

TXSSC FACEBOOK ANALYTICS REPORT 2

By Alicia Singletary



(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
POST



3.75

COMMENTS PER
POST



0.33

SHARES PER
POST



1.67

PERCENT DIFFERENCE FROM REPORT 1

REACTIONS:

15.38% increase

COMMENTS:

25% decrease

SHARES:

1.18% decrease

MOST ENGAGING POST

2/15/2018



17 total reactions

4 Comments

5 Shares