



GETTING STARTED WITH THE

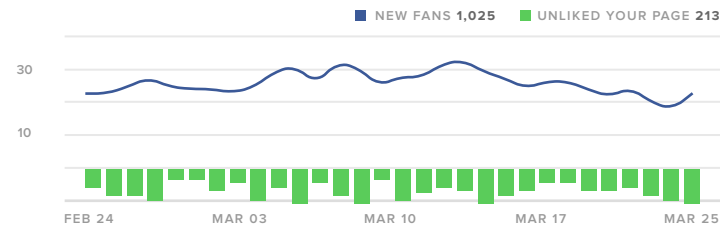
FACEBOOK REPORT

Analyze your Facebook page data at a granular level for deeper insights.

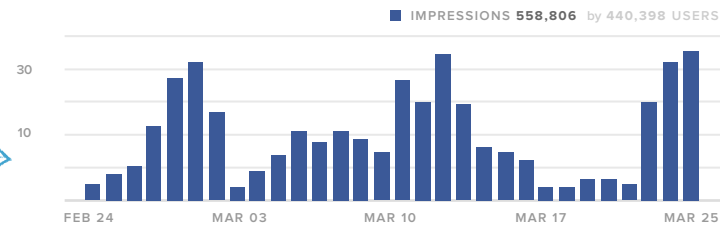
Track potential views by any Facebook user, including views from Fans or non-Fans interacting with your content.

MY FACEBOOK PAGES

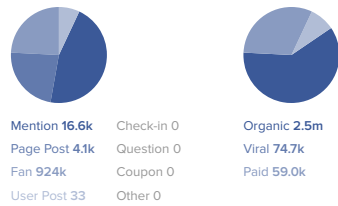
45,897 total Likes and 284 people talking about this



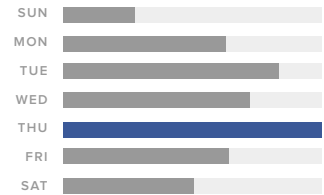
PAGE IMPRESSIONS



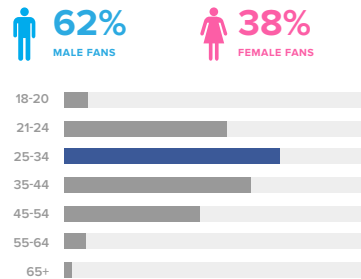
IMPRESSIONS BREAKDOWN



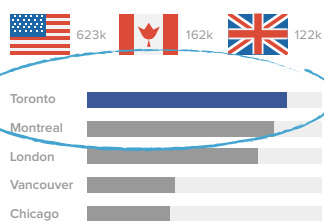
IMPRESSIONS BY DAY



IMPRESSIONS BY AGE & GENDER

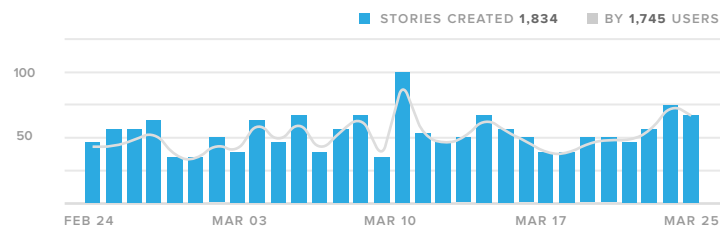


IMPRESSIONS BY LOCATION



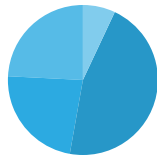
Use impressions to better understand who may see your content...

SHARED STORIES



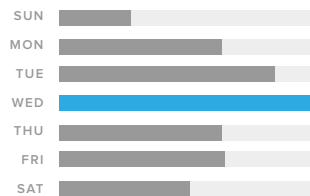
...and use sharing data to understand who is actually interacting with your content.

SHARE TYPE

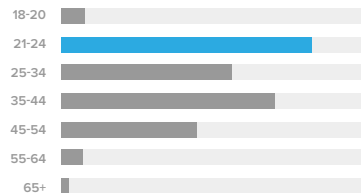


Fan 1,052
Other 656
Page Post 106
User Post 57
Mention 0
Checkin 0
Question 0
Coupon 0

SHARING BY DAY



SHARING BY AGE & GENDER



SHARING BY LOCATION



BY STORY TYPE



Link 12k
Photo 5k
Status 987

	AVG. PER POST	TOTAL
Reach	379	144k
People Talking About This	46	2k
Engagement	12%	14%

See the number of unique Fans that saw your post. Reach is more accurate than impressions, which are potential views.

CONTENT BREAKDOWN

Message Sent	Reach	Engaged	Talking	Likes	Comments	Shares	Engagement
Sprout Queue just got a major make-over! Account owners... Feb 26, 2015 at 10:01 am	1.1k	132	28	27	12	12	26.00%
The main highlight of Sprout Halloween? The costumes! Feb 29, 2015 at 11:01 am	1.2k	154	30	25	04	12	24.35%
Today is #FormalFriday! Join us in supporting our friends... March 7, 2015 at 6:53 pm	171	12	16	14	18	05	23.00%
Digital and social media afford businesses of all sizes a... March 20, 2015 at 11:10 am	753	81	27	24	5	4	19.77%
During the past year, some surprising trends emerged in t... March 3, 2015 at 8:30 am	983	145	103	17	16	8	18.67%
Customers love feelin' the love. And small gestures of ap... Feb 24, 2015 at 8:45 am	562	42	13	11	1	1	14.00%
Need to add another team member to help manage your... March 16, 2015 at 2:46 pm	470	28	4	4	--	1	10.00%

See the content your audience likes best! Use message performance stats to make informed decisions as you develop content.

Filter the data to view the metrics that are most important to your business.