



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

Feb 01, 2017 - Feb 28, 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.

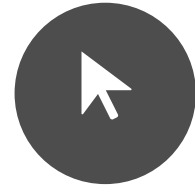
Facebook Activity Overview



57,761
IMPRESSIONS



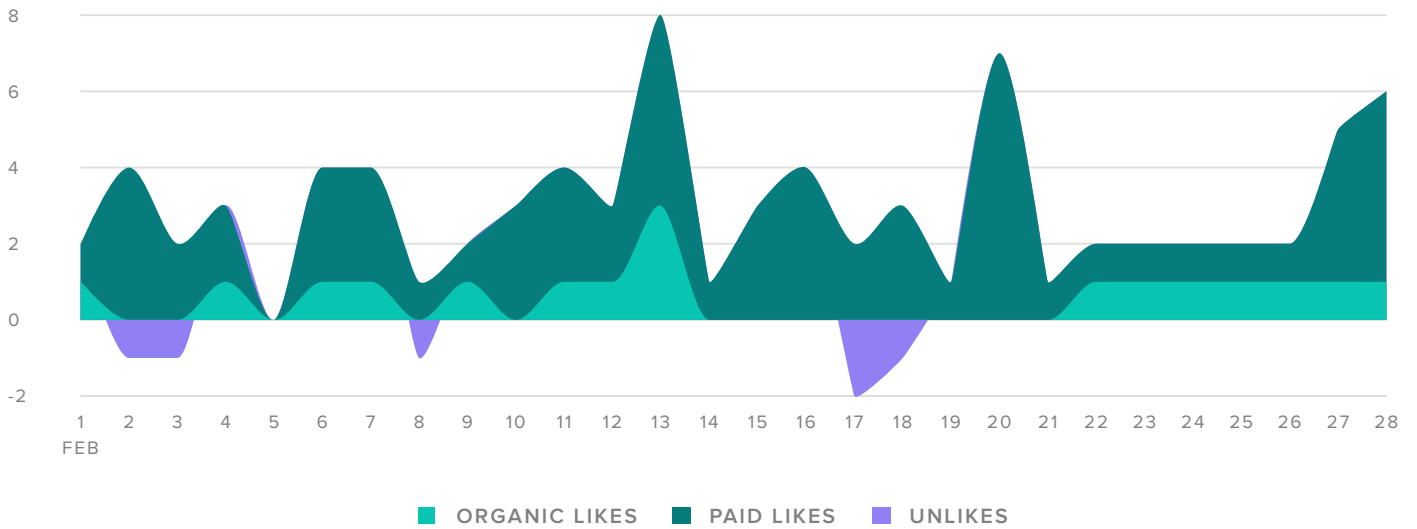
195
POST ENGAGEMENTS



73
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY

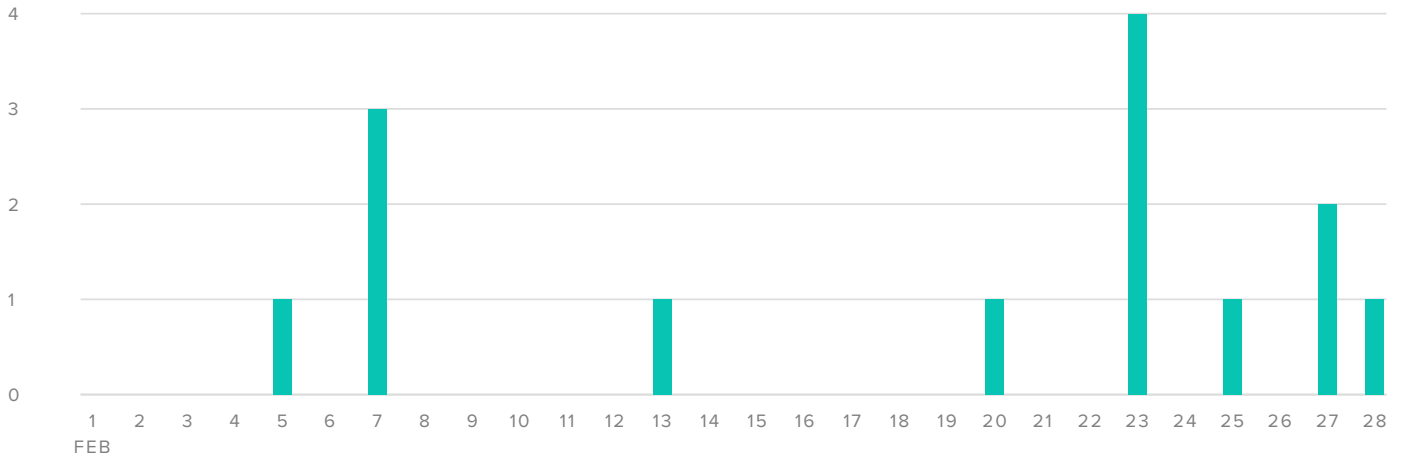


AUDIENCE GROWTH METRICS	TOTALS
Total Fans	1,787
Paid Likes	66
Organic Likes	17
Unlikes	6
Net Likes	77

Total fans increased by
▲ 4.4%
 since previous month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT







PUBLISHING METRICS	TOTALS
Photos	6
Videos	2
Posts	6
Total Posts	14

The number of posts you sent increased by

▲ **16.7%**

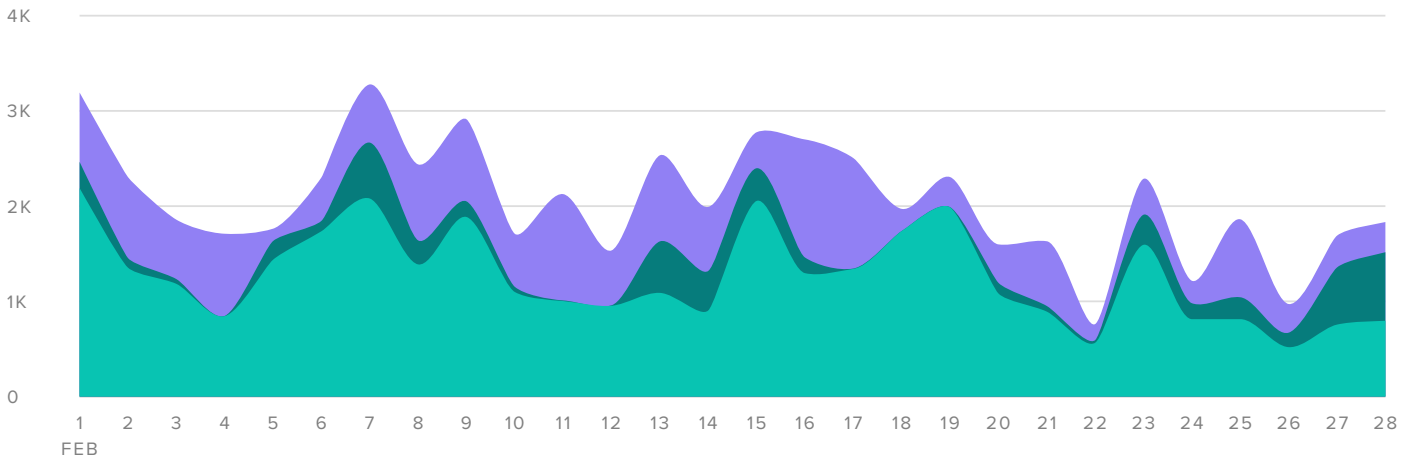
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Pilates in the Grove We're hiring Pilates Instructors! Apply now. (Post) February 23, 2017 1:22 pm</p>	1	–	9.1%	22
 <p>Pilates in the Grove Sitting is the New Smoking! As a society, we sit a lot. We sit at work, we sit at home, we sit in our cars....a lot of sitting. Find out how to counter act all of the sitting we are doing in our Pilates in the Grove Blog. 🔗 Sitting is the New Smoking! Pilates In The Grove (Post) February 23, 2017 1:46 pm</p>	3	–	5.7%	176
 <p>Pilates in the Grove We all have our own "balancing act". 🔗 The Balancing Act Pilates In The Grove (Post) February 28, 2017 10:22 am</p>	5	–	5.7%	230
 <p>Pilates in the Grove We're hiring a Front Desk Receptionist! Apply now. (Post) February 23, 2017 1:19 pm</p>	4	–	5.6%	71
 <p>Pilates in the Grove Working lunch today reviewing our budget and numbers from January 2017. Want to know how to make your numbers work for you and your business? Make sure to join Christa at the 2017 PMA conference where she will be presenting a working on Business 101. Learn how to grow your business efficiently, effectively and objectively. #pma #pilatesmethodalliance #businessstrategy #girlboss #pilatesinthegrove #instagramtakeover  (Post) February 07, 2017 1:06 pm</p>	1	–	3.8%	288

Page Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	5,655
Viral Impressions	16,708
Paid Impressions	35,398
Total Impressions	57,761
Users Reached	38,024

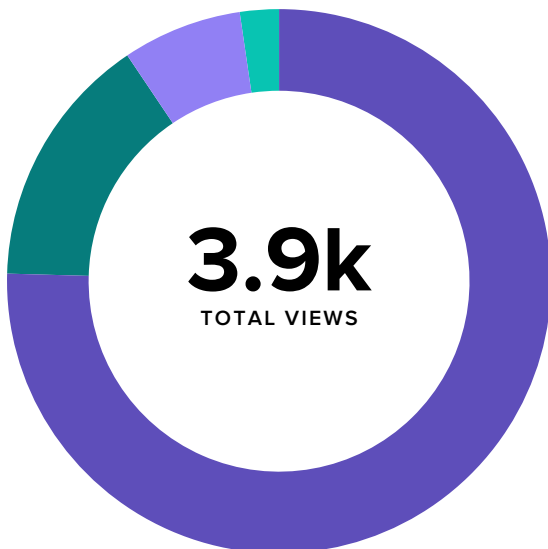
Total Impressions increased by

▲ 9.1%

since previous month

Video Performance

VIEW METRICS



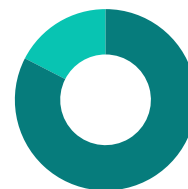
90
ORGANIC FULL

588
ORGANIC PARTIAL

276
PAID FULL

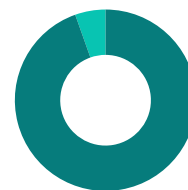
2.9k
PAID PARTIAL

VIEWING BREAKDOWN



17%
ORGANIC VIEWS

83%
PAID VIEWS

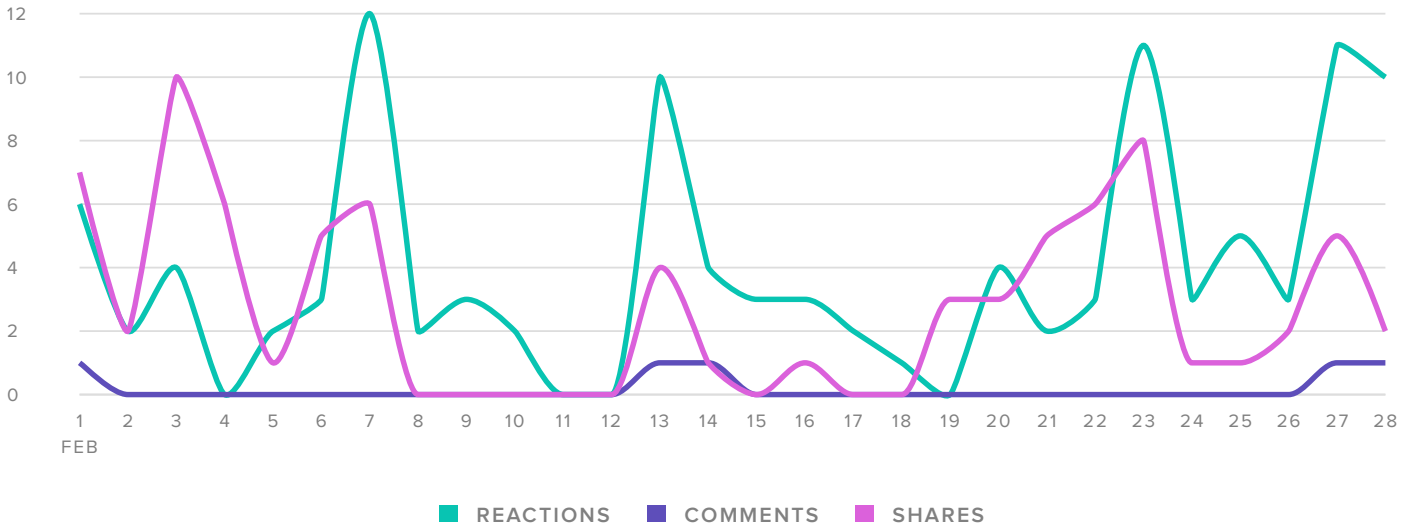


5%
CLICK PLAYS

95%
AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



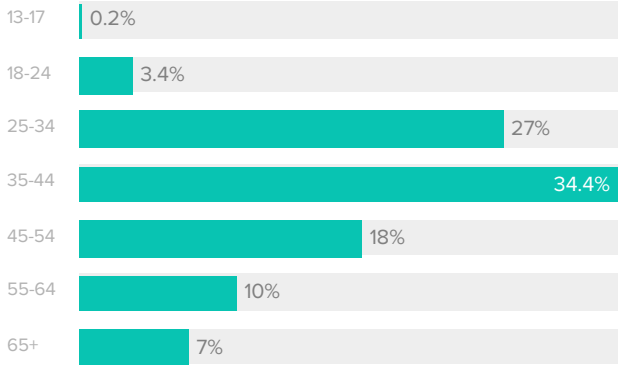
ACTION METRICS	TOTALS
Reactions	111
Comments	5
Shares	79
Total Engagements	195

Total Engagements decreased by
64.5%
 since previous month

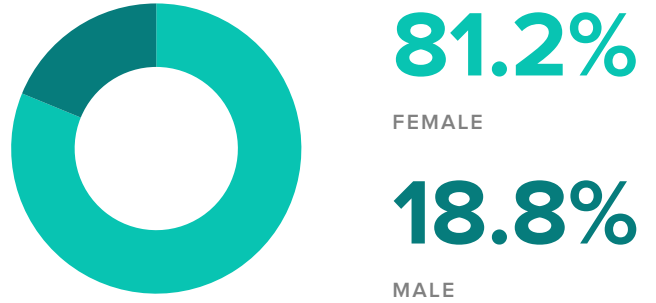
Demographics

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	1,468
 United Kingdom	33
 Italy	23
 Spain	22
 Brazil	21

TOP CITIES

Miami, FL	447
Coral Gables, FL	109
New York, NY	65
Hialeah, FL	38
Kendall, FL	37

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	1,787	4.38%	14	57,761	4,126	195	13.9	73