

TXSSC FACEBOOK ANALYTICS REPORT 2

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(2/1/18 - 2/20/18)

TOTAL PAGE LIKES AS OF FEB 20

808



NEW LIKES SINCE REPORT 1

17

PERCENT DIFFERENCE SINCE REPORT 1

2.15% increase

REACH



TOTAL REACH BETWEEN FEB 1 - FEB 20

2,663

AVERAGE ENGAGEMENT IN FEB.

REACTIONS PER COMMENTS PER SHARES PER

POST POST POST

3.75 0.33 1.67

PERCENT DIFFERENCE FROM REPORT 1

REACTIONS: COMMENTS: SHARES:

15.38% increase

25% decrease

1.18% decrease

MOST ENGAGING POST

2/15/2018

The screenshot shows a Facebook post from the 'Texas School Safety Center' page. The post's text reads: "Our hearts go out to everyone impacted by this senseless act of violence at Marjory Stoneman Douglas High School. We continue to encourage school districts, parents, students, and the community to engage in efforts to prevent these tragic events and to be prepared to respond effectively if they do. Be on the lookout for warning signs and always report suspicious behavior to authorities. Train with your local first responders, school personnel, and students to respond to these types of events to help minimize the loss of life #SchoolSafety." The post has 13 likes and 5 shares. A comment from 'Isabel Burk' is visible at the bottom, mentioning 'Youth Mental Health First Aid'.

17 total reactions

4 Comments

5 Shares