



Monthly Performance Report

Your Company

July 1, 2016 - July 31, 2016

1 Facebook Page

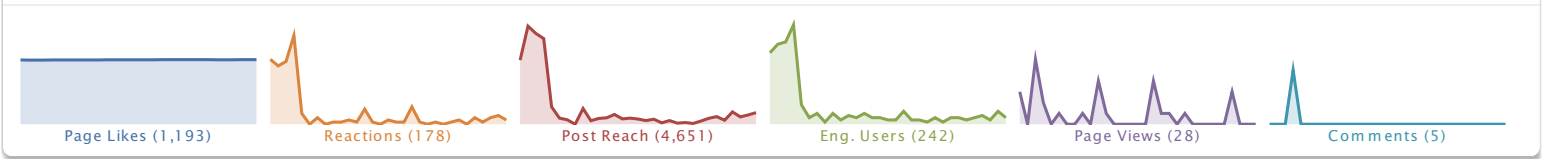
1 Twitter Profile

Sample Report

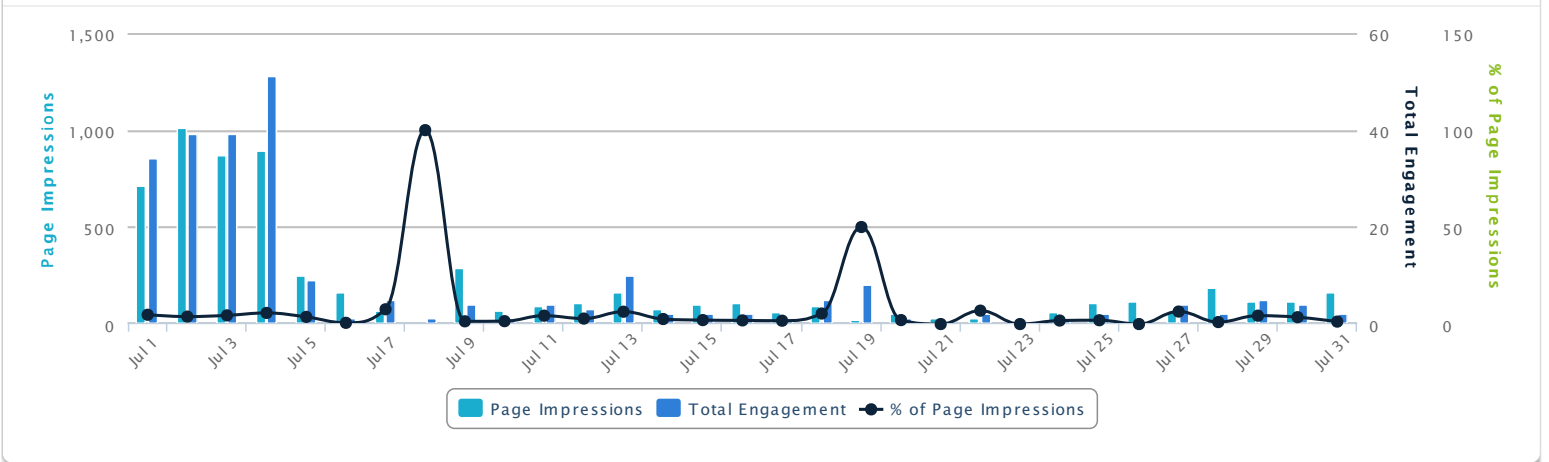
Facebook (1 accounts)

Monitoring: 1 Facebook Account		
Activity Trend:	-4% ↓	
Page Likes:	1,193	< 1% ↑
New Page Likes:	11	-58% ↓
Total Reach:	4,756	-86% ↓
Post Reach:	4,651	-86% ↓
Eng. Users:	242	-68% ↓
Total Clicks:	40	-93% ↓
Page Views:	28	-74% ↓
Page Impressions:	6,118 (42%)	-85% ↓
Post Impressions:	5,966 (43%)	-85% ↓
Posts:	32	-20% ↓
Comments:	5	-29% ↓
Reactions:	178	< 1% ↓
Post Unlikes:	1	100% ↑
Shares:	10	-47% ↓

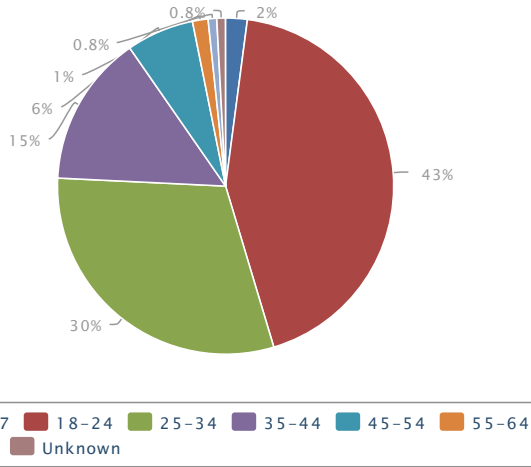
CURRENT TRENDS



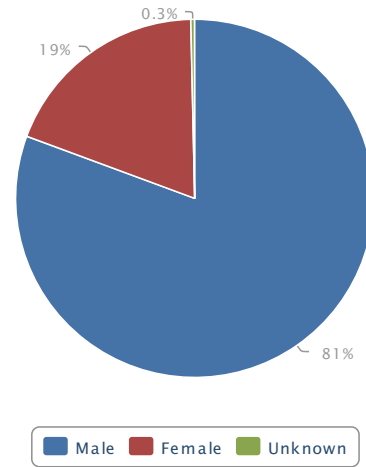
ENGAGEMENT AND POST IMPRESSIONS



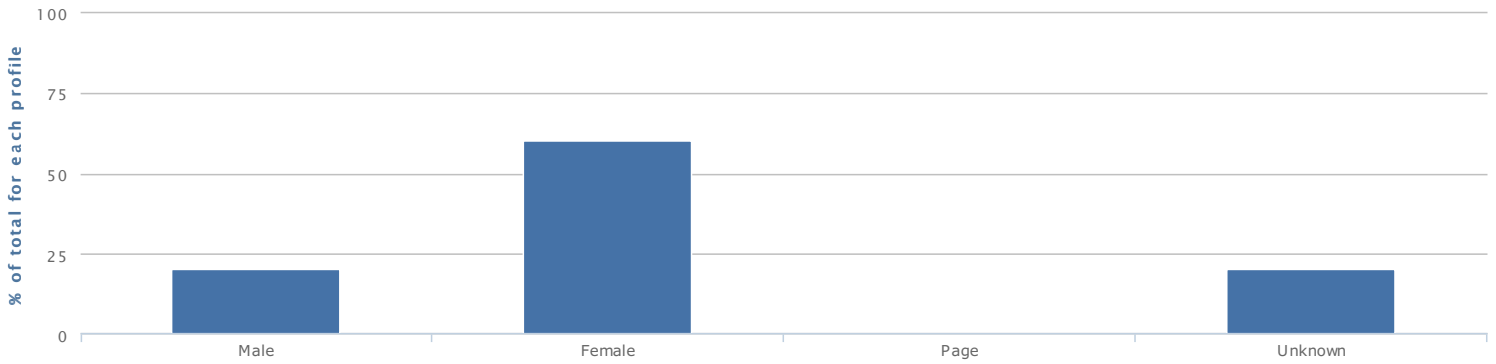
FRIENDS & FANS AGE



FRIENDS AND FANS GENDER



COMMENTER GENDER



TOP USERS BY NUMBER OF COMMENTS

User	Comments	% of all comments
Average Joe	3	60%
Your Biggest Fan	1	20%
Becky with the Good Hair	1	20%

BEST TIME FOR LIKES

5:00 PM - 6:00 PM

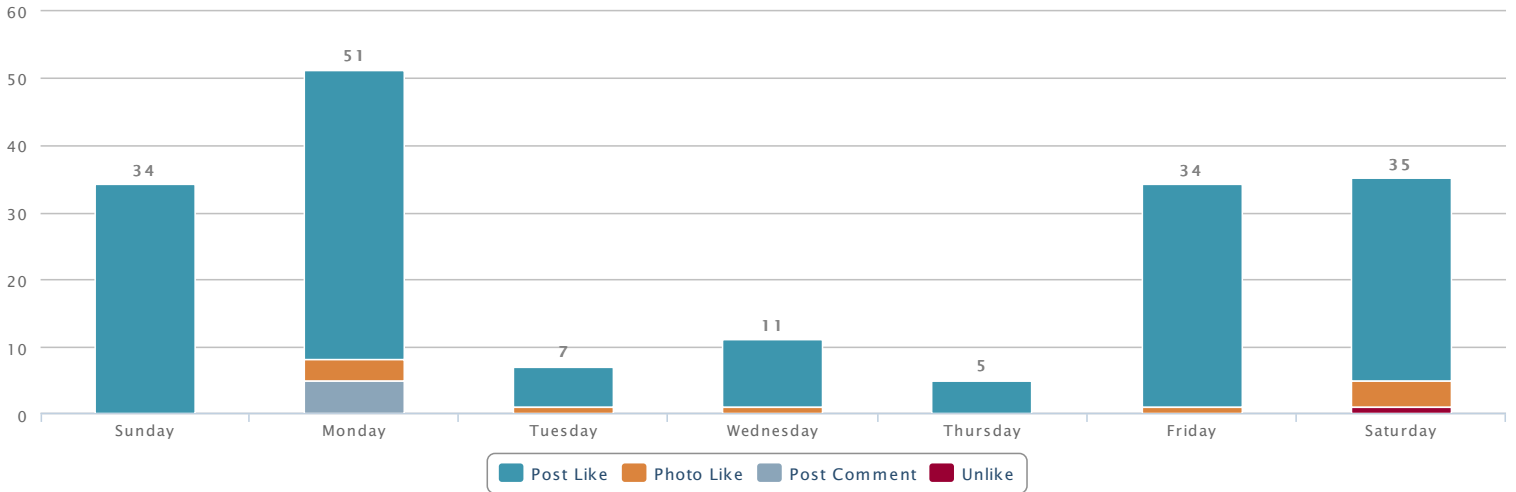
10% of likes occur during this time

BEST TIME FOR COMMENTS

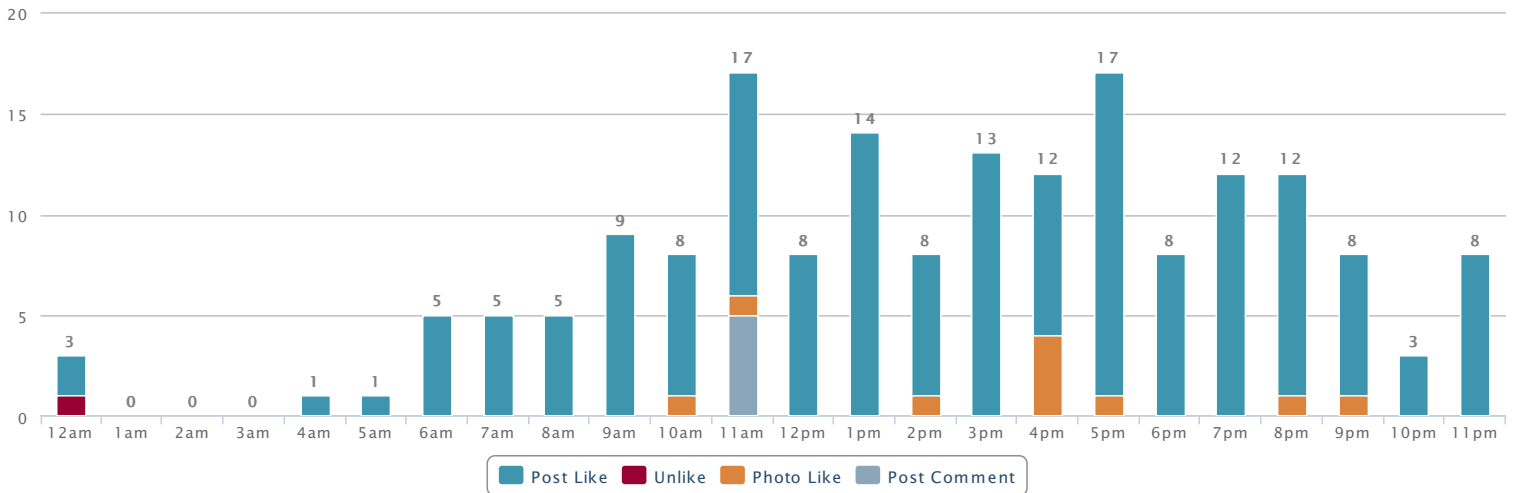
11:00 AM - 12:00 PM

100% of comments occur during this time

FACEBOOK LIKES, COMMENTS, POSTS AND MESSAGES BY DATE OF THE WEEK

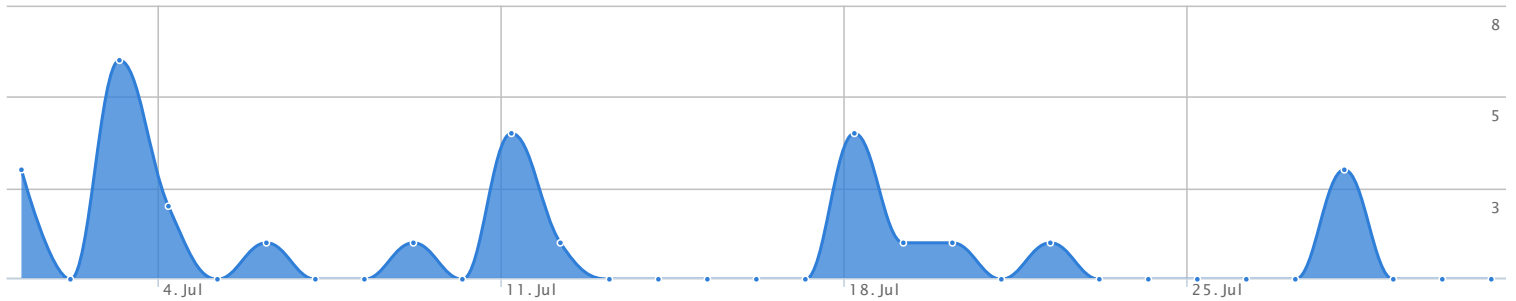


FACEBOOK LIKES, COMMENTS, POSTS AND MESSAGES BY HOUR OF THE DAY



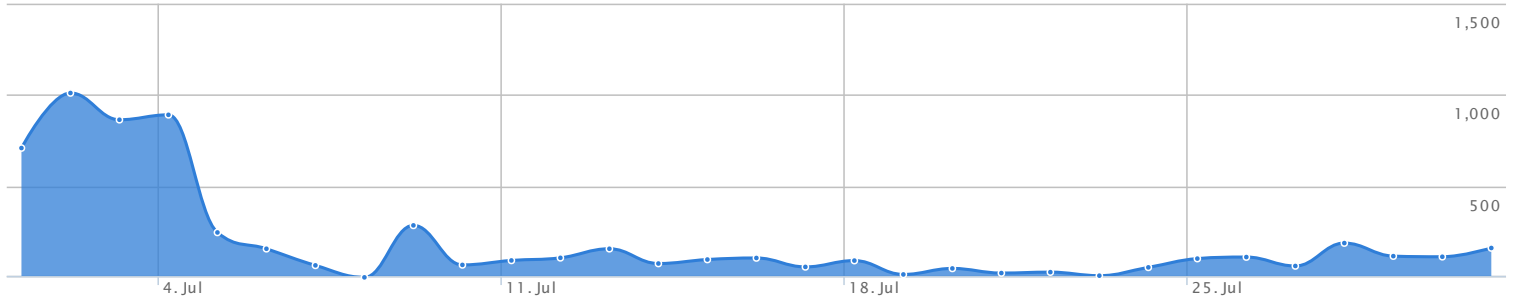
PAGE AND TAB VISITS

Number of times your pages have been viewed (only available for facebook pages that you have been authorized for)



PAGE IMPRESSIONS

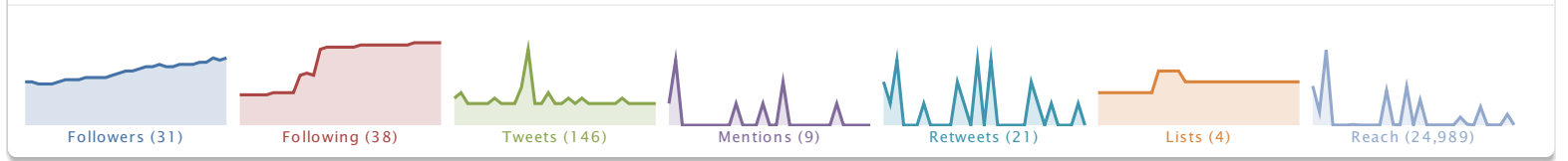
The total number of impressions seen of any content associated with your Page



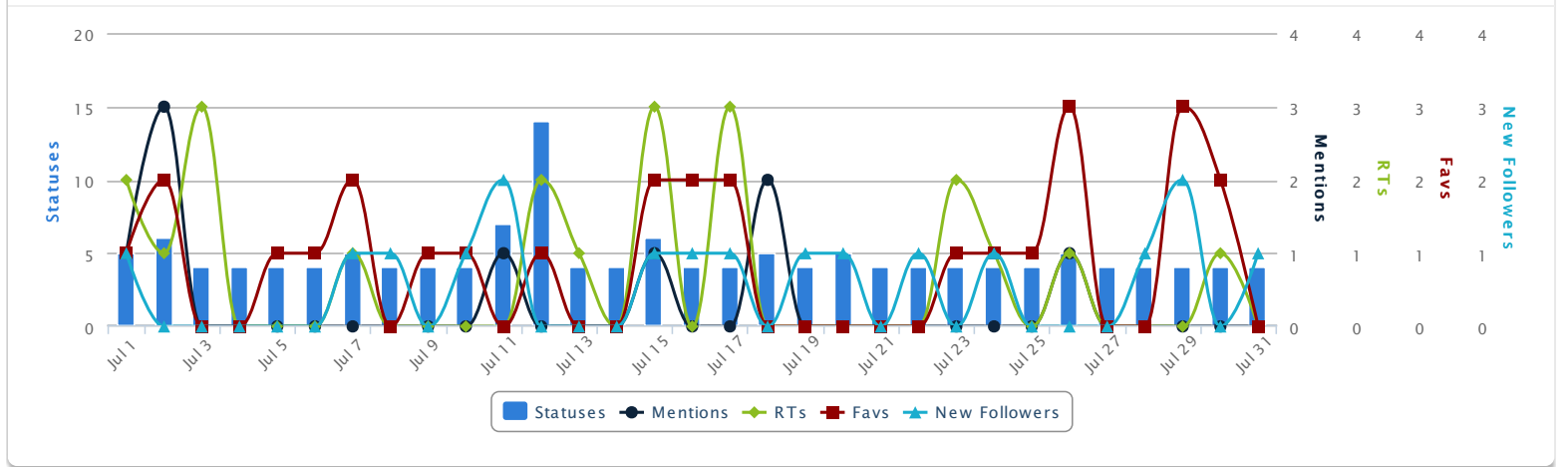
Twitter (1 profiles)

Monitoring:	1 Twitter Account	
Activity Trend:	35%	↑
Followers:	31	55% ↑
Following:	38	171% ↑
Statuses:	146	42% ↑
Mentions:	9	-53% ↓
Inbound DMs:	2	
RTs of me:	21	200% ↑
Quotes:	1	-50% ↓
Favorites:	27	-55% ↓
Lists:	4	33% ↑
Reach:	24,989	265% ↑
Replies:	7	17% ↑
Campaign Clicks:	334	

CURRENT TRENDS

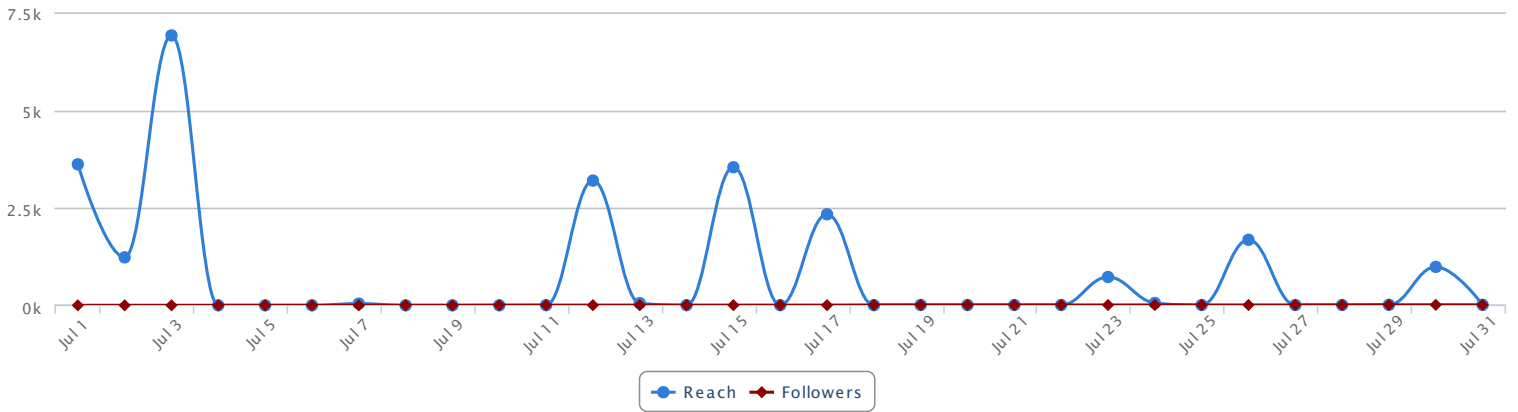


ACTIVITY AND ENGAGEMENT DISTRIBUTION BY TYPE

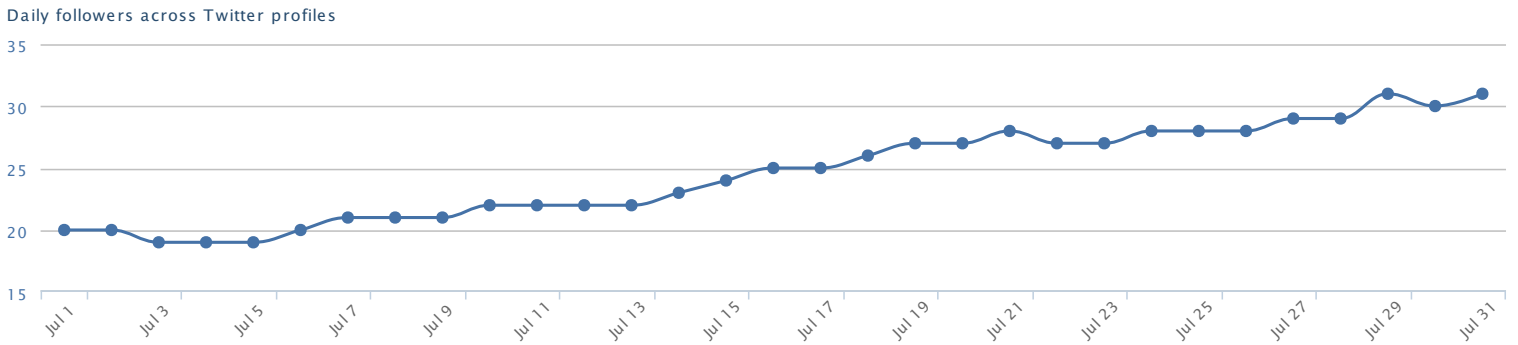


Your reach has exceeded your total followers 13 times during this period.

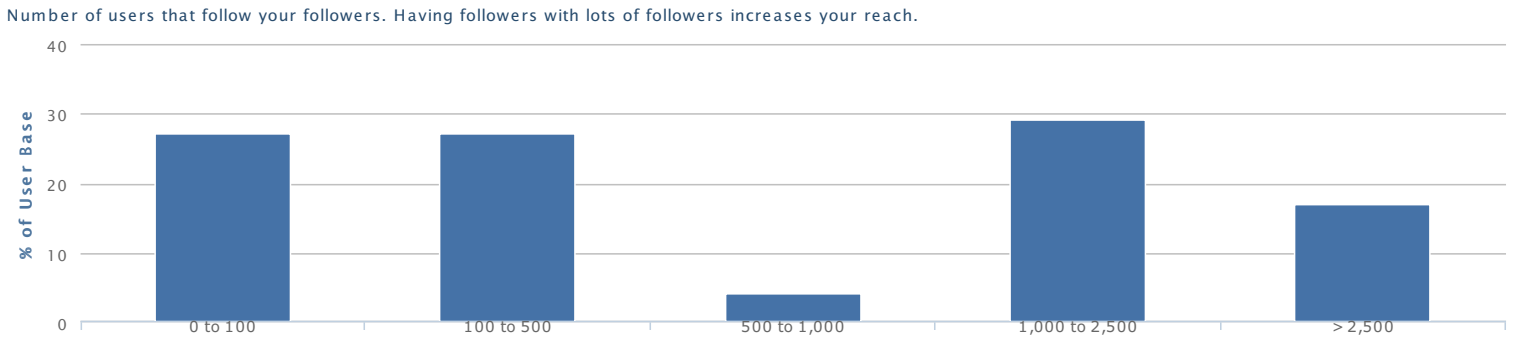
NUMBER OF TWITTER USERS REACHED



FOLLOWER GROWTH



AUDIENCE FOLLOWER DISTRIBUTION



BEST TIME FOR RTs

5:00 PM - 6:00 PM

24% of retweets occur during this time

BEST TIME FOR REPLIES

5:00 PM - 6:00 PM

67% of replies occur during this time

BEST TIME FOR MENTIONS

5:00 PM - 6:00 PM

100% of mentions occur during this time

BEST TIME FOR FAVS

5:00 PM - 6:00 PM

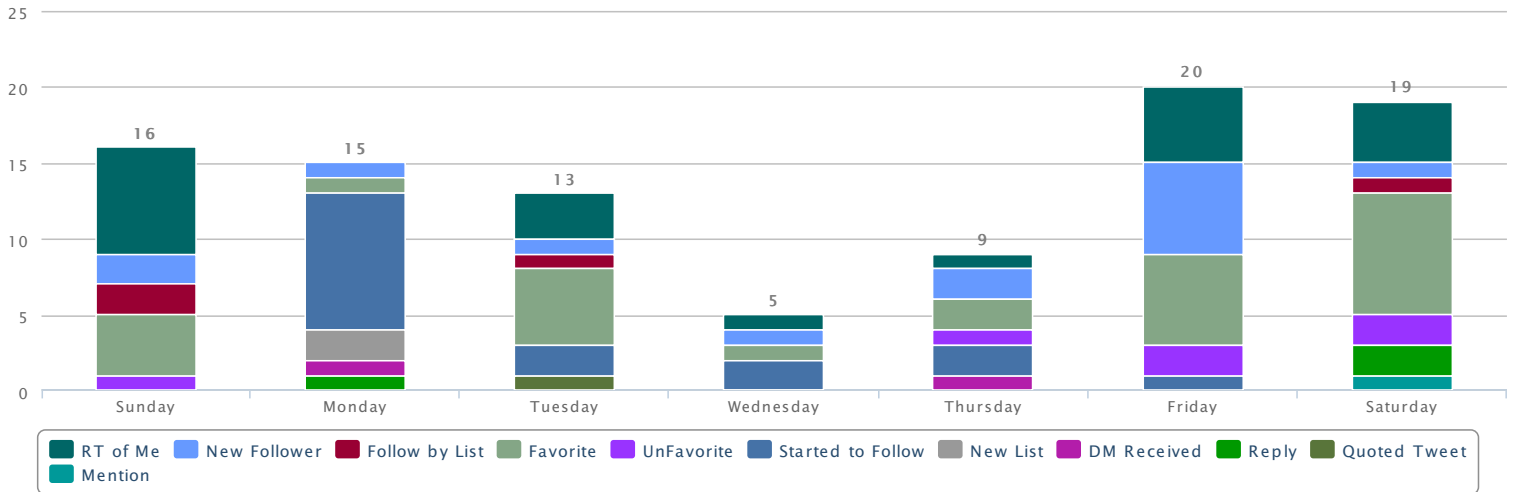
21% of favorites occur during this time

BEST TIME FOR FOLLOWS

5:00 PM - 6:00 PM

14% of new follower occur during this time

TWITTER RT OF ME, FAVORITE, UNFAVORITE, REPLIES, MENTIONS BY DATE OF THE WEEK



TWITTER RT OF ME, FAVORITE, UNFAVORITE, REPLIES, MENTIONS BY HOUR OF THE DAY

