





# Group Report

March 2019

Understand growth and health of your social profiles




**INTERFACE**

**Included in this Report**

 McKissack Mckissack  
 McKissack & McKissack

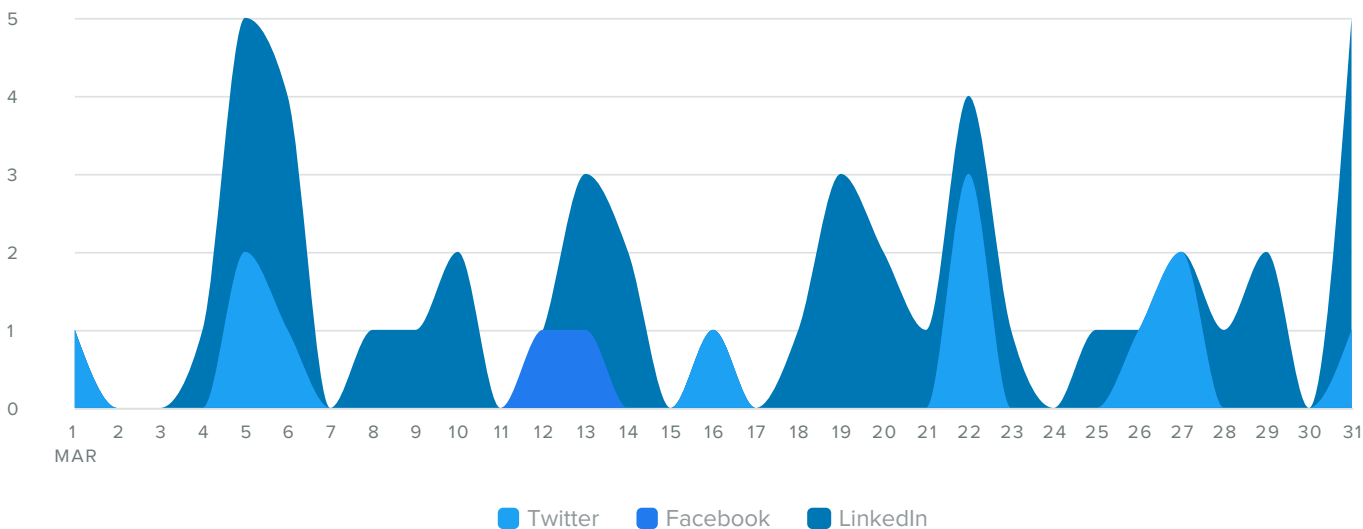
 McKissack & McKissack

**Group Activity Overview**

<p>Impressions</p> <p> <b>11.8k</b></p>	<p>Engagements</p> <p> <b>425</b></p>	<p>Link Clicks</p> <p> <b>240</b></p>
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**Group Audience Growth**

FOLLOWERS GAINED, BY DAY



Audience Growth Metrics	Totals	Total Followers % Change
<b>Total Followers</b>	<b>3,269</b>	<b>↗ 1%</b>
<b>Total Net Follower Growth</b>	<b>35</b>	
Twitter Net Follower Growth	5	↗ 1.3%
Facebook Net Fan Growth	1	↗ 0.7%
LinkedIn Net Follower Growth	29	↗ 1%

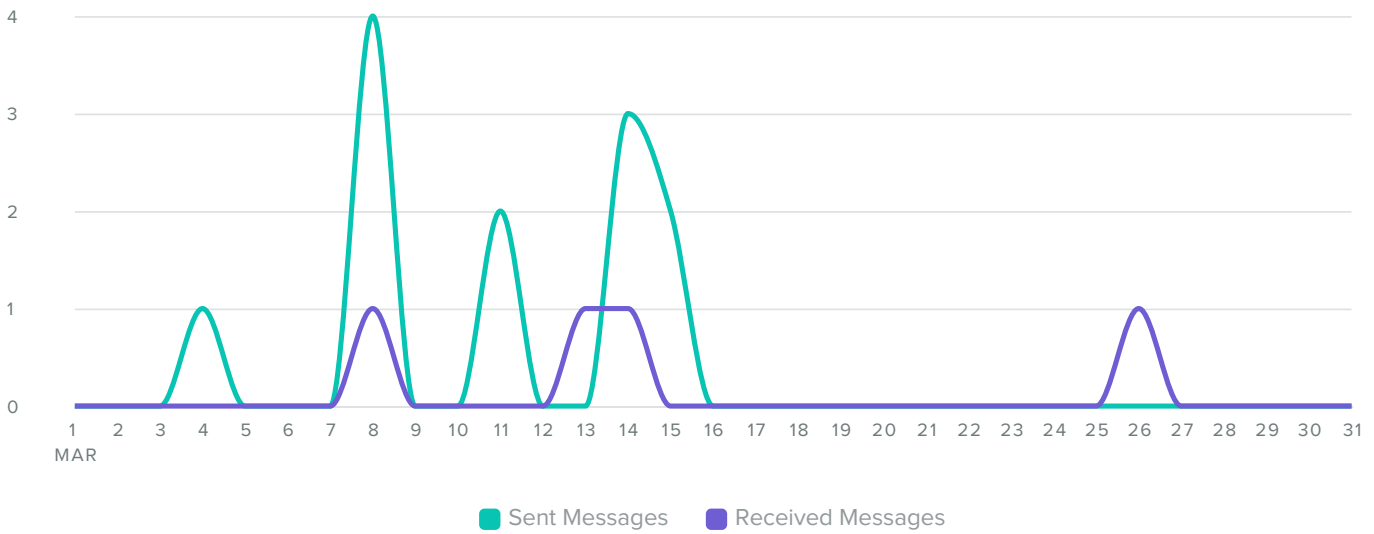
Total followers increased by

**↑1%**

since previous date range

## Group Message Volumes

MESSAGES PER DAY



Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	7	↘ 50%
Facebook Posts Sent	2	↘ 50%
LinkedIn Posts Sent	3	↘ 25%
<b>Total Messages Sent</b>	<b>12</b>	<b>↘ 45.5%</b>

Message volume decreased by

**↘ 45.5%**

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	3	↘ 76.9%
Facebook Messages Received	1	↗ 100%
<b>Total Messages Received</b>	<b>4</b>	<b>↘ 69.2%</b>

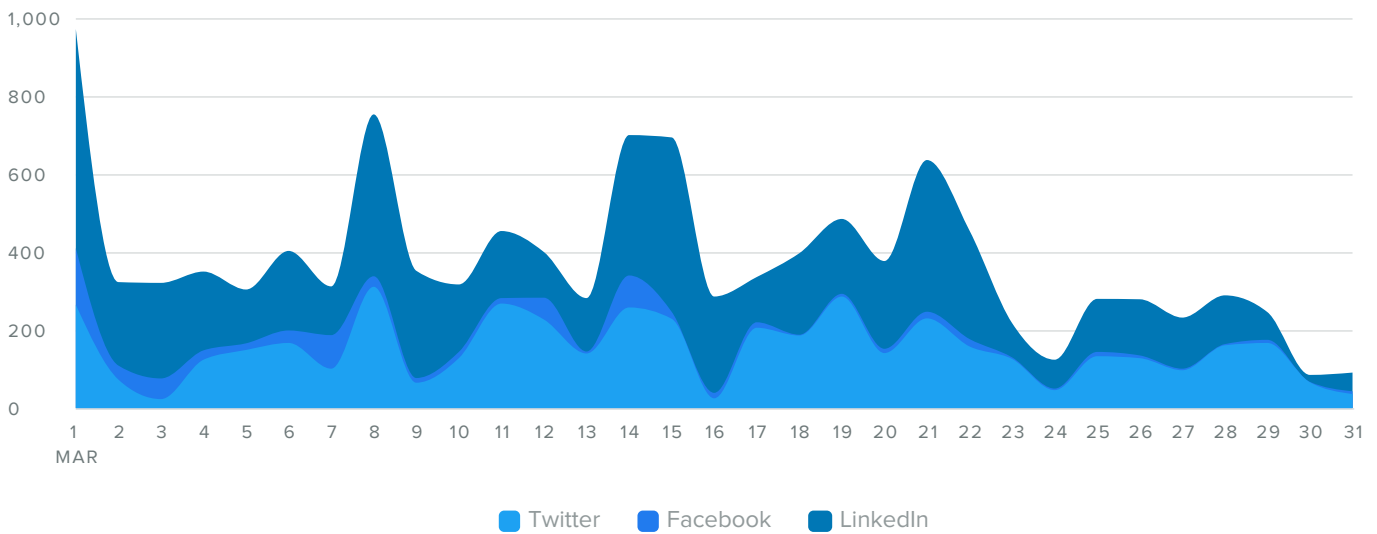
Message volume decreased by

**↘ 69.2%**

since previous date range

## Group Impressions

### IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	4,720	↗ 20.7%
Facebook Impressions	756	↘ 89.6%
LinkedIn Impressions	6,277	↗ 64.6%
<b>Total Impressions</b>	<b>11,753</b>	<b>↘ 21.5%</b>

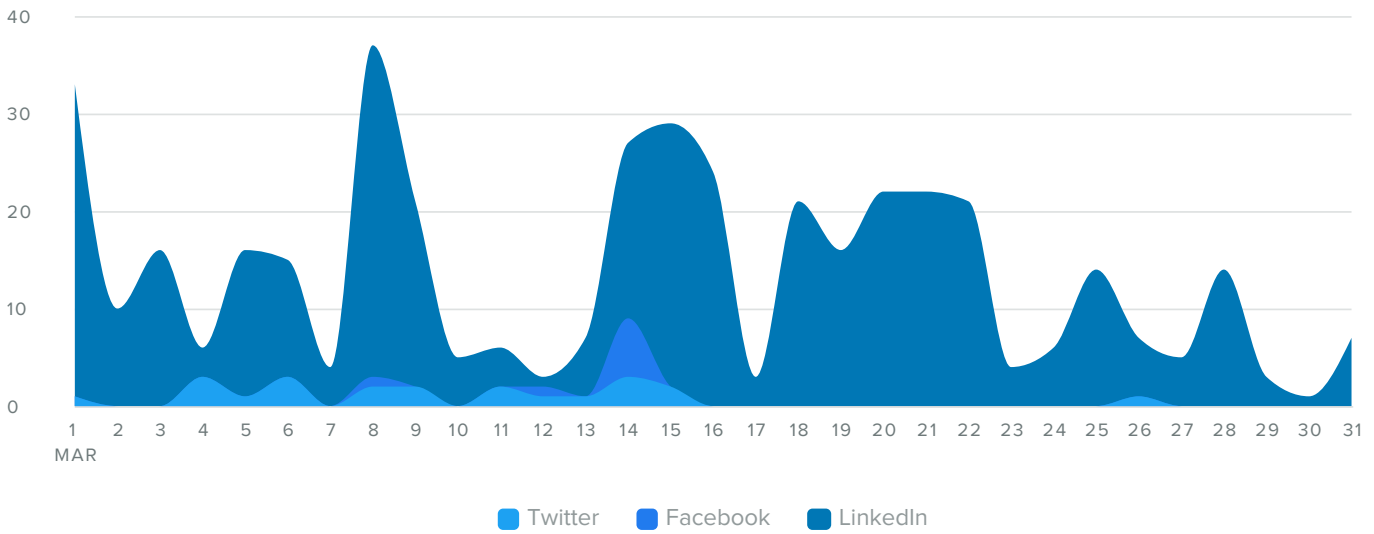
Total Impressions decreased by

**-21.5%**

since previous date range

## Group Engagement

### ENGAGEMENTS PER DAY






Engagement Metrics	Totals	% Change
Twitter Engagements	22	↘ 65.6%
Facebook Engagements	8	↘ 61.9%
LinkedIn Engagements	395	↗ 105.7%
<b>Total Engagements</b>	<b>425</b>	<b>↗ 53.4%</b>

The number of engagements increased by

# ▲ 53.4%

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
 <b>McKissack Mckissack</b> @McKandMcK	382	1.33%	7	4,720	674.3	22	3.1	2
 <b>McKissack &amp; McKissack</b> Business Page	140	0.72%	2	756	378	8	4	0
 <b>McKissack &amp; McKissack</b> Company Page	2,747	0.96%	3	6,277	2,092.3	395	131.7	238