





# Group Report

June 2019

Understand growth and health of your social profiles




**INTERFACE**

**Included in this Report**

 McKissack Mckissack  
 McKissack & McKissack

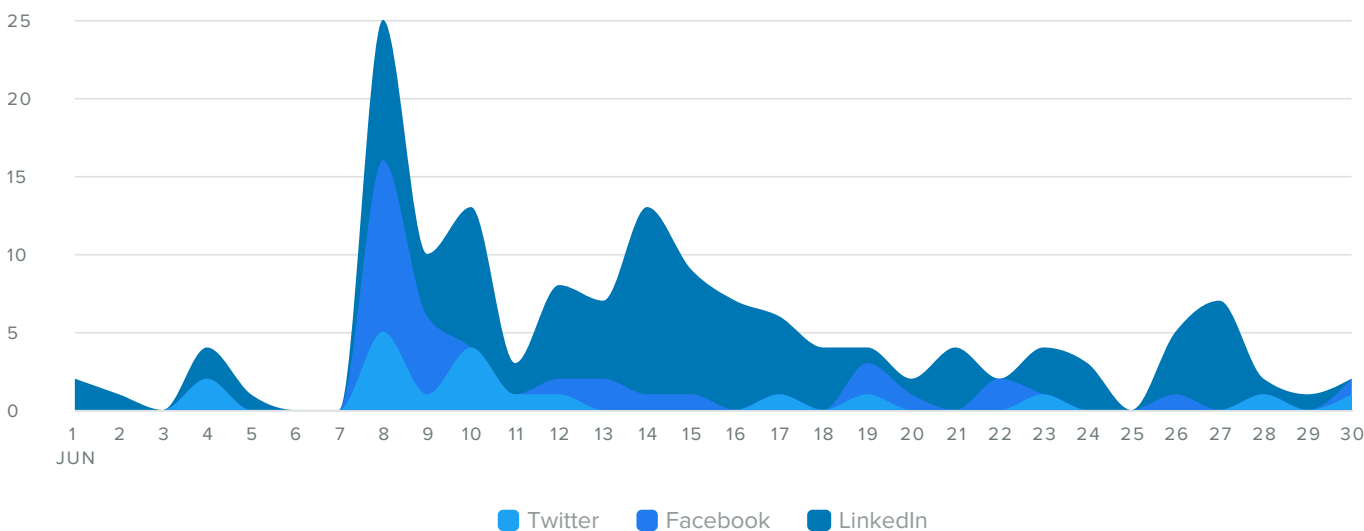
 McKissack & McKissack

**Group Activity Overview**

Impressions  <b>5,871</b>	Engagements  <b>172</b>	Link Clicks  <b>103</b>
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**Group Audience Growth**

FOLLOWERS GAINED, BY DAY



Audience Growth Metrics	Totals	Total Followers % Change
<b>Total Followers</b>	<b>3,485</b>	<b>↗ 4.4%</b>
<b>Total Net Follower Growth</b>	<b>140</b>	
Twitter Net Follower Growth	11	↗ 2.8%
Facebook Net Fan Growth	28	↗ 20.4%
LinkedIn Net Follower Growth	101	↗ 3.8%

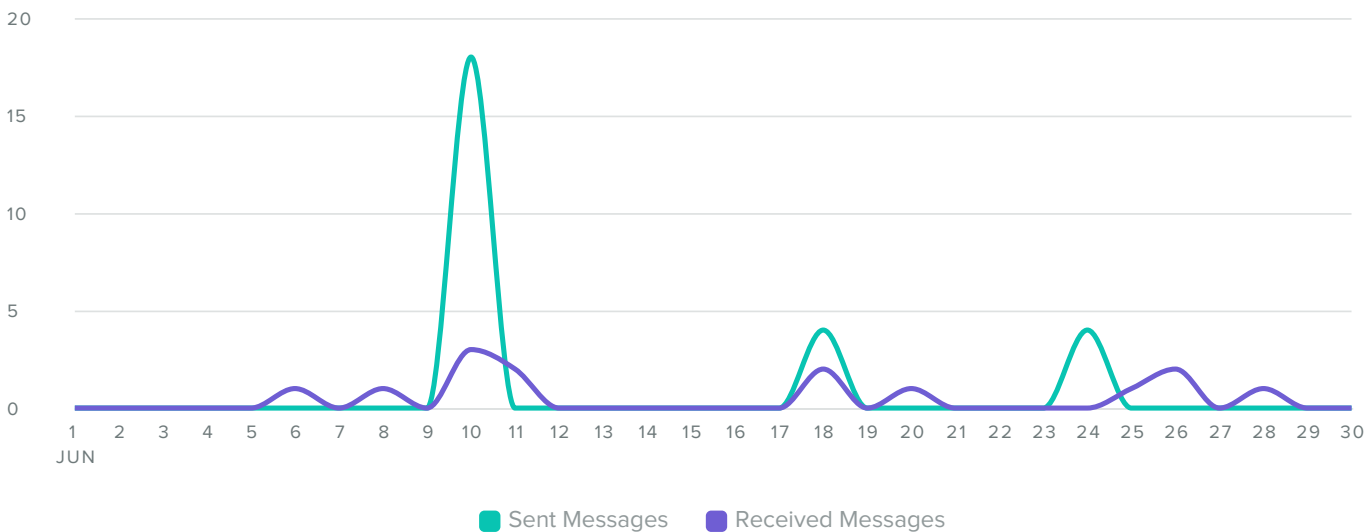
Total followers increased by

**4.4%**

since previous date range

## Group Message Volumes

MESSAGES PER DAY



Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	24	↗ 1,100%
Facebook Posts Sent	0	↘ 100%
LinkedIn Posts Sent	2	↗ 100%
<b>Total Messages Sent</b>	<b>26</b>	<b>↗ 550%</b>

Message volume increased by

**▲ 550%**

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	14	↗ 250%
Facebook Messages Received	0	→ 0%
<b>Total Messages Received</b>	<b>14</b>	<b>↗ 250%</b>

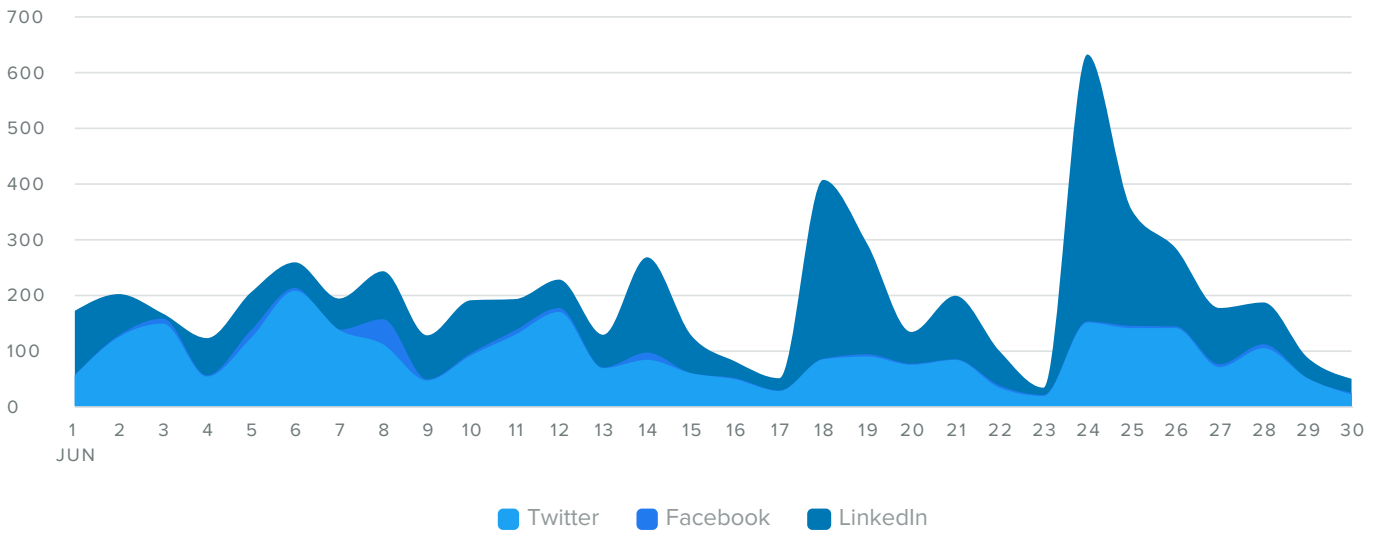
Message volume increased by

**▲ 250%**

since previous date range

## Group Impressions

### IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	2,732	↘ 34.2%
Facebook Impressions	155	↘ 6.6%
LinkedIn Impressions	2,984	↗ 39.1%
<b>Total Impressions</b>	<b>5,871</b>	<b>↘ 9.1%</b>

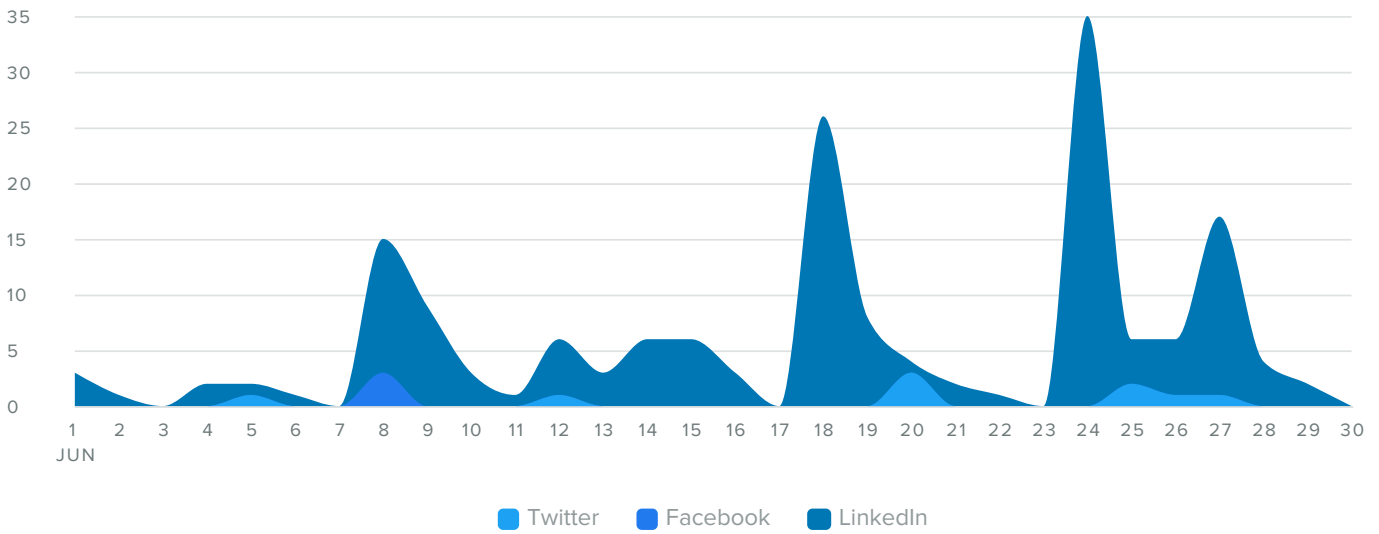
Total Impressions decreased by

**-9.1%**

since previous date range

## Group Engagement

### ENGAGEMENTS PER DAY






Engagement Metrics	Totals	% Change
Twitter Engagements	9	↓ 18.2%
Facebook Engagements	3	↓ 40%
LinkedIn Engagements	160	↗ 63.3%
<b>Total Engagements</b>	<b>172</b>	<b>↗ 50.9%</b>

The number of engagements increased by

# ▲ 50.9%

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	403	2.81%	2	2,732	1,366	9	4.5	2
 <b>McKissack &amp; McKissack</b> Business Page	177	20.41%	0	155	–	3	–	0
 <b>McKissack &amp; McKissack</b> Company Page	2,905	3.79%	2	2,984	1,492	160	80	101