





Group Report



September 2019

Understand growth and health of your social profiles




INTERFACE

Included in this Report

 McKissack Mckissack
 McKissack & McKissack

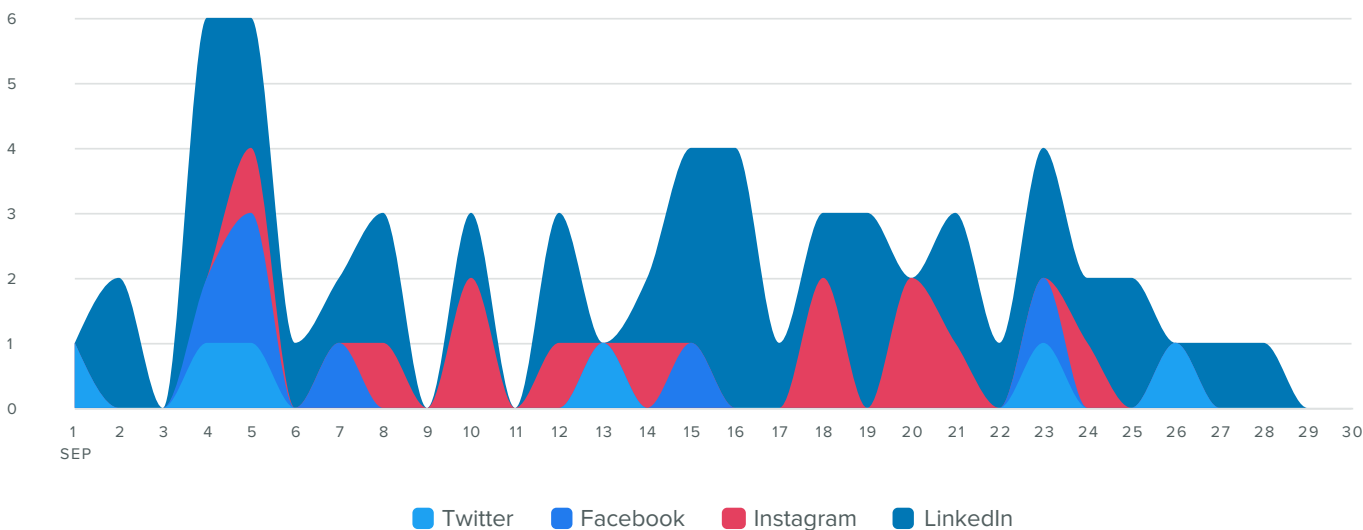
 McKissack & McKissack
 McKissack & McKissack

Group Activity Overview

<p>Impressions</p> <p> 4,834</p>	<p>Engagements</p> <p> 183</p>	<p>Link Clicks</p> <p> 98</p>
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Group Audience Growth

Followers Gained, By Day



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	4,137	↗ 1.97%
Total Net Follower Growth	58	
Twitter Net Follower Growth	4	↗ 0.96%
Facebook Net Fan Growth	6	↗ 3.21%
Instagram Net Follower Growth	11	↗ 2.35%
LinkedIn Net Follower Growth	37	↗ 2.32%

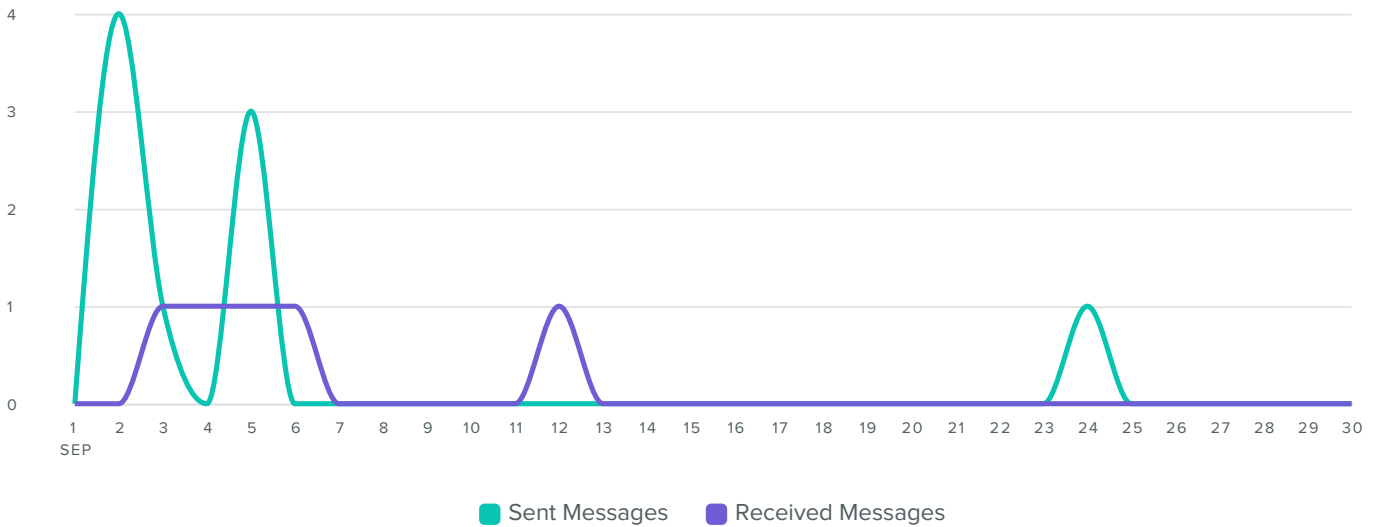
Total followers increased by

▲ 2%

since previous date range

Group Message Volumes

Messages Per Day



Sent Messages Metrics	Totals	% Change
Total Messages Sent	9	↗ 28.57%
Twitter Tweets and DMs Sent	3	↗ 50%
Facebook Posts Sent	3	↗ 50%
Instagram Messages Sent	1	↘ 66.67%
LinkedIn Posts Sent	2	↗ -

Message volume increased by

▲ 28.6%

since previous date range

Received Messages Metrics	Totals	% Change
Total Messages Received	5	↘ 16.67%
Twitter Messages Received	5	↘ 16.67%
Facebook Messages Received	0	→ 0%
Instagram Comments Received	0	→ 0%

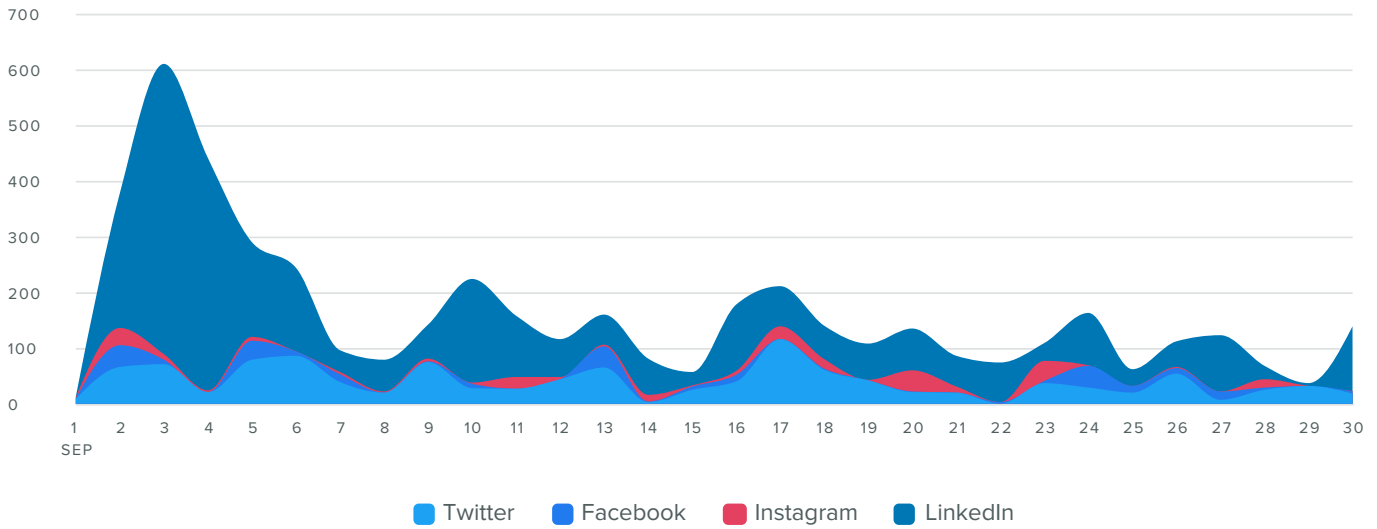
Message volume decreased by

▼ 16.7%

since previous date range

Group Impressions

Impressions Per Day



Impressions Metrics	Totals	% Change
Total Impressions	4,834	↗ 25.66%
Twitter Impressions	1,180	↗ 14.9%
Facebook Impressions	264	↘ 30.53%
Instagram Impressions	260	↘ 76.1%
LinkedIn Impressions	3,130	↗ 131.51%

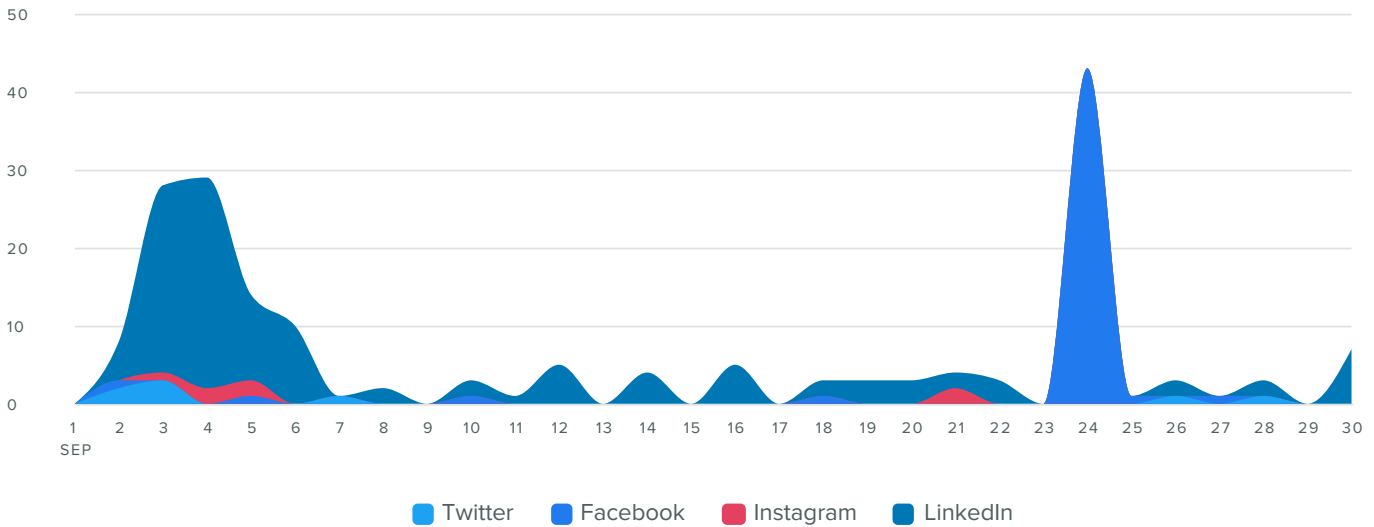
Total Impressions increased by

▲ 25.7%

since previous date range

Group Engagement




Engagements Per Day




Engagement Metrics	Totals	% Change
Total Engagements	183	↗ 94.68%
Twitter Engagements	8	↗ 100%
Facebook Engagements	49	↗ 172.22%
Instagram Engagements	7	↘ 84.09%
LinkedIn Engagements	119	↗ 325%

The number of engagements increased by **94.7%** 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	419	0.96%	3	1,180	393.33	8	2.67	2
 McKissac... McKissack Business Page	193	3.21%	3	264	88	49	16.33	0
 McKissack & McKissack (Business) mckissackmckissack	480	2.35%	1	260	260	7	7	-

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 Company Page 	3,045	1.98%	2	3,130	1,565	119	59.5	96