

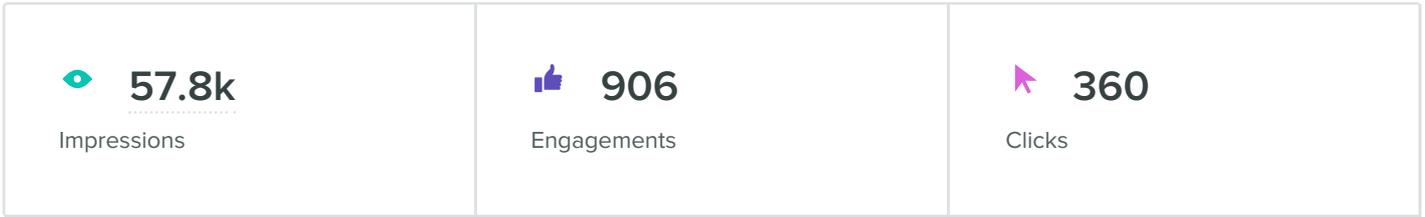


# Facebook Pages for **Devon and Severn IFCA**

Feb 26, 2018 - May 23, 2018

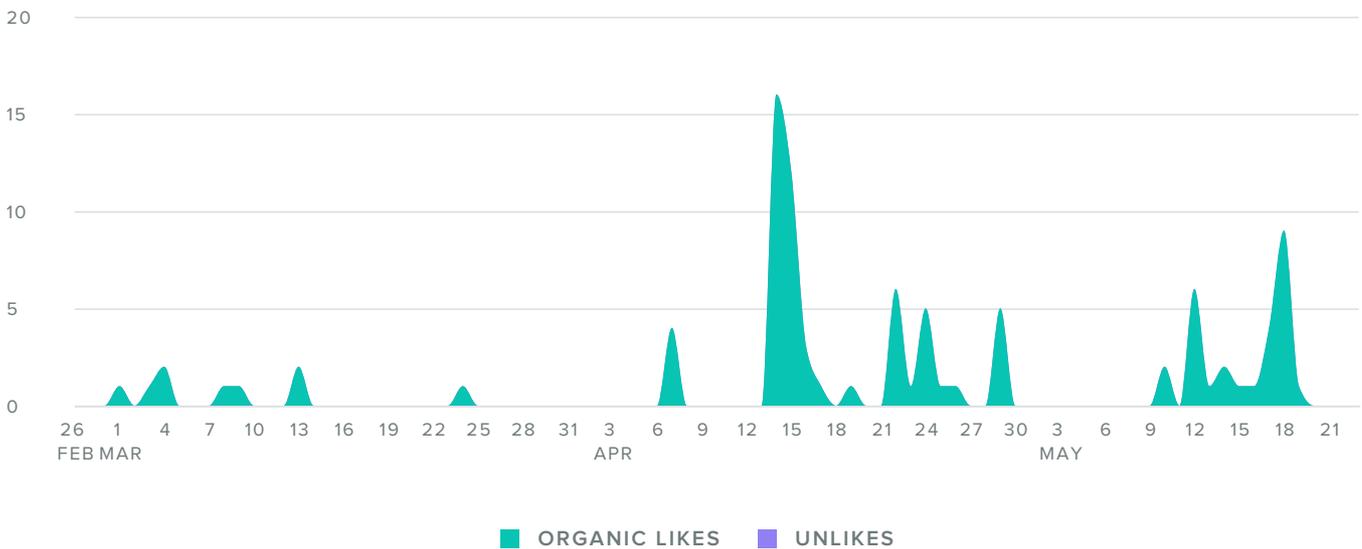
Analyze Facebook page data at a granular level for deeper insights

## Facebook Activity Overview



## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

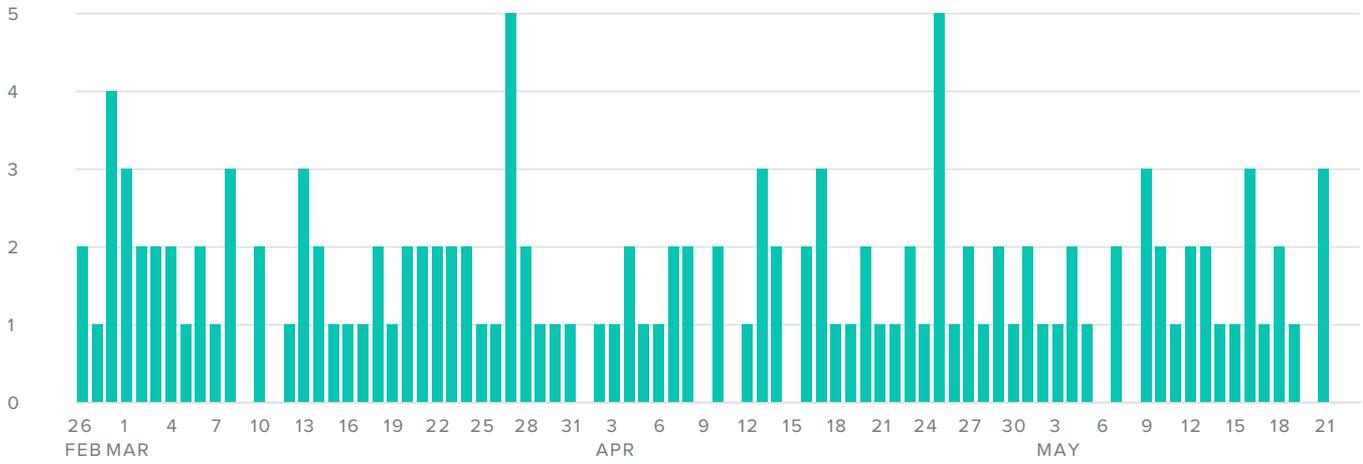


Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>191</b>
Organic Likes	92
Unlikes	0
Net Likes	92

Total fans increased by  
**▲ 92.9%**  
 since previous date range

## Facebook Publishing Behavior

### POSTS, BY DAY



■ POSTS SENT

Publishing Metrics	Totals
Photos	37
Videos	2
Posts	95
Notes	0
<b>Total Posts</b>	<b>134</b>

The number of posts you sent increased by

**▲ 9.8%**

since previous date range

## Facebook Top Posts, by Reactions

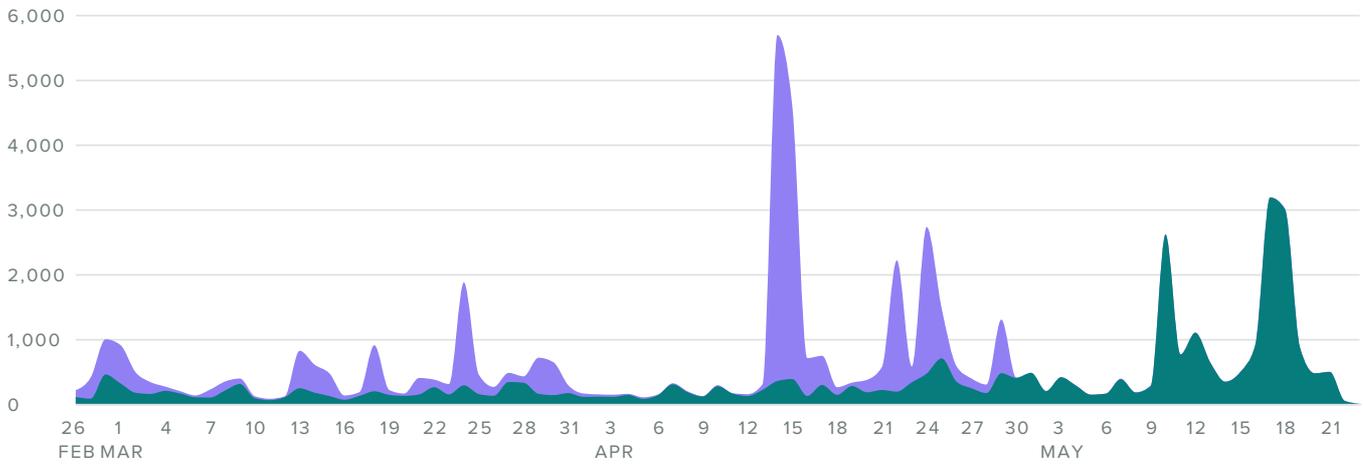
Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Devon and Severn IFCA</b></p> <p>A recent visit to Weston Super Mare where our Enforcement Officers removed an illegal stake net, despite the challenging mud conditions. Please remember, if you suspect suspicious activity or illegal permit activity within the D&amp;S District please report directly to us, anonymously on 07740 175479.</p>   <p>(Post) by <a href="#">Alison H.</a> April 14, 2018 7:39 pm</p>	116	19	17.7%	6,069
<p><b>Devon and Severn IFCA</b></p> <p>Recent evening patrols in the Plymouth area. If you suspect illegal or suspicious fishing, please report this to us. For the most efficient use of our resources we use targeted patrols, based on intelligence provided, often by members of the public. This can be reported to us anonymously on 01803 854648, or if out of hours, 07740 175479 or by email: <a href="mailto:office@devonandsevernifca.gov.uk">office@devonandsevernifca.gov.uk</a> Thank you</p>   <p>(Post) by <a href="#">Alison H.</a> May 17, 2018 7:24 am</p>	51	5	8.5%	3,630
<p><b>Devon and Severn IFCA</b></p> <p>Interesting info-graphic about Lyme Bay Fisheries and Conservation Reserve</p>   <p>(Post) by <a href="#">Alison H.</a> April 14, 2018 7:10 am</p>	22	2	4.4%	947

## Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Devon and Severn IFCA</b></p> <p>Our Environment Team at D&amp;S IFCA are conducting ongoing trials with cuttle potting. With the use of GoPros, we're looking at investigating the impact the pots may have on seagrass, the other, the laying of cuttle eggs on different media attached to the pots so they can be removed safely and kept in the water to hatch. Results of this study will be available late Autumn</p>  <p>(Post) by <a href="#">Alison H.</a> April 29, 2018 7:52 am</p>	21	6	19.9%	703
<p><b>Devon and Severn IFCA</b></p> <p>Mat Mander, Deputy Chief Officer of D&amp;S IFCA talks to Radio Devon and BBC Spotlight about the new Netting Byelaw. Featured today in the radio news bulletins on the hour and half hours and on TV - breakfast news, 1.30pm and 6.30pm bulletins.</p>  <p>(Post) February 28, 2018 7:51 am</p>	21	4	25.9%	197

# Facebook Impressions

PAGE IMPRESSIONS, BY DAY



■ ORGANIC ■ VIRAL

Impressions Metrics	Totals
Organic Impressions	30.5k
Viral Impressions	27.3k
<b>Total Impressions</b>	<b>57.8k</b>
<b>Average Daily Users Reached</b>	<b>382.38</b>

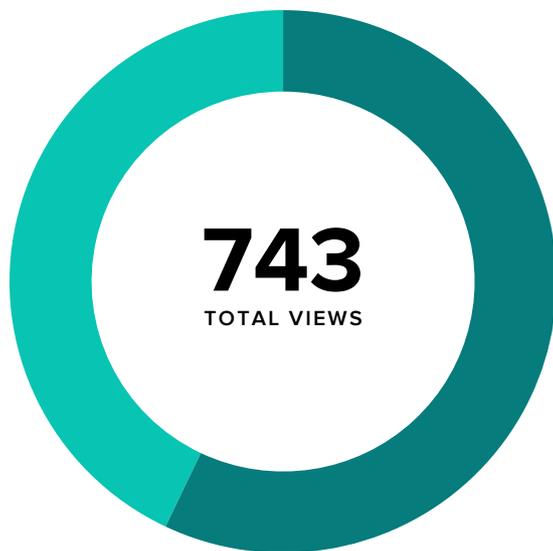
Total Impressions increased by

**▲ 131.1%**

since previous date range

## Facebook Video Performance

### VIEW METRICS



**319**  
ORGANIC FULL

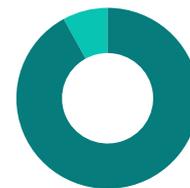
**424**  
ORGANIC PARTIAL

### VIEWING BREAKDOWN



**100%**  
ORGANIC VIEWS

**0%**  
PAID VIEWS

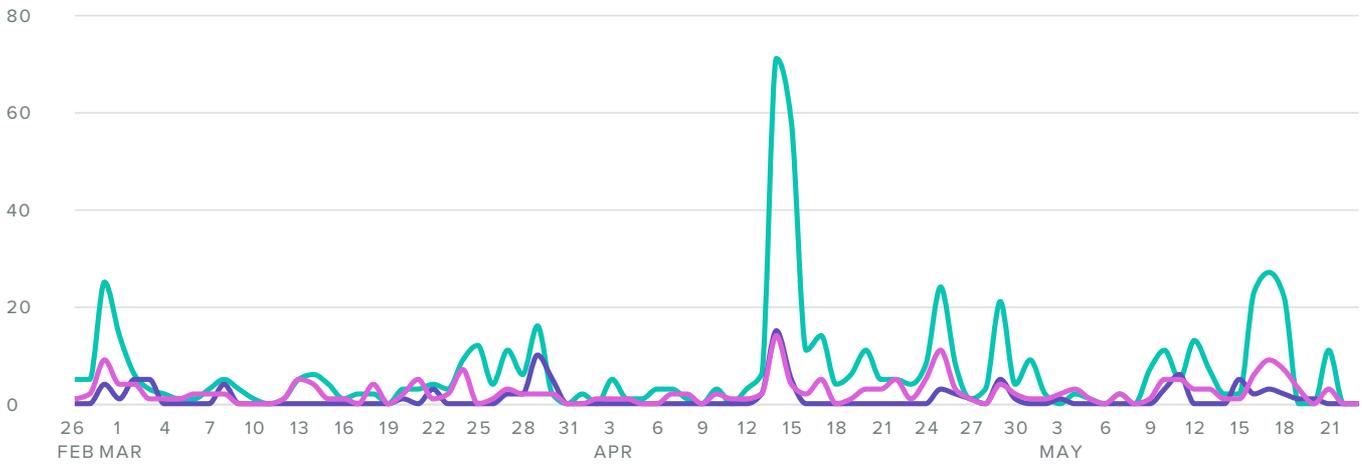


**8%**  
CLICK PLAYS

**92%**  
AUTO PLAYS

# Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ REACTIONS ■ COMMENTS ■ SHARES

Action Metrics	Totals
Reactions	600
Comments	100
Shares	206
<b>Total Engagements</b>	<b>906</b>

Total Engagements increased by **142.9%** since previous date range

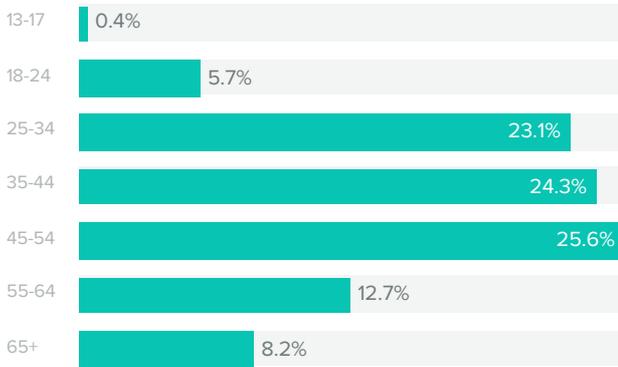
## Facebook Audience Demographics

Page Fans

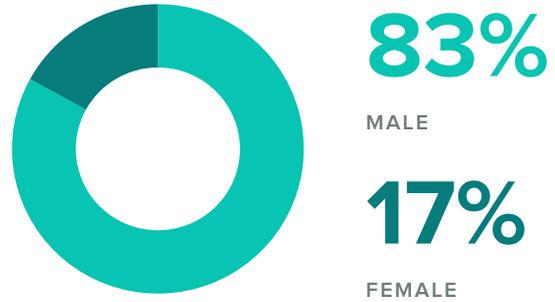
People Reached

People Engaged

### BY AGE



### BY GENDER



Men between the ages of 45-54 have a higher potential to see your content and visit your Page.

### Top Countries

United Kingdom	325
Ireland	8
Indonesia	3
Spain	3
United States	3

### Top Cities

Plymouth, England, United Kingdom	41
Axminster, England, United Kingdom	19
Brixham, England, United Kingdom	10
London, England, United Kingdom	9
Torquay, England, United Kingdom	7

## Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Devon and Severn IFCA	191	92.93%	134	57.8k	431.05	906	6.76	360