



# Group Report

Feb 26, 2018 - May 23, 2018

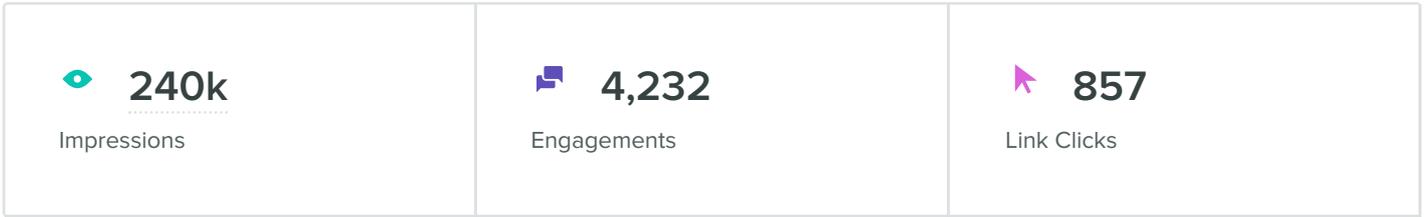
Understand growth and health of your social profiles

## Included in this Report

 Devon & Severn IFCA

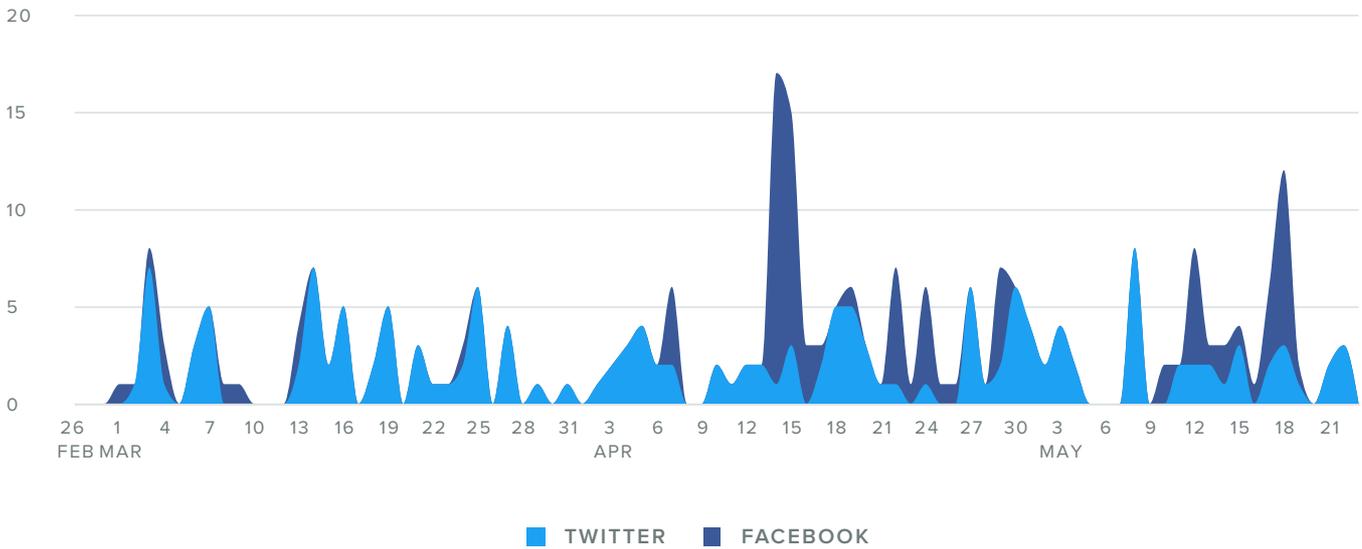
 Devon and Severn IFCA

## Group Activity Overview



## Group Audience Growth

AUDIENCE GROWTH, BY DAY



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

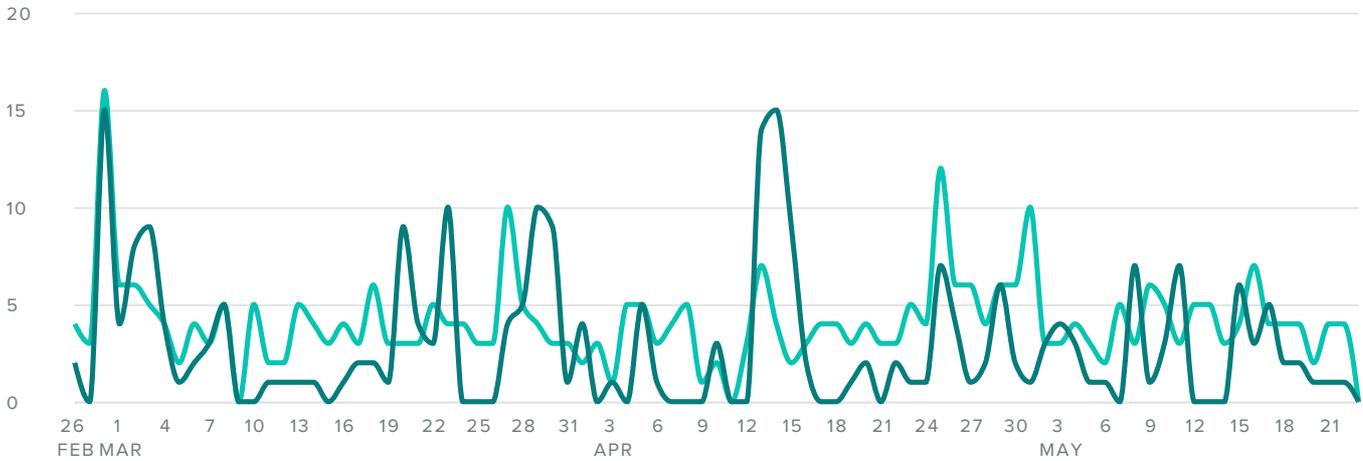
Total followers increased by

**▲ 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%
<b>Total Messages Sent</b>	<b>358</b>	<b>▼ -5%</b>

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%
<b>Total Messages Received</b>	<b>253</b>	<b>▲ 52.4%</b>

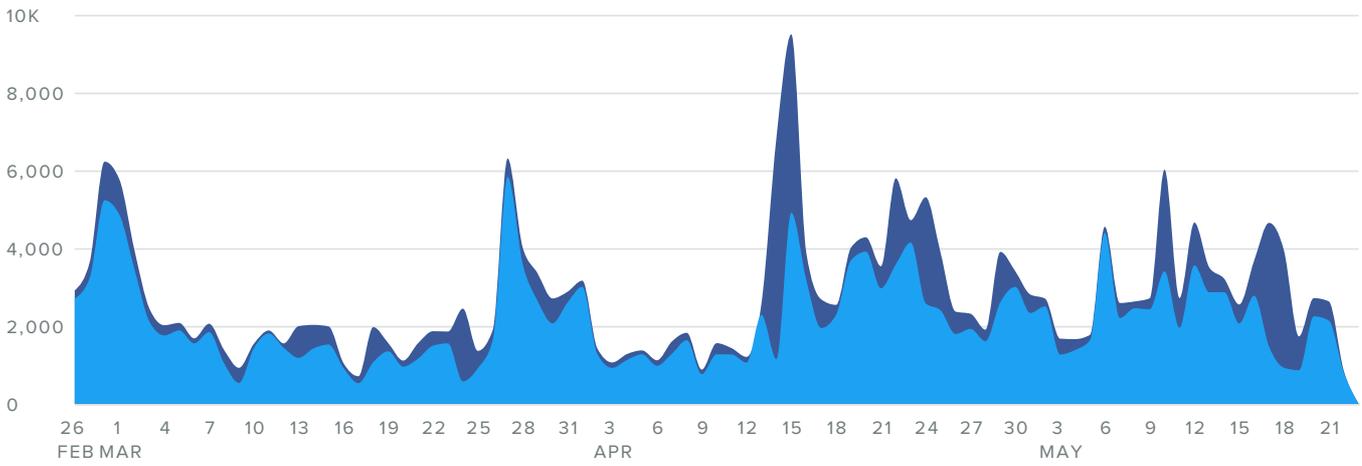
Message volume increased by

▲ **52.4%**

since previous date range

## Group Impressions

IMPRESSIONS PER DAY



■ TWITTER ■ FACEBOOK

Impressions Metrics	Totals	Change
Twitter Impressions	182.2k	▼ -17.1%
Facebook Impressions	57.8k	▲ 131.1%
<b>Total Impressions</b>	<b>240k</b>	<b>▼ -2%</b>

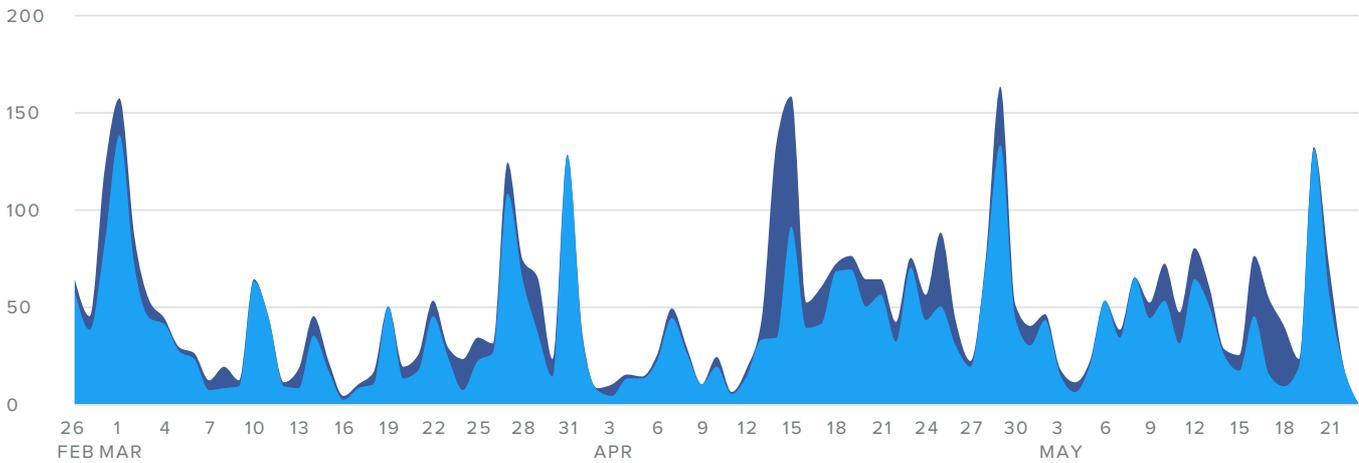
Total Impressions decreased by

▼ **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%
<b>Total Engagements</b>	<b>4,232</b>	<b>▲ 14.5%</b>

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		Impressions		Engagements		Link Clicks
			Sent	Impressions	per Post	Engagements	per Post		
 <b>Devon &amp; Severn IFCA</b>  @DevonSevernIFCA	2,530	5.42%	209	182.2k	871.73	3,326	15.91	497	
 <b>Devon and Severn IFCA</b>  Business Page	191	92.93%	134	57.8k	431.05	906	6.76	360	