

The
facebook
Social Life
of

TABLELESS

Facebook Page performance in the last 30 days
30 July to 26 August

Basic Stats

THIS PAGE HAS

12.0k
FANS

AND IT HAS GAINED

518
FANS

over the past 30 days

MOST OF THE FANS ARE

MALE

AND MOST ARE

25-34
YEARS OLD

Demographics

FEMALE

15%

MALE

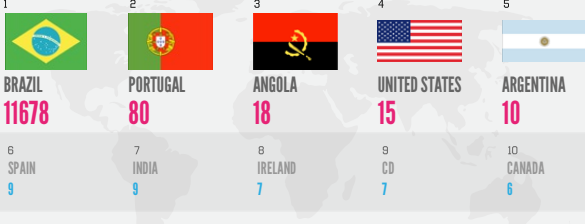
85%

13-17 18-24 25-34 35-44 45-54 55-64 65+ 13-17 18-24 25-34 35-44 45-54 55-64 65+

Geo

HERE'S WHERE THEY LIVE

(location of fans, by country)



OK cool, but how well is the content

PERFORMING?

**WHO SEES, CLICKS ON, AND TELLS
'STORIES' ABOUT THE CONTENT?**

THIS PAGE GOT

76.0k
IMPRESSIONS

(Views of any content)

A TOTAL OF

807
ENGAGEMENTS

(Any click)

AND

109
STORIES

(Deeper engagement: likes, shares, etc.)

This ratio can give an idea of how effectively content engages the audience

WHO IS SPREADING THE WORD?

And deeply engaging with content?

Storytellers

THOSE

109
STORIES

CAME FROM

93
PEOPLE

35

MOST OF THE STORIES CAME FROM

SOUTH AMERICA

& THE MOST LIKELY STORYTELLERS ARE

MEN

3

WOMEN

32

MEN

Virality

HOW MANY PEOPLE SAW THE CONTENT?

These ratios can give a good idea of 'virality' and 'reach'

9.0k
UNIQUE
IMPRESSIONS

93
STORYTELLERS

1.1k
VIRAL UNIQUE
IMPRESSIONS

If the numbers in this chart are close together, it can mean that the content was very 'viral'

- # of people who saw the content anywhere on facebook
- # of people telling 'stories' (stories increase content reach)
- # of people who saw the content after a friend told a 'story' about it)

That's the
Social Life of

TABLELESS

Over the last 30 days

SOURCES: Facebook API

visual.ly

