



Facebook Pages Report for **Pilates in the Grove**

Jan 01, 2017 - Jan 31, 2017

The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

Facebook Activity Overview



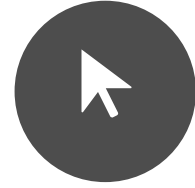
54,879

IMPRESSIONS



567

POST ENGAGEMENTS

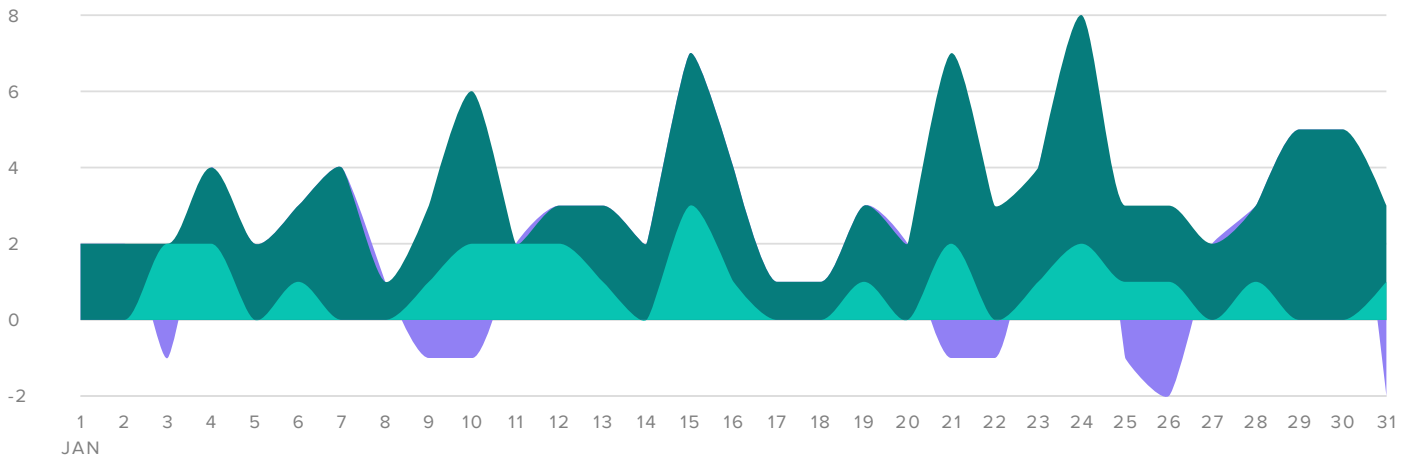


197

LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



■ ORGANIC LIKES ■ PAID LIKES ■ UNLIKES

AUDIENCE GROWTH METRICS

TOTALS

Total Fans	1,712
Paid Likes	76
Organic Likes	27
Unlikes	10
Net Likes	93

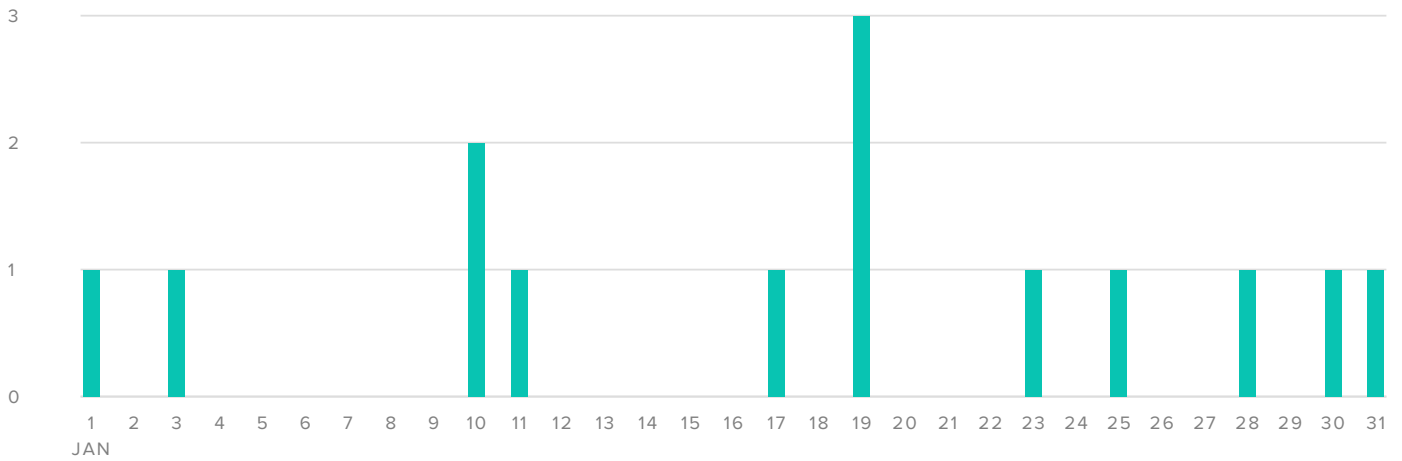
Total fans increased by

▲ 5.8%

since previous month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT

PUBLISHING METRICS

TOTALS



Photos	10
Videos	–
Posts	4
Total Posts	14

The number of posts you sent increased by

▲ 40.0%

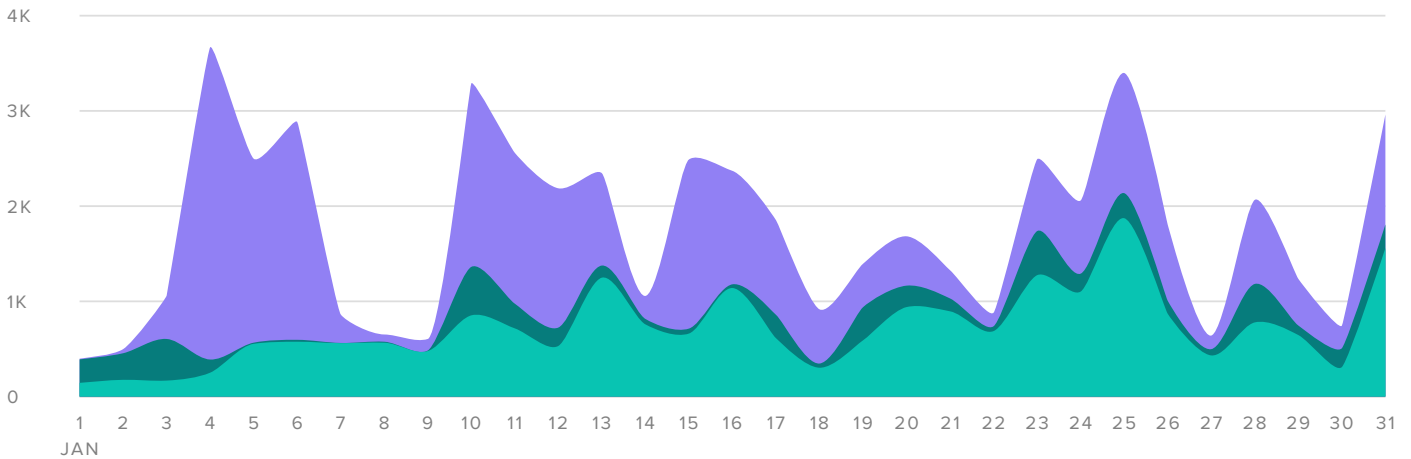
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Pilates in the Grove</p> <p>Have you heard the news??? Pilates in the Grove was voted one of the best Pilates studios in Miami. Honored to be included in this group of other quality studios. Miami is a hub of excellent Pilates talent and we are so happy to be a part of it. #strongertogether Thanks for the shout out Stay Fit 305</p> <p>🔗 12 Must-Try Miami Pilates Studios in 2017</p> <p>(Post) January 28, 2017 12:33 pm</p>	44	8	9.6%	977
<p>Pilates in the Grove</p> <p>We are looking for an outgoing, motivated and qualified instructor to join our growing team at Pilates In The Grove! Applicants should have minimum 2 years experience teaching in a studio setting. If you are an instructor looking to join a team that fosters personal and professional growth then we want you too! Email resume to christa@pilatesinthegrove.com</p> <p></p> <p>(Post) January 19, 2017 1:03 pm</p>	27	1	7.9%	747
<p>Pilates in the Grove</p> <p>Calling all South Florida Pilates Instructors..join other local Pilates Instructors during our Instructor Only class held Fridays at 1:30 pm. This week we will be hosting the class at our Coconut Grove location. Space is limited so email info@pilatesinthegrove.com or call 305-446-6899 to reserve your spot.</p> <p></p> <p>(Post) January 23, 2017 5:25 pm</p>	16	3	6.5%	520
<p>Pilates in the Grove</p> <p>The #miamimarathon is right around the corner and in today's Blog post we've got some Pilates exercises that will keep your body at it's strongest and healthiest for the big day. If you are a 5k runner, half marathoner, conquer the full distance or label yourself as a weekend warrior these exercises will help those muscles work for you. Don't forget to schedule your pre/post marathon private Pilates or Physical Therapy session. Contact info@pilatesinthegrove.com for schedule & pricing. 🏃‍♀️🏃‍♂️</p> <p>www.pilatesinthegrove.com</p> <p>(Post) January 17, 2017 11:16 am</p>	4	—	5.7%	192

Page Impressions

PAGE IMPRESSIONS, BY DAY



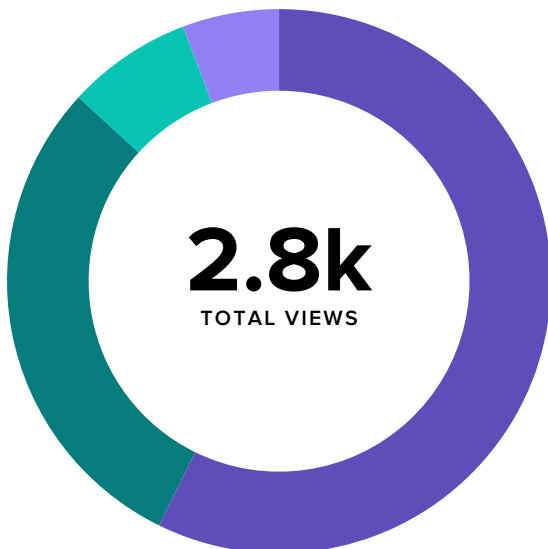
■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	5,499
Viral Impressions	27,119
Paid Impressions	22,261
Total Impressions	54,879
Users Reached	37,338

Total Impressions increased by
▲ 200.4%
 since previous month

Video Performance

VIEW METRICS



207
ORGANIC FULL

819
ORGANIC PARTIAL

159
PAID FULL

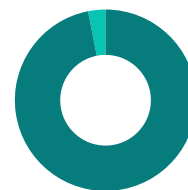
1.6k
PAID PARTIAL

VIEWING BREAKDOWN



37%
ORGANIC VIEWS

63%
PAID VIEWS

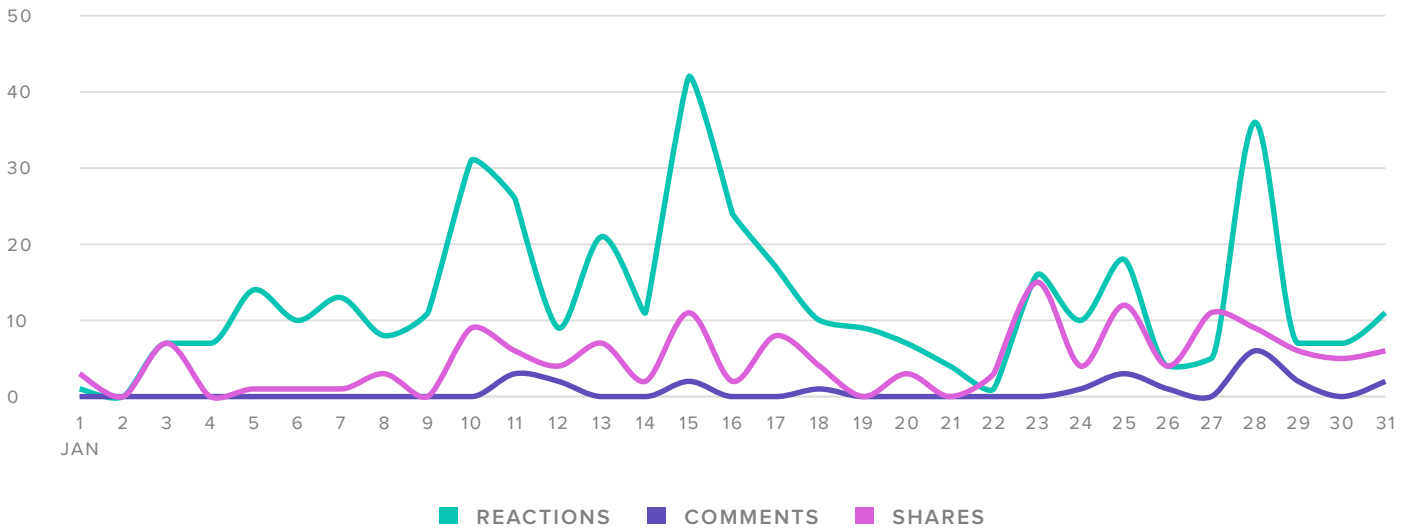


3%
CLICK PLAYS

97%
AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



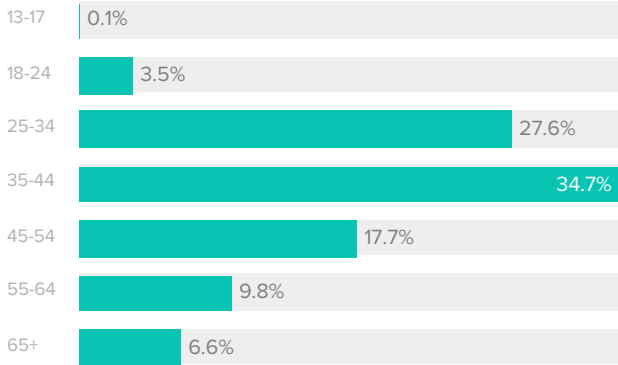
ACTION METRICS	TOTALS
Reactions	397
Comments	23
Shares	147
Total Engagements	567

Total Engagements increased by **310.9%** since previous month

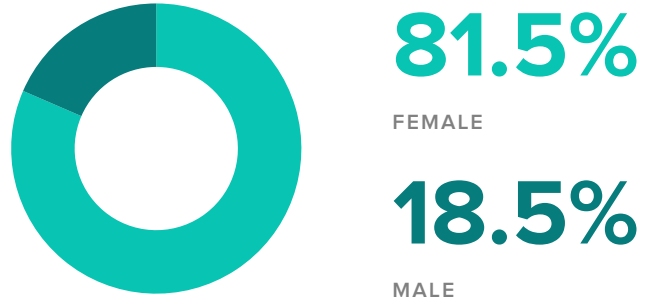
Demographics

PAGE FANS | PEOPLE REACHED | PEOPLE ENGAGED

BY AGE



BY GENDER



Women between the ages of **35-44** appear to be the leading force among your fans.


TOP COUNTRIES

 United States	1,406
 United Kingdom	32
 Italy	23
 Spain	22
 Brazil	18

TOP CITIES

Miami, FL	404
Coral Gables, FL	103
New York, NY	66
Hialeah, FL	36
Kendall, FL	33

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Pilates in the Grove	1,712	5.81%	14	54,879	3,920	567	40.5	197