





Group Report

April 2019

Understand growth and health of your social profiles




INTERFACE

Included in this Report

 McKissack Mckissack
 McKissack & McKissack

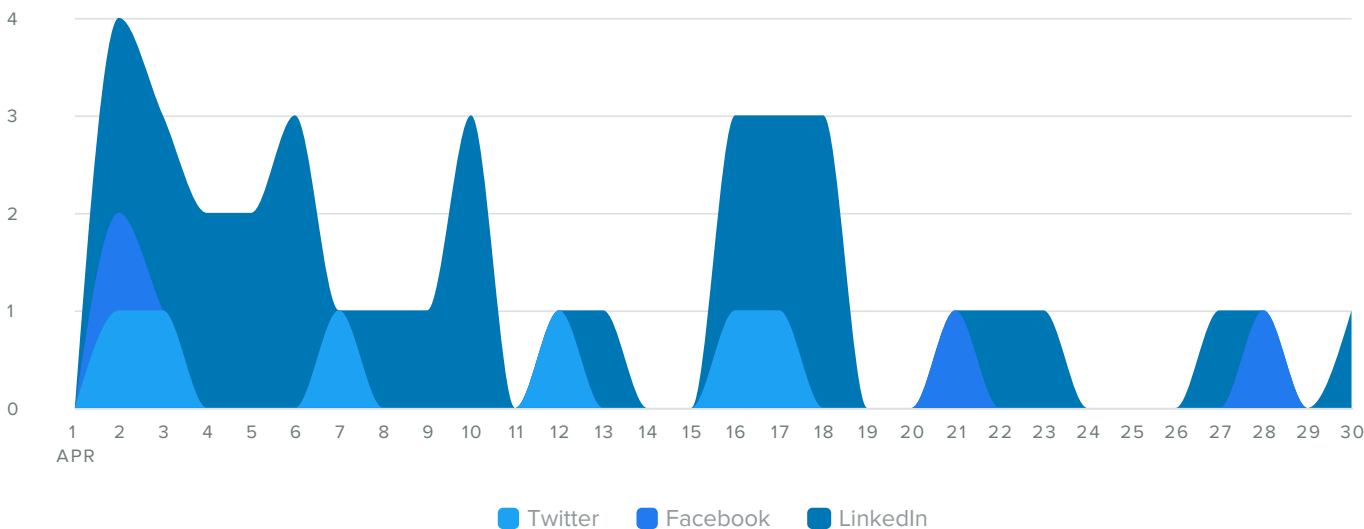
 McKissack & McKissack

Group Activity Overview

Impressions  13.9k	Engagements  416	Link Clicks  184
---	---	---

Group Audience Growth

FOLLOWERS GAINED, BY DAY



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	3,296	↗ 0.8%
Total Net Follower Growth	32	
Twitter Net Follower Growth	4	↗ 1%
Facebook Net Fan Growth	3	↗ 1.4%
LinkedIn Net Follower Growth	25	↗ 0.8%

Total followers increased by

▲ 0.8%

since previous date range

Group Message Volumes

MESSAGES PER DAY



Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	5	↘ 28.6%
Facebook Posts Sent	1	↘ 50%
LinkedIn Posts Sent	4	↗ 33.3%
Total Messages Sent	10	↘ 16.7%

Message volume decreased by

↘ 16.7%

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	8	↗ 166.7%
Facebook Messages Received	0	↘ 100%
Total Messages Received	8	↗ 100%

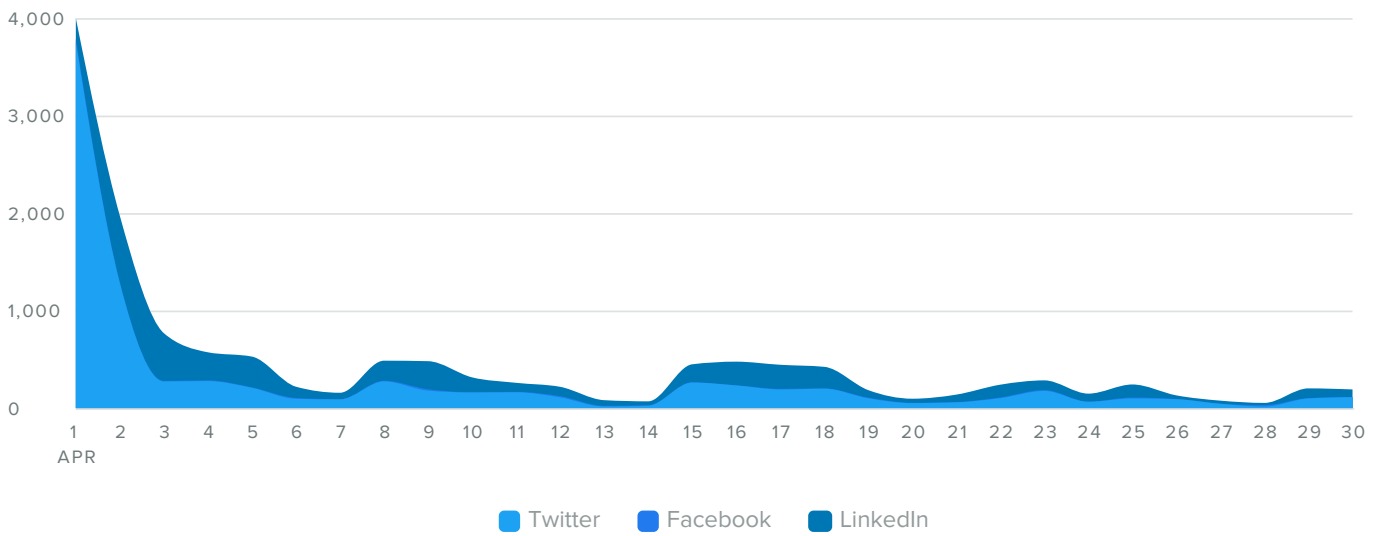
Message volume increased by

↗ 100%

since previous date range

Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	8,801	↗ 86.5%
Facebook Impressions	188	↘ 75.1%
LinkedIn Impressions	4,910	↘ 21.8%
Total Impressions	13,899	↗ 18.3%

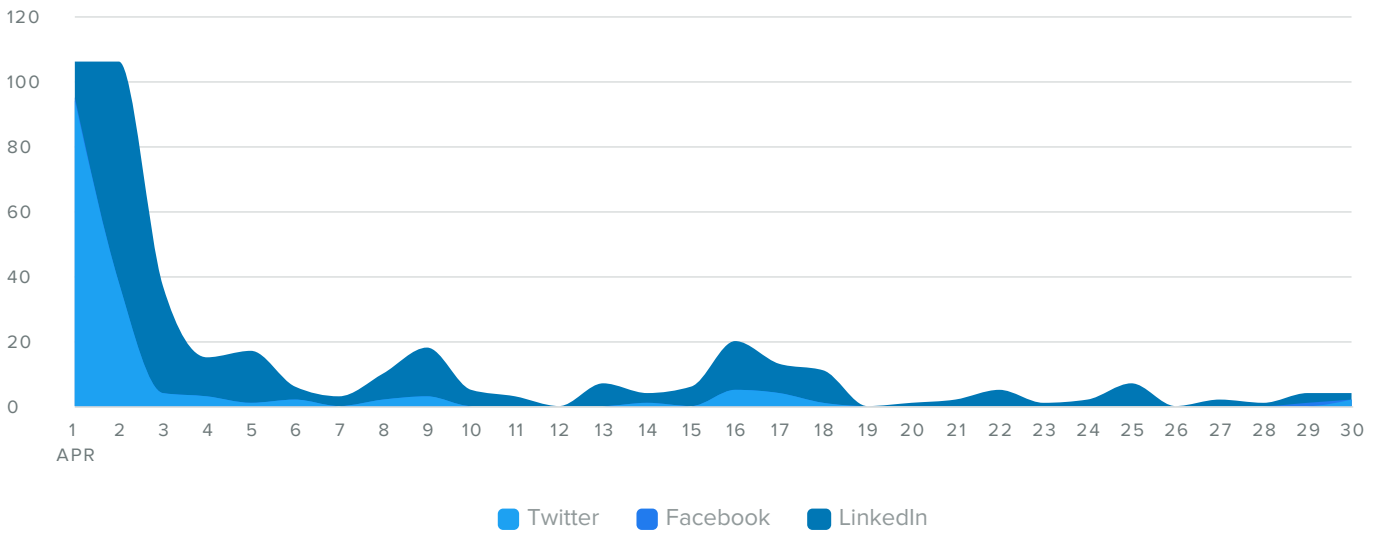
Total Impressions increased by

▲18.3%

since previous date range

Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics	Totals	% Change
Twitter Engagements	160	↗ 627.3%
Facebook Engagements	2	↘ 75%
LinkedIn Engagements	254	↘ 35.7%
Total Engagements	416	↘ 2.1%

The number of engagements decreased by

↘ 2.1%

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	386	1.05%	5	8,801	1,760.2	160	32	5
McKissack & McKissack Business Page	142	1.43%	1	188	188	2	2	0
McKissack & McKissack Company Page	2,768	0.76%	4	4,910	1,227.5	254	63.5	179