



Facebook Pages Report
for **Regional Cancer Care Associates, Central Jersey**
Division

Oct 01, 2016 - Oct 31, 2016

The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

Facebook Activity Overview



1,706
IMPRESSIONS



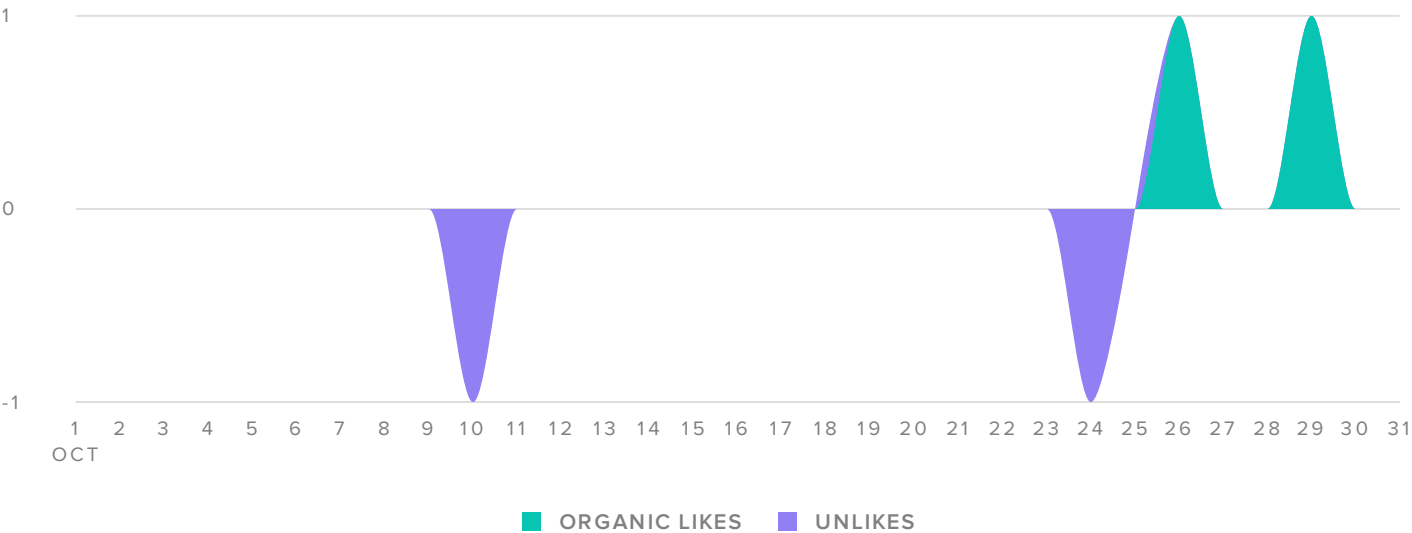
18
POST ENGAGEMENTS



6
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



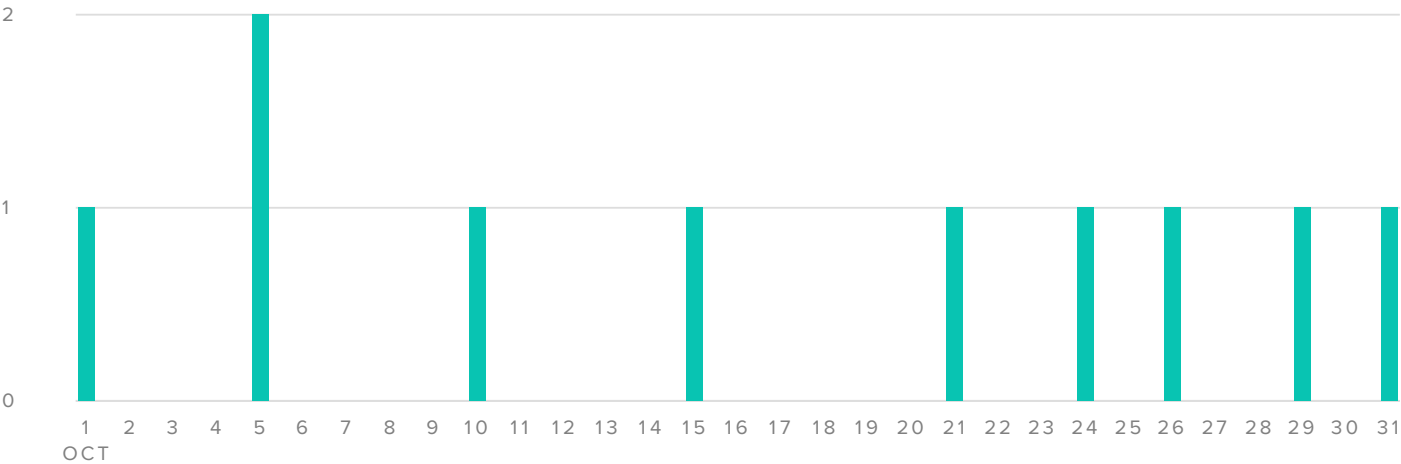
AUDIENCE GROWTH METRICS		TOTALS
Total Fans		236
Organic Likes		2
Unlikes		2
Net Likes		-

Total fans increased by

since previous month

Publishing Behavior

POSTS, BY DAY








■ POSTS SENT

PUBLISHING METRICS	TOTALS
Photos	3
Videos	–
Posts	7
Total Posts	10

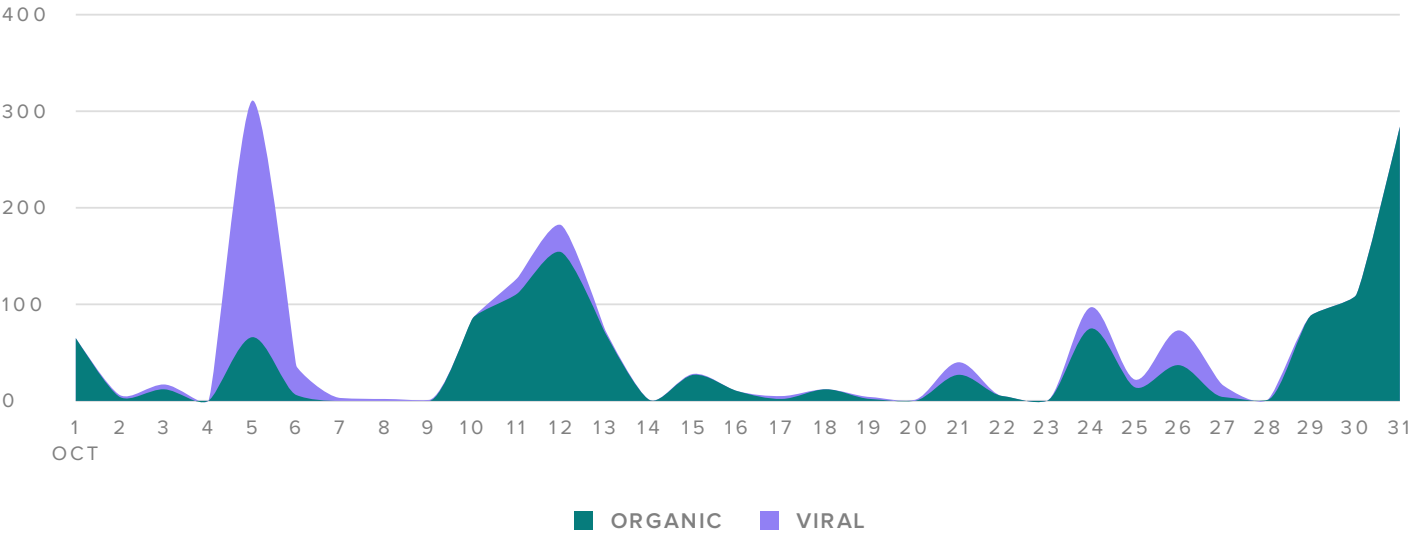
The number of posts you sent increased by since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Regional Cancer Care Associates, Central Jersey Division</p> <p>Today is National Mammography Day! It's recommended by many doctors that women over the age of 40 get regular mammograms. If breast cancer is detected early, the five year survival rate is 100%! Create your early detection plan with the National Breast Cancer Foundation:</p> <p>🔗 Breast Cancer Awareness Month :: The National Breast Cancer Foundation</p> <p>(Post) October 21, 2016 9:32 am</p>	2	—	6.9%	29
 <p>Regional Cancer Care Associates, Central Jersey Division</p> <p>You shouldn't have to face a cancer diagnosis alone. Visit us online for a list of support resources we recommend.</p> <p>🔗 Providing Support for Cancer Patients in Central New Jersey</p> <p>(Post) October 26, 2016 9:32 am</p>	1	—	5.4%	37
 <p>Regional Cancer Care Associates, Central Jersey Division</p> <p>Dear Friends, Each year our very own Dr. Nissenblatt participates in the New York City Marathon as a part of Fred's Team, which raises money to help raise funds for Memorial Sloan Kettering Cancer Center. Some of us donate time and compassion, others offer scientific support, and still others, perhaps YOU, can offer the much needed money to accomplish our goals. The marathon is only 12 days away. This year, we ask you help Fred's Team - MSKCC achieve their goal of raising awareness and money to find the cure for cancer.</p> <p>🔗 Fred's Team</p> <p>(Post) October 24, 2016 12:48 pm</p>	3	—	5.1%	78
 <p>Regional Cancer Care Associates, Central Jersey Division</p> <p>How do you support a friend or loved one with cancer? What can you do? What should you say?</p> <p>🔗 What can I do? What can I say? Susan G. Komen®</p> <p>(Post) October 15, 2016 9:31 am</p>	—	—	4.4%	23
 <p>Regional Cancer Care Associates, Central Jersey Division</p> <p>The best cancer treatment starts with prevention.</p> <p>🔗 Lower Your Risk for Breast Cancer</p> <p>(Post) October 12, 2016 3:25 pm</p>	—	—	3.8%	53

Page Impressions

PAGE IMPRESSIONS, BY DAY

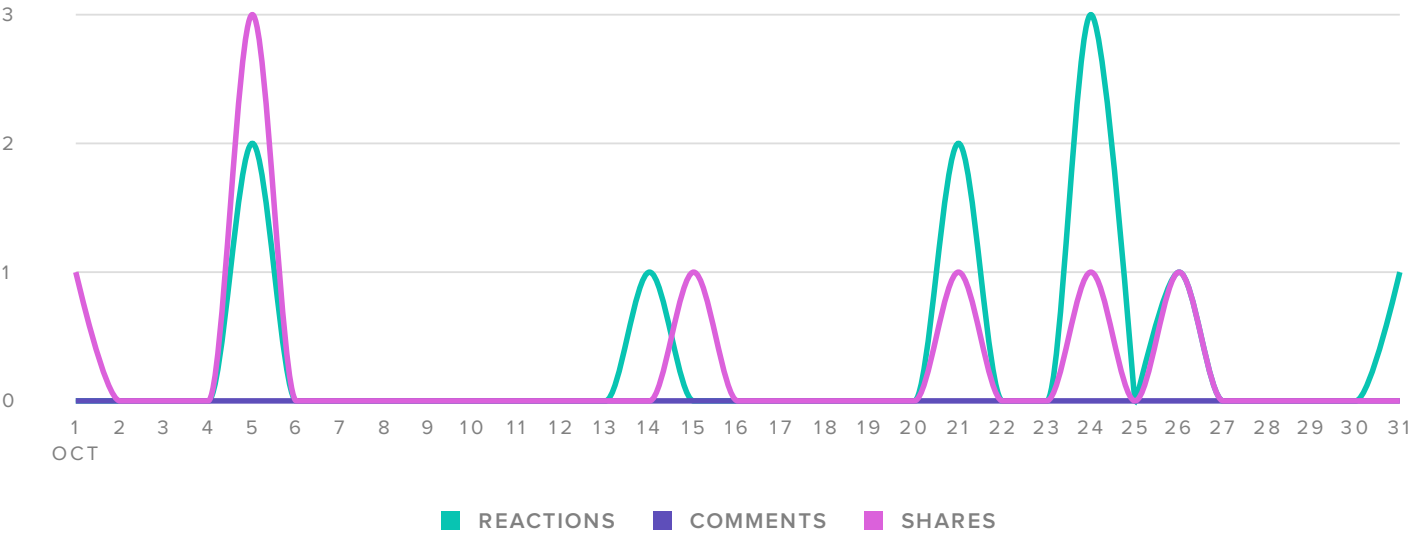


IMPRESSIONS METRICS	TOTALS
Organic Impressions	1,273
Viral Impressions	433
Total Impressions	1,706
Users Reached	870

Total Impressions decreased by
-19.1%
since previous month

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	10
Comments	–
Shares	8
Total Engagements	18

Total Engagements decreased by
▼ 48.6%
since previous month

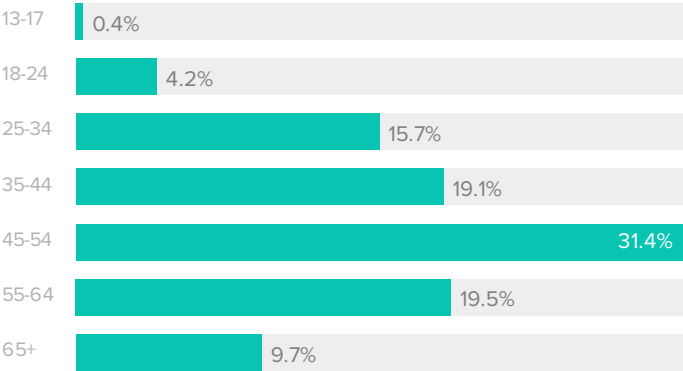
Demographics

PAGE FANS

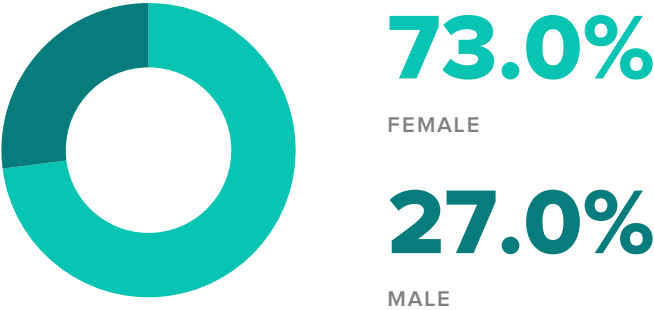
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE




BY GENDER



Women between the ages of 45-54 appear to be the leading force among your fans.

TOP COUNTRIES		TOP CITIES	
United States	224	East Brunswick, NJ	15
India	3	Edison, NJ	10
Costa Rica	1	Monroe Township, Middlesex County, NJ	9
Peru	1	Sayreville, NJ	9
United Kingdom	1	New York, NY	9

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Regional Cancer Care A..	236	–	10	1,706	171	18	1.8	6