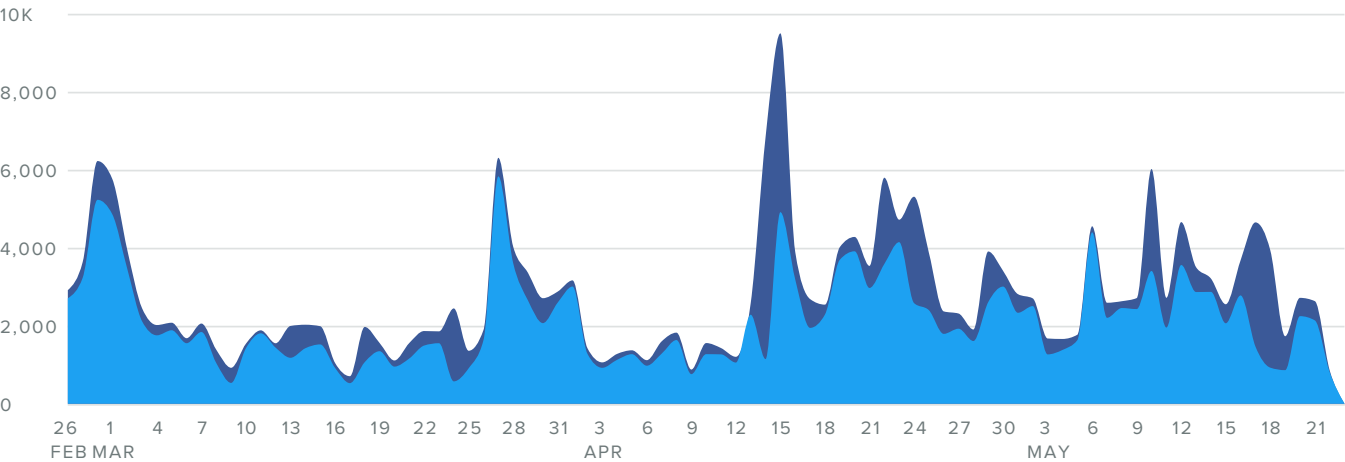
Message volume decreased by
▼ 5%
since previous date range

Received Messages Metrics	Totals	Change
Twitter Messages Received	140	▲ 47.4%
Facebook Messages Received	113	▲ 59.2%
Total Messages Received	253	▲ 52.4%

Message volume increased by
▲ 52.4%
since previous date range

Group Impressions

IMPRESSIONS PER DAY

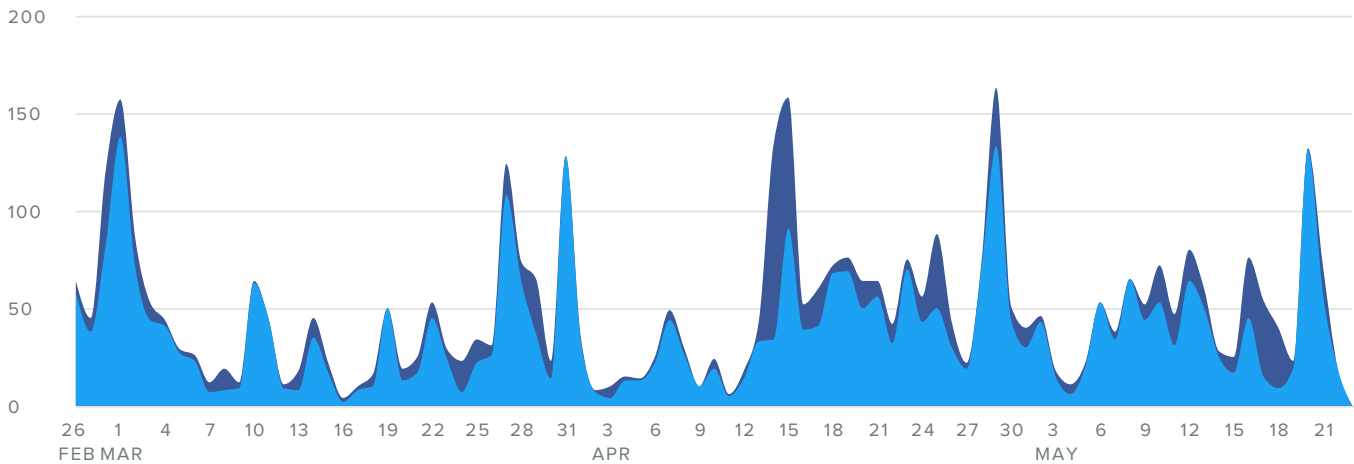


Impressions Metrics	■ TWITTER ■ FACEBOOK	
	Totals	Change
Twitter Impressions	182.2k	▼ -17.1%
Facebook Impressions	57.8k	▲ 131.1%
Total Impressions	240k	▼ -2%

Total Impressions decreased by
▼ **2%**
since previous date range

Group Engagement

ENGAGEMENTS PER DAY



■ TWITTER ■ FACEBOOK





Engagement Metrics	Totals	Change
Twitter Engagements	3,326	▲ 0.1%
Facebook Engagements	906	▲ 142.9%
Total Engagements	4,232	▲ 14.5%

The number of engagements increased by

▲ **14.5%**

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	2,530	5.42%	209	182.2k	871.73	3,326	15.91	497
 Devon and Severn IFCA  Business Page	191	92.93%	134	57.8k	431.05	906	6.76	360