

# Your social media performance report



Report date: from 1/1/17 to 12/31/17  
Compared to: from 1/1/16 to 12/31/16

Duration: 365 days

## Facebook

### Total page likes



Page: Whatagraph

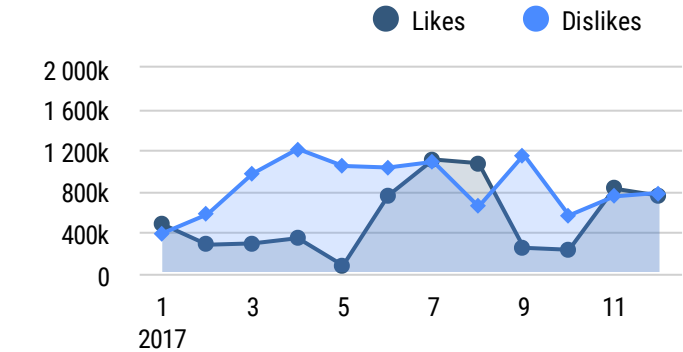
### Unique page impressions

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



Page: Whatagraph

### Total page likes





Page: Whatagraph

### Unique page impressions



Page: Whatagraph

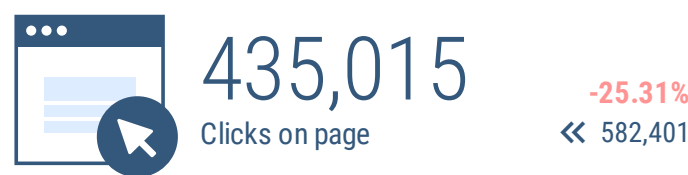
## Impressions vs. Clicks

	Page impressions	761,388	-16.20%
	Clicks	735,182	-29.96%

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



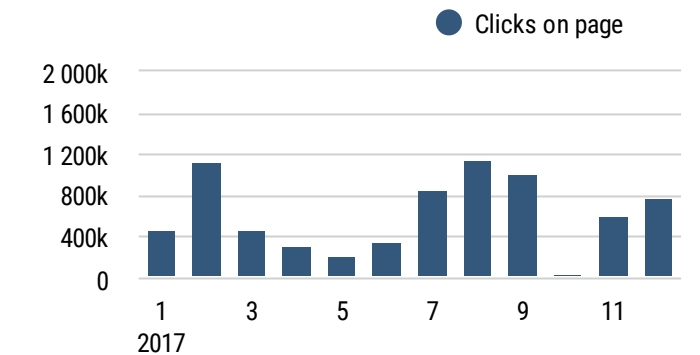
Page: Whatagraph

## Total interactions

	Likes	552,369	-51.43%
	Comments	379,051	210.04%
	Shares	1,134,288	188.03%




Page: Whatagraph

## Page engagement



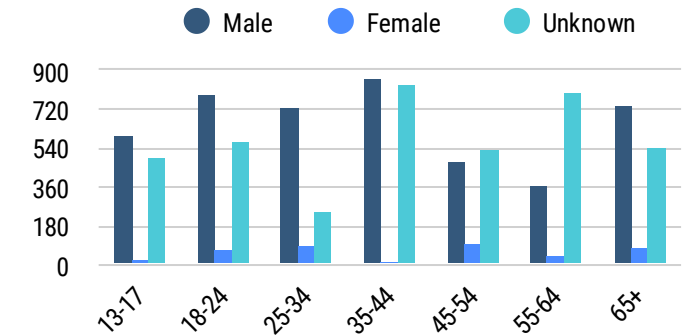
Page: Whatagraph

## Each post on average receives

	Likes	608.71	-50.42%
	Comments	321.83	1,376.28%
	Shares	197.91	-77.96%

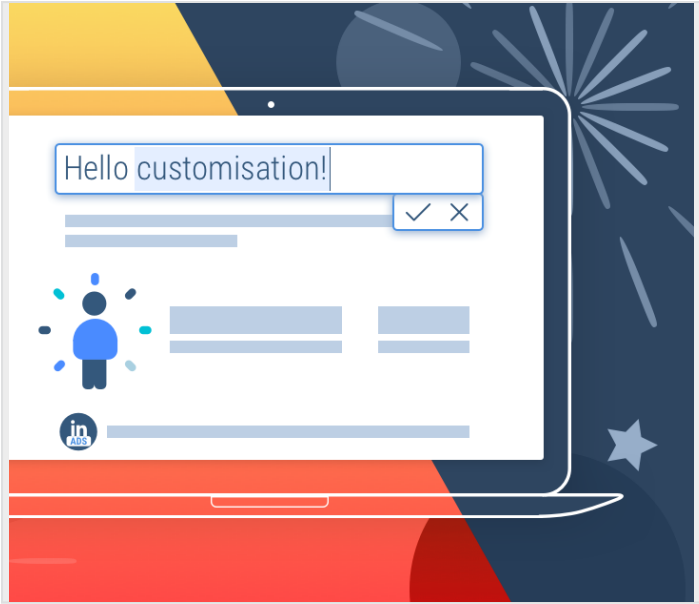
Page: Whatagraph

## Page CTA clicks by audience

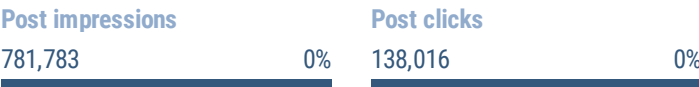


Page: Whatagraph

Top posts



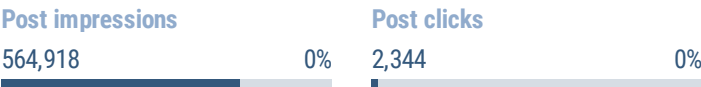
**Message:** All you need to do is sign up with your Goog...  
**Date:** 2017-05-27



Page: Whatagraph



**Message:** #Tuesday is the most productive day of the ...  
**Date:** 2017-09-03



Account: whatagraph

Twitter

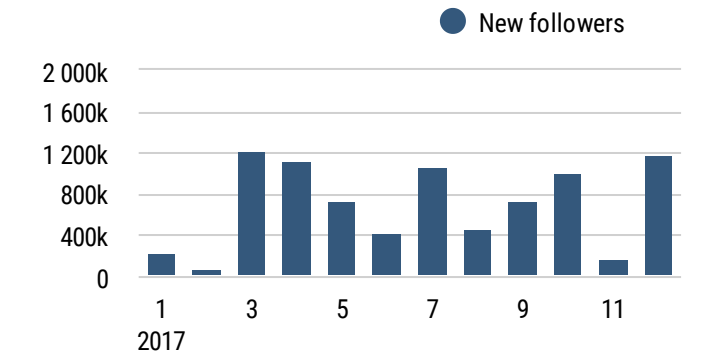
New followers

New Twitter fans you've made during this period



Account: whatagraph

New followers chart



Account: whatagraph

## Total followers

A total number of Twitter accounts that follow you



202,291  
Followers

-81.20%  
◀ 1,075,868

Account: whatagraph

## Total following

A total number of Twitter accounts you follow



24,563  
Following

-92.87%  
◀ 344,503

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	1,058,353	381%	1,108,648	353%	31,880	-89.07%
	<b>Tweet:</b> #Tuesday is the most productive day of the wee... <b>Date:</b> B campaign	278,643	232%	657,132	28483%	4,054	-97.45%
	<b>Tweet:</b> Infographic guide on making the most of mobil... <b>Date:</b> C campaign	150,414	1678%	102,891	8375%	2,045	-97.84%
	<b>Tweet:</b> Client's expectations VS client's budget <b>Date:</b> D campaign	99,843	3603%	4,937	2892%	242	-97.81%
	<b>Tweet:</b> Going forward <b>Date:</b> E campaign	83,236	3129%	2,407	3547%	179	-98.04%
	<b>Tweet:</b> TI reached out to our clients asking what they t... <b>Date:</b> F campaign	75,468	2835%	1,226	3506%	30	-99.66%
	<b>Tweet:</b> Do you have one? <b>Date:</b> G campaign	51,934	2643%	773	2394%	19	-99.61%

Account: whatagraph

## Instagram

## Total followers

A number of Instagram followers you have



 Account: Whatagraph




## Total following

A number of Instagram accounts you follow



 Account: Whatagraph

## Activity

	Website clicks	280,346	180.33%
	Phone call clicks	763,805	57.58%
	Get directions clicks	550,557	-45.82%

 Account: Whatagraph

## Engagement rate

The number of engagement actions divided by followers



 Account: Whatagraph

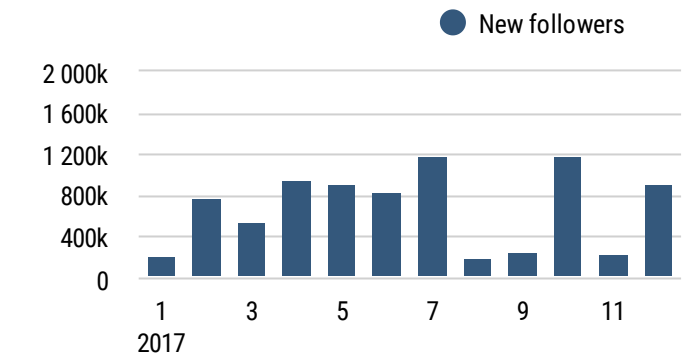
## New followers

New Instagram fans you've made during this period






 Account: Whatagraph

## New followers chart

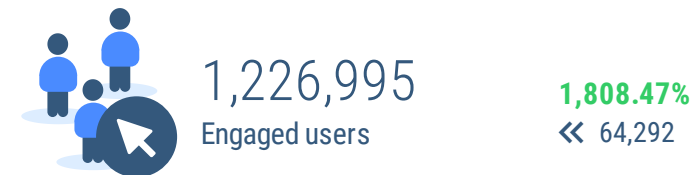


 Account: Whatagraph

	Text message clicks	735,973	-26.33%
	Email contacts	1,221,232	477%
	Profile visits	275,986	-56.32%

## Engaged users

The number of unique users who clicked anywhere in your posts



 Account: Whatagraph

Top media

♥ 758,807

💬 848,194

♥ 362,423

💬 430,731

♥ 227,106

💬 106,622

♥ 201,320

💬 66,612

♥ 55,490

💬 15,791

♥ 16,049

💬 7,891

♥ 1,411

💬 6,431

♥ 889

💬 498

♥ 781

💬 477

♥ 630

💬 413

♥ 203

💬 23

♥ 118

💬 14

♥ 27

💬 10

♥ 14

💬 8

♥ 9

💬 7

♥ 6

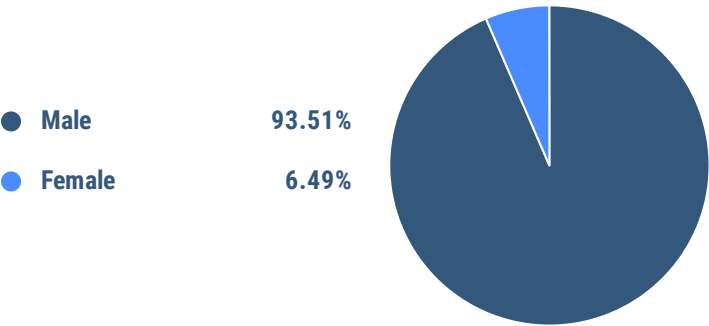
💬 7

## Top locations

City	Followers	
London	832,807	-24.72%
Sydney	40,039	-91.72%
New York	7,004	-96.15%
Chicago	3,072	-97.03%

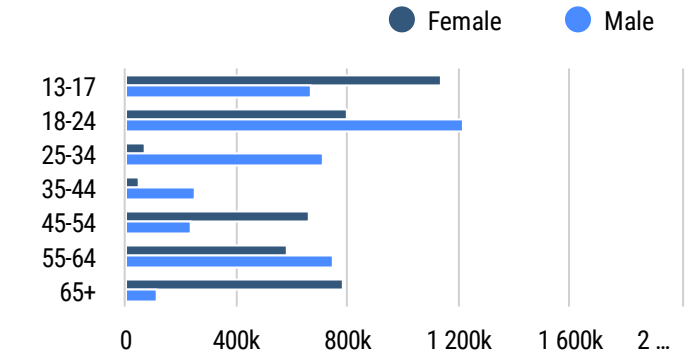
Account: Whatagraph

## Gender



Account: Whatagraph

## Age range

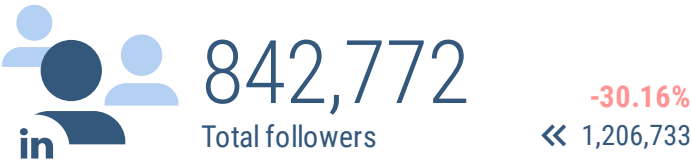


Account: Whatagraph

## LinkedIn

### Total followers

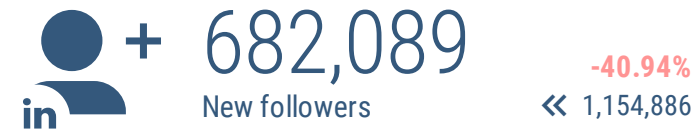
Total number of followers your account had at the end of the report period



Account: Whatagraph

### New followers

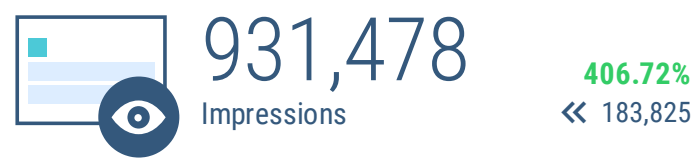
New LinkedIn fans you've made during this period



Account: Whatagraph

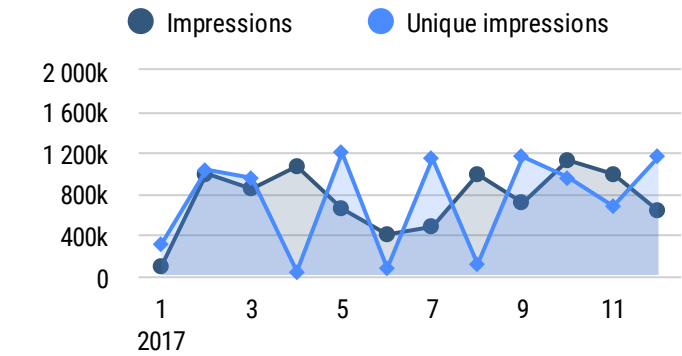
## Post impressions

The total number of post impressions during this period



Account: Whatagraph

## Post impressions chart



Account: Whatagraph

## Network by country

Country	Followers
 United States	692,196
 United Kingdom	495,001
 Austria	169,917
 Italy	18,667


Account: Whatagraph

## Network by function

Function	Followers
 Manager	642,381
 CEO	475,008
 Assistant manager	446,941
 Consultant	358,863

Account: Whatagraph

## Network by seniority

Seniority	Followers
 Head of department	522,553
 Manager	220,819
 Assistant	194,201
 CEO	48,560

Account: Whatagraph