

Your Facebook page report



Report date: 1/1/17 – 12/31/17

Compared to 1/1/16 – 12/31/16

Duration: 365 days

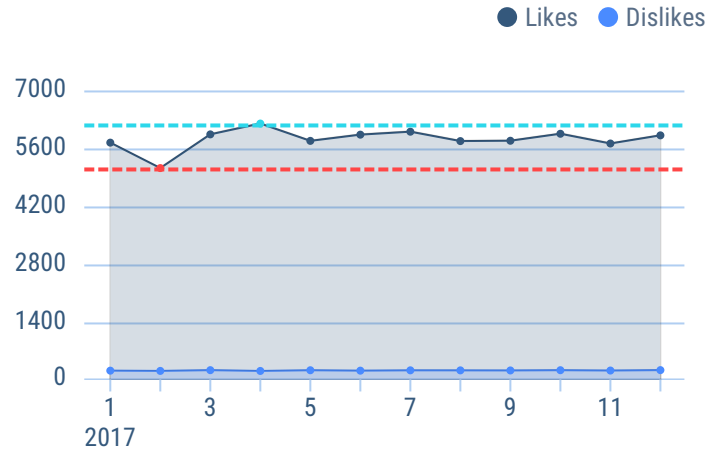
Total page likes



7 741
Total likes

-13.24%
Previous:
8 922

Source: Whatagraph



Total interactions



Total : 6 740 060 5.31%



Likes 2 221 903



Comments 2 289 883



Shares 2 228 274

Source: Whatagraph

Each post on average receives



Likes 192 378



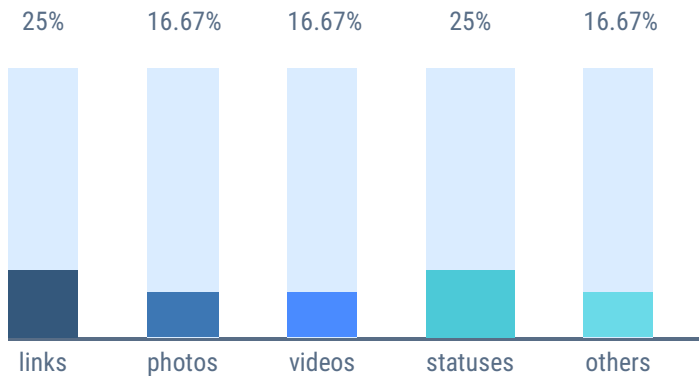
Comments 193 069



Shares 190 699

Source: Whatagraph

Post distribution



Source: Whatagraph

Top times for posting



Sunday
Top day



22:30
Top time

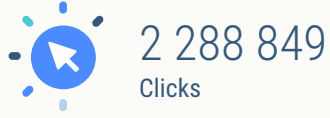
Source: Whatagraph

Views vs. clicks



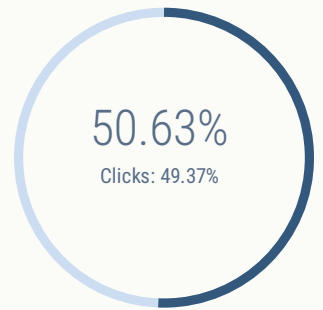
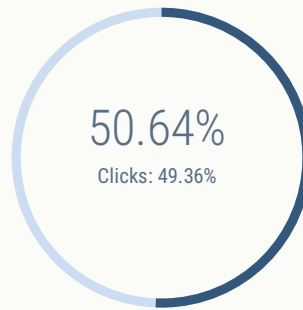
+2.88%

Previous:
2 282 356



+2.85%

Previous:
2 225 370



f Source: Whatagraph

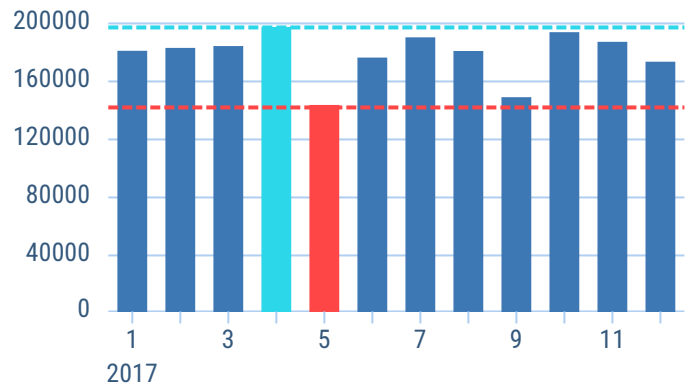
Page engagement

Number of people who clicked anywhere on the page



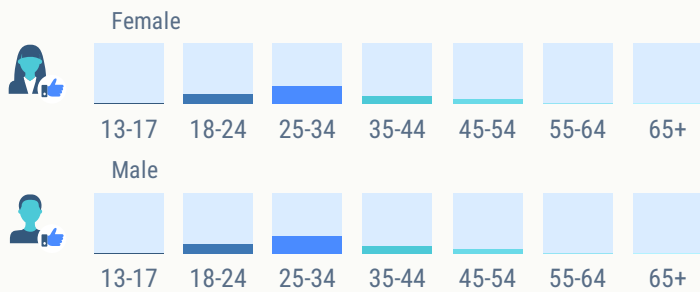
-3.96%

Previous:
2 297 270



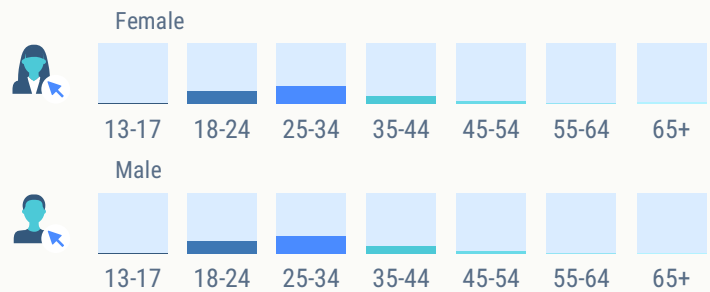
f Source: Whatagraph

Page likes by audience



f Source: Whatagraph

Page CTA clicks by audience



f Source: Whatagraph

Clicks on page CTA



+0.63%

Previous:
2 237 658

Post reach by fans

Post reach by people who like your page







-47.82%


Previous:
3 823

f Source: Whatagraph

f Source: Whatagraph

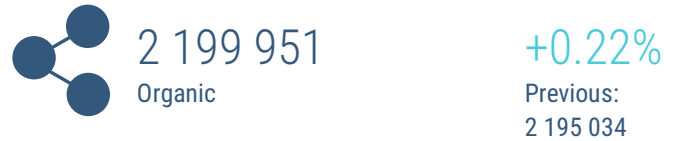
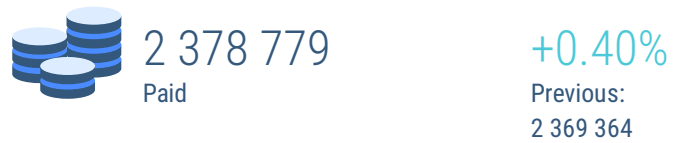
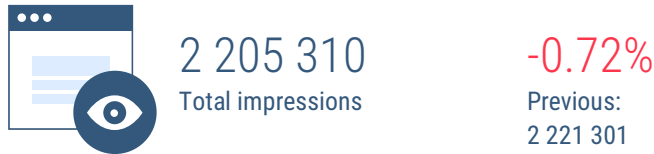
Top performing cities


	Unique impressions	
 London	10 468	12.72%
 Sydney	4 708	196%
 New York	3 296	13 084%
 Chicago	3 004	0%

 Source: Whatagraph

Unique page impressions

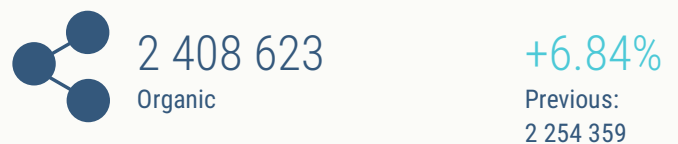
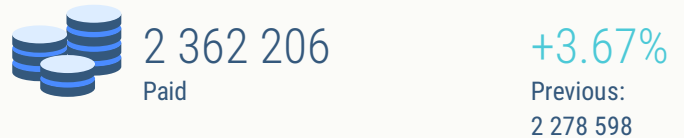
People who saw any of the content related to your facebook page



 Source: Whatagraph

Unique posts impressions

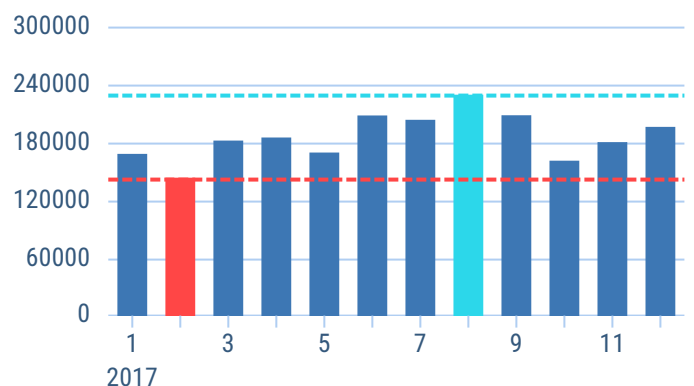
The number of people who saw any of you Page posts




 Source: Whatagraph

Likes from News Feed

Page likes that came from people who saw content posted by your Page or about your Page in News Feed



 Source: Whatagraph

Likes from ads

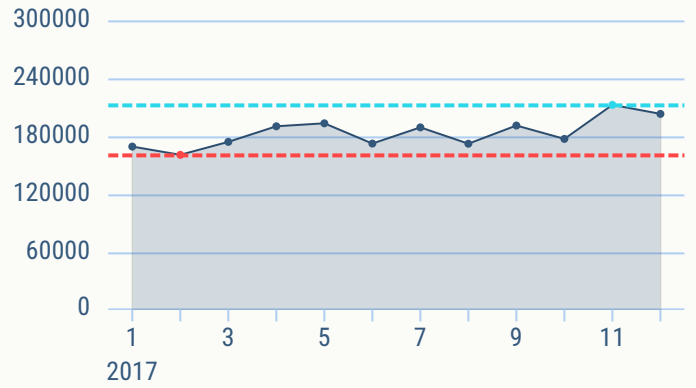
Page likes that came from people who saw your Page or post in an ad

● Likes from ads



2 275 568
Likes from ads

+2 275 568%
Previous:
2 268 908



Source: Whatagraph

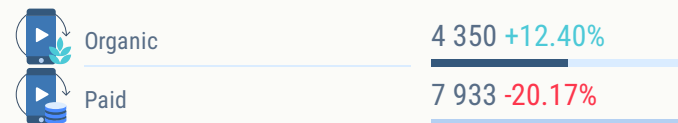
Top performing posts

	Date	Reach	Clicks	Engagement
All you need to do is sign up with your Google Analytics accoun...	2/18/17 Saturday	6 832	4 546	9 451
#Tuesday is the most productive day of the week!	5/16/17 Tuesday	265	3 304	8 501
Infographic guide on making the most of mobile vs. desktop sta...	11/11/17 Saturday	260	3 109	5 863
Client's expectations VS client's budget	1/20/17 Friday	24	1 345	1 181
Going forward	5/2/17 Tuesday	9	434	545
TI reached out to our clients asking what they thought of the rep...	4/7/17 Friday	8	265	146
Do you have one?	8/24/17 Thursday	8	16	59
All you need to do is sign up with your Google Analytics accoun...	11/10/17 Friday	6	6	54
#Tuesday is the most productive day of the week!	10/24/17 Tuesday	6	5	23
Infographic guide on making the most of mobile vs. desktop sta...	8/1/17 Tuesday	6	5	5

Source: Whatagraph

Page video views

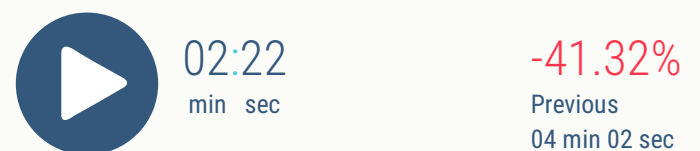
Video views 10 seconds or to the end



Source: Whatagraph

Average watching time

Average time people spent watching the video



Source: Whatagraph