





Group Report

May 2019

Understand growth and health of your social profiles

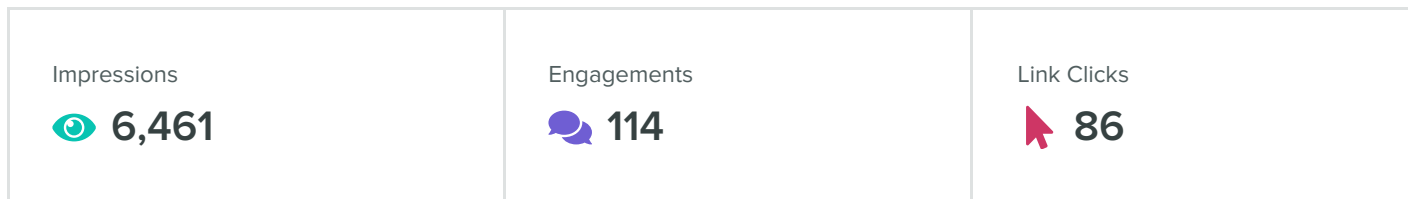
INTERFACE

Included in this Report

 McKissack Mckissack
 McKissack & McKissack

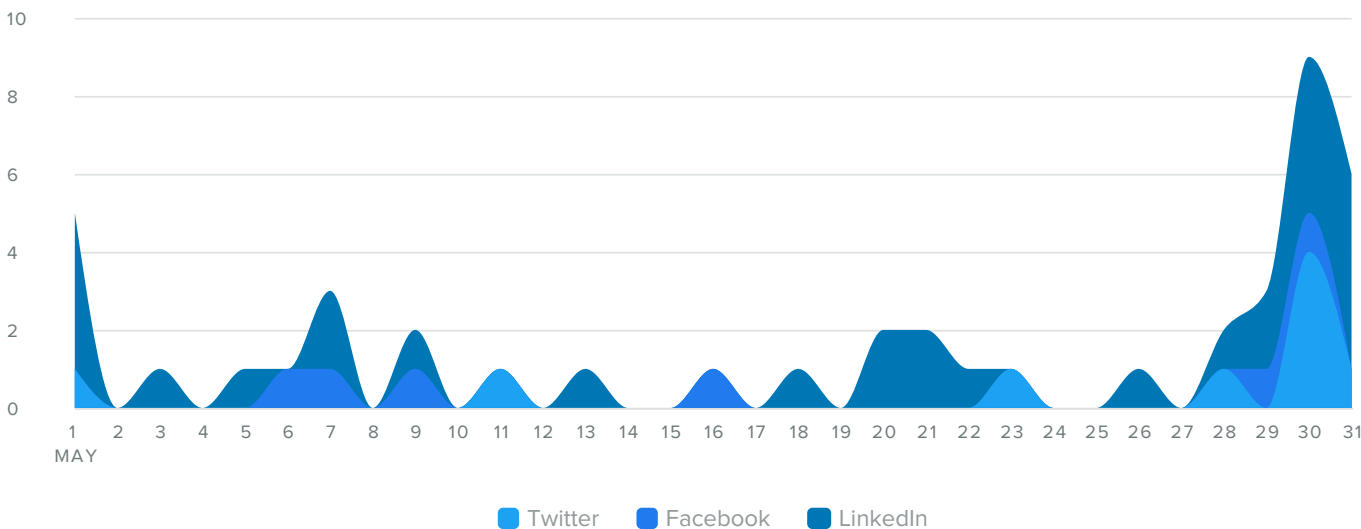
 McKissack & McKissack

Group Activity Overview



Group Audience Growth

FOLLOWERS GAINED, BY DAY



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	3,338	↗ 1.3%
Total Net Follower Growth	39	
Twitter Net Follower Growth	6	↗ 1.6%
Facebook Net Fan Growth	5	↗ 3.5%
LinkedIn Net Follower Growth	28	↗ 1.1%

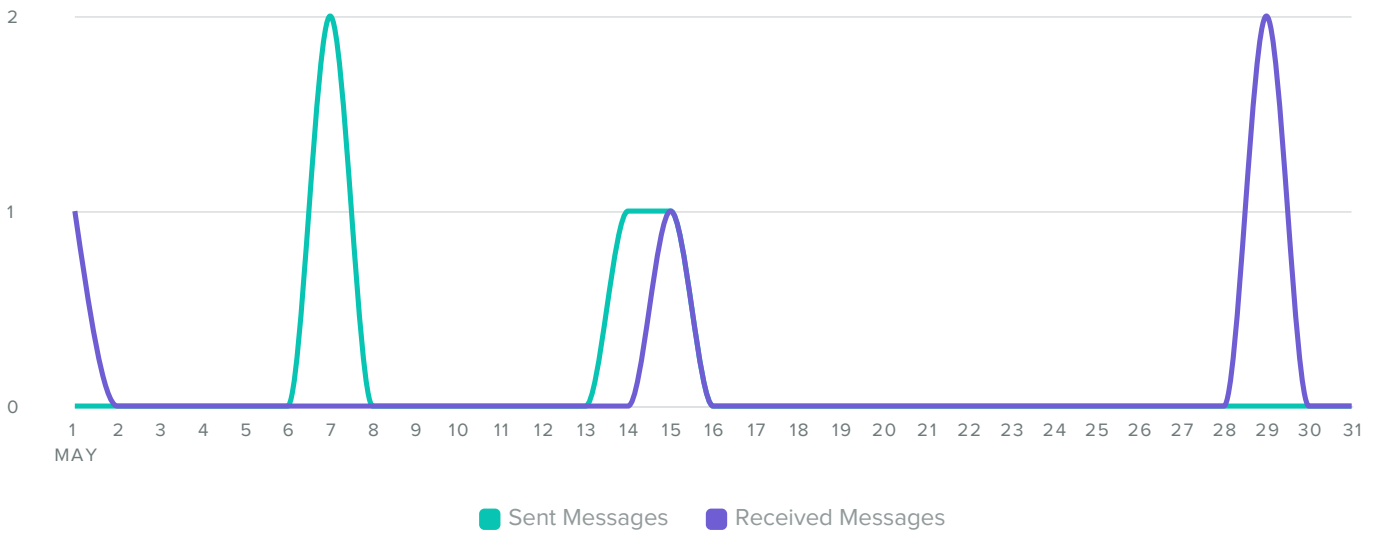
Total followers increased by

↗ 1.3%

since previous date range

Group Message Volumes

MESSAGES PER DAY



Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	2	↘ 60%
Facebook Posts Sent	1	→ 0%
LinkedIn Posts Sent	1	↘ 75%
Total Messages Sent	4	↘ 60%

Message volume decreased by

↘ 60%

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	4	↘ 50%
Facebook Messages Received	0	→ 0%
Total Messages Received	4	↘ 50%

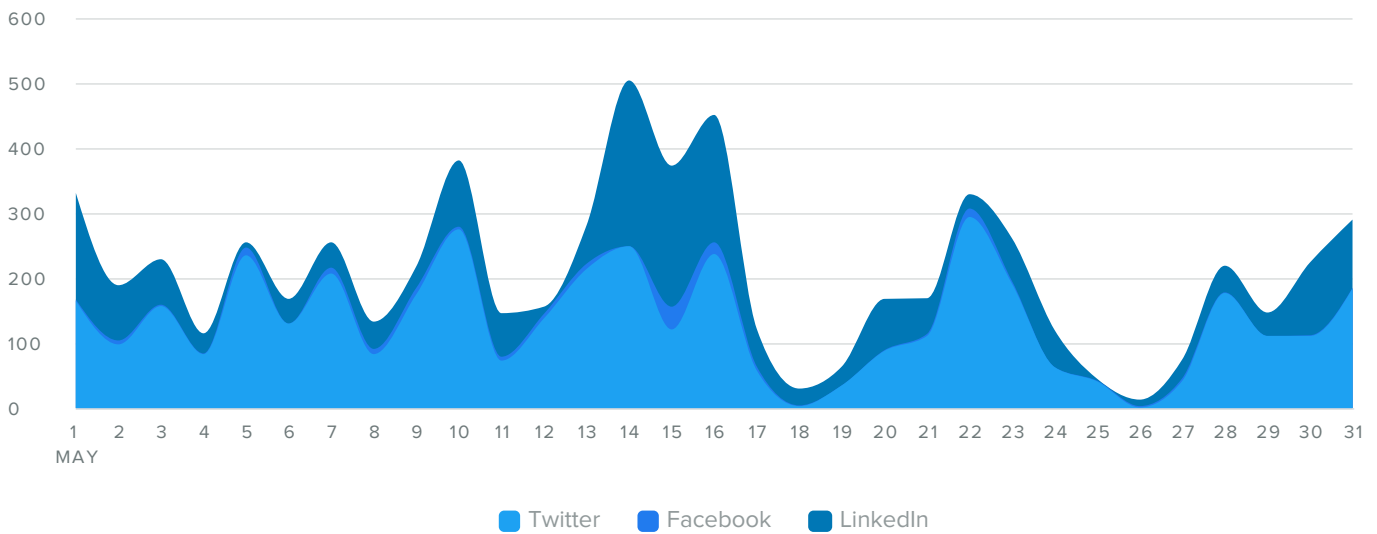
Message volume decreased by

↘ 50%

since previous date range

Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	4,150	↘ 52.8%
Facebook Impressions	166	↘ 11.7%
LinkedIn Impressions	2,145	↘ 56.3%
Total Impressions	6,461	↘ 53.5%

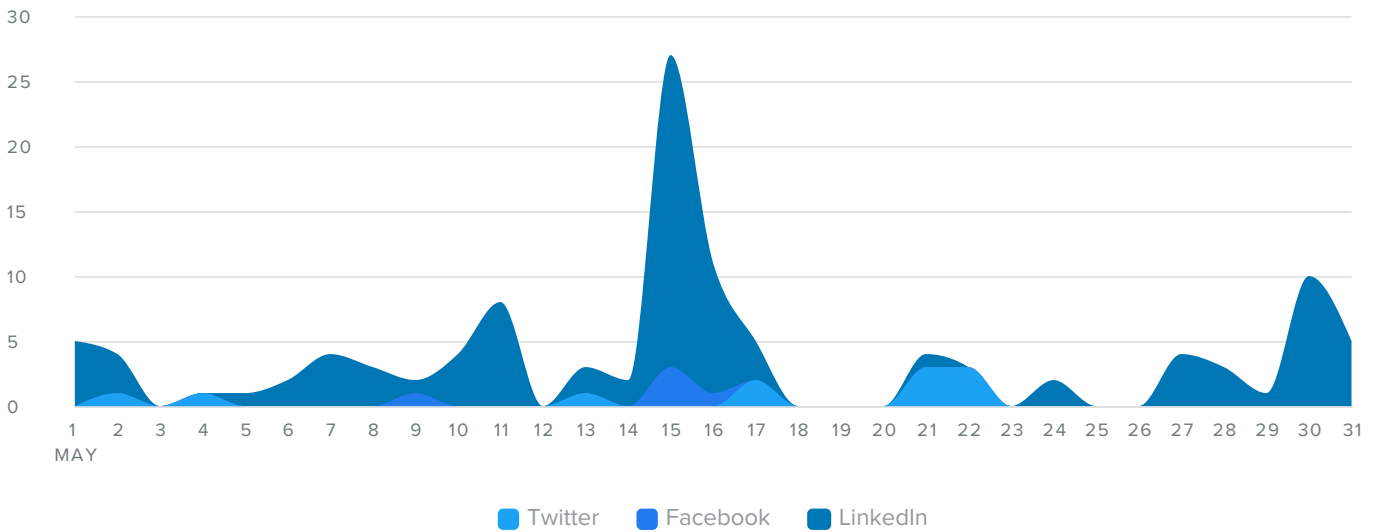
Total Impressions decreased by

↘ 53.5%

since previous date range

Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics	Totals	% Change
Twitter Engagements	11	↘ 93.1%
Facebook Engagements	5	↗ 150%
LinkedIn Engagements	98	↘ 61.4%
Total Engagements	114	↘ 72.6%

The number of engagements decreased by

-72.6%

since previous date range

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
McKissack Mckissack @McKandMcK	392	1.55%	2	4,150	2,075	11	5.5	3
McKissack & McKissack Business Page	147	3.52%	1	166	166	5	5	1
McKissack & McKissack Company Page	2,799	1.12%	1	2,145	2,145	98	98	82