



Group Report

Feb 01, 2018 - Feb 28, 2018

Understand growth and health of your social profiles

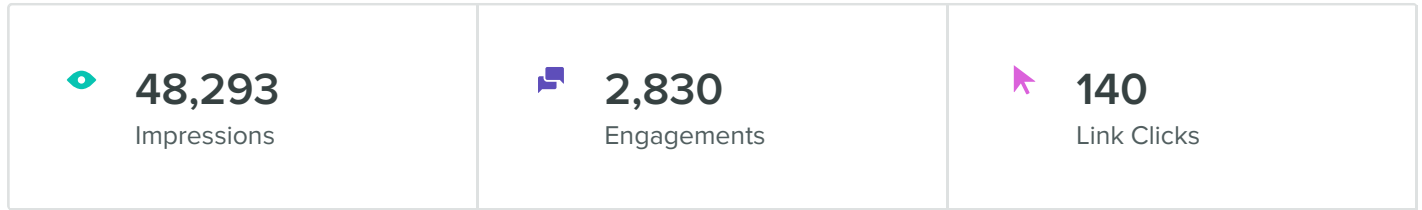
Included in this Report

 Pilates in the Grove

 Pilates in the Grove

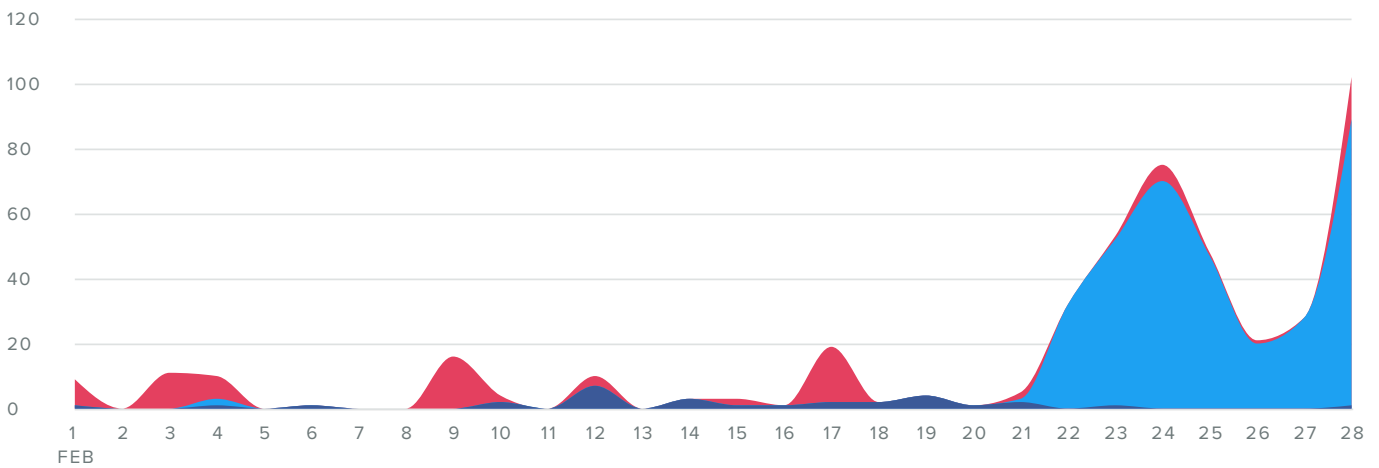
 Pilates In The Grove

Group Activity Overview



Group Audience Growth

AUDIENCE GROWTH, BY DAY



■ FACEBOOK
 ■ TWITTER
 ■ INSTAGRAM

| Audience Growth Metrics | Totals | Change |
|--------------------------|---------------|---------------|
| Total Fans | 16,148 | ▲ 2.5% |
| New Facebook Fans | 27 | ▲ 1.1% |
| New Twitter Followers | 337 | ▲ 220.3% |
| New Instagram Followers | 35 | ▲ 0.3% |
| Total Fans Gained | 399 | ▲ 2.5% |

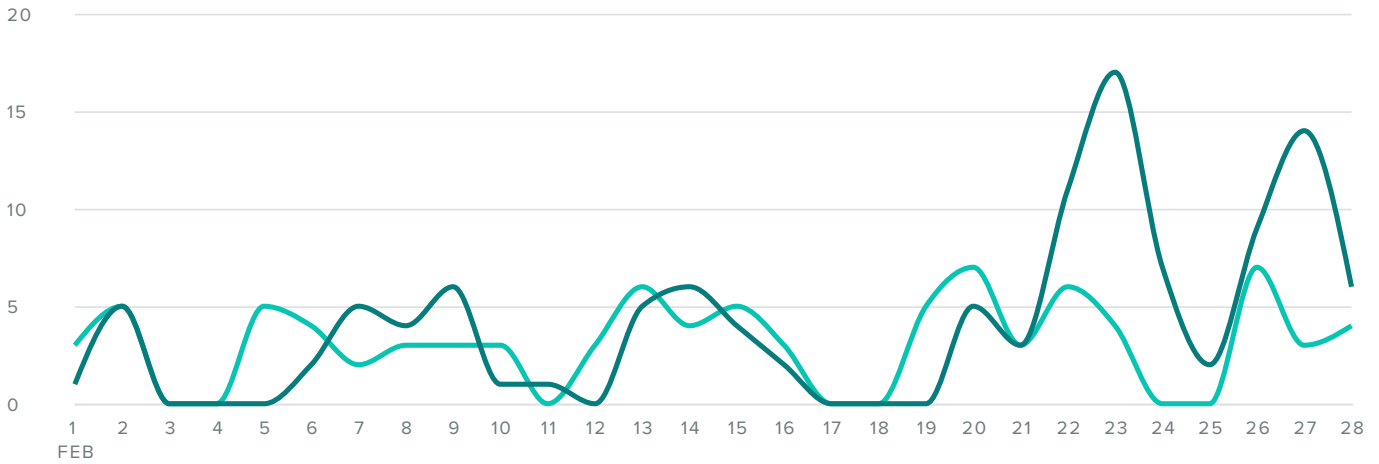
Total followers increased by

▲ 2.5%

since previous month

Group Message Volumes

MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

| Sent Messages Metrics | Totals | Change |
|-----------------------------|-----------|-----------------|
| Facebook Posts Sent | 32 | ▲ 166.7% |
| Twitter Tweets and DMs Sent | 35 | ▲ 288.9% |
| Instagram Media Sent | 21 | ▲ 90.9% |
| Total Messages Sent | 88 | ▲ 175.0% |

Message volume increased by

▲ **175.0%**

since previous month

| Received Messages Metrics | Totals | Change |
|--------------------------------|------------|---------------|
| Facebook Messages Received | 13 | ▼ 84.3% |
| Twitter Messages Received | 53 | ▲ 960.0% |
| Instagram Comments Received | 50 | ▲ 38.9% |
| Total Messages Received | 116 | ▼ 6.5% |

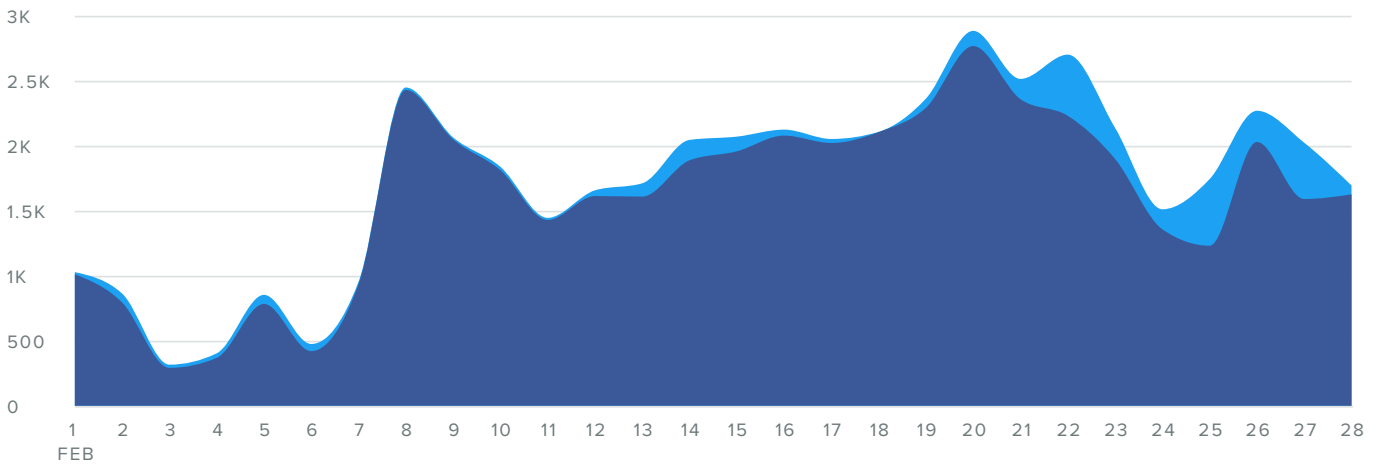
Message volume decreased by

▼ **6.5%**

since previous month

Group Impressions

IMPRESSIONS PER DAY



■ FACEBOOK ■ TWITTER

| Impressions Metrics | Totals | Change |
|--------------------------|---------------|---------------|
| Facebook Impressions | 44,972 | ▼ 3.7% |
| Twitter Impressions | 3,321 | ▲ 300.6% |
| Total Impressions | 48,293 | ▲ 1.6% |

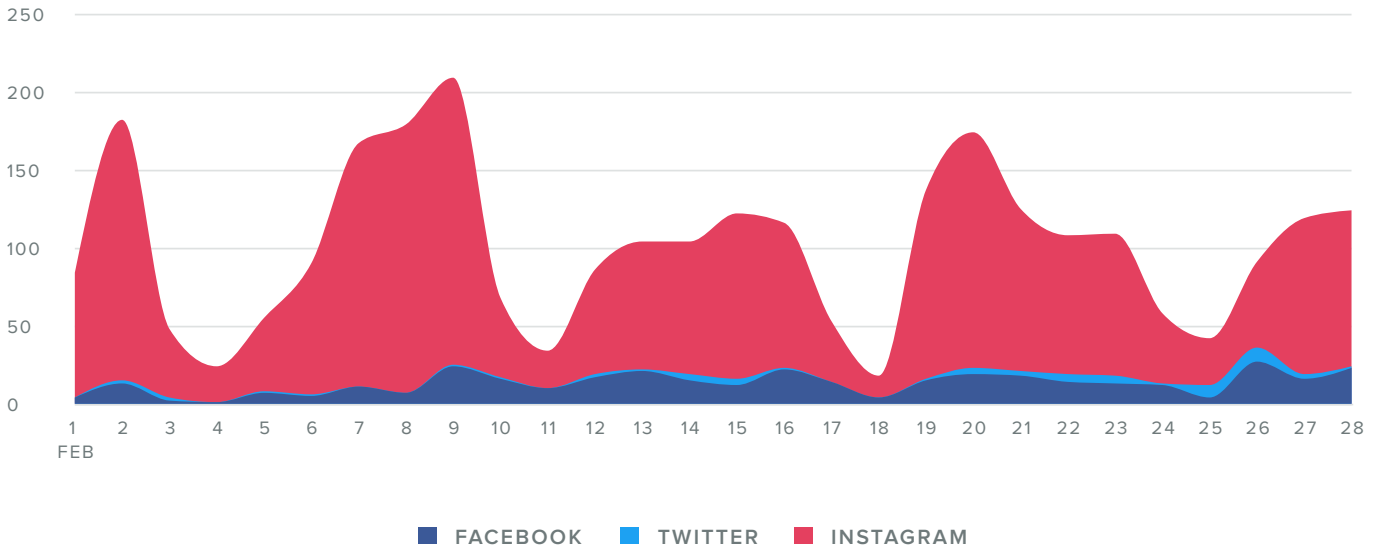
Total Impressions increased by

▲ 1.6%

since previous month

Group Engagement

ENGAGEMENTS PER DAY






| Engagement Metrics | Totals | Change |
|--------------------------|--------------|----------------|
| Facebook Engagements | 366 | ▼ 38.2% |
| Twitter Engagements | 60 | ▲ 328.6% |
| Instagram Engagements | 2,404 | ▲ 85.6% |
| Total Engagements | 2,830 | ▲ 48.9% |

The number of engagements increased by

▲ 48.9%

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... | 490 | 220.26% | 35 | 3,321 | 95 | 60 | 1.7 | 16 |
|  Pilates ... he Grove Business Page | 2,425 | 1.08% | 32 | 44,972 | 1,405 | 366 | 11.4 | 124 |
|  Pilates in the Gro... @pilatesinthegro... | 13,233 | 0.27% | 21 | - | - | 2,404 | 114.5 | - |

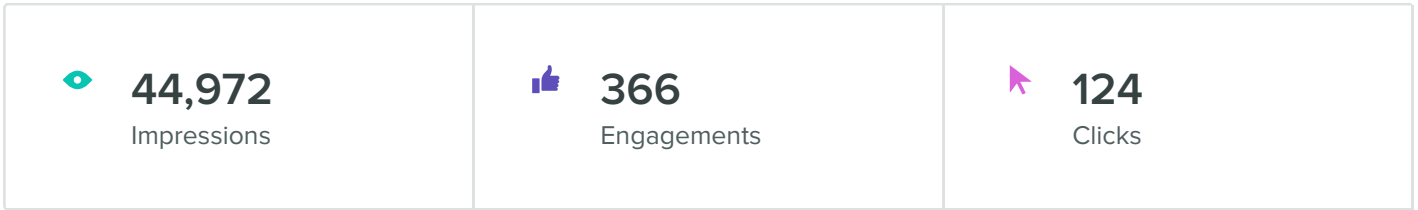


Facebook Pages for **Pilates In The Grove**

Feb 01, 2018 - Feb 28, 2018

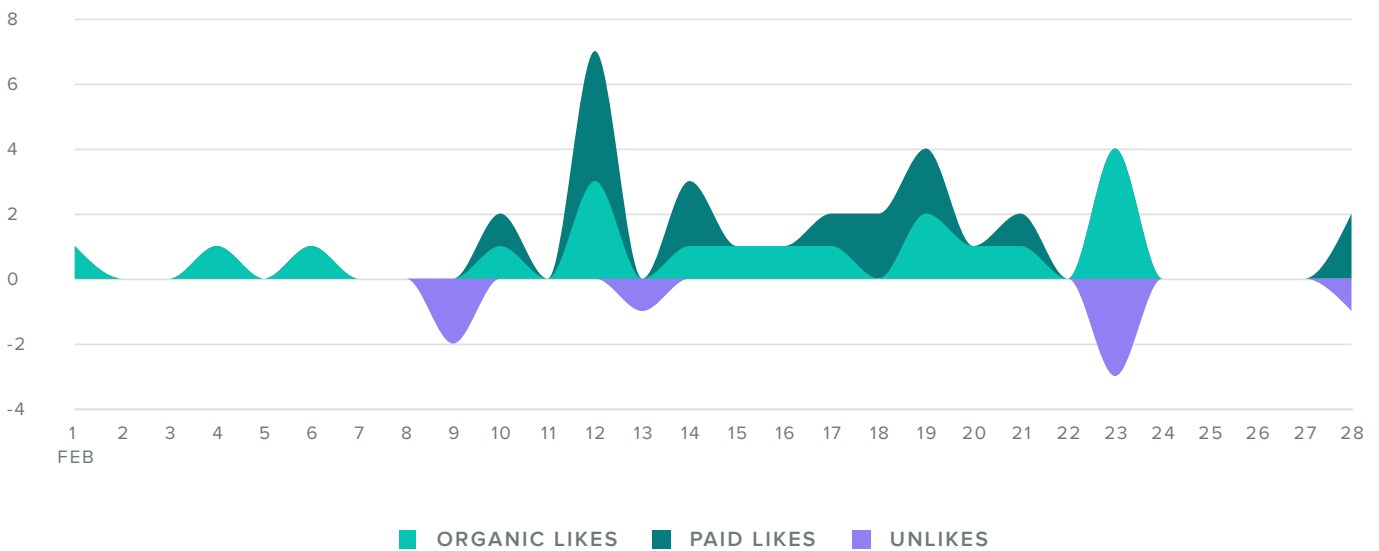
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

| Audience Growth Metrics | Totals |
|-------------------------|--------------|
| Total Fans | 2,425 |
| Paid Likes | 15 |
| Organic Likes | 19 |
| Unlikes | 7 |
| Net Likes | 27 |

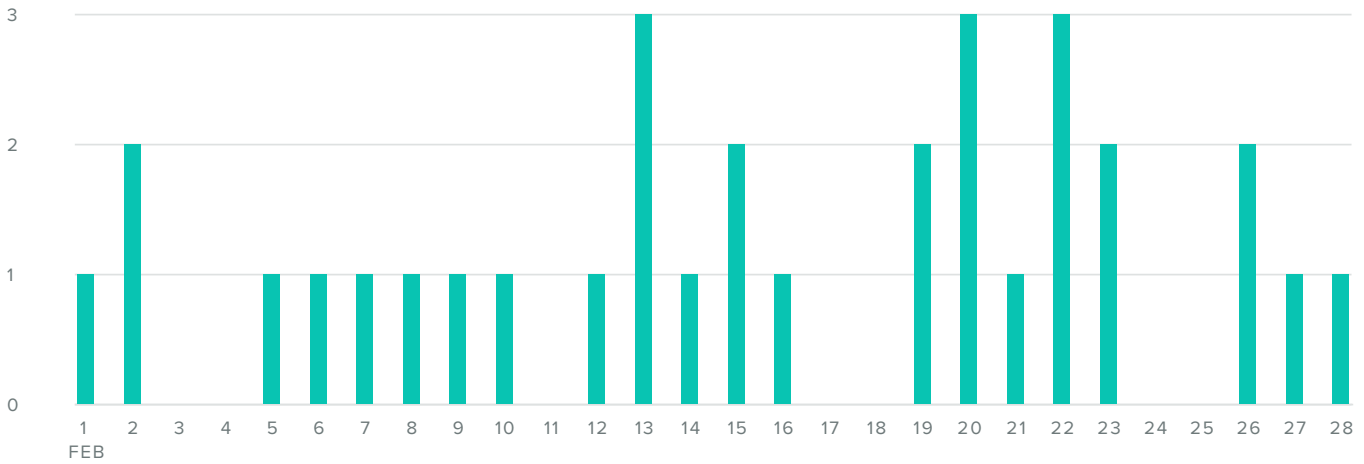
Total fans increased by

-1.1%

since previous month

Facebook Publishing Behavior

POSTS, BY DAY




■ POSTS SENT

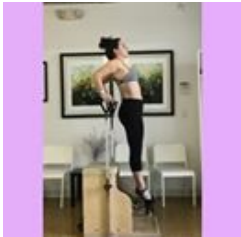


| Publishing Metrics | Totals |
|--------------------|-----------|
| Photos | 17 |
| Videos | 2 |
| Posts | 13 |
| Notes | - |
| Total Posts | 32 |

The number of posts you sent increased by **166.7%** since previous month



Facebook Top Posts, by Reactions

| Post | Reactions | Comments | Engagement | Reach |
|---|-----------|----------|------------|-------|
|  <p>Pilates In The Grove You've heard about it, read about it, your friends have been nagging you to take up Pilates. "It'll change your life!" they've told you over and over. So you gather up your courage and sign up for Pilates. Now what? Read our latest blog post to find out what happens next!</p> <p>What To Expect at Your First Pilates Class Pilates In The Grove</p> <p>(Post) February 26, 2018 12:03 pm</p> | 21 | 3 | 7.3% | 518 |

Facebook Top Posts, by Reactions

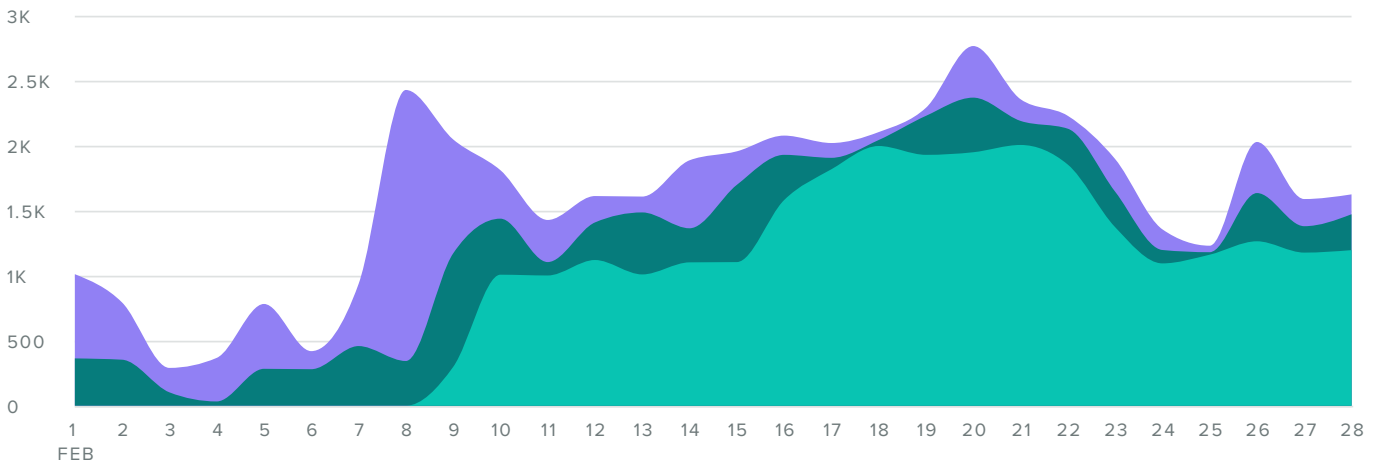
| Post | Reactions | Comments | Engagement | Reach |
|--|-----------|----------|------------|-------|
| <p>Pilates In The Grove</p> <p>Today is the last day of February and since it's known as the month of love AND American Heart Month, we wanted to remind you all to love yourself, love others & of course, make healthy choices! The heart chakra meditation: "I listen to my heart and honor its connection to the hearts of others. I allow love to fill me up and guide me in all of my actions. I gracefully move to the rhythm of life."</p>  <p>(Post) February 28, 2018 11:40 am</p> | 16 | — | 12.6% | 262 |
| <p>Pilates In The Grove</p> <p>We're excited to announce that Christa Gurka, MSPT, PMA-CPT is going to be a workshop presenter at the 18th Annual Pilates Method Alliance in Las Vegas this October! If you'd like to attend or more information, please visit: http://pmaannualmeeting.org. #PMA2018CONFERENCE</p>  <p>(Post) February 13, 2018 1:15 pm</p> | 14 | 5 | 6.6% | 256 |
| <p>Pilates In The Grove</p> <p>We have a weekend workshop coming up in April! It's going to be an amazing weekend of learning! Check it out -> http://www.pilatesinthegrove.com/events.</p>  <p>(Post) February 08, 2018 1:30 pm</p> | 12 | — | 6.9% | 317 |

Facebook Top Posts, by Reactions

| Post | Reactions ▼ | Comments | Engagement | Reach |
|--|-------------|----------|------------|-------|
| <p>Pilates In The Grove</p> <p>Pilates is by no means a race to the finish line or a competition with your neighbor on the reformer next to you. It's crucial, for your form and your body, that you take your time and really feel the movements - without rushing. Plus, the slower you do your moves, the harder you'll work your muscles. Slow down and really engage your mind/body connection. #TuesdayTip</p>   <p>(Post) February 20, 2018 12:11 pm</p> | 11 | - | 9.4% | 170 |

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

Impressions Metrics

Totals

| | |
|------------------------------------|---------------|
| Organic Impressions | 8,159 |
| Viral Impressions | 9,755 |
| Paid Impressions | 27,058 |
| Total Impressions | 44,972 |
| Average Daily Users Reached | 1,226 |

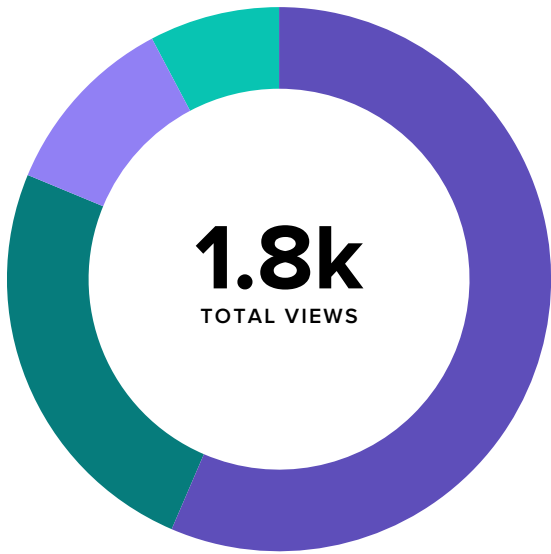
Total Impressions decreased by

-3.7%

since previous month

Facebook Video Performance

VIEW METRICS



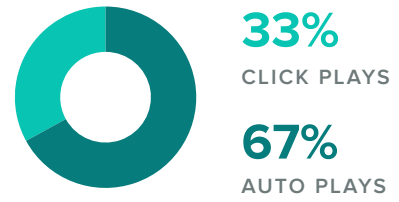
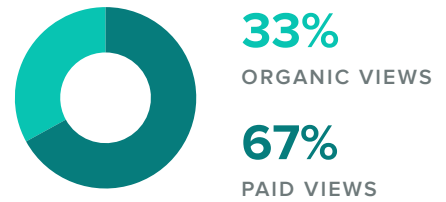
142
ORGANIC FULL

455
ORGANIC PARTIAL

202
PAID FULL

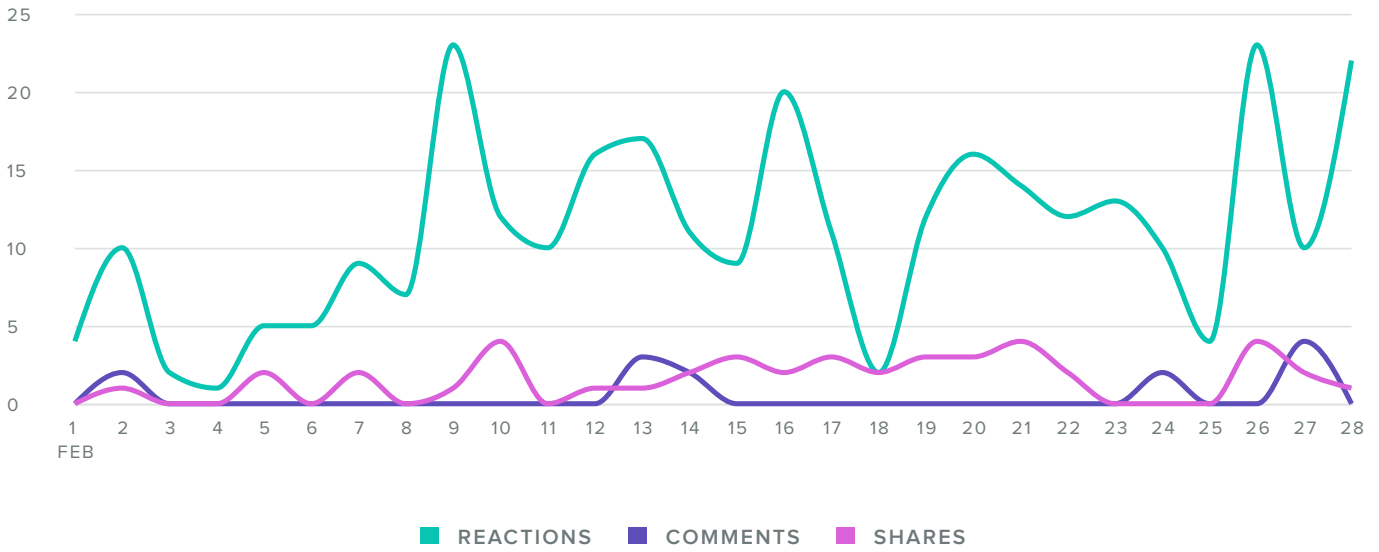
1.0k
PAID PARTIAL

VIEWING BREAKDOWN



Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Action Metrics | Totals |
|--------------------------|------------|
| Reactions | 310 |
| Comments | 13 |
| Shares | 43 |
| Total Engagements | 366 |

Total Engagements decreased by **38.2%** since previous month

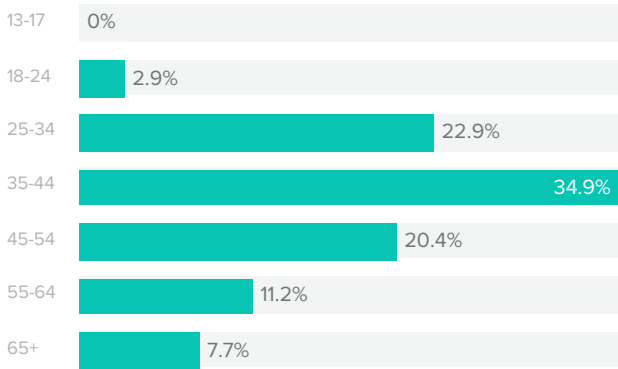
Facebook Audience Demographics

Page Fans

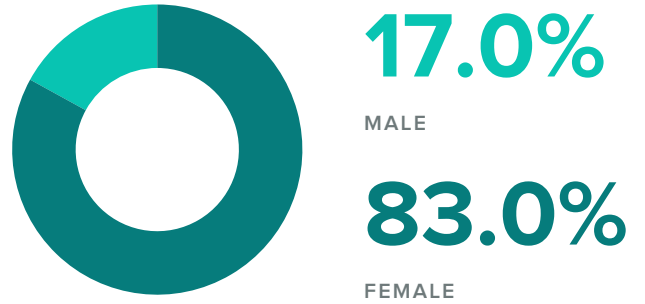
People Reached

People Engaged

BY AGE



BY GENDER



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

Top Countries

| Country | Count |
|----------------|-------|
| United States | 1,798 |
| United Kingdom | 84 |
| Italy | 41 |
| Brazil | 37 |
| Spain | 36 |

Top Cities

| City | Count |
|------------------|-------|
| Miami, FL | 845 |
| New York, NY | 68 |
| Coral Gables, FL | 63 |
| Miami Beach, FL | 43 |
| Hialeah, FL | 27 |

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 | 2,425 | 1.08% | 32 | 44,972 | 1,405 | 366 | 11.4 | 124 |

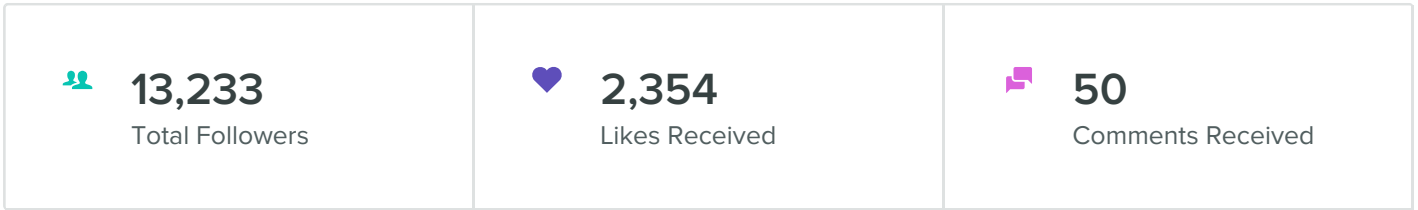


Instagram Profiles for **Pilates in the Grove**

Feb 01, 2018 - Feb 28, 2018

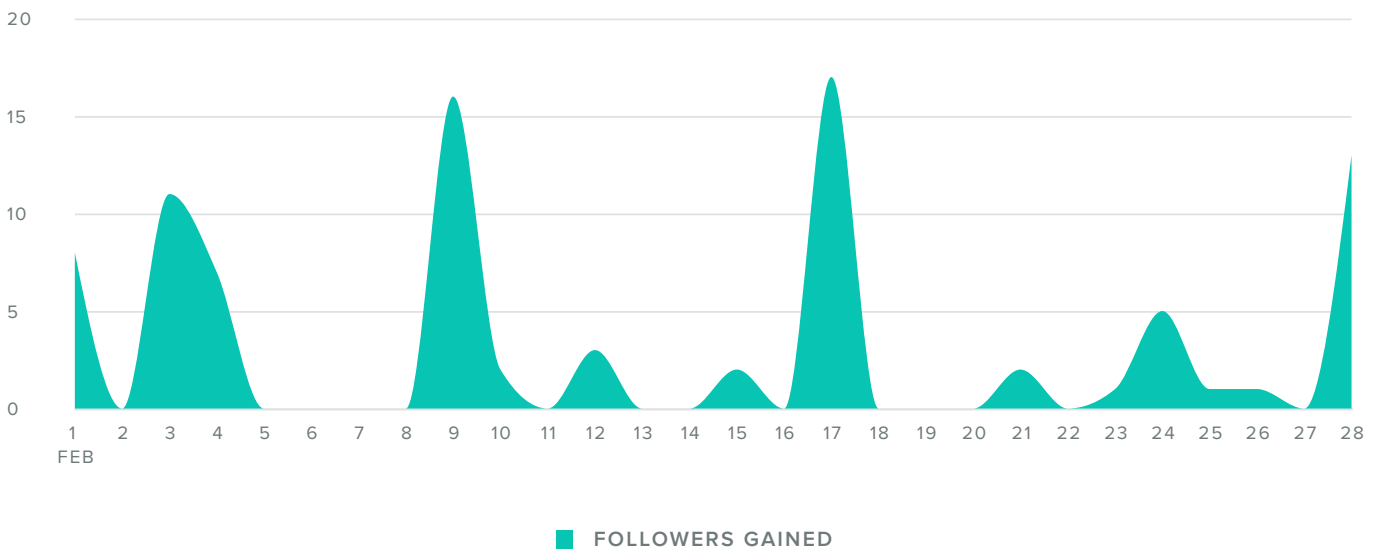
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



| Follower Metrics | Totals |
|--------------------------|---------------|
| Total Followers | 13,233 |
| Followers Gained | 35 |
| People that you Followed | 17 |

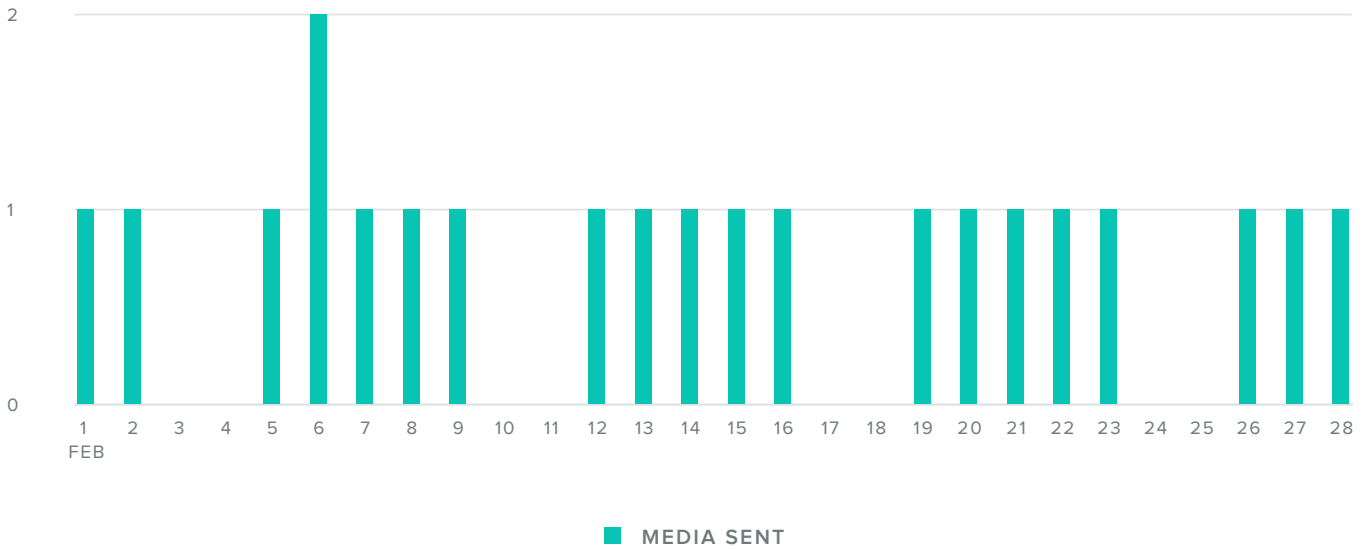
Total followers increased by

▲ 0.3%

since previous month

Instagram Publishing Behavior

MEDIA PER DAY



| Publishing Metrics | Totals |
|--------------------|-----------|
| Photos | 19 |
| Videos | 2 |
| Other | - |
| Total Media | 21 |

The number of media you sent increased by

90.9%

since previous month

Instagram Top Posts



@pilatesinthegrove
204 Engagements



@pilatesinthegrove
188 Engagements



@pilatesinthegrove
162 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

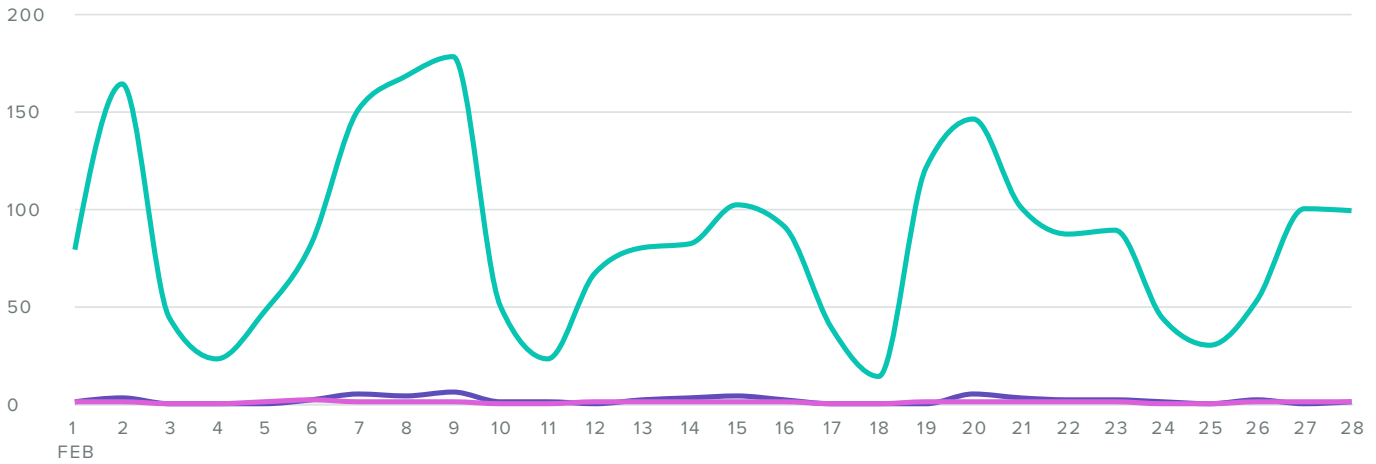
| | |
|--------------------|----|
| #pilates | 21 |
| #stayfit305 | 18 |
| #spreadthehealth | 17 |
| #coconutgrovemiami | 15 |
| #pilateslove | 12 |
| #coconutgrove | 11 |
| #pilateslovers | 6 |
| #pilatesreformer | 6 |
| #healthiswealth | 6 |
| #miami | 5 |

MOST ENGAGED HASHTAGS

| | |
|--------------------|-------|
| #pilates | 2,430 |
| #stayfit305 | 2,085 |
| #spreadthehealth | 1,816 |
| #coconutgrovemiami | 1,717 |
| #pilateslove | 1,346 |
| #coconutgrove | 1,091 |
| #pilateslovers | 633 |
| #healthiswealth | 511 |
| #pilatesreformer | 449 |
| #stayfit | 400 |

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ LIKES RECEIVED
 ■ COMMENTS
 ■ MEDIA SENT

| Engagement Metrics | Totals |
|--------------------------|--------------|
| Likes Received | 2,354 |
| Comments Received | 50 |
| Total Engagements | 2,404 |

The number of engagements increased by

▲ 85.6%

since previous month

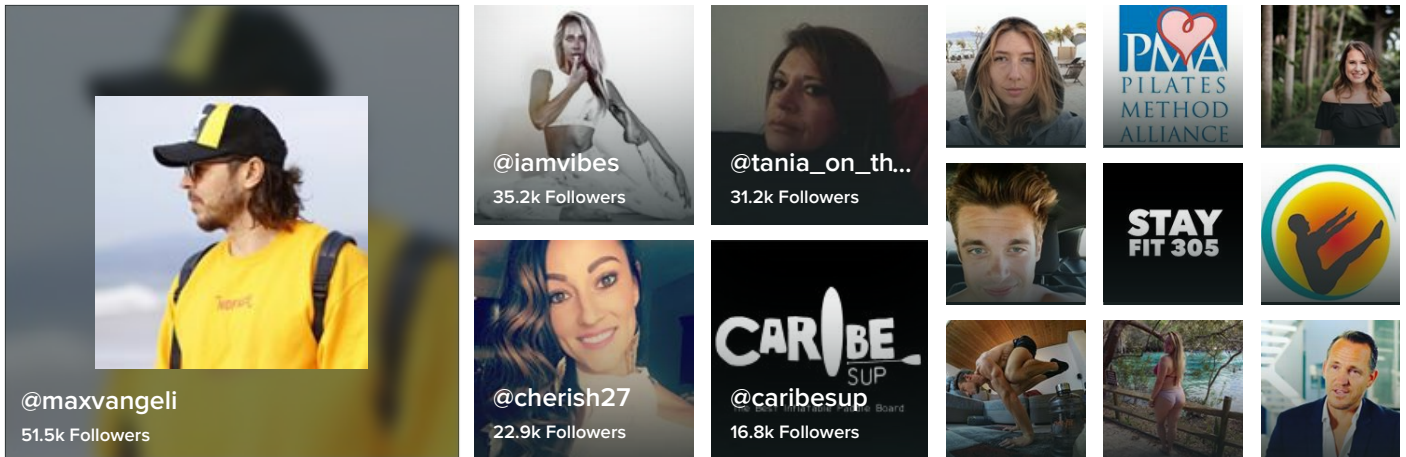
| | |
|--------------------------|--------|
| Engagements per Follower | 0.18 |
| Engagements per Media | 114.48 |

The number of engagements per media decreased by


▼ 2.8%

since previous month

Instagram Top Influencers Engaged



Instagram Stats by Profile

| Instagram Profile | Total Followers | Follower Increase | Followers Gained | Media Sent | Comments Sent | Total Engagements | Engagements per Media | Engagements per Follower |
|---|-----------------|-------------------|------------------|------------|---------------|-------------------|-----------------------|--------------------------|
|  Pilates in the Grove | 13,233 | 0.3% | 35 | 21 | 29 | 2,404 | 114.5 | 0.18 |

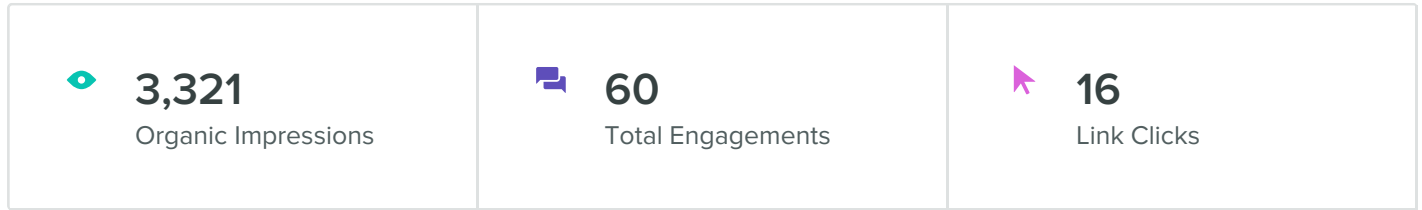


Twitter Profiles for **Pilates in the Grove**

Feb 01, 2018 - Feb 28, 2018

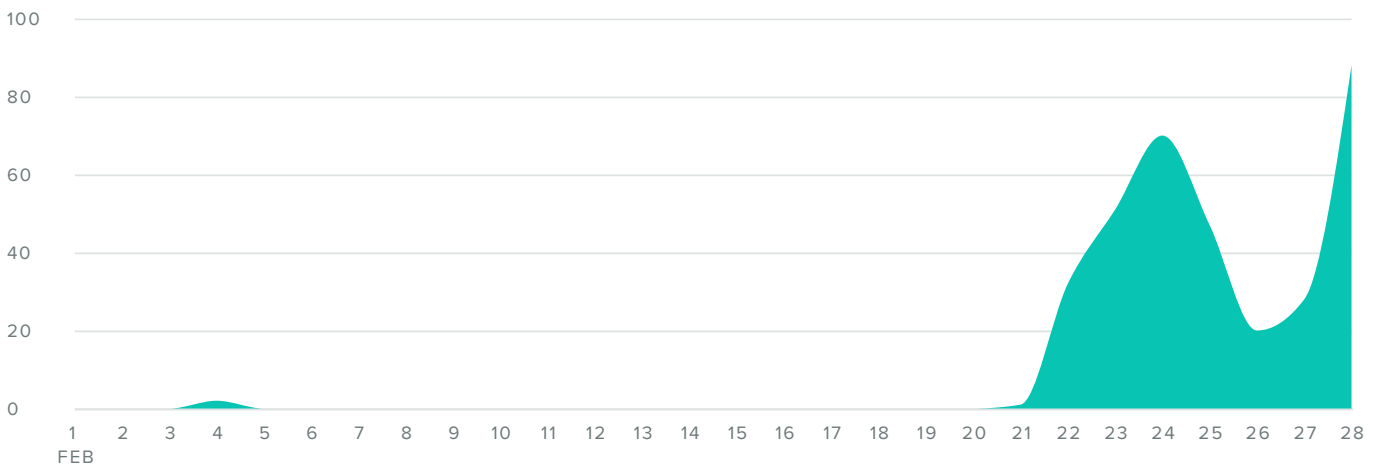
Track profile performance to determine the impact of Twitter content

Twitter Activity Overview



Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



NET FOLLOWERS GAINED

| Follower Metrics | Totals |
|--------------------------|------------|
| Total Followers | 490 |
| Net Followers gained | 337 |
| People that you followed | 1,234 |

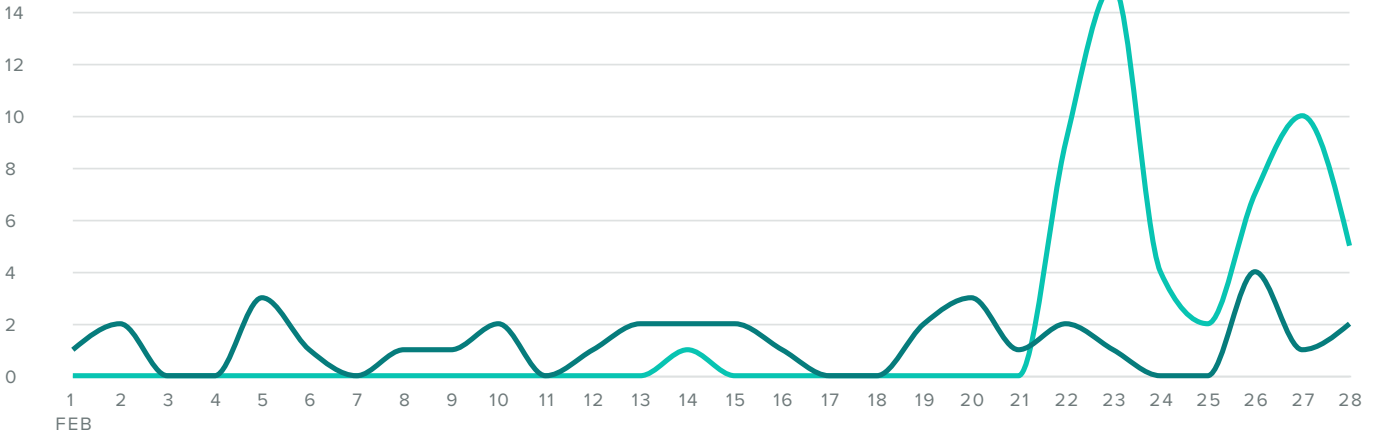
Total followers increased by

220.3%

since previous month

Twitter Posts & Conversations

MESSAGES PER DAY



| Sent/Received Metrics | | Totals |
|--------------------------|--|-----------|
| Tweets sent | | 35 |
| Direct Messages sent | | - |
| Total Sent | | 35 |
| | | |
| Mentions received | | 17 |
| Direct Messages received | | 36 |
| Total Received | | 53 |


The number of messages you sent increased by

288.9%
since previous month





The number of messages you received increased by

960.0%
since previous month

Twitter Top Posts, by Responses

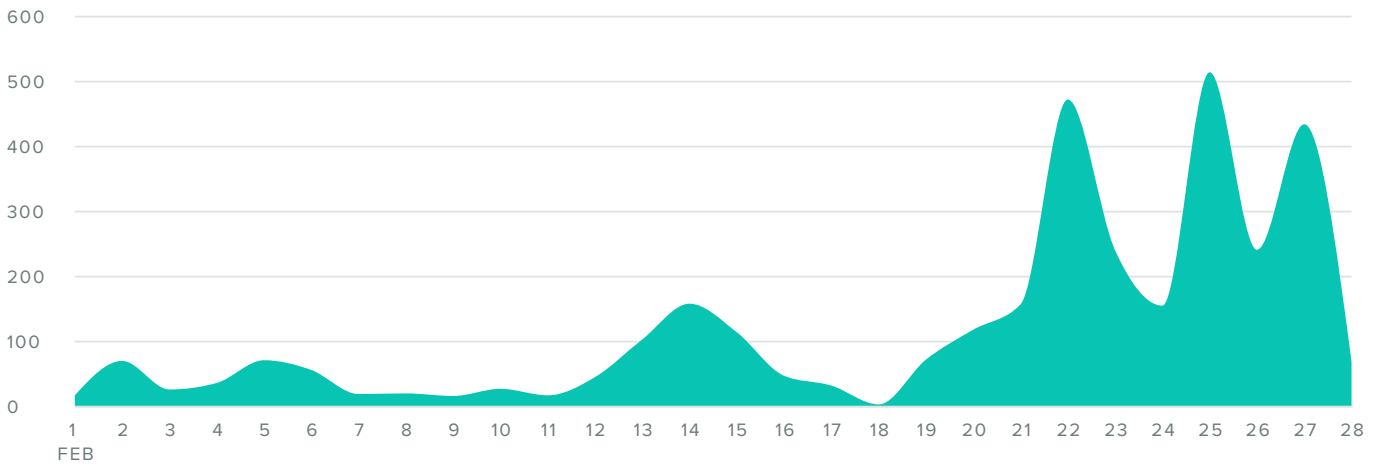
| Tweet | Potential Reach | Responses | Clicks | Retweets |
|---|-----------------|-----------|--------|----------|
|  <p>pilatesinthe grv This artwork in my home is a constant reminder of my fundamental beliefs! – Nikita Chugani Do you have art that reminds you of something specific? Tweet us! https://t.co/0jUOBGRAzd</p> <p>(Tweet) February 28, 2018 3:35 pm</p> | 475 | 1 | - | - |

Twitter Top Posts, by Responses

| Tweet | Potential Reach | Responses ▼ | Clicks | Retweets |
|--|-----------------|-------------|--------|----------|
|  <p>pilatesinthe grov Raise your hand if you're obsessed too! 🙋 We LOVE seeing the changes in YOU, especially the mental shifts from "I can't do this," to "oh YES I did and I'll do it again!" https://t.co/O4LEJHiEIU (Tweet) February 23, 2018 12:15 pm</p> | 10,191 | 1 | - | 1 |
|  <p>pilatesinthe grov We're excited to announce that Christa Gurka is going to be a workshop presenter at the 18th Annual @PMATWEETER in Las Vegas this October! If you'd like to attend or more information, please visit: https://t.co/VREEZPos3d. #PMA2018CONFERENCE https://t.co/j6YuEIJtIF (Tweet) February 13, 2018 2:20 pm</p> | 153 | 1 | - | - |
|  <p>pilatesinthe grov Everything you need to know about pregnancy #Pilates → https://t.co/8ZqYqDRqP1 (Tweet) February 28, 2018 2:02 pm</p> | 470 | - | - | - |
|  <p>pilatesinthe grov "What is done in love is done well." - Vincent Van Gogh ❤️❤️❤️ Take a little time to spread love & kindness on this #TeaserTuesday. https://t.co/45CIDjek4J (Tweet) February 27, 2018 1:15 pm</p> | 397 | - | - | - |

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY



■ ORGANIC IMPRESSIONS

| Impressions Metrics | Totals |
|-------------------------------------|--------------|
| Average Organic Impressions per Day | 119 |
| Total Organic Impressions | 3,321 |

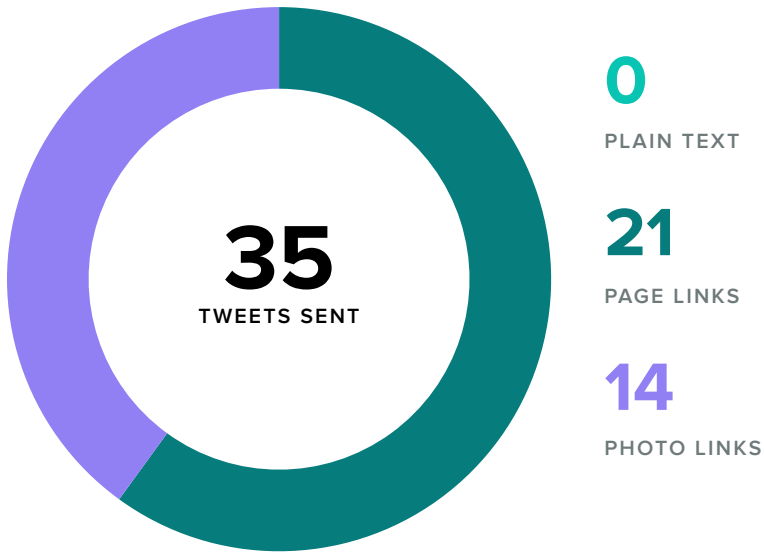
Organic Impressions increased by

▲ 300.6%

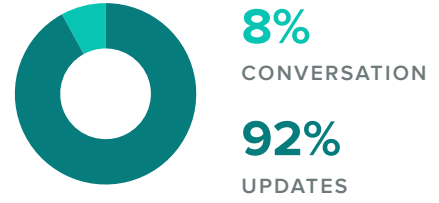
since previous month

Twitter Publishing Behavior

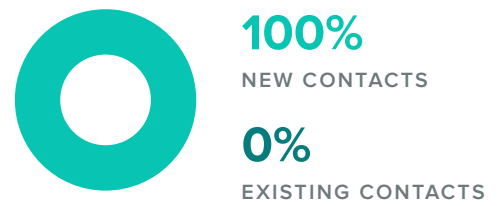
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)

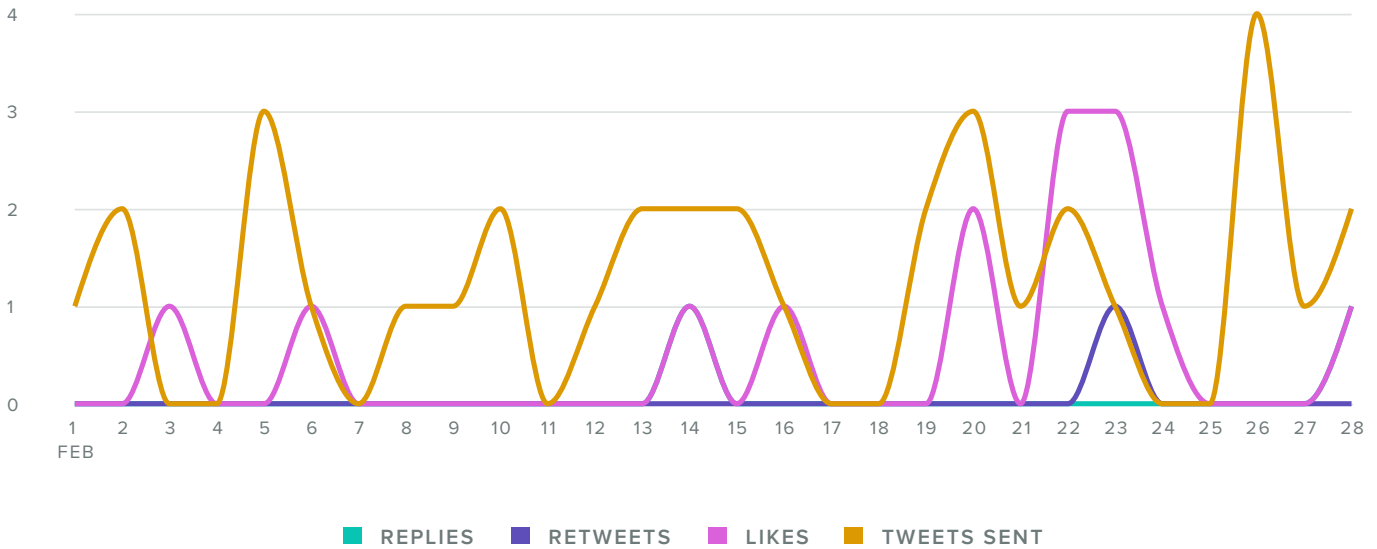


CONTACT BEHAVIOR (ALL TWEETS)



Twitter Engagement

ENGAGEMENT COUNT



| Engagement Metrics | Totals |
|------------------------------------|-----------|
| Replies | 2 |
| Retweets | 1 |
| Retweets with Comments | - |
| Likes | 14 |
| Total Engagements | 60 |
| Engagements per Follower | 0.12 |
| Organic Impressions per Follower | 6.78 |
| Engagements per Tweet | 1.71 |
| Organic Impressions per Tweet | 94.89 |
| Engagements per Organic Impression | 0.018 |

The number of engagements increased by

▲ 328.6%

since previous month

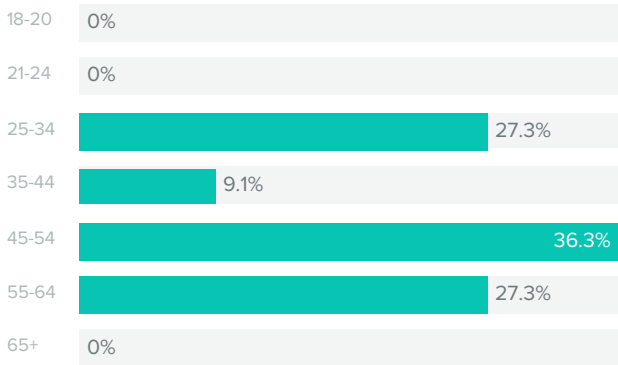
The number of organic impressions per Tweet increased by

▲ 3.0%

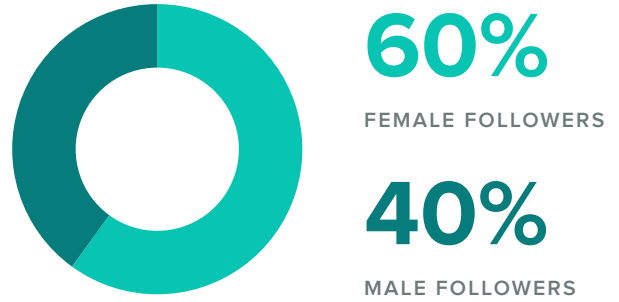
since previous month

Twitter Audience Demographics

FOLLOWERS BY AGE




FOLLOWERS BY GENDER



Women and people between the ages of **45-54** appear to be the leading force among your recent followers.

Twitter Stats by Profile

| Twitter Profile | Total Followers | Follower Increase | Tweets Sent | Organic Impressions | Organic Impressions per Follower | Engagements | Engagements per Follower | Retweets |
|---|-----------------|-------------------|-------------|---------------------|----------------------------------|-------------|--------------------------|----------|
|  Pilates in the Grove | 490 | 220.3% | 35 | 3,321 | 6.78 | 60 | 0.12 | 1 |

