

# Social Media Performance Report



Report date: from 1/14/19 to 1/20/19  
 Compared to: from 1/7/19 to 1/13/19

Duration: 7 days

## Facebook Page Performance

New content strategy started displaying good results. We saw a substantial growth in both Facebook page followers, and page post engagement.

### Total page likes



1,159,482  
Total likes

75.37%  
 << 661,165

Page: Whatagraph

### Unique posts impressions

The number of people who saw any of your Page posts

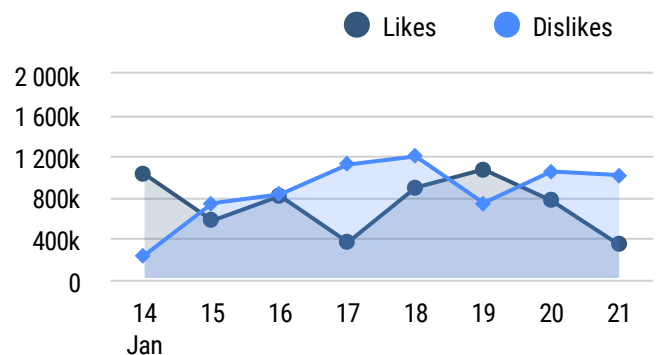


1,231,305  
Post impressions

111.63%  
 << 581,815

Page: Whatagraph

### Total page likes



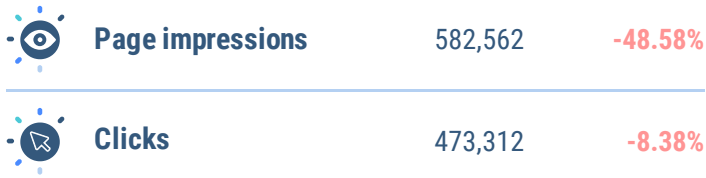
Page: Whatagraph

### Unique page impressions

	<b>Paid impressions</b>	1,224,571	508.62%
	<b>Organic impressions</b>	1,963	-99.72%

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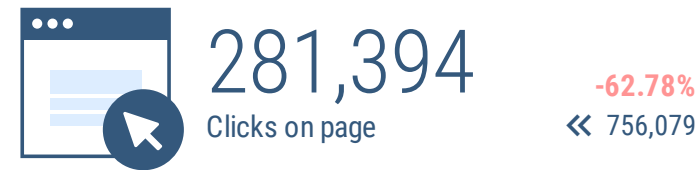
## Impressions vs. clicks



Page: Whatagraph

## Page engagements

Number of people who clicked anywhere on the page



Page: Whatagraph

## Post reach by fans

Post reach by people who like your page



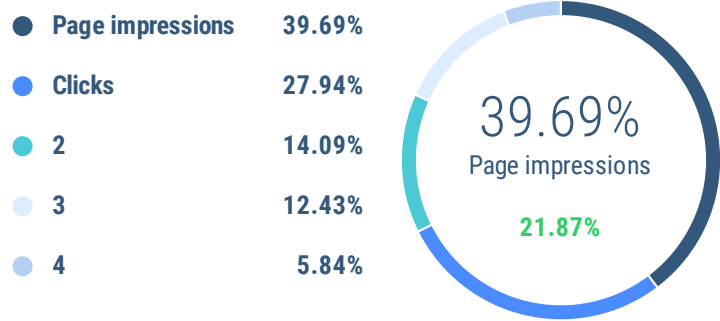
Page: Whatagraph

## Clicks on page CTA



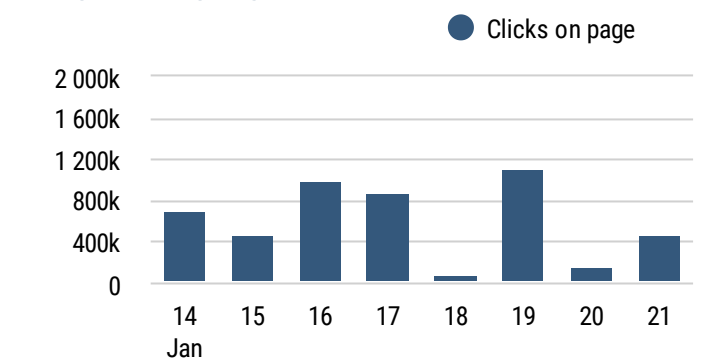
Page: Whatagraph

## Impressions vs. clicks



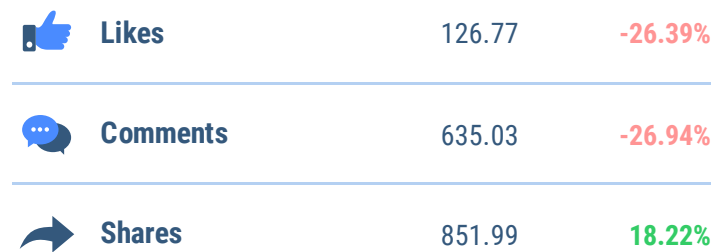
Page: Whatagraph

## Page engagement



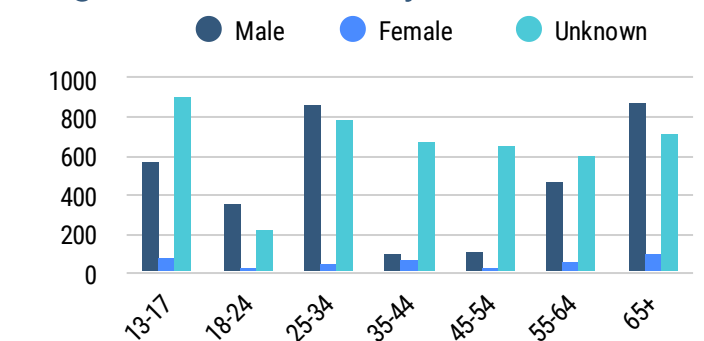
Page: Whatagraph

## Each post on average receives










Page: Whatagraph

## Page CTA clicks by audience



Page: Whatagraph

# Top performing posts

Message	Reach	Clicks	Engagement
 All you need to do is sign up with your Google Analyti...	839,327 <span>260%</span>	180,563 <span>-46.87%</span>	1,000,369 <span>11.81%</span>
 #Tuesday is the most productive day of the week!	665,696 <span>311%</span>	121,344 <span>39.99%</span>	1,507 <span>-99.69%</span>
 Infographic guide on making the most of mobile vs. d...	366,130 <span>2052%</span>	85,368 <span>21.04%</span>	860 <span>-99.71%</span>
 Client's expectations VS client's budget	326,676 <span>3534%</span>	72,584 <span>58.34%</span>	346 <span>-88.93%</span>
 Going forward	296,337 <span>5040%</span>	30,946 <span>-19.3%</span>	39 <span>-96.57%</span>
 TI reached out to our clients asking what they thought...	45,515 <span>757%</span>	21,467 <span>43.46%</span>	26 <span>-96.97%</span>
 Do you have one?	18,245 <span>531%</span>	18,949 <span>133%</span>	19 <span>-96.76%</span>

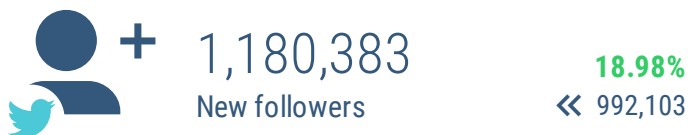
 Page: Whatagraph

## Twitter Page Performance

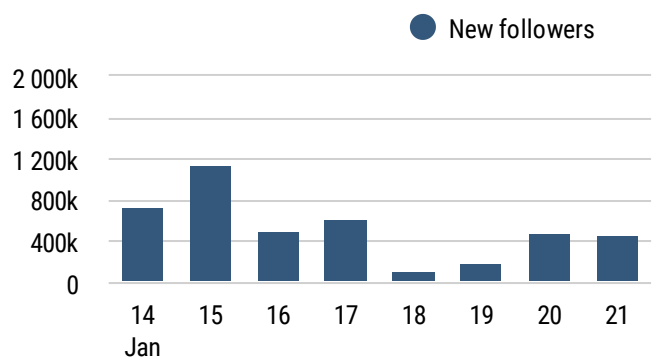
Last month's shoutouts by micro-influencers generate a steady stream of new Twitter followers. The use of hashtags started delivering more engaging tweets and retweets.

### New followers

New Twitter fans you've made during this period



### New followers chart



 Account: whatagraph

 Account: whatagraph

## Total followers

A total number of Twitter accounts that follow you



1,142,783  
Followers

-1.80%  
◀ 1,163,688

Account: whatagraph

## Total following

A total number of Twitter accounts you follow



162,132  
Following

-65.51%  
◀ 470,112

Account: whatagraph

## Top tweets

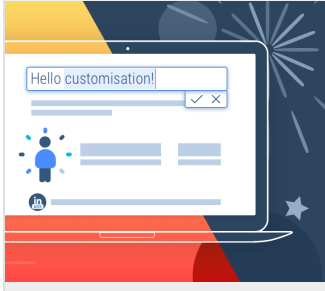
Tweet	Engagement	Retweets	Favorites
<b>Tweet:</b> All you need to do is sign up with your Google A... <b>Date:</b> A campaign	923,816 58.68%	125,324 122%	356,288 -43.55%
<b>Tweet:</b> #Tuesday is the most productive day of the wee... <b>Date:</b> B campaign	796,238 404%	19,934 -40.36%	273,147 76.75%
<b>Tweet:</b> Infographic guide on making the most of mobil... <b>Date:</b> C campaign	405,377 339%	1,720 13.08%	20,413 -84.16%
<b>Tweet:</b> Client's expectations VS client's budget <b>Date:</b> D campaign	363,556 1136%	1,301 33.16%	4,455 -93.33%
<b>Tweet:</b> Going forward <b>Date:</b> E campaign	171,698 4482%	158 -53.8%	2,774 -82.36%
<b>Tweet:</b> TI reached out to our clients asking what they t... <b>Date:</b> F campaign	69,925 10368%	157 -53.69%	1,980 -65.68%
<b>Tweet:</b> Do you have one? <b>Date:</b> G campaign	44,159 8327%	133 1230%	1,387 -74.35%

Account: whatagraph


## Instagram Page Performance

Instagram Page saw the slowest growth last month, but we managed to increase post engagement rates by sparking active community conversations and discussions in the comments.

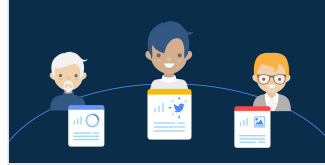
# Top media




915,424 likes, 1,001,825 comments




123,094 likes, 378,398 comments



61,644 likes, 306,122 comments




51,154 likes, 81,825 comments




19,476 likes, 27,033 comments



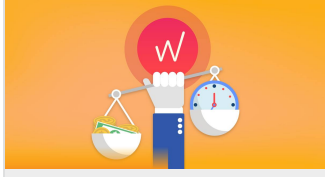
9,466 likes, 14,503 comments



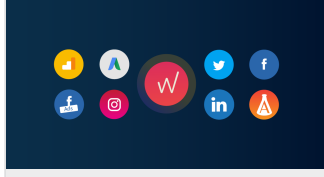
4,527 likes, 256 comments



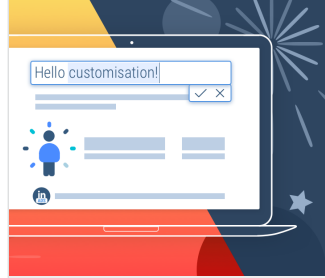
1,141 likes, 210 comments




529 likes, 22 comments



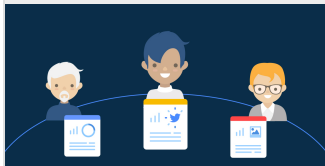
13 likes, 8 comments




6 likes, 5 comments




5 likes, 5 comments



5 likes, 5 comments



5 likes, 5 comments



5 likes, 5 comments



5 likes, 5 comments

## New followers

New Instagram fans you've made during this period

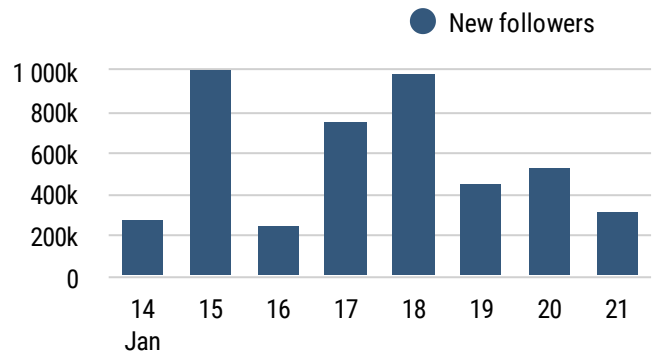


467,136  
New followers

-60.06%  
« 1,169,573

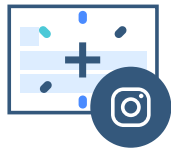
Account: Whatagraph

## New followers chart



Account: Whatagraph

## New posts



959,196  
New posts

12.52%  
« 852,442

Account: Whatagraph

## Total followers

A number of Instagram followers you have



644,518  
Followers

-10.95%  
« 723,765

Account: Whatagraph

## LinkedIn Page Performance

New targeted strategy started attracting the right type of target audience - company CEOs from the US. Post impressions are still somewhat scarce, so this month's goal is to improve on this performance indicator.

## Total followers

Total number of followers your account had at the end of the report period



657,081  
Total followers

34.50%  
« 488,539

Account: Whatagraph

## New followers

New LinkedIn fans you've made during this period



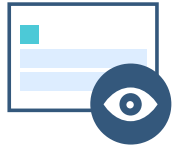
821,346  
New followers

3,149.25%  
« 25,278

Account: Whatagraph

## Post impressions

The total number of post impressions during this period

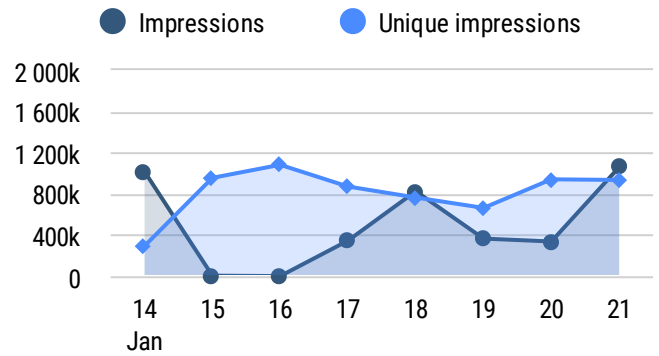


760,180  
Impressions

683.23%  
« 97,057

Account: Whatagraph

## Post impressions chart



Account: Whatagraph

## Network by country

Country	Followers	Change
United States	843,304	17.24%
United Kingdom	503,506	268%
Austria	355,301	186%
Italy	210,706	137%

Account: Whatagraph

## Network by function

Function	Followers	Change
Manager	10,078	-99.05%
CEO	9,129	3016%
Assistant manager	9,108	6013%
Consultant	6,309	5247%

Account: Whatagraph

## Network by seniority

Seniority	Followers	Change
Head of department	297,234	-71.32%
Manager	149,444	-80.07%
Assistant	58,404	-87.09%
CEO	29,564	-84.11%

Account: Whatagraph