



# Group Report

Jan 01, 2016 - Dec 31, 2016

The Group Report helps you understand the growth and health of your social profiles across social channels. The report combines your activity and growth across all your Twitter, Facebook, LinkedIn and Instagram profiles to provide a clear picture of where to focus your social efforts.

## Included in this Report

 Pilates in the Grove

 pilatesinthegr

 pilatesinthegrove

## Activity Overview



**349,848**  
IMPRESSIONS



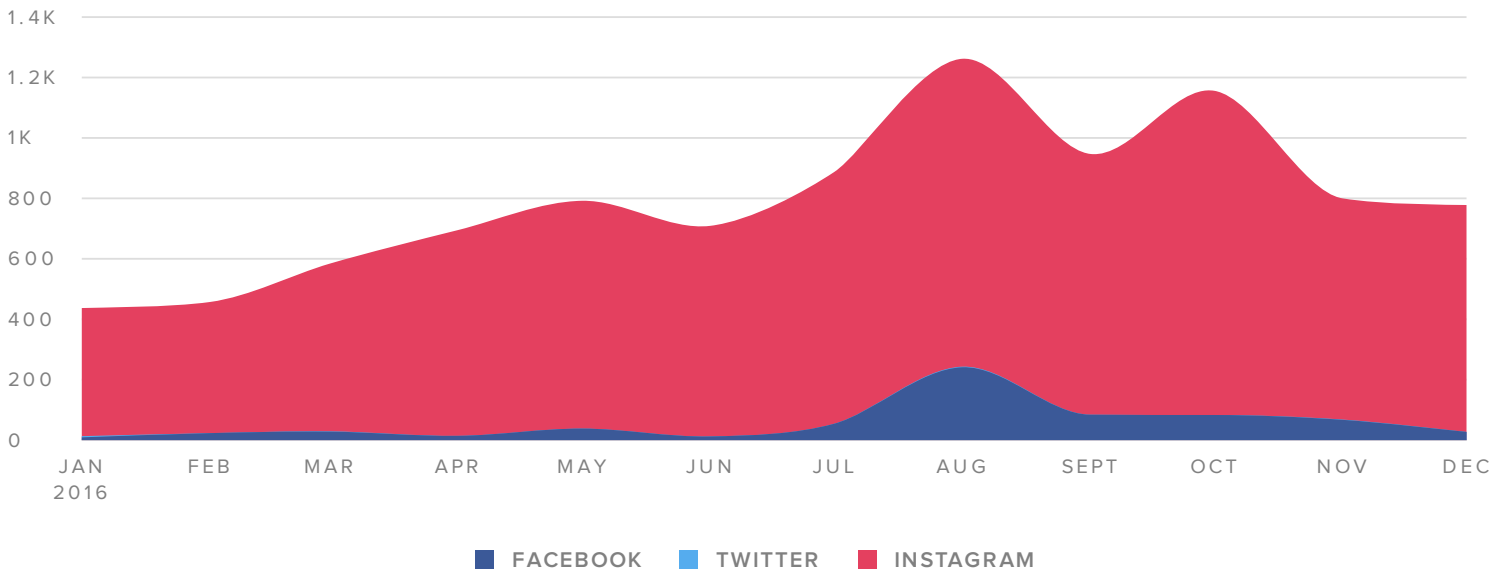
**64,355**  
ENGAGEMENTS



**868**  
LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY MONTH

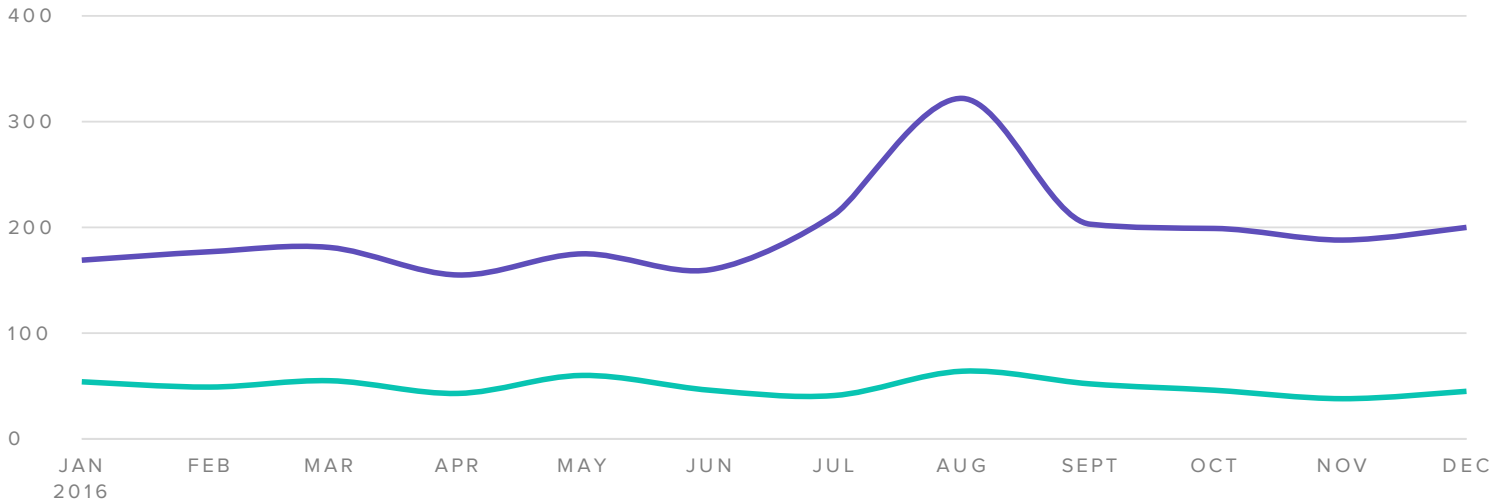


AUDIENCE GROWTH METRICS	TOTALS	CHANGE
<b>Total Fans</b>	<b>11,325</b>	<b>▲ 520.2%</b>
New Facebook Fans	680	▲ 162.5%
New Twitter Followers	3	▼ 97.8%
New Instagram Followers	8,816	▲ 1,077.0%
Total Fans Gained	9,499	▲ 728.9%

Total fans increased by  
**▲ 520.2%**  
 since previous date range

## Message Volumes

### MESSAGES PER MONTH



■ SENT MESSAGES ■ RECEIVED MESSAGES

SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	84	–
Twitter Messages Sent	–	▼ 100.0%
Instagram Media Sent	509	▲ 9.7%
<b>Total Messages Sent</b>	<b>593</b>	<b>▼ 24.4%</b>

The number of messages you sent decreased by

**▼ 24.4%**

since previous date range

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	166	▼ 52.8%
Twitter Messages Received	28	▼ 24.3%
Instagram Comments Received	2,147	▲ 342.7%
<b>Total Messages Received</b>	<b>2,341</b>	<b>▲ 167.8%</b>

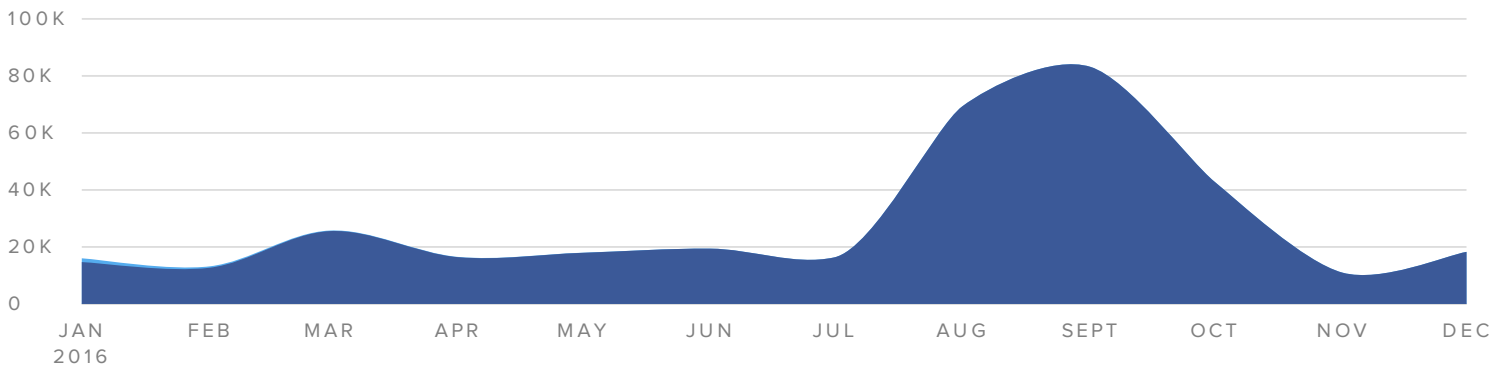
The number of messages you received increased by

**▲ 167.8%**

since previous date range

## Impressions

### IMPRESSIONS PER MONTH



■ FACEBOOK ■ TWITTER

#### IMPRESSIONS METRICS

#### TOTALS

#### CHANGE

Facebook Impressions	347,718	▲ 14.3%
Twitter Impressions	2,130	▼ 80.6%
<b>Total Impressions</b>	<b>349,848</b>	<b>▲ 11.0%</b>

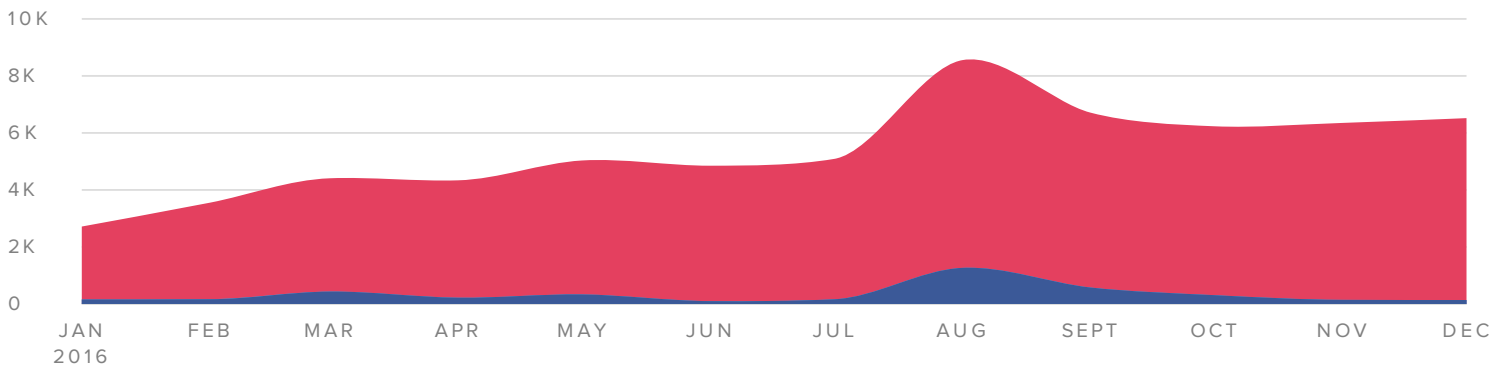
Total Impressions increased by

▲ **11.0%**

since previous date range

## Engagements

### ENGAGEMENTS PER MONTH



■ FACEBOOK ■ TWITTER ■ INSTAGRAM

#### ENGAGEMENT METRICS

#### TOTALS

#### CHANGE




Facebook Engagements	4,012	▼ 20.6%
Twitter Engagements	4	▼ 84.6%
Instagram Engagements	60,339	▲ 1,360.3%
<b>Total Engagements</b>	<b>64,355</b>	<b>▲ 598.4%</b>

The number of engagements increased by

▲ **598.4%**

since previous date range

## Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 <b>Pilates in the Grove</b> Facebook page	1,619	72.42%	84	347,718	4,140	4,012	47.8	868
 <b>Pilates in the Grove</b> pilatesinthegrov..	9,565	1,177.04%	509	–	–	60,339	118.5	–
 <b>Pilates in the Grove</b> @pilatesinthegr	141	2.17%	–	2,130	–	4	–	–