



## Group Report

Apr 26, 2017 - Jun 04, 2017




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

 North Devon Biosphere

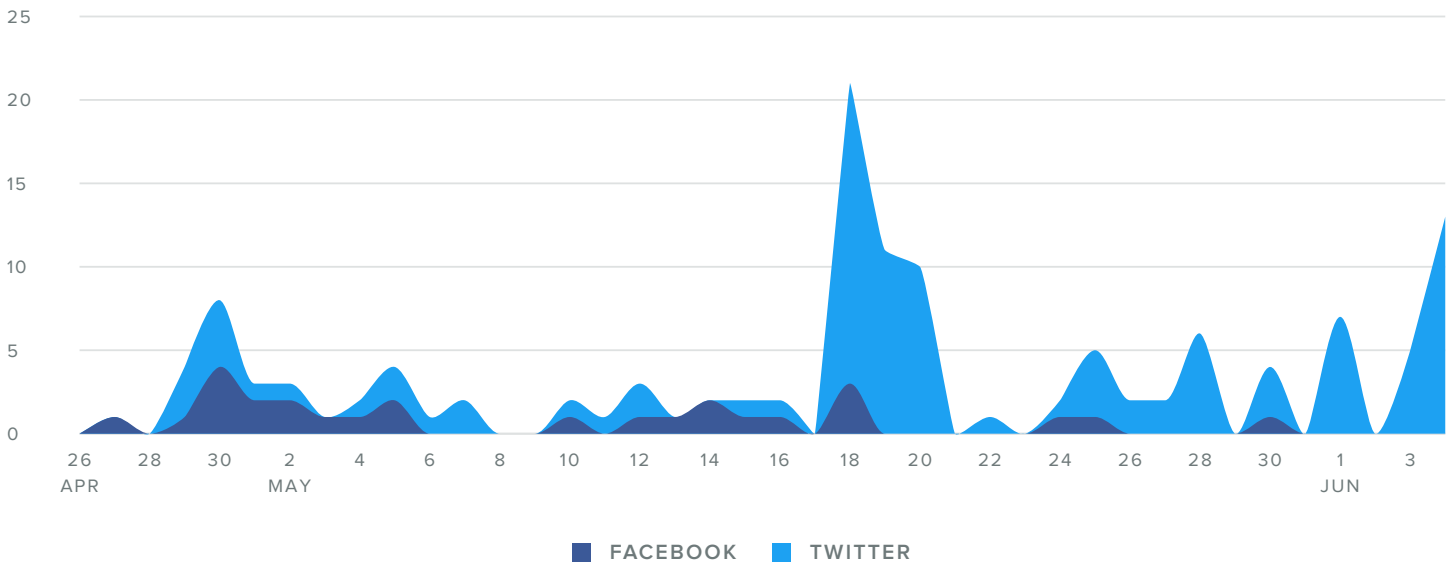
 NDevonBiosphere

## Activity Overview

 <b>104,462</b> Impressions	 <b>1,488</b> Engagements	 <b>355</b> Link Clicks
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## Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics

	Totals	Change
<b>Total Fans</b>	<b>1,808</b>	<b>▲ 7.0%</b>
New Facebook Fans	23	▲ 64.3%
New Twitter Followers	96	–
Total Fans Gained	119	▲ 750.0%

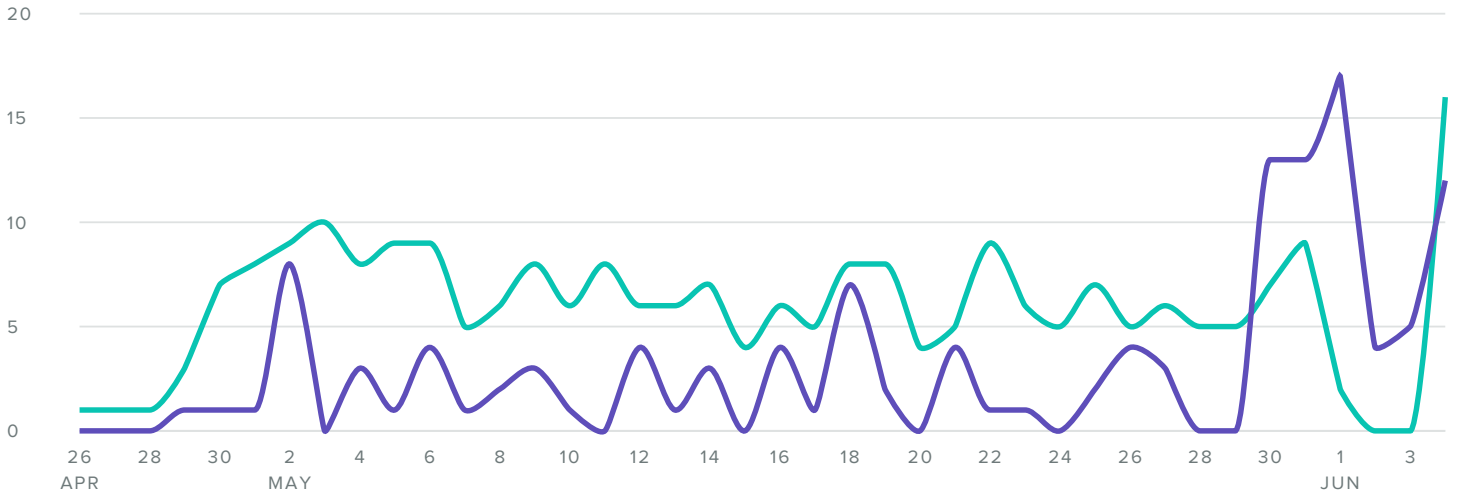
Total fans increased by

▲ **7.0%**

since previous date range

# Message Volumes

## MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

### Sent Messages Metrics

	Totals	Change
Facebook Posts Sent	94	▲ 291.7%
Twitter Messages Sent	146	▲ 812.5%
<b>Total Messages Sent</b>	<b>240</b>	<b>▲ 500.0%</b>

The number of messages you sent increased by

▲ **500.0%**

since previous date range

### Received Messages Metrics

	Totals	Change
Facebook Messages Received	40	▲ 150.0%
Twitter Messages Received	87	▲ 625.0%
<b>Total Messages Received</b>	<b>127</b>	<b>▲ 353.6%</b>

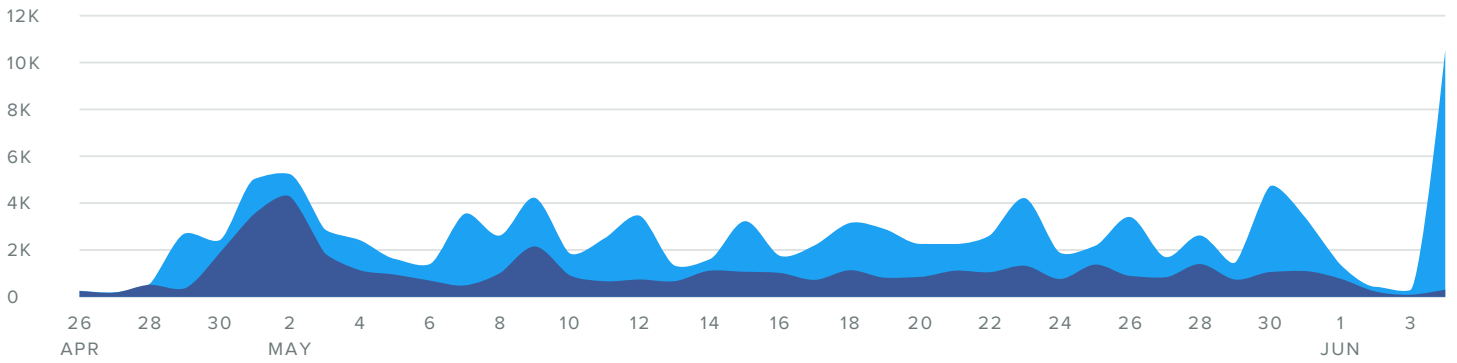
The number of messages you received increased by

▲ **353.6%**

since previous date range

# Impressions

IMPRESSIONS PER DAY



■ FACEBOOK ■ TWITTER

Impressions Metrics

	Totals	Change
Facebook Impressions	42,084	▲ 206.9%
Twitter Impressions	62,378	▲ 8,575.7%
<b>Total Impressions</b>	<b>104,462</b>	<b>▲ 623.8%</b>

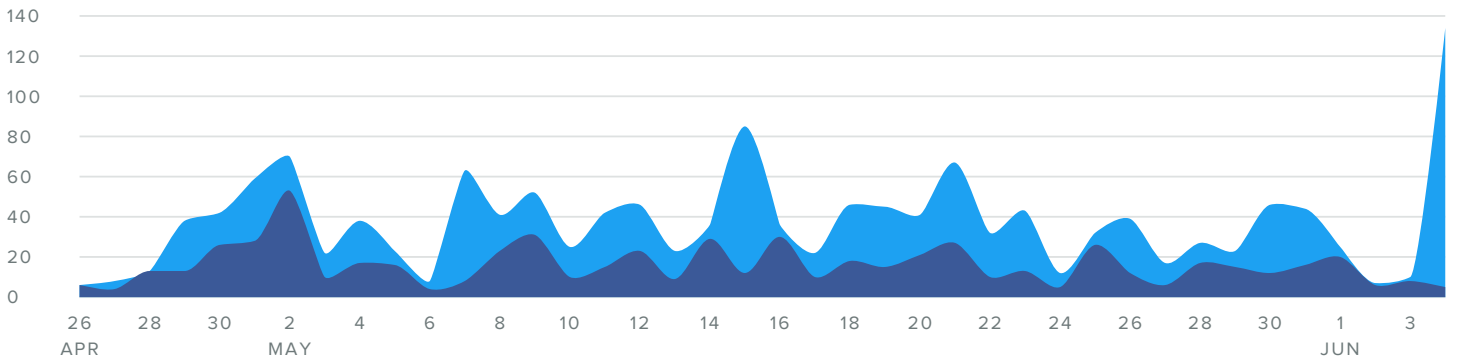
Total Impressions increased by

▲ **623.8%**

since previous date range

# Engagements

ENGAGEMENTS PER DAY



■ FACEBOOK ■ TWITTER

Engagement Metrics





	Totals	Change
Facebook Engagements	642	▲ 191.8%
Twitter Engagements	846	▲ 8,360.0%
<b>Total Engagements</b>	<b>1,488</b>	<b>▲ 547.0%</b>

The number of engagements increased by

▲ **547.0%**

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>North...osphere</b>  Facebook Pa	1,280	1.83%	94	42,084	448	642	6.8	298
 <b>NorthDevonB...</b>  @NDevonBic	528	100.00%	146	62,378	427	846	5.8	57