




Group Report

Oct 01, 2016 - Oct 31, 2016

The Group Report helps you understand the growth and health of your social profiles across social channels. The report combines your activity and growth across all your Twitter, Facebook, LinkedIn and Instagram profiles to provide a clear picture of where to focus your social efforts.

Included in this Report

 Regional Cancer Care Associates, Central J..  CJ_Oncology

Activity Overview



3,282
IMPRESSIONS



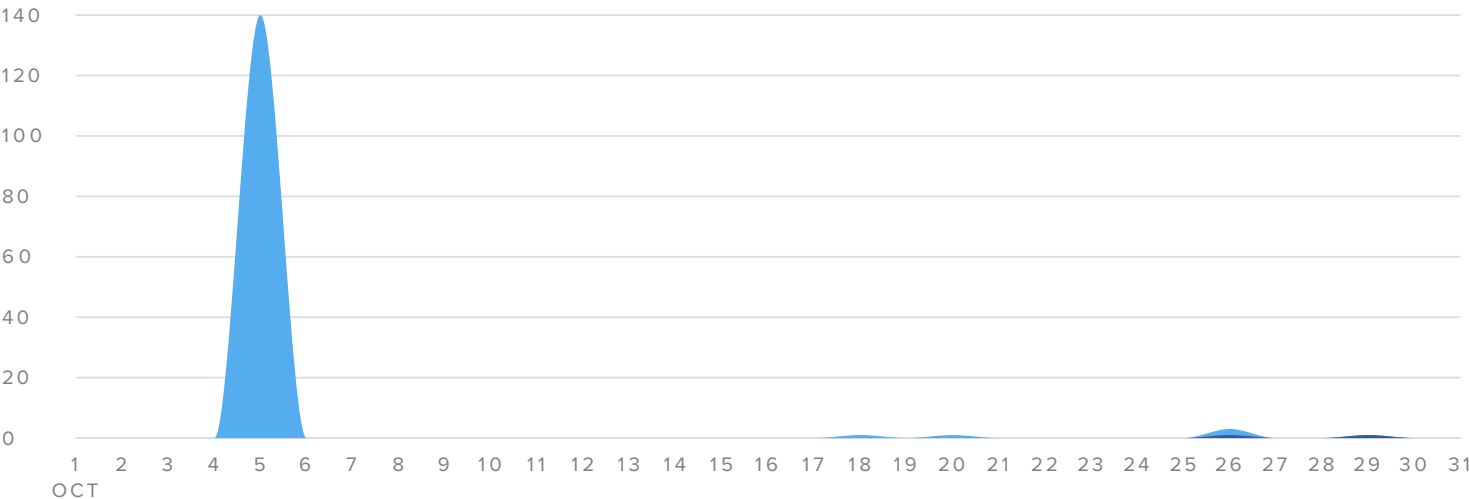
27
ENGAGEMENTS



6
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY

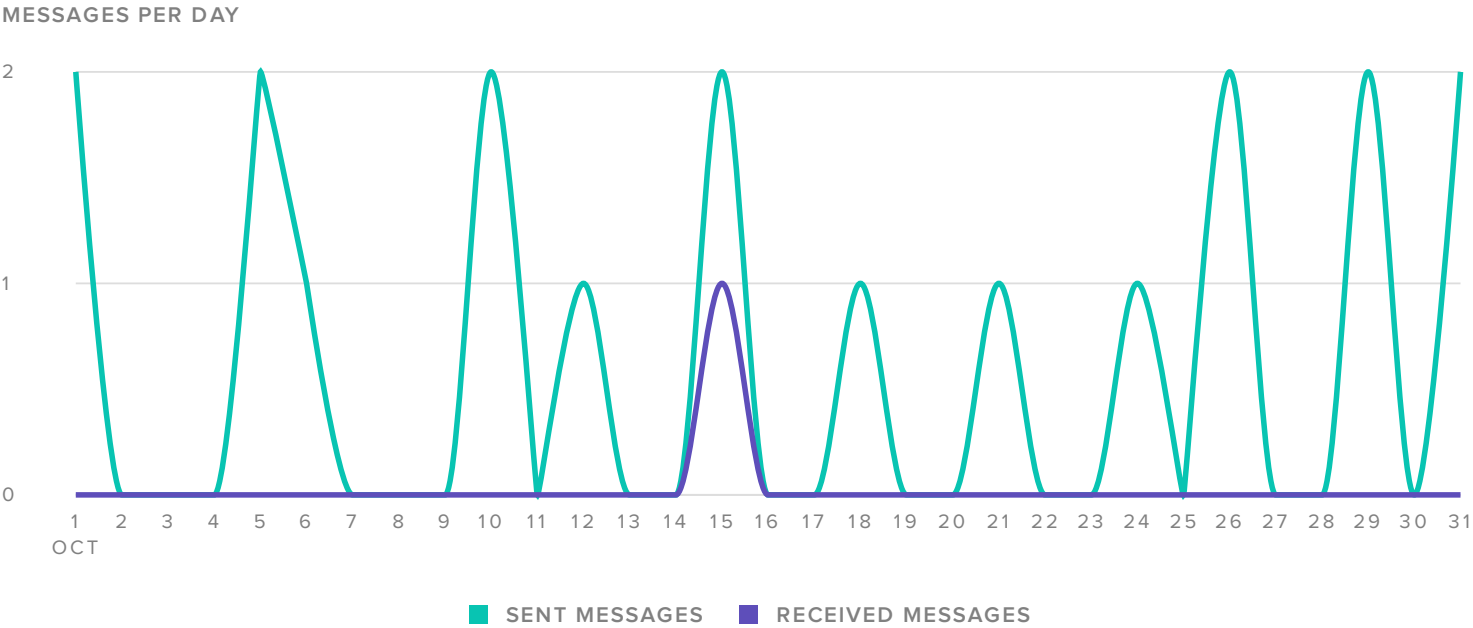


AUDIENCE GROWTH METRICS	■ FACEBOOK ■ TWITTER	
	TOTALS	CHANGE
Total Fans	378	▲ 60.2%
New Facebook Fans	—	▼ 100.0%
New Twitter Followers	142	—
Total Fans Gained	142	▲ 7,000.0%

Total fans increased by

▲ 60.2%
since previous month

Message Volumes



SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	10	—
Twitter Messages Sent	9	▼ 18.2%
Total Messages Sent	19	▼ 9.5%

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	—	▼ 100.0%
Twitter Messages Received	1	—
Total Messages Received	1	▼ 66.7%

The number of messages you sent decreased by

▼ 9.5%

since previous month

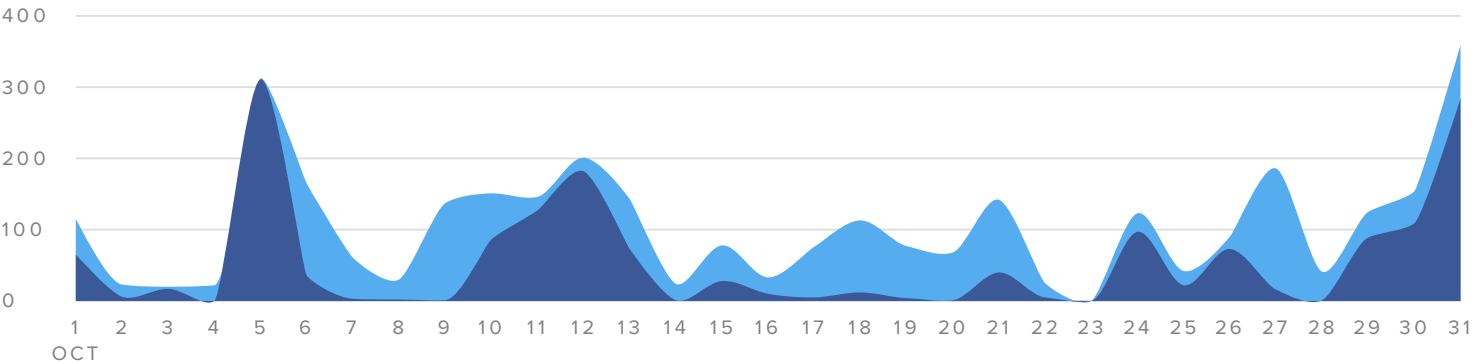
The number of messages you received decreased by

▼ 66.7%

since previous month

Impressions

IMPRESSIONS PER DAY



IMPRESSIONS METRICS	FACEBOOK TWITTER	
	TOTALS	CHANGE
Facebook Impressions	1,706	▼ 19.1%
Twitter Impressions	1,576	▲ 1,732.6%
Total Impressions	3,282	▲ 49.5%

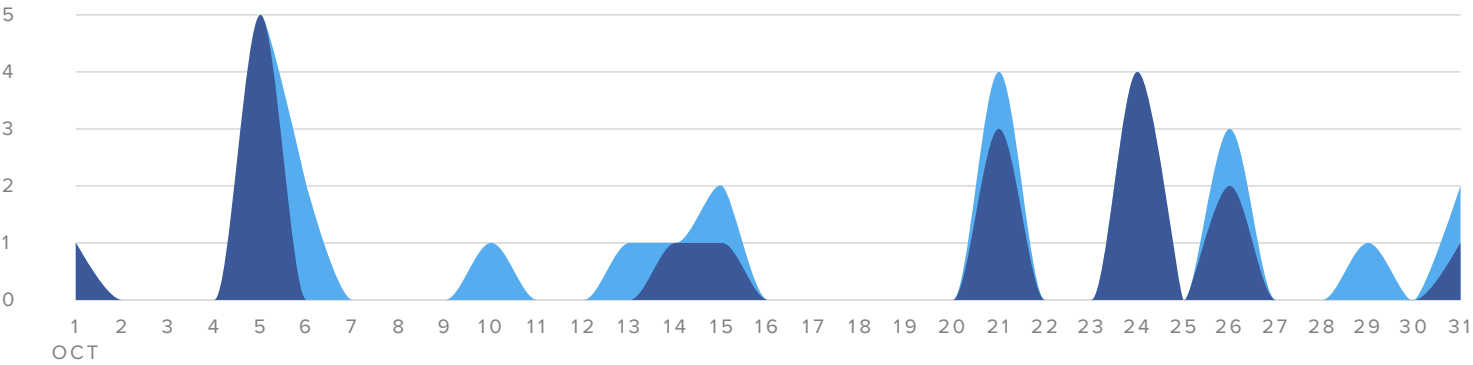
Total Impressions increased by

▲ **49.5%**

since previous month

Engagements

ENGAGEMENTS PER DAY





ENGAGEMENT METRICS	FACEBOOK TWITTER	
	TOTALS	CHANGE
Facebook Engagements	18	▼ 48.6%
Twitter Engagements	9	▲ 800.0%
Total Engagements	27	▼ 25.0%

The number of engagements decreased by

▼ **25.0%**

since previous month

Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Regional Cancer Research Center Facebook page	236	–	8	1,706	213	18	2.3	6
 Regional Cancer Research Center @CJ_Oncolc	142	100.00%	9	1,576	175	9	1.0	–