



# Group Report

Jan 01, 2018 - Jan 31, 2018

Understand growth and health of your social profiles

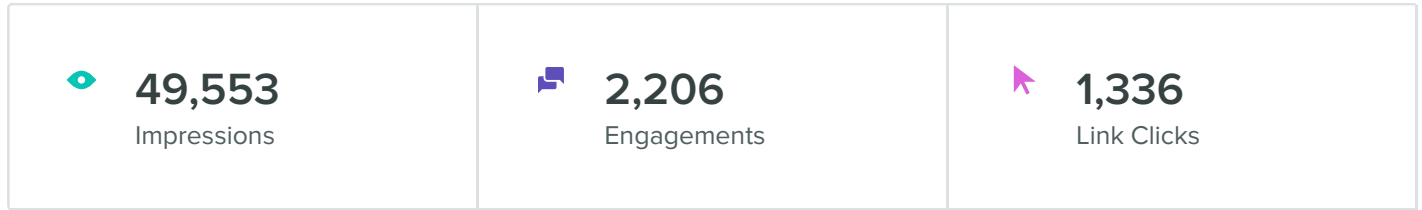
## Included in this Report

 Pilates in the Grove

 Pilates in the Grove

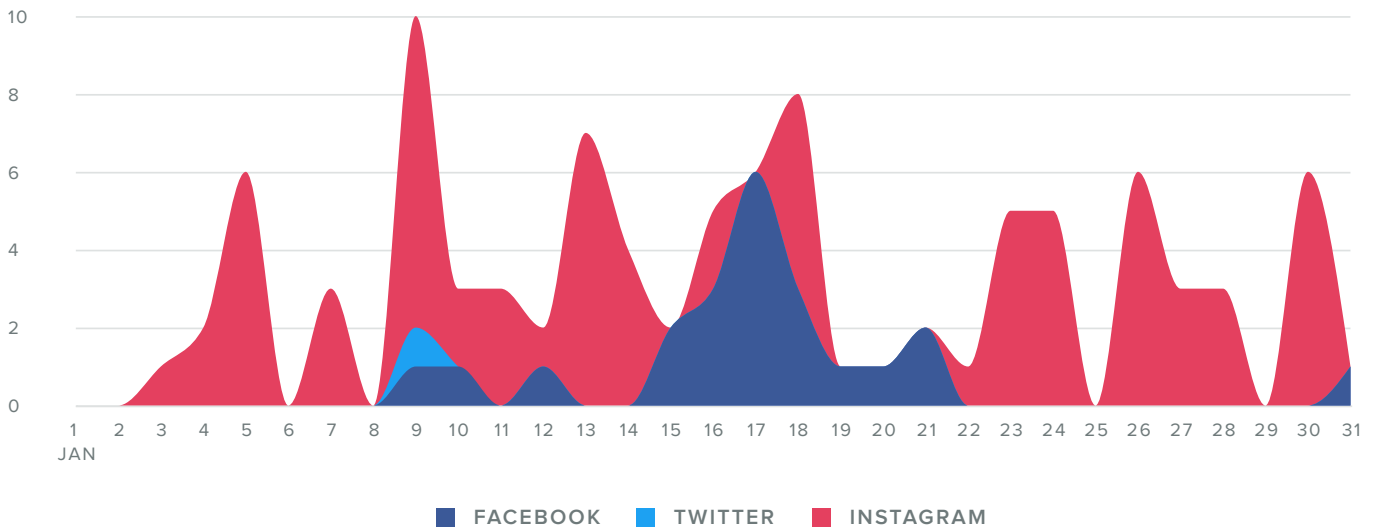
 Pilates In The Grove

## Group Activity Overview



## Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	Change
<b>Total Fans</b>	<b>15,751</b>	<b>▲ 0.4%</b>
New Facebook Fans	20	▲ 0.9%
New Twitter Followers	–	–
New Instagram Followers	34	▲ 0.3%
<b>Total Fans Gained</b>	<b>54</b>	<b>▲ 0.4%</b>

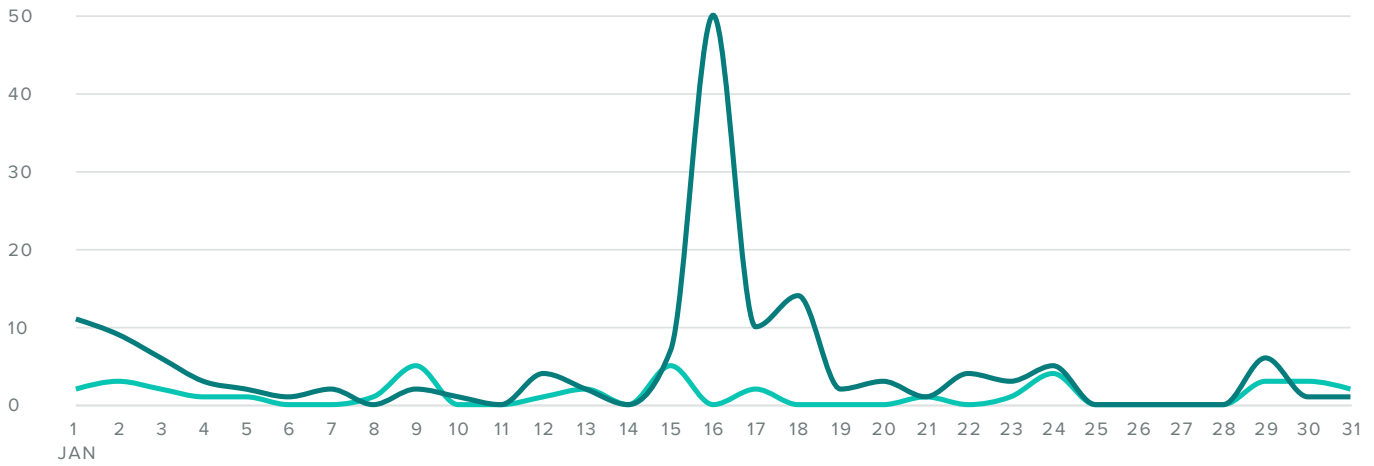
Total followers increased by

▲ **0.4%**

since previous month

## Group Message Volumes

MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

Sent Messages Metrics	Totals	Change
Facebook Posts Sent	14	▲ 40.0%
Twitter Tweets and DMs Sent	11	▲ 83.3%
Instagram Media Sent	14	▼ 22.2%
<b>Total Messages Sent</b>	<b>39</b>	<b>▲ 14.7%</b>

Message volume increased by

▲ **14.7%**

since previous month

Received Messages Metrics	Totals	Change
Facebook Messages Received	84	▲ 78.7%
Twitter Messages Received	5	▼ 37.5%
Instagram Comments Received	61	▲ 110.3%
<b>Total Messages Received</b>	<b>150</b>	<b>▲ 78.6%</b>

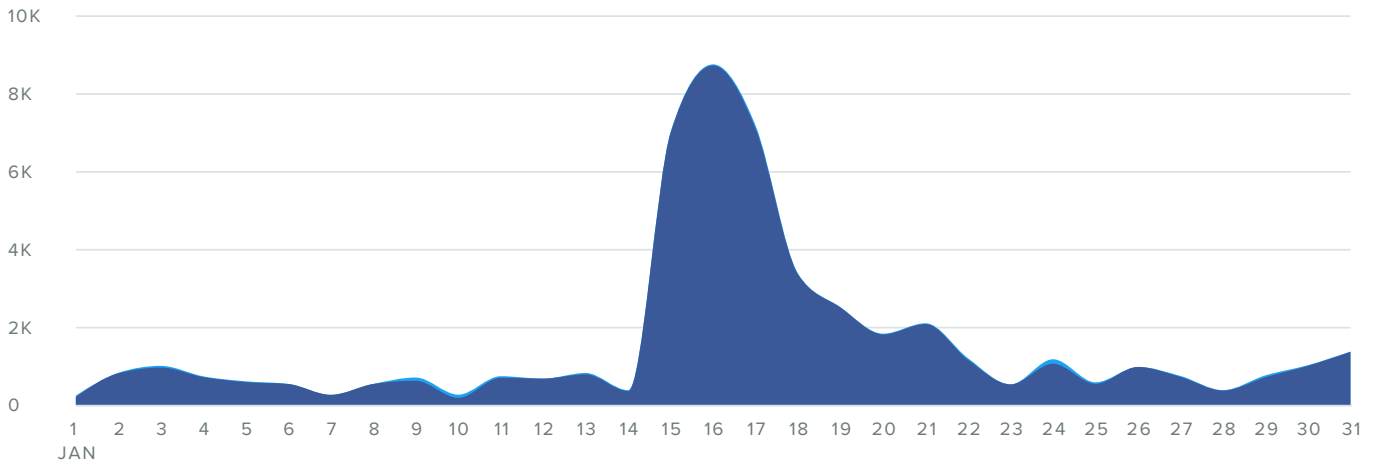
Message volume increased by

▲ **78.6%**

since previous month

## Group Impressions

IMPRESSIONS PER DAY



■ FACEBOOK ■ TWITTER

Impressions Metrics	Totals	Change
Facebook Impressions	48,669	▲ 26.4%
Twitter Impressions	884	▲ 7.7%
<b>Total Impressions</b>	<b>49,553</b>	<b>▲ 26.0%</b>

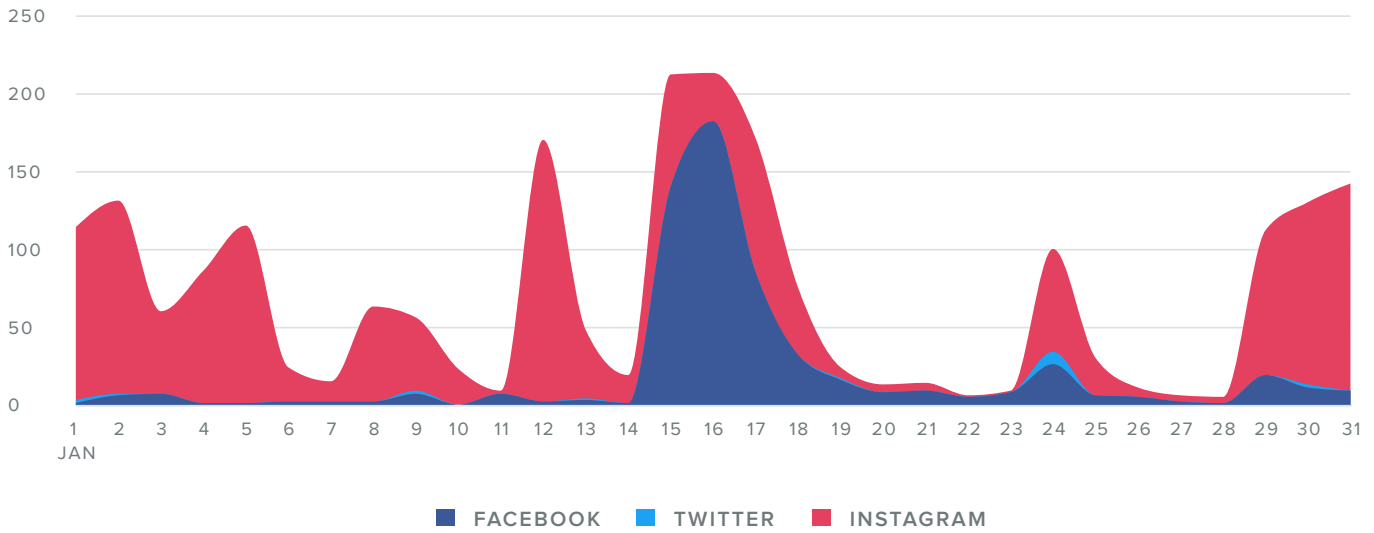
Total Impressions increased by

▲ **26.0%**

since previous month

## Group Engagement

### ENGAGEMENTS PER DAY









Engagement Metrics	Totals	Change
Facebook Engagements	606	▲ 51.5%
Twitter Engagements	17	▲ 466.7%
Instagram Engagements	1,583	▼ 1.8%
<b>Total Engagements</b>	<b>2,206</b>	<b>▲ 9.5%</b>

The number of engagements increased by

**▲ 9.5%**

since previous month

## 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
 Pilates in the Gro...  @pilatesinthegr...	153	–	11	884	80	17	1.5	9
 Pilates ... he Grove  Business Page	2,400	0.93%	14	48,669	3,476	606	43.3	1,327
 Pilates in the Gro...  @pilatesinthegrove	13,198	0.26%	14	–	–	1,583	113.1	–

