



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

Oct 01, 2016 - Dec 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.

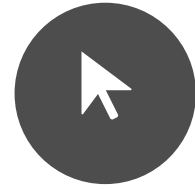
## Facebook Activity Overview

**13,067**

IMPRESSIONS

**159**

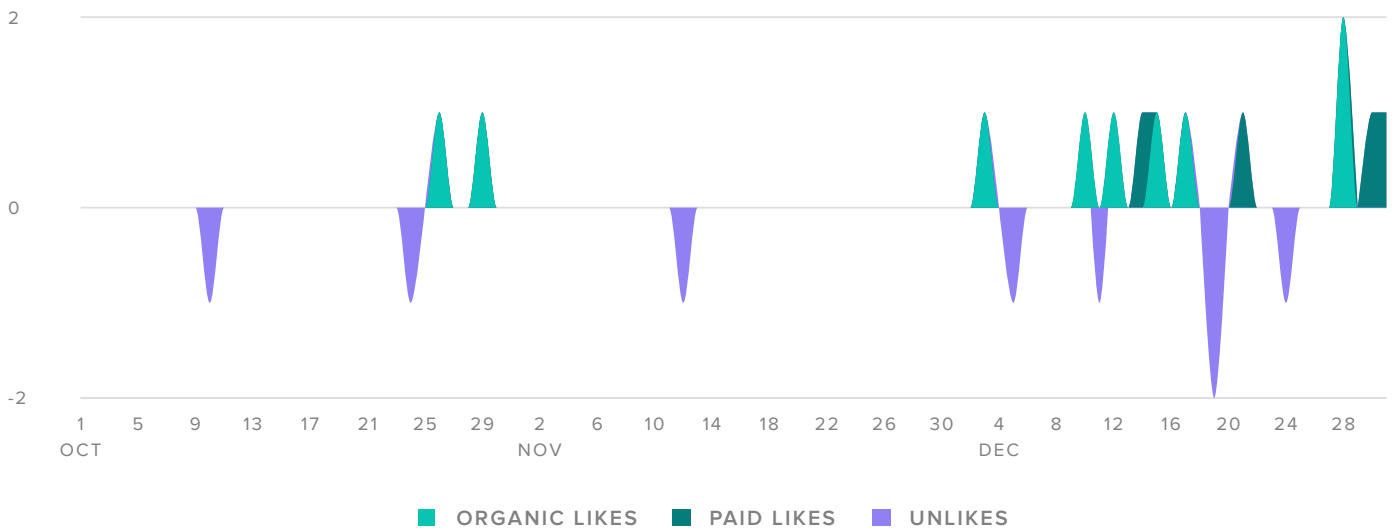
POST ENGAGEMENTS

**257**

LINK CLICKS

## Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

<b>Total Fans</b>	<b>241</b>
Paid Likes	4
Organic Likes	9
Unlikes	8
Net Likes	5

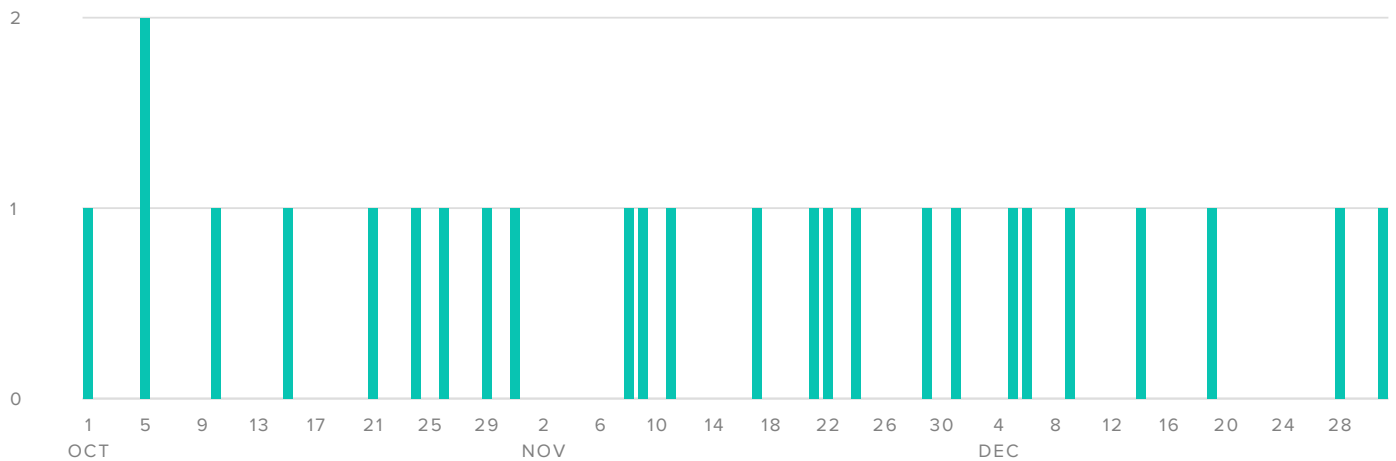
Total fans increased by

**▲ 2.1%**

since previous date range

## Publishing Behavior

## POSTS, BY DAY



■ POSTS SENT

## PUBLISHING METRICS

## TOTALS






Photos	8
Videos	—
Posts	18
Total Posts	26

The number of posts you sent  
increased by

▲ **4.0%**

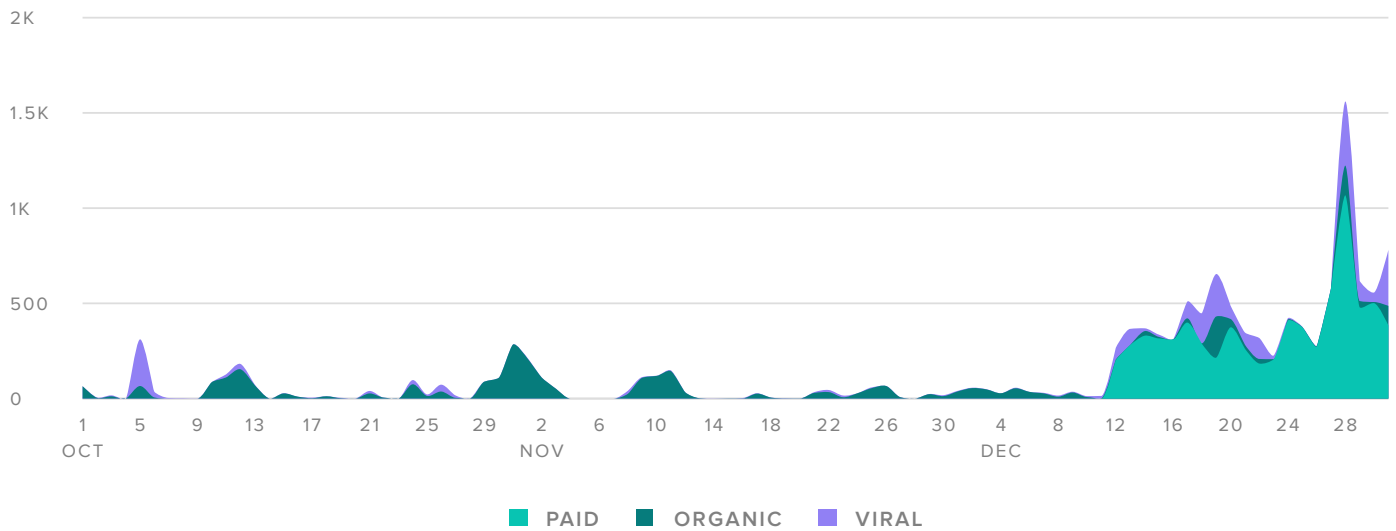
since previous date range

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p><b>Regional Cancer Care Associates, Central Jersey Division</b></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><a href="#">🔗 Lung Cancer Awareness Month: Tips to Quit Smoking</a></p> <p>(Post) November 22, 2016 9:01 am</p>	1	—	7.4%	27
<p><b>Regional Cancer Care Associates, Central Jersey Division</b></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 <b>National Breast Cancer Foundation</b>:</p> <p><a href="#">🔗 Breast Cancer Awareness Month :: The National Breast Cancer Foundation</a></p> <p>(Post) October 21, 2016 9:32 am</p>	2	—	6.9%	29
<p><b>Regional Cancer Care Associates, Central Jersey Division</b></p>  <p>When you have cancer, there are many resources available to help you. <b>CancerCare</b> is a great resource for addressing your needs and concerns.</p> <p><a href="#">🔗 Cancer, Resources, Community   CancerCare</a></p> <p>(Post) December 05, 2016 9:35 am</p>	1	1	5.4%	37
<p><b>Regional Cancer Care Associates, Central Jersey Division</b></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><a href="#">🔗 Providing Support for Cancer Patients in Central New Jersey</a></p> <p>(Post) October 26, 2016 9:32 am</p>	1	—	5.4%	37
<p><b>Regional Cancer Care Associates, Central Jersey Division</b></p>  <p>Holidays are a time for celebration when families join together to share in the joy of the season, but people battling cancer can feel "out of step." <b>CancerCare</b> has helpful tips to help you have a happy holiday season.</p> <p><a href="#">🔗 Coping with Cancer During the Holidays   CancerCare</a></p> <p>(Post) December 14, 2016 9:40 am</p>	1	—	4.4%	23

## Page Impressions

## PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	3,383
Viral Impressions	2,251
Paid Impressions	7,433
<b>Total Impressions</b>	<b>13,067</b>
<b>Users Reached</b>	<b>9,232</b>

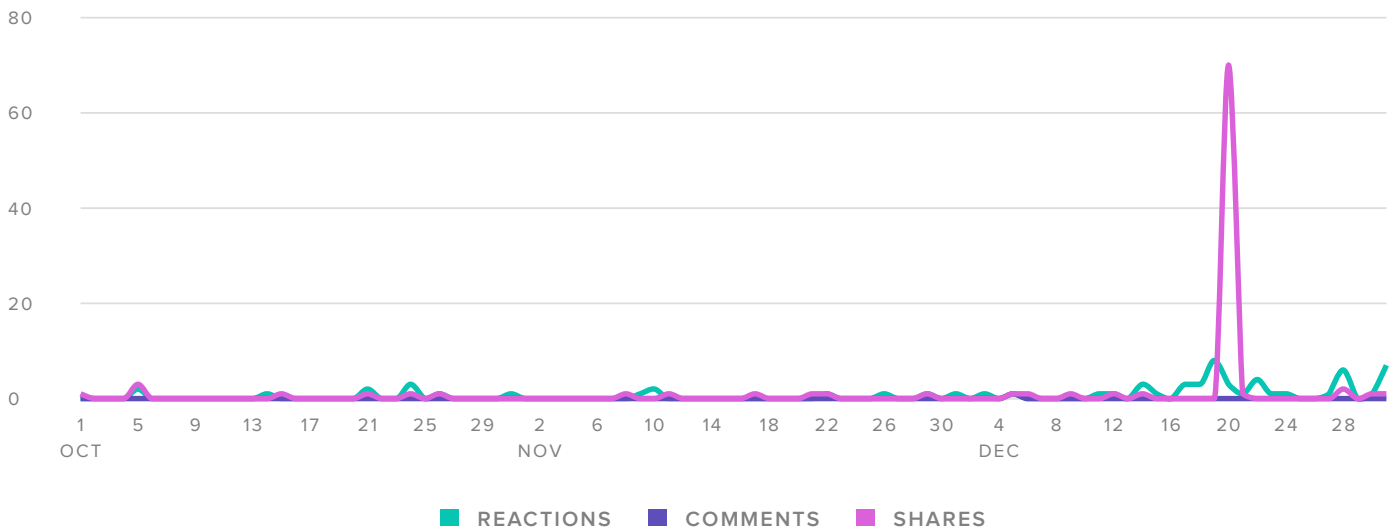
Total Impressions increased by

▲ **142.9%**

since previous date range

## Audience Engagement

## AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	64
Comments	1
Shares	94
Total Engagements	159

Total Engagements increased  
by  
**▲ 76.7%**  
since previous date range

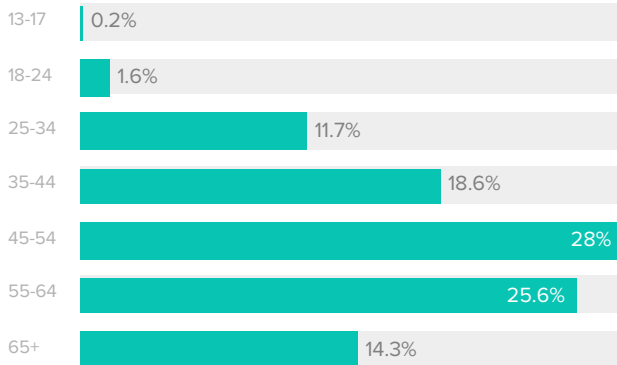
## Demographics

PAGE FANS

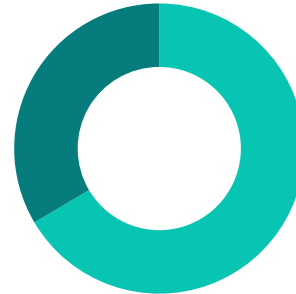
PEOPLE REACHED

PEOPLE ENGAGED

## BY AGE



## BY GENDER



66.5%

FEMALE

33.5%

MALE

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


## TOP COUNTRIES

	United States	8,628
	India	30
	United Kingdom	24
	Peru	21
	Qatar	16

## TOP CITIES

Newark, NJ	727
East Brunswick, NJ	364
Elizabeth, NJ	283
Edison, NJ	224
Monroe Township, Middlesex County, NJ	219

## 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 ...	241	2.12%	26	13,067	503	159	6.1	257