



# Social Media Report

## Smoke-21

09/27/2021 - 10/26/2021

### Overview:

Welcome to your monthly report. This report gives you an overview of the content we've published to engage your audience and build your fan base, and a snapshot of how your page performed over the past month. We analyze this data to make monthly changes to your Facebook apps and to optimize your posts and promotions to better target your audience and deliver great results.

Regards,  
Your Santosh Kakade Demo Account Social Media Manager

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# FACEBOOK



0

Total Fans

0

New Fans

Your Page Had

60

impressions

You Reached

5

unique people

You Engaged

7

unique people

## Your Page At-A-Glance



**Palms Nation**  
Pub

## Facebook Apps

*Below are the Facebook applications that are currently live on your page.*

### Product



### Survey



## Sample Posts

*These are examples of posts that were published to your Facebook page in the past month*

### Palms Nation

Smoke25-test



Like · 0 · Comments · 2 · Shares · 0

### Palms Nation

Editing post after test- edited  
edited once again



Like · 0 · Comments · 1 · Shares · 0

# Top Posts

The top performing posts that we posted on your Facebook page

Date	Post	Reach <sup>1</sup>	Engaged Users <sup>2</sup>	Virality <sup>3</sup>
		Paid / Organic	Likes / Comments / Shares / Clicks	
Oct 25th	Smoke25-test	1 0 / 1	2 0 / 2 / 0 / 0	200.00%
Oct 21st	Editing post after test- edited edited once again	1 0 / 1	1 0 / 1 / 0 / 0	100.00%
Oct 25th	Smoke1-25	0 0 / 0	1 1 / 3 / 0 / 0	0.00%
Oct 20th	URL shorten and gif test https://bit.ly/3aUufTT	1 0 / 1	1 0 / 0 / 0 / 1	0.00%
Oct 20th	Video test	1 0 / 1	1 1 / 0 / 0 / 0	100.00%

- <sup>1</sup> **Reach** is the total number of views a post received. The detailed user data shows **Paid** traffic versus **Organic** traffic.
- <sup>2</sup> **Engaged Users** are the number of *unique* users that interacted with each post. **Likes**, **Comments**, **Shares**, and **Clicks** show the *actions* the **Engaged Users** took.
- <sup>3</sup> **Virality** represents the percentage of people who have liked, commented, or shared from a post out of the total number of unique people who have seen it.

# Top Videos

The top performing videos that we posted on your Facebook page

Date	Post	Unique Views <sup>1</sup>	Impressions <sup>2</sup>	Avg Time Watched <sup>3</sup>
			Paid / Organic	
Oct 22nd	exact time	1	1 0 / 1	54.51 s
Oct 22nd	Gif smoke	1	1 0 / 1	2.19 s
Oct 21st	(no message) [video]	1	2 0 / 2	7.25 s
Oct 20th	choose and image ...	1	3 0 / 3	10.98 s
Oct 20th	Video test	1	7 0 / 7	18.44 s

- <sup>1</sup> **Unique Views** is the total number of *unique* people who viewed your video for at least 3 seconds.
- <sup>2</sup> **Impressions** is the total number of times your video was viewed for at least 3 seconds. The detailed user data shows **Paid** traffic versus **Organic** traffic.
- <sup>3</sup> **Avg Time Watched** Average time video was viewed.

## Fan Demographics

*This tells you where new fans (likes) came from and who they are*

**Facebook does not provide insight data for pages with less than 30 fans.**

*Consider inviting your friends to like your page, or gain fans by running Facebook advertisements.  
If you have more than 30 fans, check back soon for updated fan data.*

## What we did

Nov 14th >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Nov 14th >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Nov 11th >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Nov 11th >> Santosh Kakade Demo Account scheduled a message to be posted to Palms Nation on Nov 11th, 2022 7:21am
Nov 11th >> Santosh Kakade Demo Account scheduled a message to be posted to Palms Nation on Nov 11th, 2022 7:20am
Nov 10th >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Nov 10th >> Santosh Kakade Demo Account scheduled a message to be posted to Palms Nation on Nov 10th, 2022 9:36am
Nov 10th >> Santosh Kakade Demo Account scheduled a message to be posted to Palms Nation on Nov 10th, 2022 9:36am
Nov 08th >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Nov 07th >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Nov 07th >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Nov 04th >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Nov 03rd >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Nov 03rd >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Nov 03rd >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Oct 31st >> Santosh Kakade Demo Account added Cover Image to Smoke-21.
Oct 31st >> Santosh Kakade Demo Account scheduled a message to be posted to Hazel Mobino on Oct 31st, 2022 3:28pm
Oct 31st >> Santosh Kakade Demo Account scheduled a message to be posted to Smoke Dec 29 on Oct 31st, 2022 3:28pm
Oct 31st >> Santosh Kakade Demo Account scheduled a message to be posted to Hazel Mobino on Oct 31st, 2022 3:28pm
Oct 31st >> Santosh Kakade Demo Account scheduled a message to be posted to santoshcpcs on Oct 31st, 2022 3:28pm
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Oct 31st >> Santosh Kakade Demo Account scheduled a message to be posted to santoshcpcs on Oct 31st, 2022 3:28pm

Oct 31st >> Santosh Kakade Demo Account scheduled a message to be posted to Palms Nation on Oct 31st, 2022 3:28pm

Oct 31st >> Santosh Kakade Demo Account scheduled a message to be posted to Palms Nation on Oct 31st, 2022 3:28pm

Oct 27th >> Santosh Kakade Demo Account scheduled a message to be posted to Smoke Dec 29 on Oct 27th, 2022 3:30pm

Oct 27th >> Santosh Kakade Demo Account scheduled a message to be posted to Hazel Mobino on Oct 27th, 2022 3:30pm

# TWITTER



0

Total Followers

+0

New Followers

Your Page Had

0

mentions

Your Tweets Had

0

retweets

Your Tweets Had

0

likes

## Your Page At-A-Glance



Something went wrong, but don't fret — let's give it another shot.

Try again

## Sample Posts

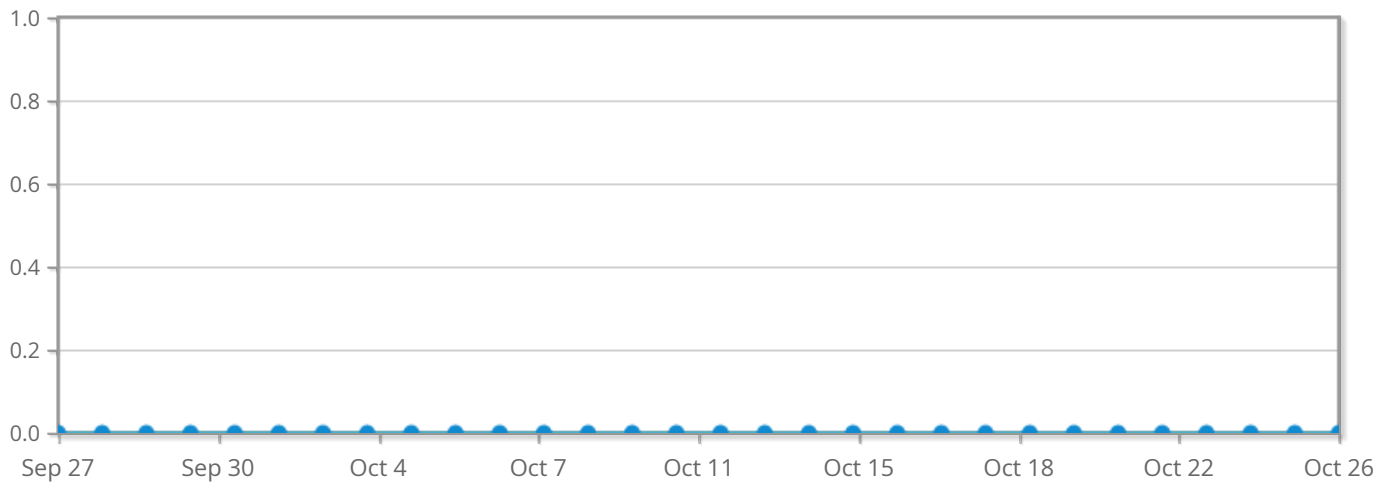
These are examples of posts that were published to your Twitter page in the past month

## Top Posts

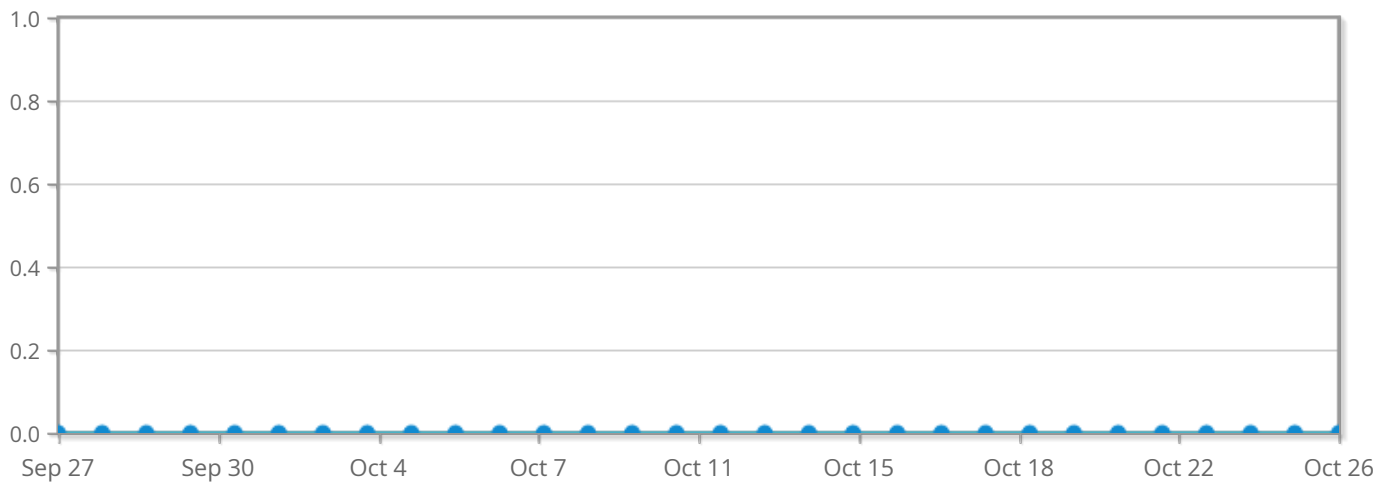
The top performing posts that we posted on your Twitter page

Date	Status	Retweets <sup>1</sup>	Likes <sup>2</sup>
<div><p><sup>1</sup> <b>Retweets</b> are the number of users that retweeted your status.</p><p><sup>2</sup> <b>Likes</b> are the number of users that liked your status.</p></div>			

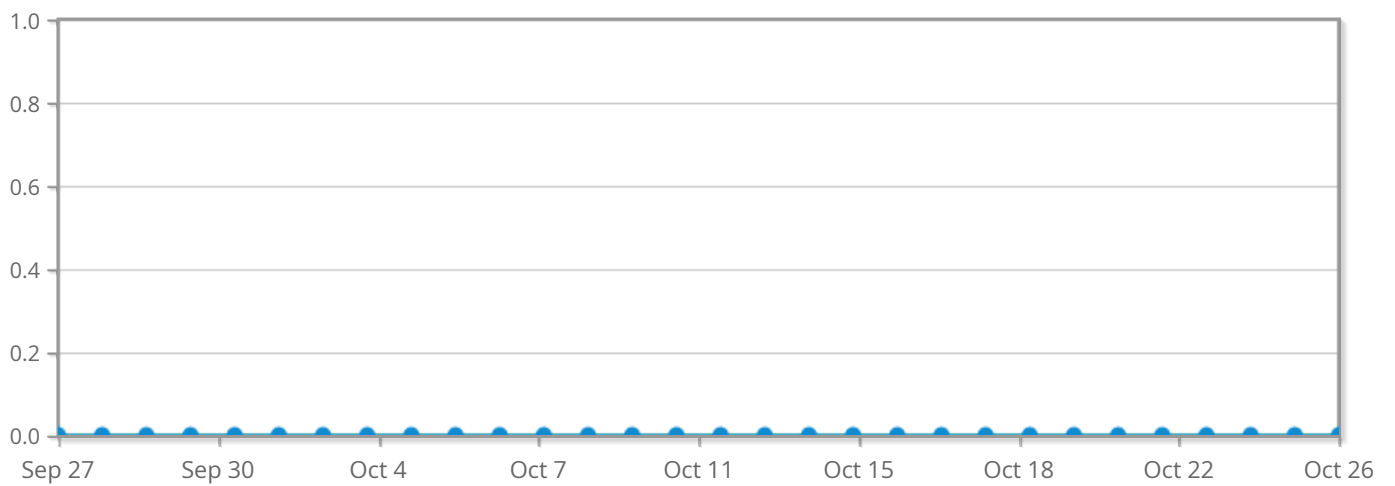
Followers



Retweets



Mentions





# INSTAGRAM



0

Total Followers

0

New Followers

Your Page Had

0

Impressions

Your Page Had

0

Reach

Your Page Had

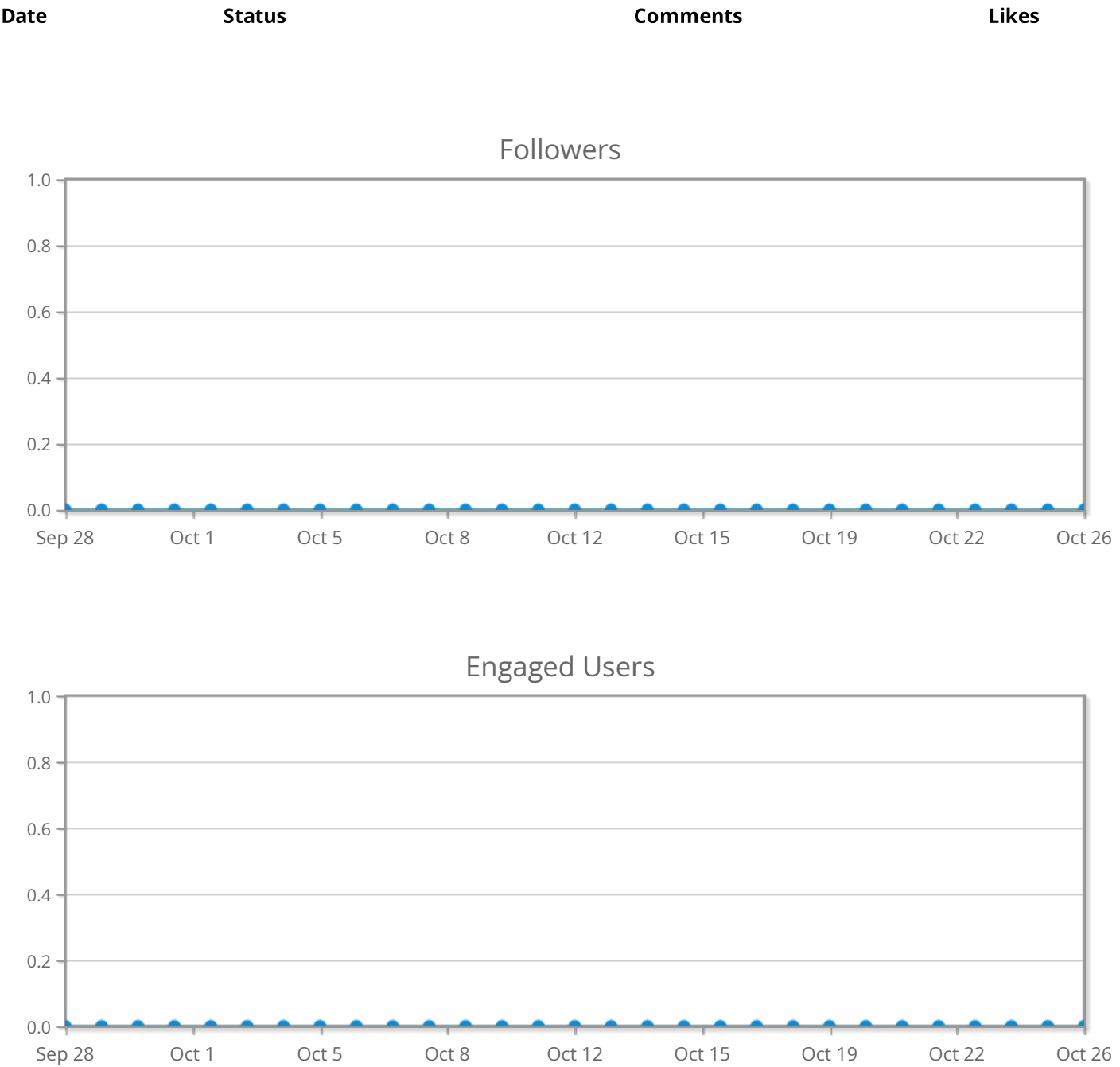
0

Website Clicks

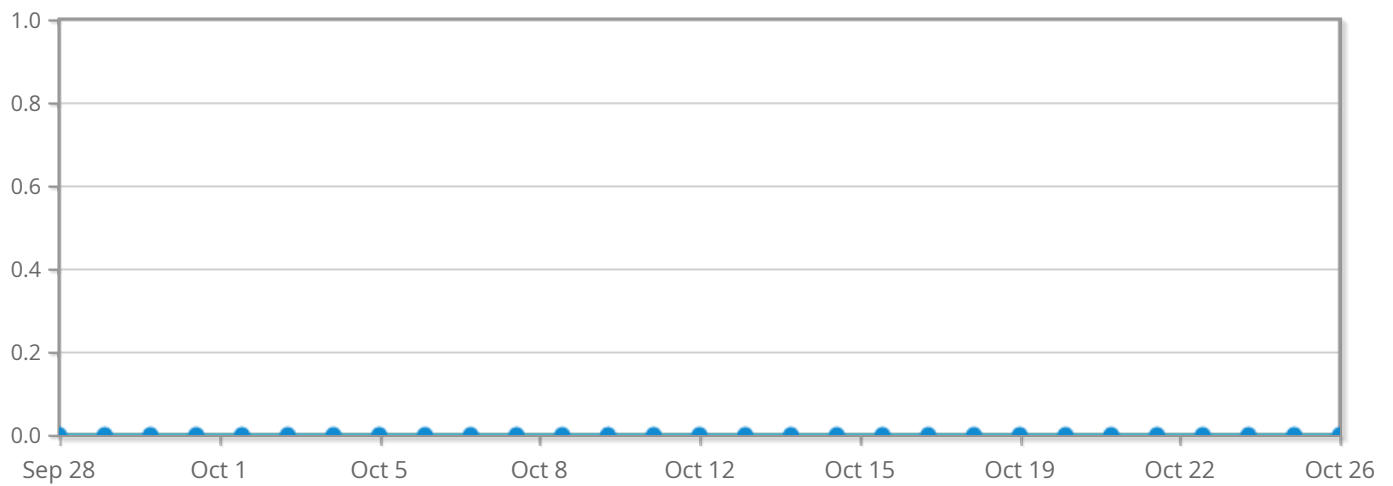
## Sample Media

## Top Media

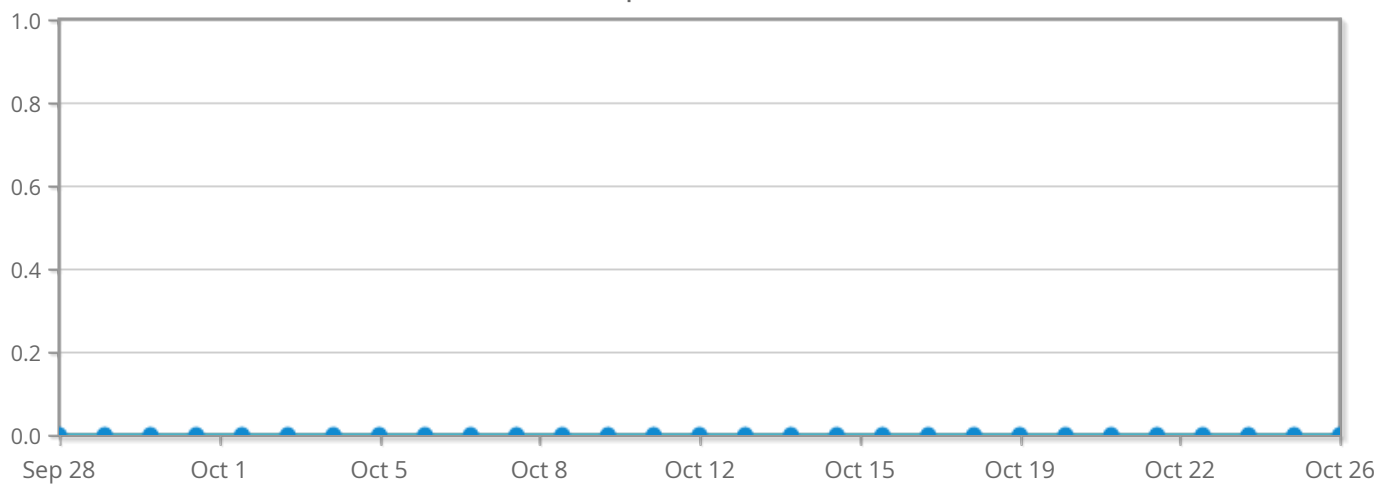
The top performing media on your Instagram profile, ranked by Engagement



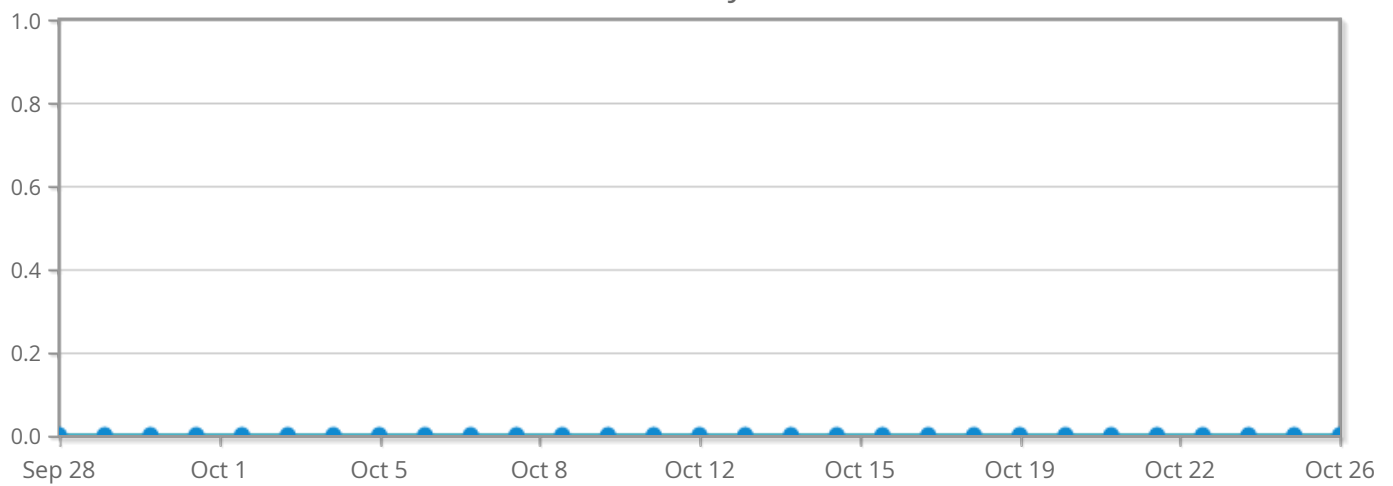
Reach



Impressions



Reel Plays



# GOOGLE MY BUSINESS

Your Page Had

2,285

total maps views

Your Page Had

1,558


total search views


Your Page Had

168

post views


## Sample Posts


Smoke Dec 29



It's Tuesday! A reminder that The Facade recycling gets picked up tomorrow. Please leave your recycling in front of your door for the team to come pick it up, or drop it in the BLUE recycling bins available on the property. Thank you!

Oct 26th 07:35pm · 0 Views ·

Smoke Dec 29



It's Tuesday! A reminder that Riverside Lofts recycling gets picked up tomorrow. Please leave your recycling in front of your door for the team to come pick it up, or drop it in the BLUE recycling bins available on the property. Thank you!

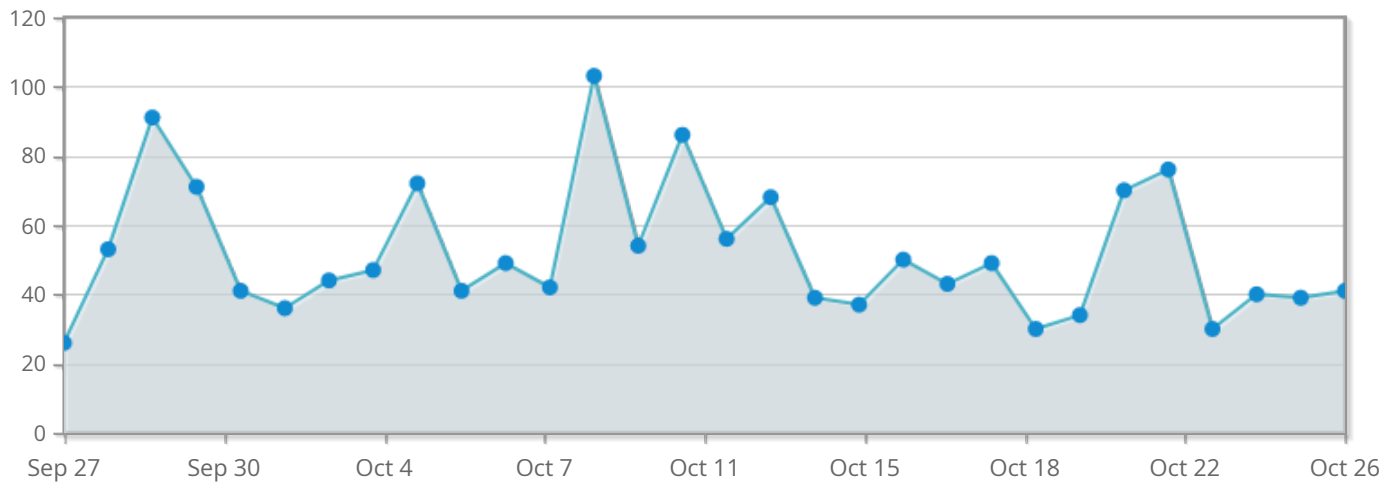
Oct 26th 05:45pm · 0 Views ·

## Top Posts

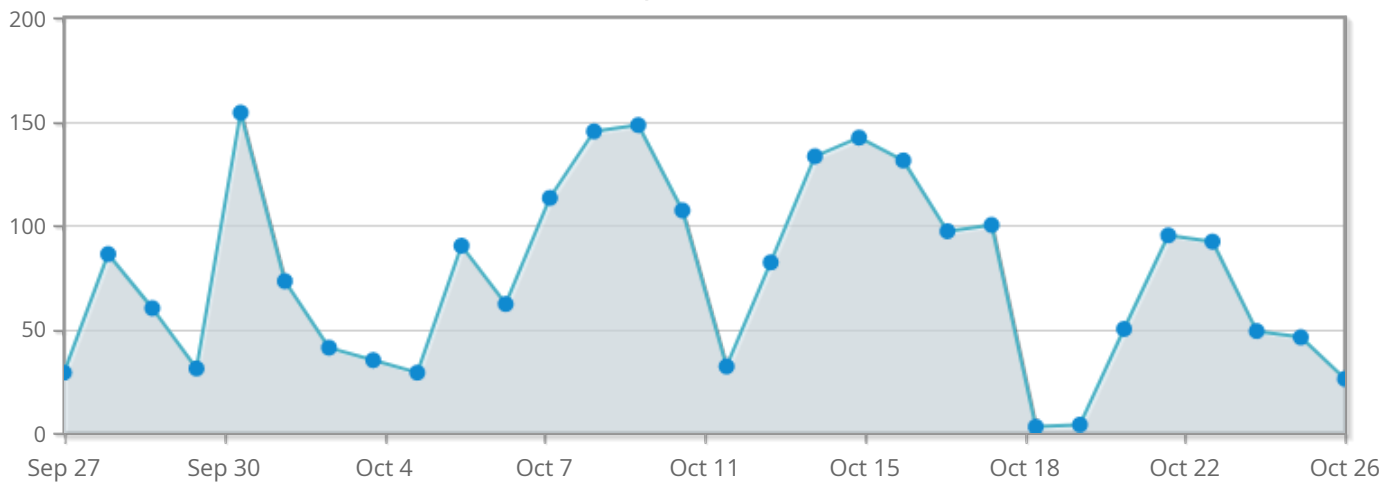
The top performing posts on your Google My Business page, ranked by views

Date	Status	Views
Oct 13th	As we move into Fall and Winter, water conservation remains a	12
Oct 13th	Came and see us at Riverside Lofts, we have and . Would you li	8
Oct 8th	Looking for your next home? South Shore Villas has all the ame	6
Oct 8th	Step 1: Order 's famous five alarm wings. Step 2: Extinguish the	6
Oct 13th	As we move into Fall and Winter, water conservation remains a	5

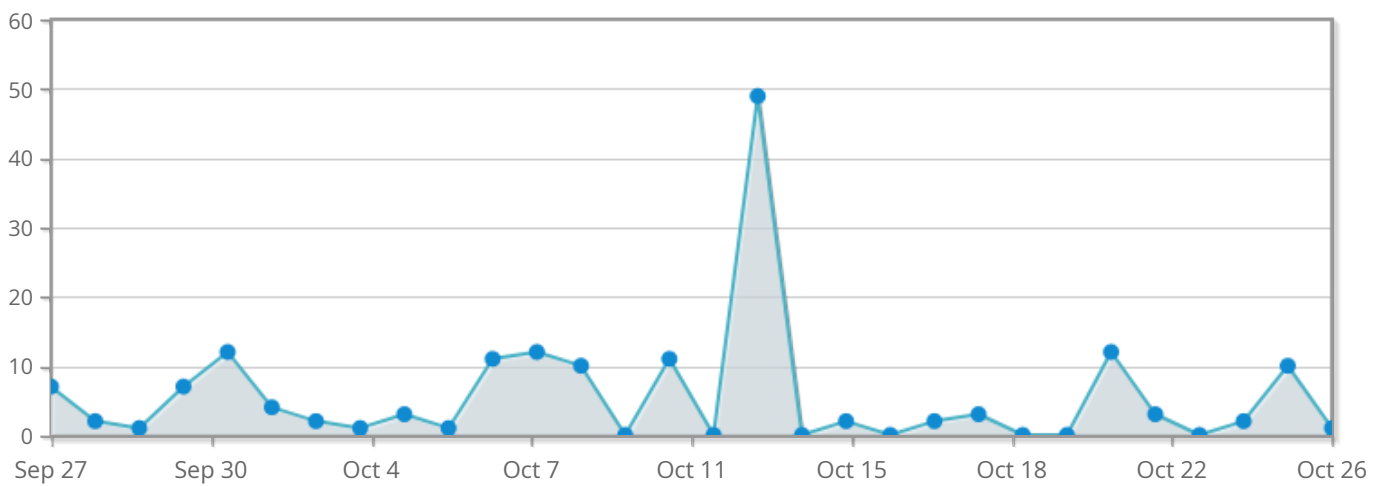
Search Views



Maps Views



Posts Views



# LINKEDIN

 **0** Total Connections

 **0** New Connections

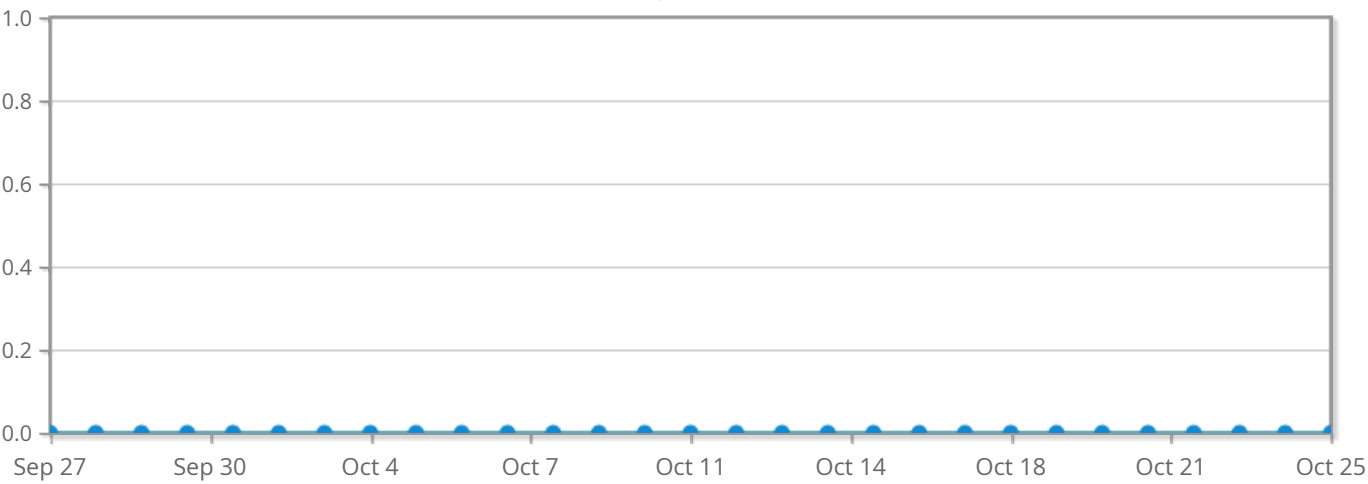
Post Impressions

0

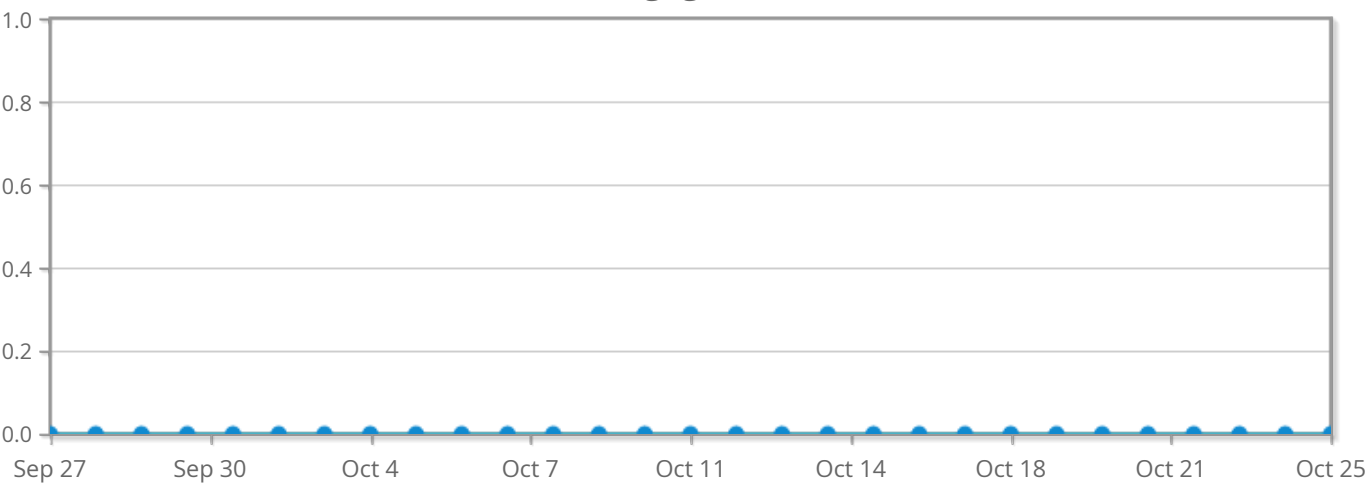
Post Engagements

0

Post Impressions



Post Engagements



Top Posts

Top Posts are ranked by total engagement count which is the sum of total number of Likes, Comments, Shares and Clicks on the post.

Regards,  
Your Santosh Kakade Demo Account Social Media Manager

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