




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


Jan 01, 2017 - Mar 31, 2017

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



116,200
Impressions



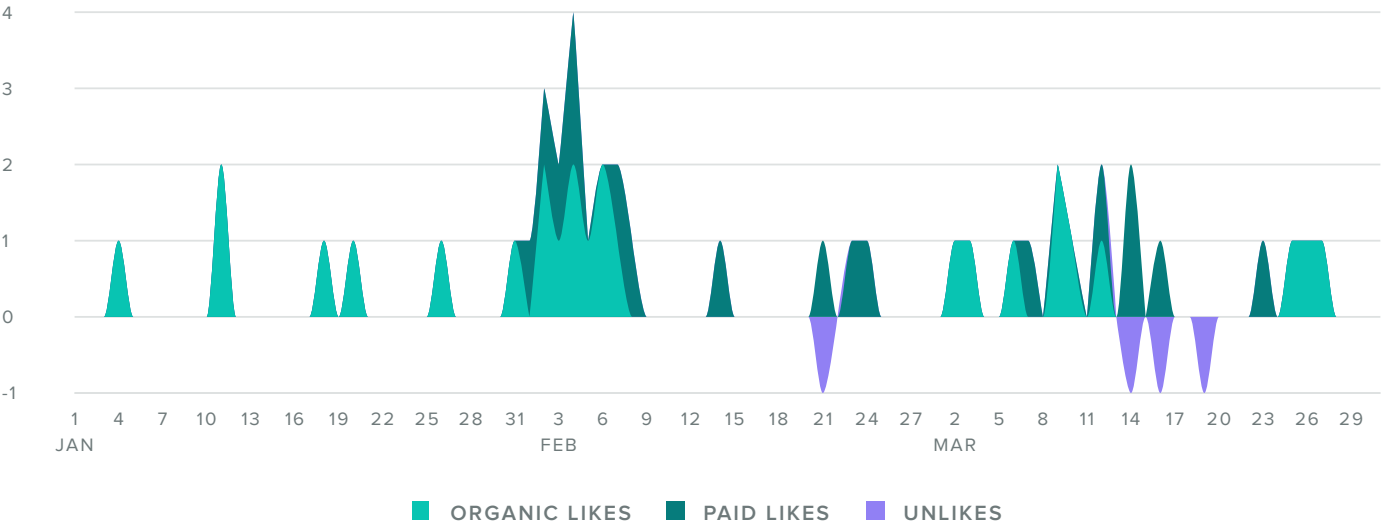
2,374
Post Engagements



3,171
Link Clicks

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS		TOTALS
Total Fans		280
Paid Likes		17
Organic Likes		26
Unlikes		4
Net Likes		39

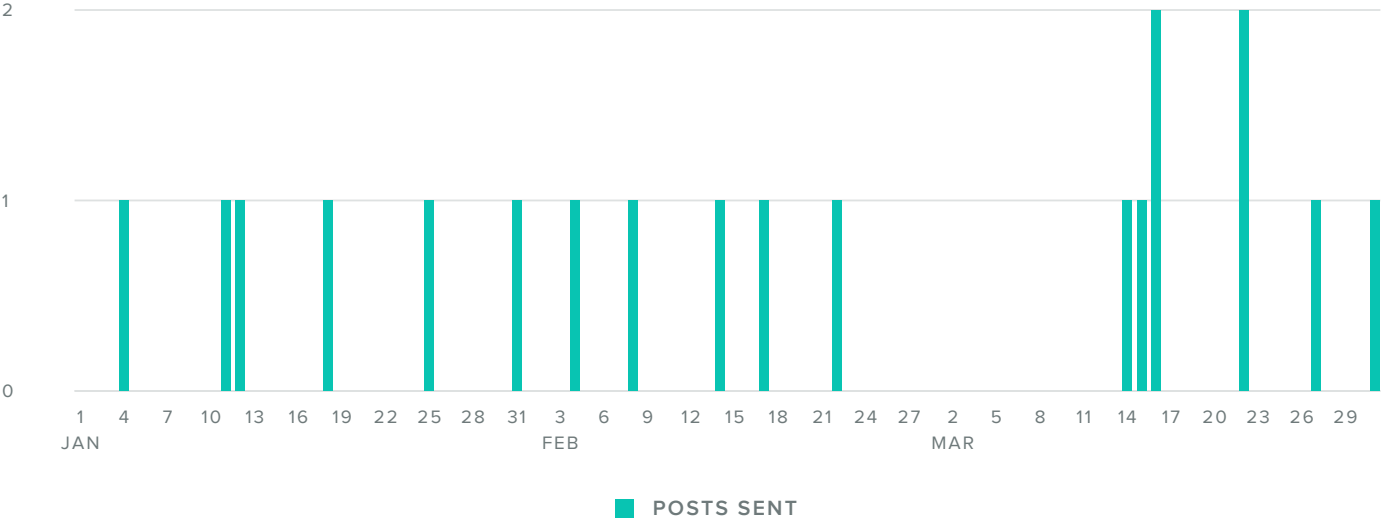
Total fans increased by

▲ **16.2%**

since previous date range

Publishing Behavior

POSTS, BY DAY









PUBLISHING METRICS	TOTALS
Photos	1
Videos	1
Posts	17
Total Posts	19

The number of posts you sent decreased by

▼ 24.0%

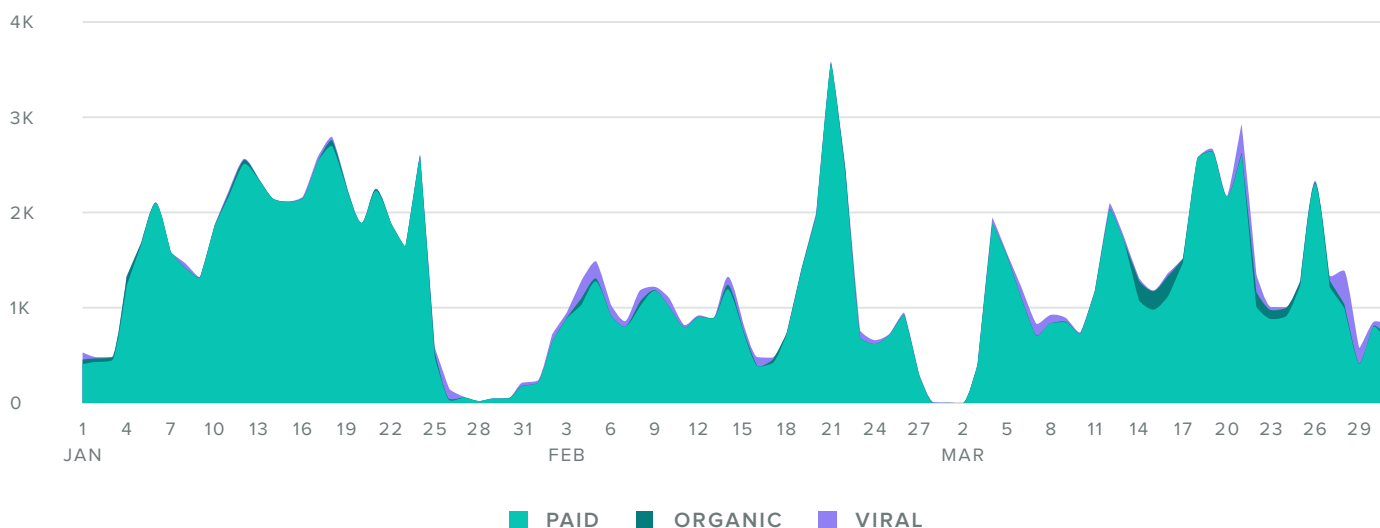
since previous date range

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>It's not too late to sign up for our 7-week workshop! Register now for Coping with Cancer in the Kitchen™, an action-oriented nutrition and cooking workshop using research-based information and strategies. As a reminder, this workshop will be initially open to cancer survivors, age 18 years or older, that have completed active cancer treatment, not including hormonal or other similar agents, e.g., tamoxifen.</p>  <p>Events at the Central Jersey Division of RCCA</p> <p>(Post) February 14, 2017 9:20 am</p>	—	—	7.7%	26
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>If you made a New Year's resolution (or two) for 2017, here are a few tips to help you follow it:</p>  <p>Making Your New Year's Resolution Stick</p> <p>(Post) January 04, 2017 8:55 am</p>	1	—	6.4%	63
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>Cancer screenings are an early warning system to help detect cancer early. Early cancer detection could save a life, so don't skip these three screenings:</p>  <p>3 Cancer Screenings Every Adult Should Get</p> <p>(Post) January 25, 2017 9:02 am</p>	2	—	5.9%	118
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>While cancer patients around the world can look forward to more advanced, "precision" medicine, we've always provided our patients with comprehensive and personalized state-of-the-art care.</p>  <p>Precision Medicine Gives People With Cancer New Hope In 2017</p> <p>(Post) February 22, 2017 9:25 am</p>	1	—	5.3%	38
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>What puts someone at risk for breast cancer? How have treatment options changed in 2017? Are there better remedies for treatment-related symptoms? There's still time to register for our next seminar!</p>   <p>(Post) March 22, 2017 2:33 pm</p>	6	1	5.0%	400

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS

TOTALS

Organic Impressions	2,116
Viral Impressions	4,055
Paid Impressions	110,029
Total Impressions	116,200
Users Reached	75,928

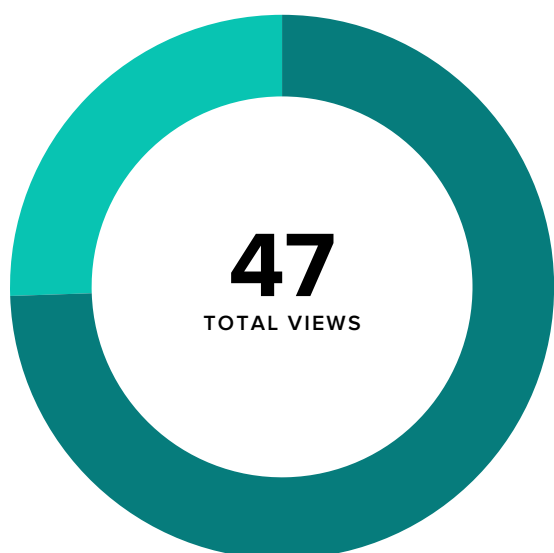
Total Impressions increased by

▲ **794.1%**

since previous date range

Video Performance

VIEW METRICS



12

ORGANIC FULL

35

ORGANIC PARTIAL

VIEWING BREAKDOWN

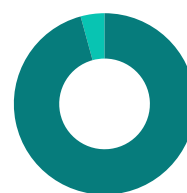


100%

ORGANIC VIEWS

0%

PAID VIEWS



4%

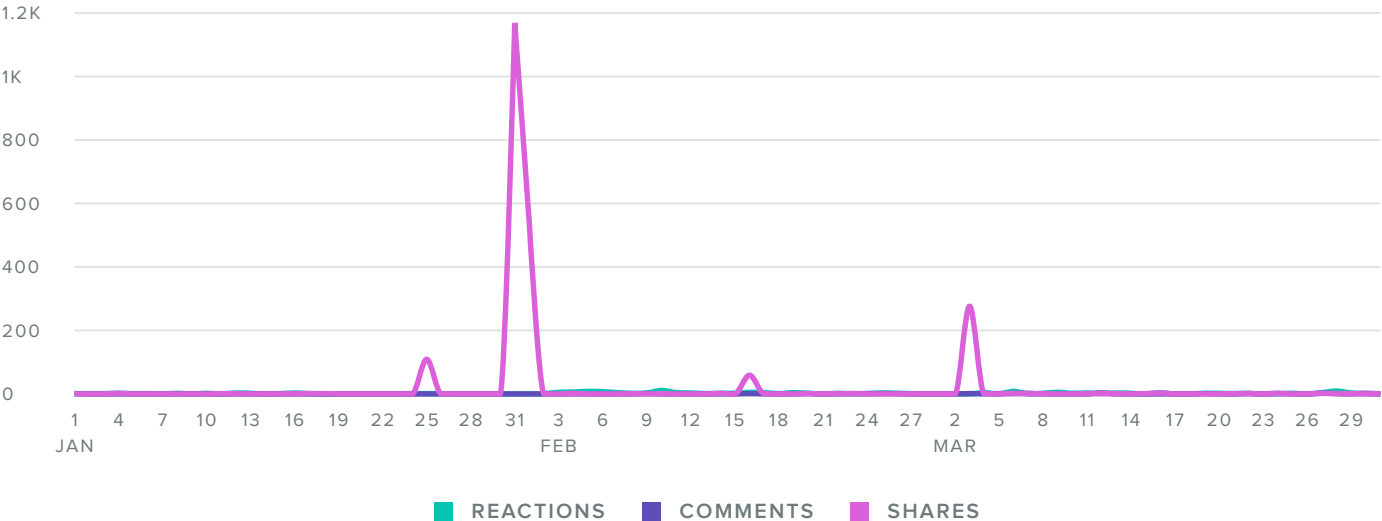
CLICK PLAYS

96%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS		TOTALS
Reactions		168
Comments		25
Shares		2,181
Total Engagements		2,374

Total Engagements increased by

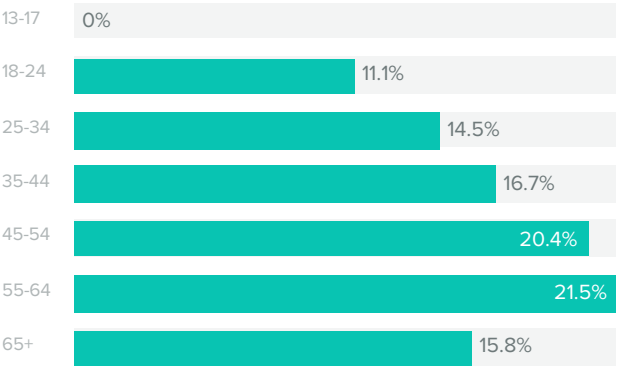
1,402.5%

since previous date range

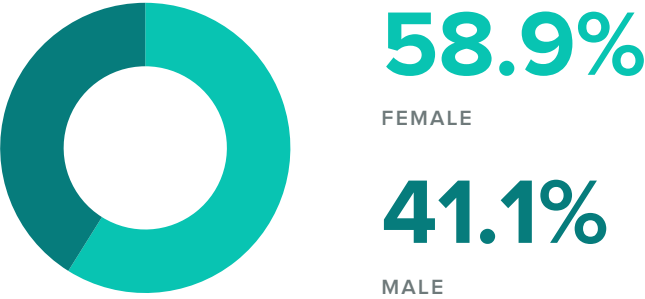
Demographics

PAGE FANS	PEOPLE REACHED	PEOPLE ENGAGED
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BY AGE




BY GENDER



Women between the ages of 55-64 have a higher potential to see your content and visit your Page.

TOP COUNTRIES			TOP CITIES		
	United States	72,999		Newark, NJ	10,347
	Dominican Republic	90		Elizabeth, NJ	3,124
	Philippines	56		New York, NY	2,862
	Guatemala	50		East Orange, NJ	1,799
	India	40		Irvington, NJ	1,629

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 ...	280	16.18%	19	116,200	6,116	2,374	124.9	3,171