

GROUP REPORT

from August 14, 2013 - November 11, 2013



@Booksforchildrn



Childrensbookstore.com

GROUP STATS

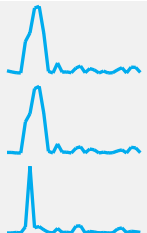
across all Twitter and Facebook accounts

Incoming Messages	1,079	
Sent Messages	89	
New Twitter Followers	36	
New Facebook Fans	842	

1,087 INTERACTIONS

BY 1,020 UNIQUE USERS

254,821 IMPRESSIONS



TWITTER STATS

across all Twitter accounts

FOLLOWER DEMOGRAPHICS



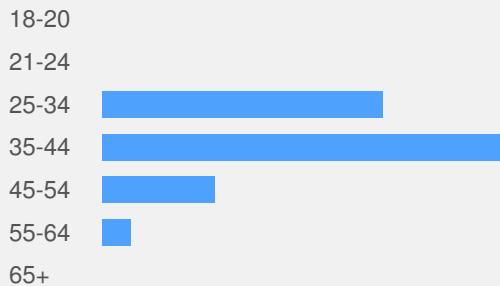
42%

MALE FOLLOWERS



58%

FEMALE FOLLOWERS



TWITTER STATS



36

New Twitter Followers in this time period



23

Link Clicks



34

Mentions

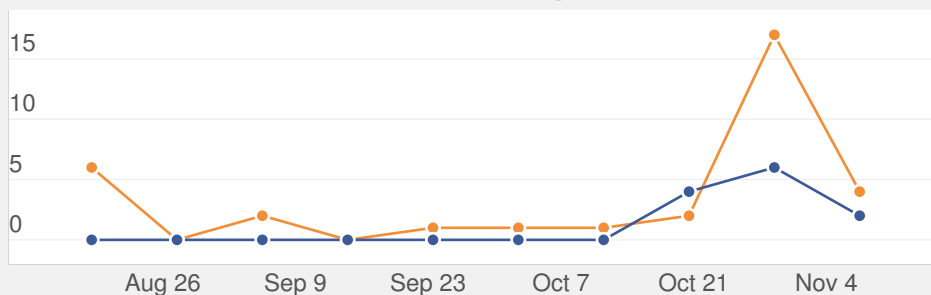


12

Retweets

DAILY INTERACTIONS

@MENTIONS 34 RETWEETS 12



OUTBOUND TWEET CONTENT



20

Plain Text



21

Links to Pages



0

Photo Links

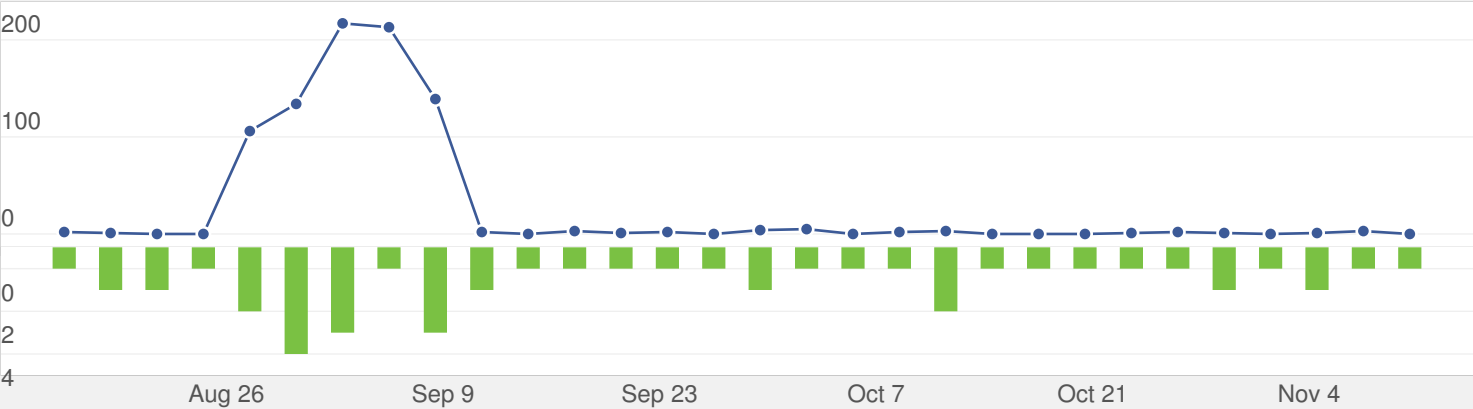
FACEBOOK STATS across all Facebook pages



My Facebook Pages
2.03k Total Likes, and 34 people talking about this

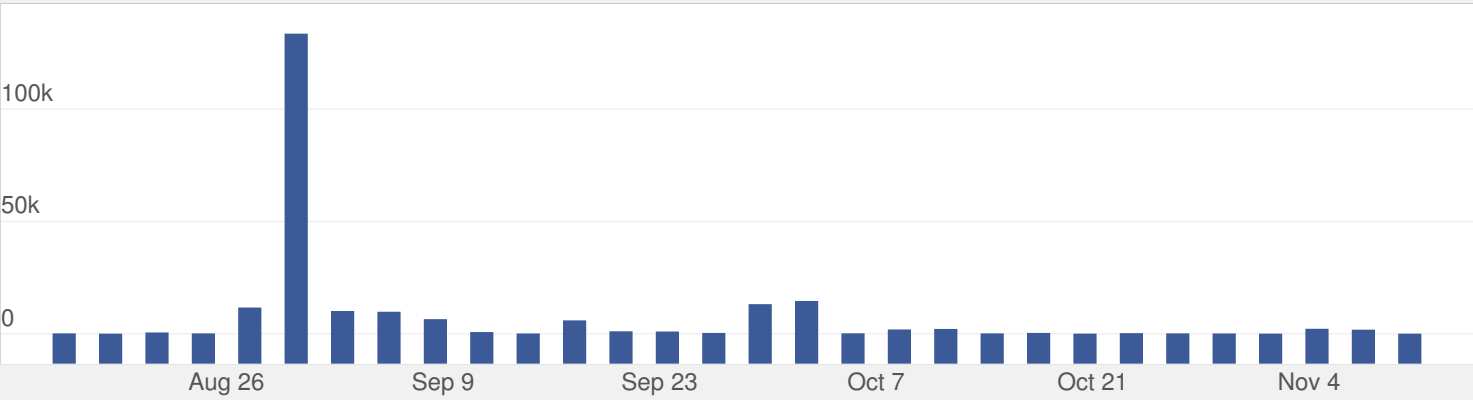
FAN GROWTH

New Fans 842 Unliked your Page 20

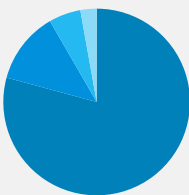


PAGE IMPRESSIONS

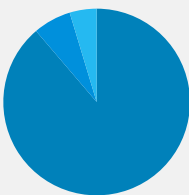
Impressions 219,273 by 152,726 users



IMPRESSIONS



Fan 8.1k
Page Post 1.3k
Mention 564
Other 278
User Post 9



Paid 193.8k
Organic 14.4k
Viral 10.2k

BY DAY OF WEEK AVG TOTAL

Sun		316.3	4.1k
Mon		1.6k	20.9k
Tue		3.0k	35.5k
Wed		823.7	10.7k
Thu		2.4k	31.8k
Fri		8.4k	108.7k
Sat		575.5	7.5k

IMPRESSION DEMOGRAPHICS Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

13-17		1.6k / 3.0k
18-24		5.8k / 22.2k
25-34		9.0k / 28.1k
35-44		7.1k / 19.8k
45-54		4.6k / 15.4k
55+		6.0k / 26.1k

TOP COUNTRIES

United States	139.9k
United Kingdom	6.9k
Egypt	2.4k
Canada	1.8k
Australia	289

TOP CITIES

Cairo, Egypt	1.4k
New York, NY	1.3k
London, United Kingdom	1.2k
Chicago, IL	1.2k
Atlanta, GA	904



23%
Male



77%
Female