

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



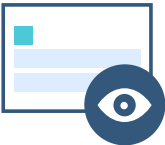
1,159,482
Total likes

75.37%
661,165

Page: Whatagraph

Unique posts impressions

The number of people who saw any of your Page posts

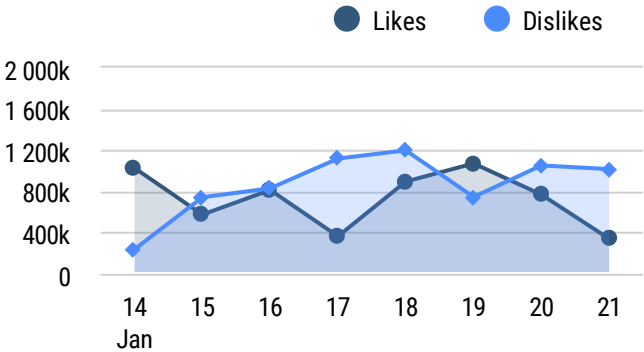


1,231,305
Post impressions

111.63%
581,815

Page: Whatagraph

Total page likes



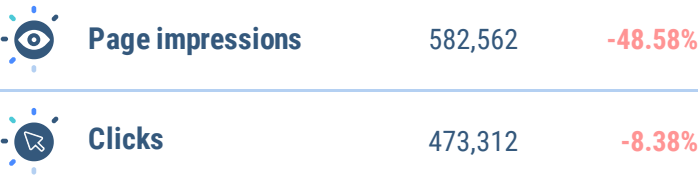
Page: Whatagraph

Unique page impressions

	Paid impressions	1,224,571	508.62%
	Organic impressions	1,963	-99.72%

Page: Whatagraph

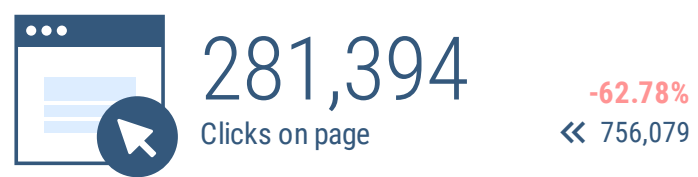
Impressions vs. clicks



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



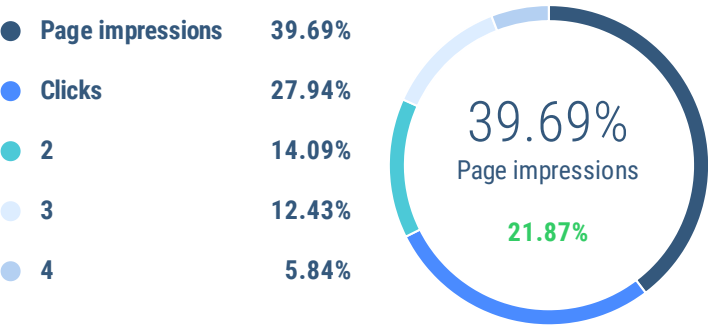
Page: Whatagraph

Clicks on page CTA



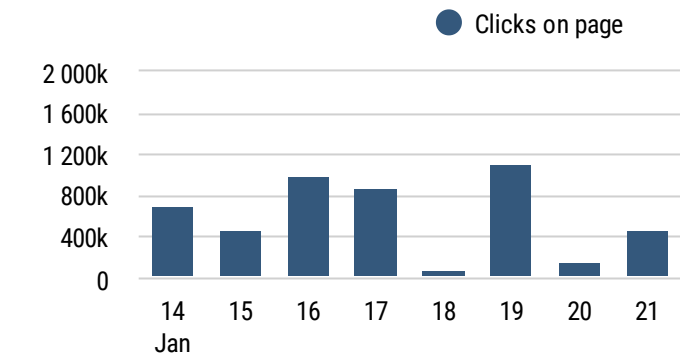
Page: Whatagraph

Impressions vs. clicks



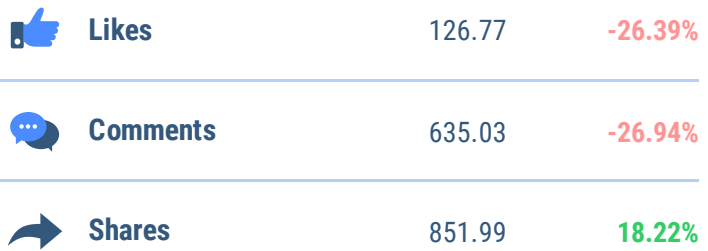
Page: Whatagraph

Page engagement



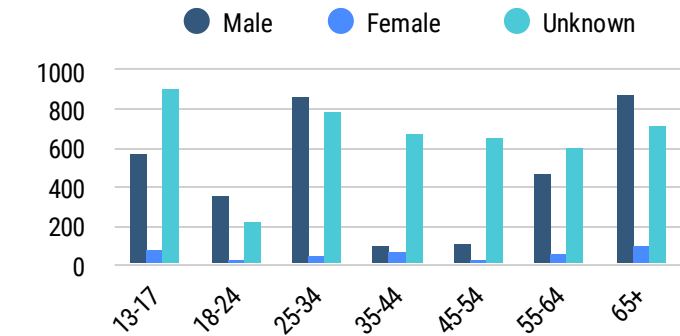
Page: Whatagraph

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

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



+

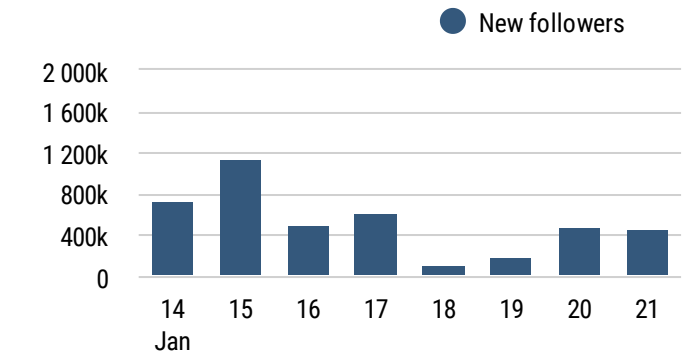
1,180,383

New followers

18.98%

<< 992,103

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

💬 1,001,825

♥ 123,094

💬 378,398

♥ 61,644

💬 306,122

♥ 51,154

💬 81,825

♥ 19,476

💬 27,033

♥ 9,466

💬 14,503

♥ 4,527

💬 256

♥ 1,141

💬 210

♥ 529

💬 22

♥ 13

💬 8

♥ 6

💬 5

♥ 5

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New followers

New Instagram fans you've made during this period

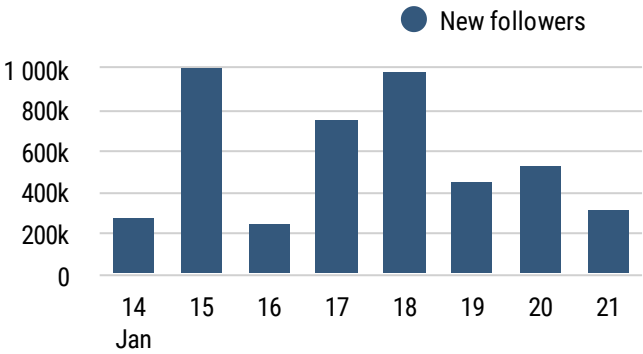


467,136
New followers

-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

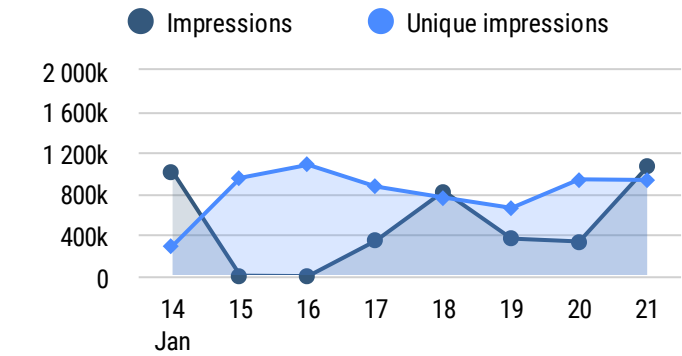
Post impressions

The total number of post impressions during this period



Account: Whatagraph

Post impressions chart



Account: Whatagraph

Network by country

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

Account: Whatagraph