



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

Nov 01, 2016 - Nov 30, 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.

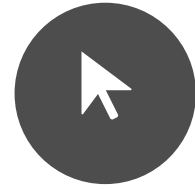
Facebook Activity Overview

**1,170**

IMPRESSIONS

**12**

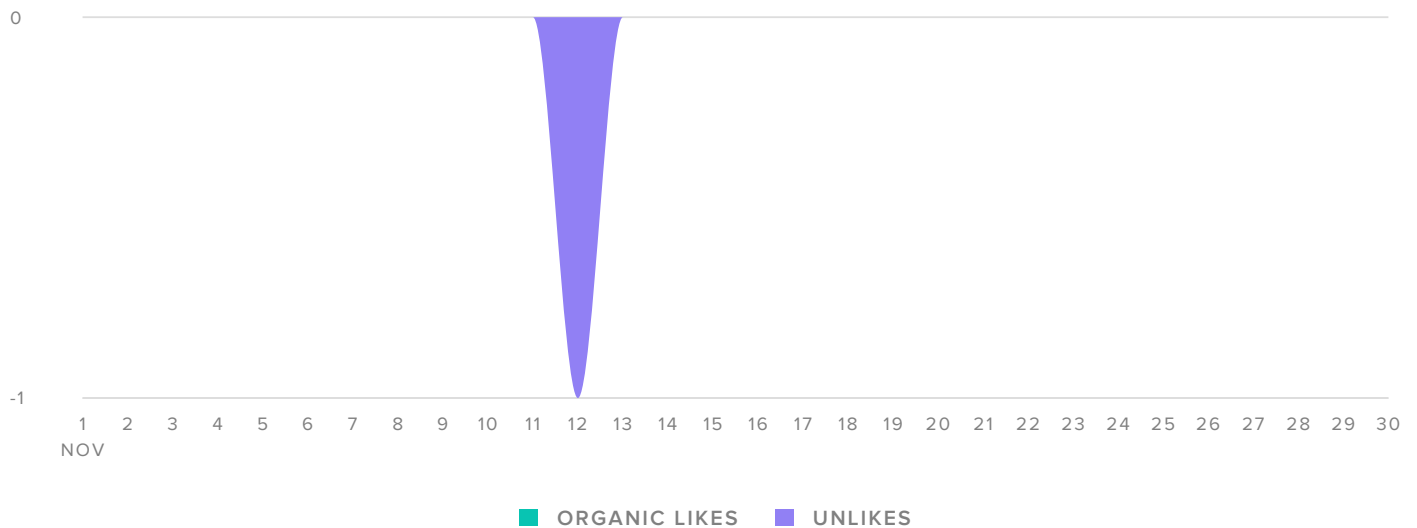
POST ENGAGEMENTS

**2**

LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS		TOTALS
Total Fans		235
Organic Likes		-
Unlikes		1
Net Likes		-1

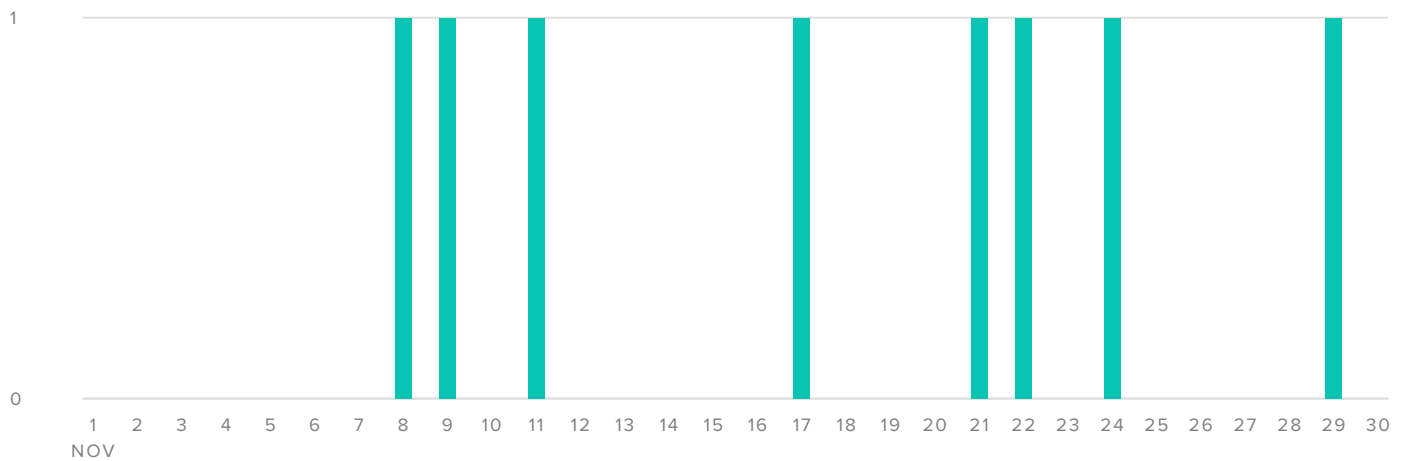
Total fans decreased by

▼ **0.4%**

since previous month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT








PUBLISHING METRICS	TOTALS
Photos	2
Videos	–
Posts	6
Total Posts	8

The number of posts you sent
decreased by

▼ **11.1%**

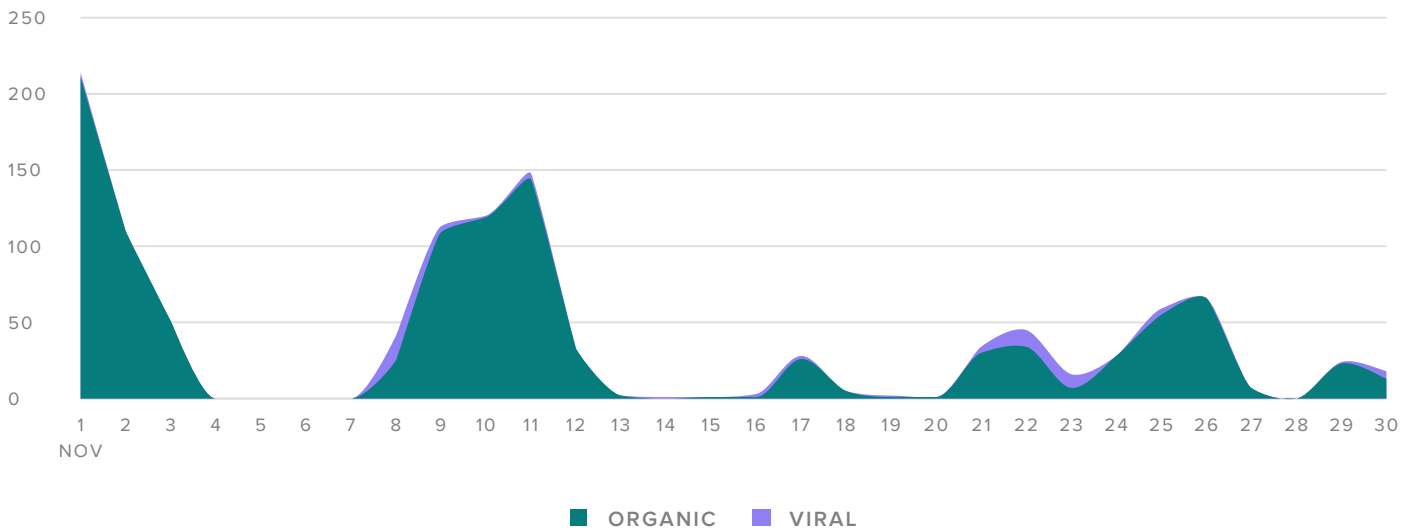
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>November is National Lung Cancer Awareness Month, a time to raise awareness about the dangers of smoking and provide smokers with effective tools to quit. Smoking is the primary cause of lung cancer, which in turn is the leading cause of cancer death and the second most common cancer among American men and women.</p>  <p>Lung Cancer Awareness Month: Tips to Quit Smoking</p> <p>(Post) November 22, 2016 9:01 am</p>	1	—	7.4%	27
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>Early cancer detection is your best line of defense for beating the disease. So don't skip those yearly exams!</p>  <p>3 Cancer Screenings Every Adult Should Get</p> <p>(Post) November 29, 2016 8:55 am</p>	1	—	3.7%	27
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>Our next Look Good Feel Better workshop is just days away! It's not too late to sign up. The event is FREE, but registration is required! Call 800-227-2345 today to register.</p>   <p>(Post) November 09, 2016 8:45 am</p>	2	—	1.6%	127
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>Happy Thanksgiving from our family to yours! We're always thankful for the opportunity to make a difference in our patients' lives. What are you thankful for?</p>   <p>(Post) November 24, 2016 8:50 am</p>	1	—	1.1%	91
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>Usually coffee is labeled as being a detriment to your health, but that may not be the case anymore:</p>  <p>Harvard researchers link coffee with reduced colon cancer recurrence</p> <p>...</p> <p>(Post) November 21, 2016 8:45 am</p>	—	—	—	19

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	1,102
Viral Impressions	68
Total Impressions	1,170
Users Reached	653

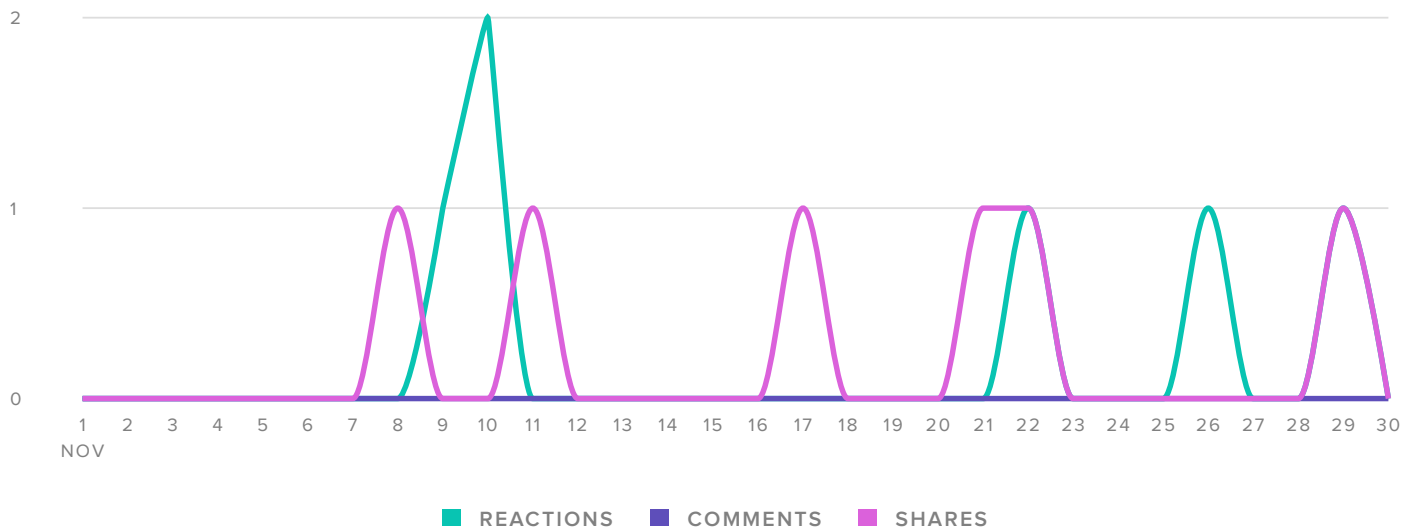
Total Impressions decreased by

▼ **28.7%**

since previous month

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS

TOTALS

Reactions

6

Comments

-

Shares

6

Total Engagements

12

Total Engagements decreased
by▼ **29.4%**

since previous month

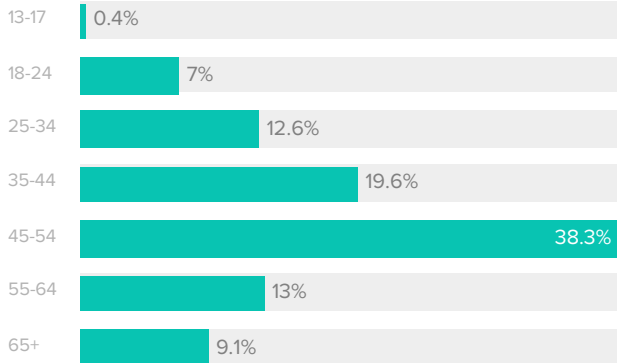
Demographics

PAGE FANS

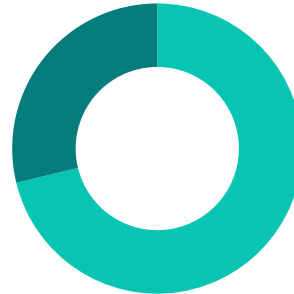
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



71.2%

FEMALE

28.8%

MALE

Women between the ages of 45-54 have a higher potential to see your content and visit your Page.

TOP COUNTRIES

	United States	433
	India	14
	Peru	7
	Qatar	7
	United Kingdom	4

TOP CITIES

East Brunswick, NJ	45
Monroe Township, Middlesex County, NJ	20
New York, NY	18
South Amboy, NJ	14
Sayreville, NJ	14

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 ...	235	-0.42%	8	1,170	146	12	1.5	2