

GROUP REPORT from September 13, 2013 - September 29, 2013

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GROUP STATS across all Twitter and Facebook accounts

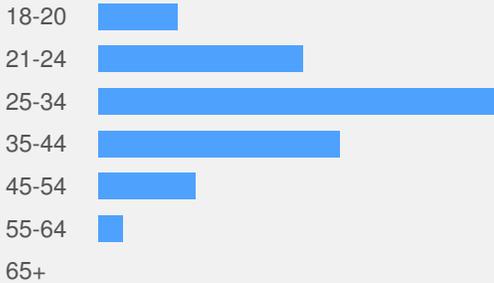
Incoming Messages	133,183	
Sent Messages	108	
New Twitter Followers	1,410	
New Facebook Fans	62,829	

133,629 INTERACTIONS 
 BY **109,232** UNIQUE USERS 
6,128,658 IMPRESSIONS 

TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

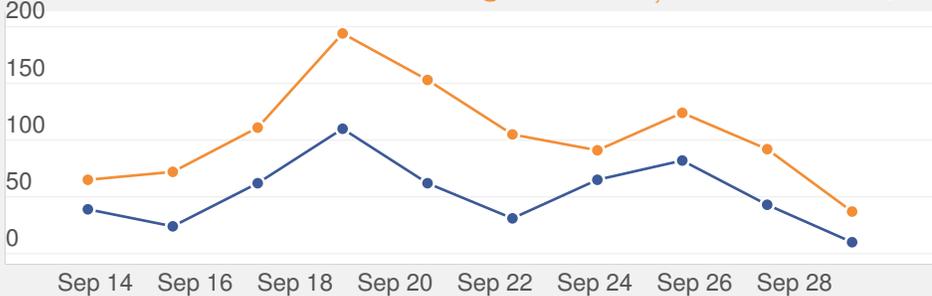
 **88%** MALE FOLLOWERS
 **12%** FEMALE FOLLOWERS



TWITTER STATS

+ 1,410 New Twitter Followers in this time period
 **7,090** Link Clicks
 **1,044** Mentions
 **527** Retweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

T 54 Plain Text
 **5** Links to Pages
 **25** Photo Links

FACEBOOK STATS across all Facebook pages

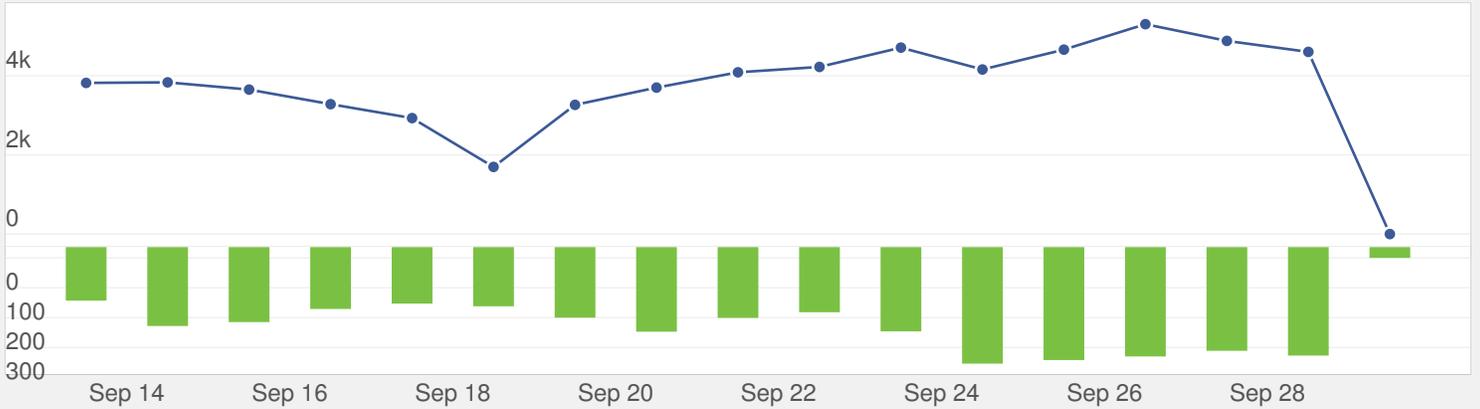


My Facebook Pages

104.15k Total Likes, and 46.7k people talking about this

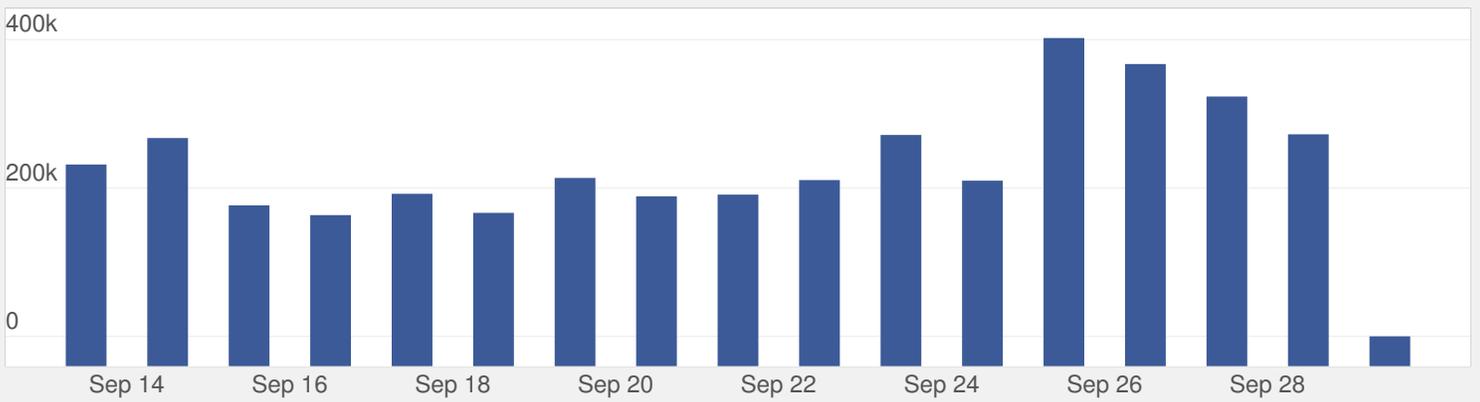
FAN GROWTH

New Fans **62.8k** Unliked your Page **3.8k**

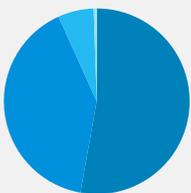


PAGE IMPRESSIONS

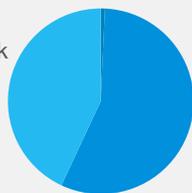
Impressions **3.8m** by **1.4m** users



IMPRESSIONS



- Fan 859.2k
- Page Post 658.5k
- Mention 101.0k
- Other 5.3k
- User Post 3.4k



- Paid 26.9k
- Organic 2.1m
- Viral 1.6m

BY DAY OF WEEK

AVG

TOTAL

Day	Avg (k)	Total (k)
Sun	129.1k	387.3k
Mon	217.5k	435.0k
Tue	201.1k	402.1k
Wed	284.4k	568.7k
Thu	290.4k	580.7k
Fri	248.0k	743.9k
Sat	243.6k	730.9k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

TOP COUNTRIES

TOP CITIES

Age Group	Male (k)	Female (k)
13-17	62.6k	38.3k
18-24	306.6k	132.9k
25-34	297.9k	122.3k
35-44	131.3k	62.9k
45-54	57.7k	27.2k
55+	25.1k	15.2k

Country	Impressions (k)
United States	327.2k
Mexico	167.2k
Brazil	73.4k
Philippines	56.3k
United Kingdom	45.9k

City	Impressions (k)
Mexico City, Mexico	41.4k
Bangkok, Thailand	29.7k
Ho Chi Minh City, Vietnam	11.0k
New York, NY	10.4k
Los Angeles, CA	10.1k

