



Group Report

Nov 22, 2018 - Feb 26, 2019

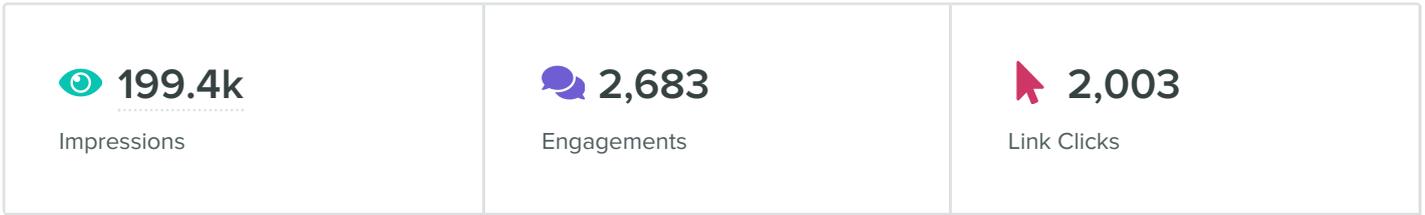
Understand growth and health of your social profiles

Included in this Report

 Devon & Severn IFCA

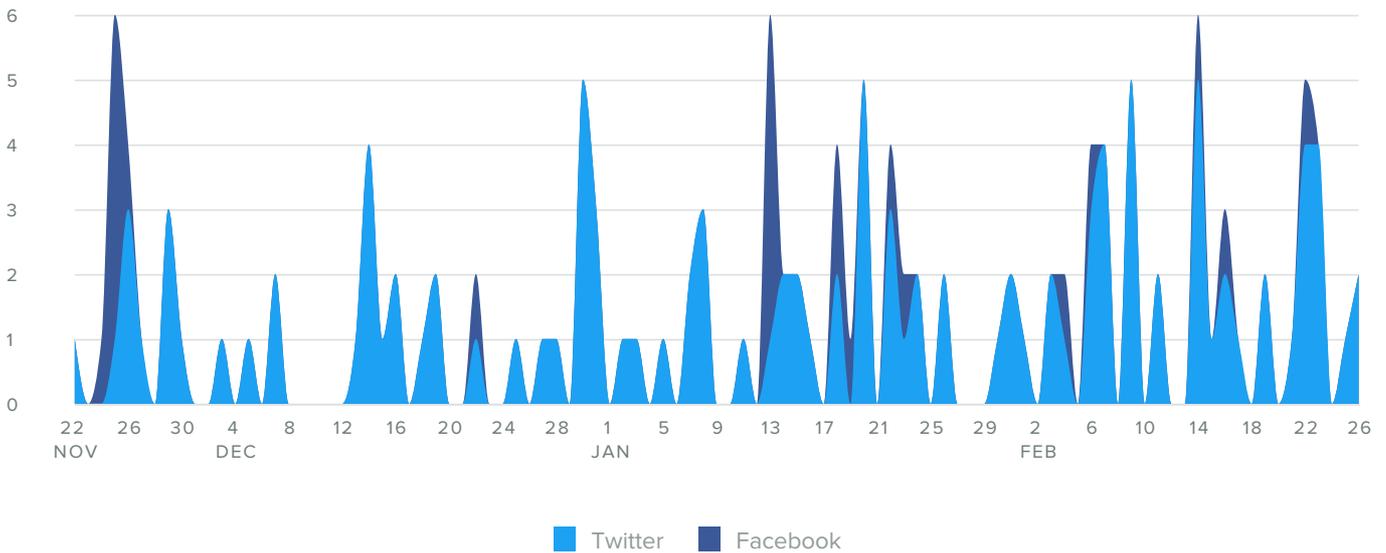
 Devon and Severn IFCA

Group Activity Overview



Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	3,149	↗ 3.4%
New Twitter Followers	87	↗ 3.2%
New Facebook Fans	18	↗ 6%
Total Followers Gained	105	↗ 3.4%

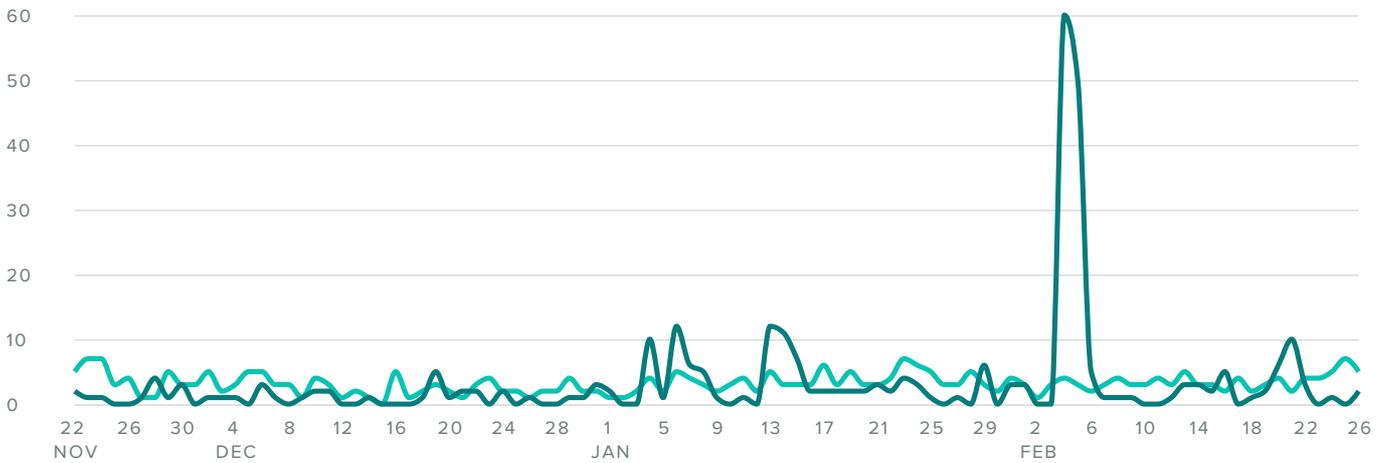
Total followers increased by

-3.4%

since previous date range

Group Message Volumes

MESSAGES PER DAY



■ Sent Messages ■ Received Messages

Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	196	↘ 18.3%
Facebook Posts Sent	117	↘ 33.5%
Total Messages Sent	313	↘ 24.8%

Message volume decreased by

-24.8%

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	89	↘ 31%
Facebook Messages Received	217	↘ 21.7%
Total Messages Received	306	↘ 24.6%

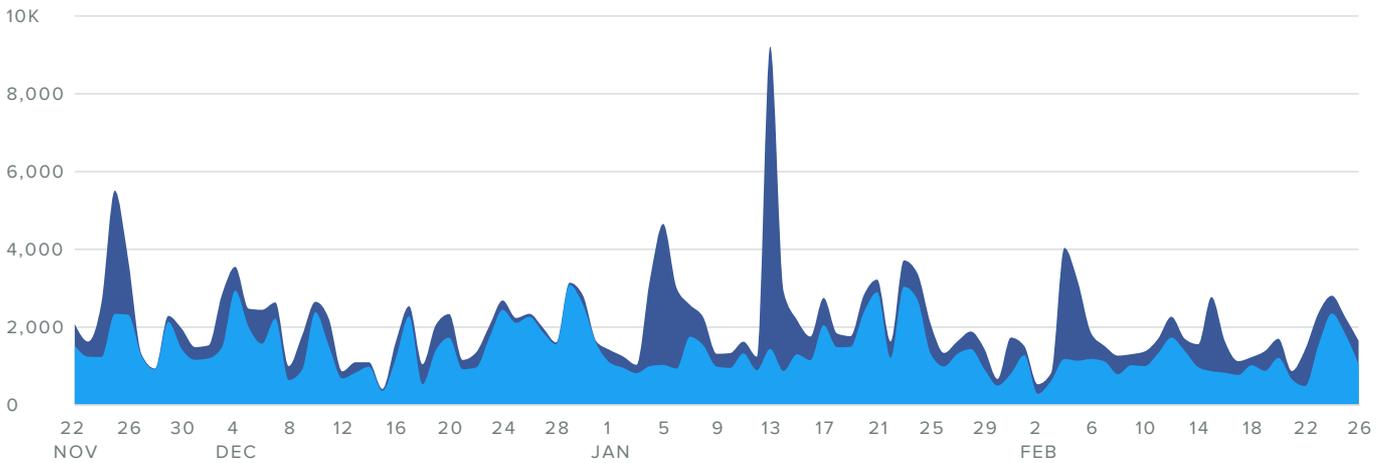
Message volume decreased by

-24.6%

since previous date range

Group Impressions

IMPRESSIONS PER DAY



■ Twitter ■ Facebook

Impressions Metrics	Totals	% Change
Twitter Impressions	132,550	↘ 27.2%
Facebook Impressions	66,813	↘ 44.5%
Total Impressions	199,363	↘ 34.1%

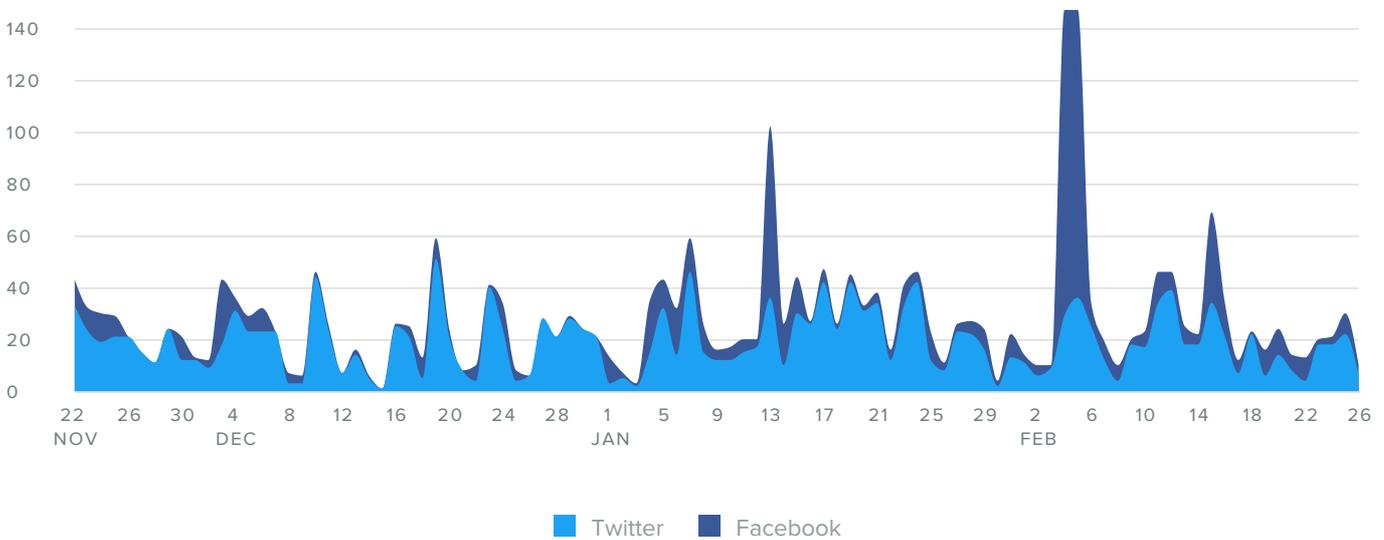
Total Impressions decreased by

-34.1%

since previous date range

Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics	Totals	% Change
Twitter Engagements	1,851	↘ 51%
Facebook Engagements	832	↘ 25.7%
Total Engagements	2,683	↘ 45.3%

The number of engagements decreased by **-45.3%** 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	2,831	3.17%	195	132,550	679.7	1,851	9.5	522
 Devon and Severn IFCA Business Page	318	6%	117	66,813	571.1	832	7.1	1,481