




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




57.8k

Impressions



906

Engagements

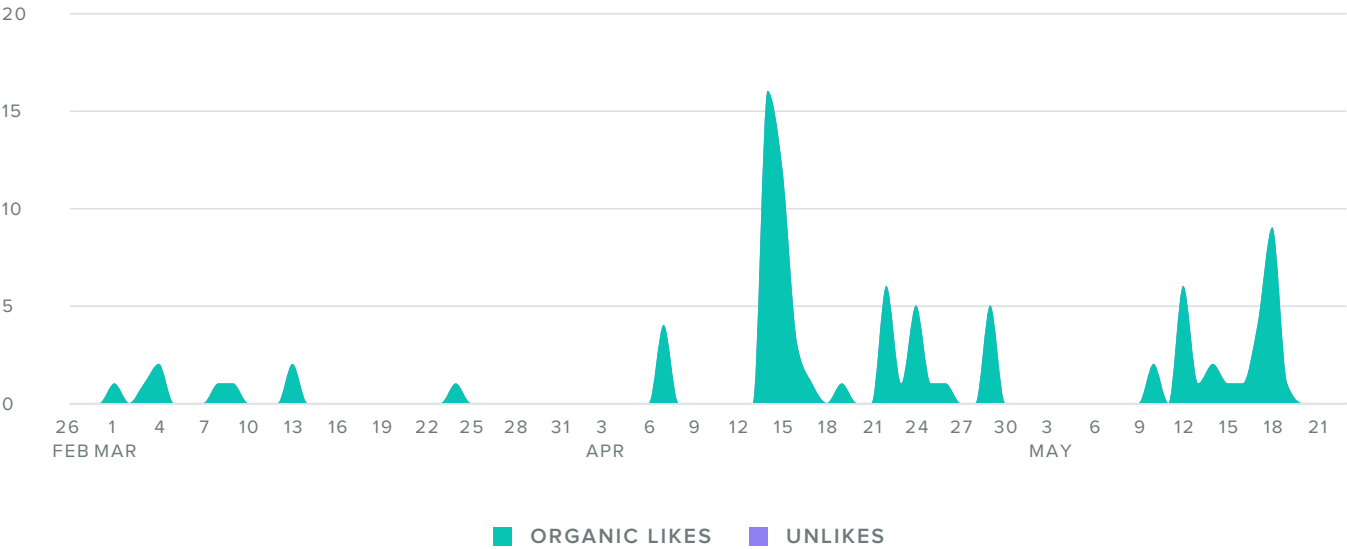


360

Clicks

Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	191
Organic Likes	92
Unlikes	0
Net Likes	92

Total fans increased by

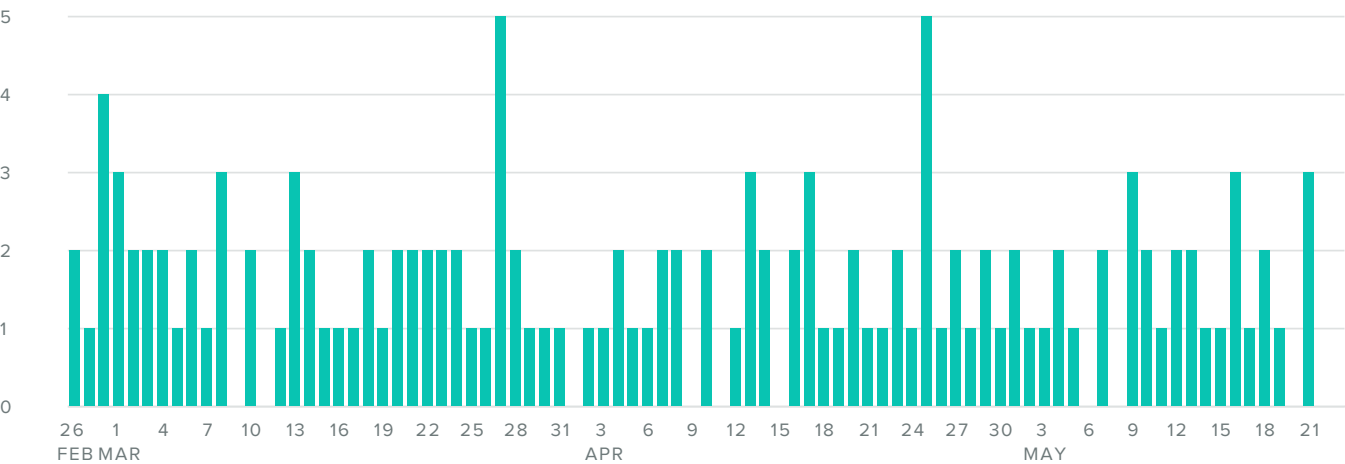
▲

92.9%

since previous date range

Facebook Publishing Behavior

POSTS, BY DAY









Publishing Metrics	Totals
Photos	37
Videos	2
Posts	95
Notes	0
Total Posts	134

The number of posts you sent increased by



▲ 9.8%

since previous date range

Facebook Top Posts, by Reactions

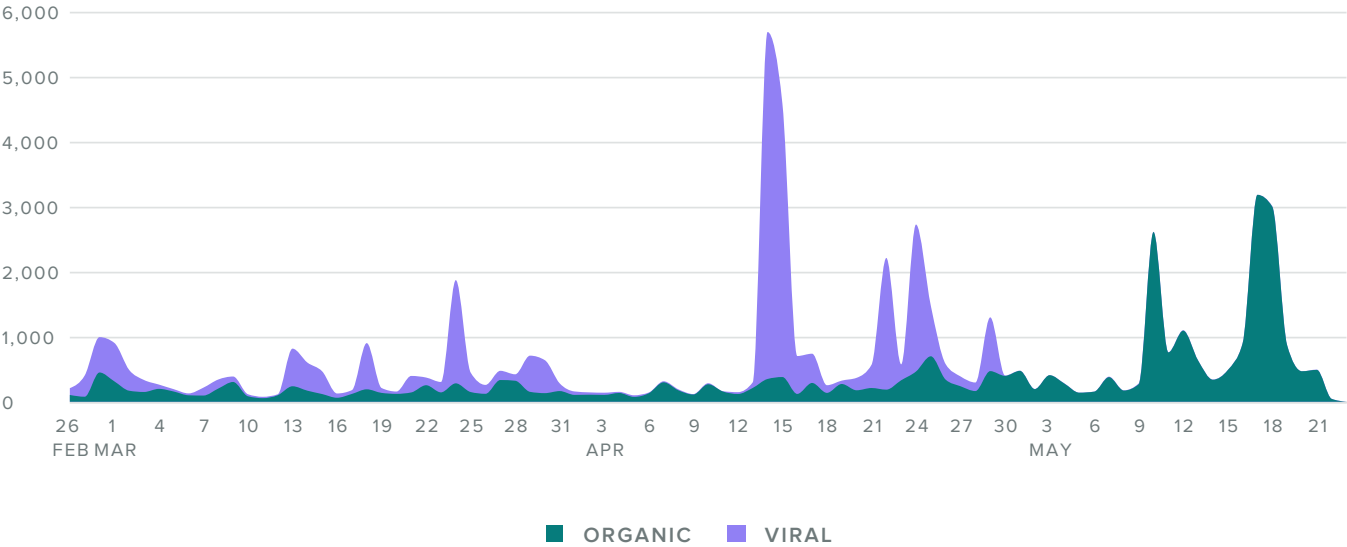
Post	Reactions ▼	Comments	Engagement	Reach
<p>Devon and Severn IFCA</p> <p>A recent visit to Weston Super Mare where our Enforcement Officers removed an illegal stake net, despite the challenging mud conditions. Please remember, if you suspect suspicious activity or illegal permit activity within the D&S District please report directly to us, anonymously on 07740 175479.</p>   <p>(Post) by Alison H. April 14, 2018 7:39 pm</p>	116	19	17.7%	6,069
<p>Devon and Severn IFCA</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: office@devonandsevernifca.gov.uk Thank you</p>   <p>(Post) by Alison H. May 17, 2018 7:24 am</p>	51	5	8.5%	3,630
<p>Devon and Severn IFCA</p> <p>Interesting info-graphic about Lyme Bay Fisheries and Conservation Reserve</p>   <p>(Post) by Alison H. April 14, 2018 7:10 am</p>	22	2	4.4%	947

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Devon and Severn IFCA</p> <p>Our Environment Team at D&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 Alison H. April 29, 2018 7:52 am</p>	21	6	19.9%	703
<p>Devon and Severn IFCA</p> <p>Mat Mander, Deputy Chief Officer of D&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



Impressions Metrics

Totals

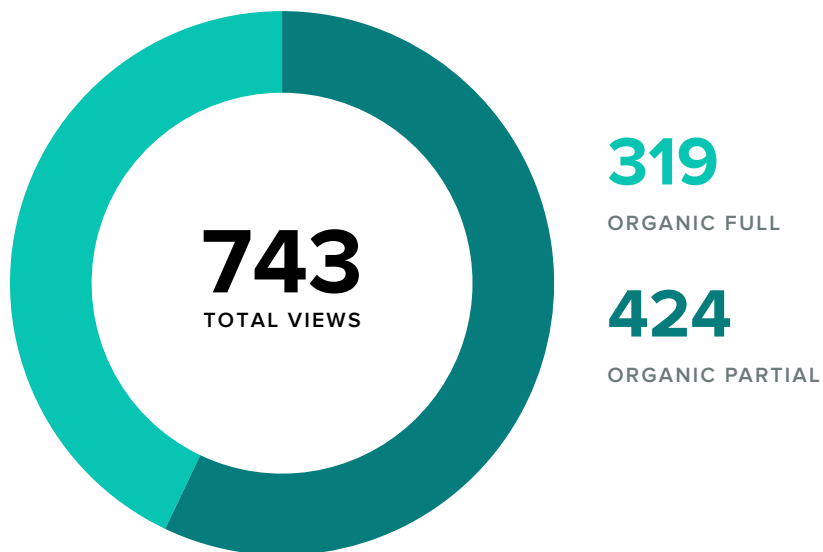
Organic Impressions	30.5k
Viral Impressions	27.3k
Total Impressions	57.8k
Average Daily Users Reached	382.38

Total Impressions increased by

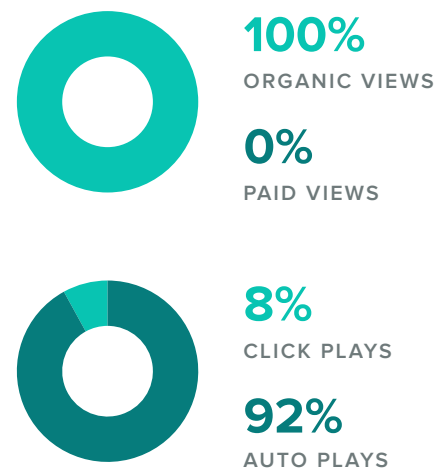
▲
 131.1%
 since previous date range

Facebook Video Performance

VIEW METRICS

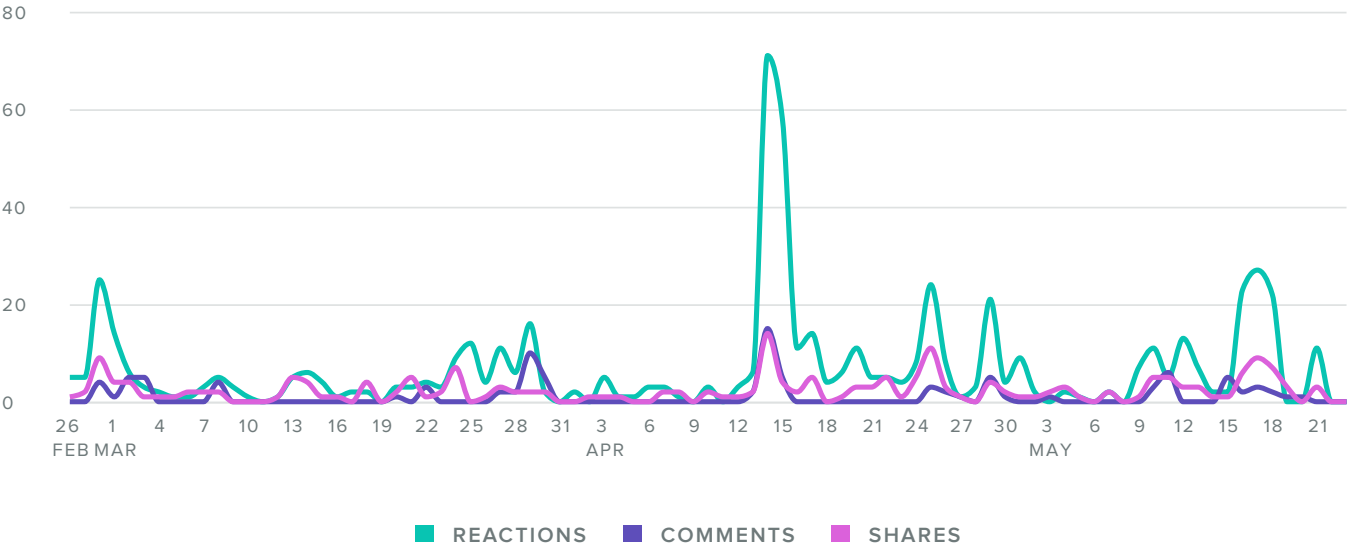


VIEWING BREAKDOWN



Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	600
Comments	100
Shares	206
Total Engagements	906

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

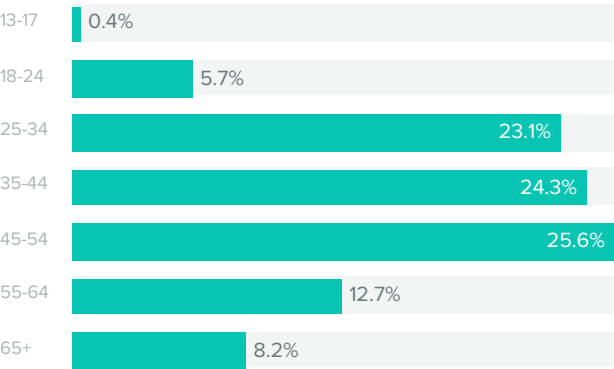
Facebook Audience Demographics

Page Fans

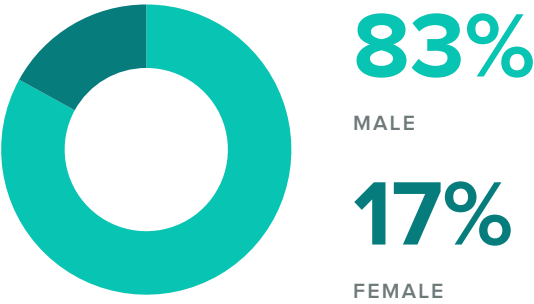
People Reached

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