



Social Media Report: First Pacific Leadership Academy

Period: Mar 16 - Apr 15, 2019 | Social Media Channel: Facebook

REACH & IMPRESSION

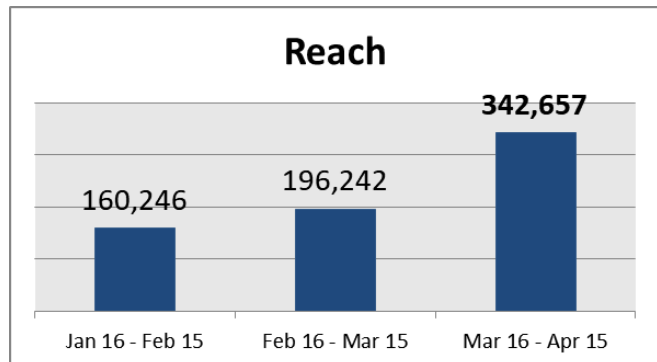
- Reach improved by **75%** from 196,242 to 342,657.
- Impressions also went up by **51%** from 452,212 to 682,476.

ENGAGEMENT

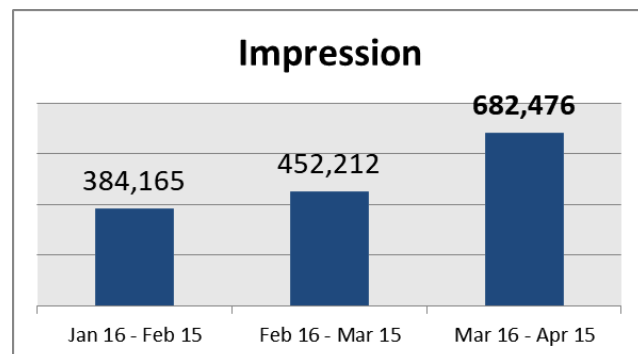
- More people engaged the FPLA Facebook page or posts with a **29%** increase at 24,247 coming from 18,782.

ANALYSIS

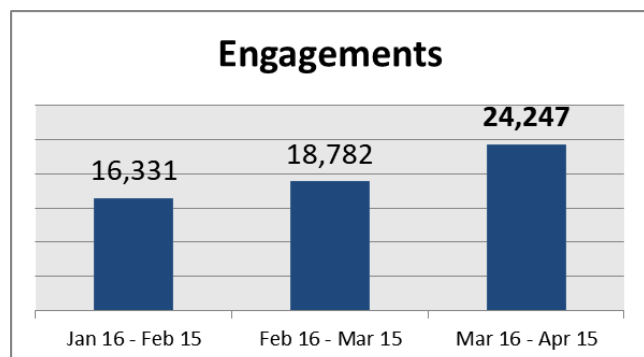
- All metrics increased pushed by the over 300% increase in paid boost during this period.
- Notwithstanding the balloon in paid boost, **Organic Reach** and **Impressions** also increased by 26% and 28% respectively. (See Table in page 3). This could be attributed to the higher volume of posts made for this period.
- Queries also increased significantly brought about by the Camp Bagets ads.



REACH - the number of people who had any content from FPLA enter their screen.



IMPRESSION – the number of times any content from FPLA page entered people's screen.



ENGAGEMENT – the number of people who engaged (clicked) any content from the FPLA FB page

MESSAGES

	Jan 16 – Feb 15 2019	Feb 16 – Mar 15 2019	Mar 16 – Apr 15 2019
Response Time	2 hours and 29 minutes	1 hour and 28 minutes	2 hours and 55 minutes
Response Rate	89%	89%	98%





- Response time can still be improved.
- Response rate improved by 9 percentage points.
- The FPLA page responded to a total of **69 persons** with various queries/messages (from 75 in the previous period).

PAGE LIKES

	Feb 16 – Mar 15	Mar 16 – Apr 15
New Likes	89	113
Total Likes	7,259	7,347

- FPLA had 113 new likes and 20 unlikes, this brings FPLA's Facebook page to **a total of 7,347 likes**.

TOP POSTS

<p>29,100 reached</p>  <p>Summer is the perfect time to build your team.</p>	<p>25,600 reached</p>  <p>First Pacific Leadership Academy (FPLA): Camp Bagets...</p>
<p>15,927 reached</p>  <p>Let your kids experience your childhood</p> <p>Camp Bagets Summer Camp - April 26</p>	<p>7,539 reached</p>  <p>Bravery. Integrity. Empathy.</p>

Month on Month FPLA Facebook Statistics

	Jan 16 – Feb 15	Feb 16 – Mar 15	Mar 16 – Apr 15	% Change
Reach	160,246	196,242	342,657	▲ 75%
Reach (Organic)	160,097	164,691	207,995	▲ 26%
Reach (Boost)	0	32,782	136,366	▲ 316%
Impressions	384,165	452,212	682,476	▲ 51%
Impressions (Organic)	383,404	414,382	530,220	▲ 28%
Impressions (Boost)	0	36,832	151,355	▲ 311%
Engagements	16,331	18,782	24,247	▲ 29%
Check-ins (Posts)	665	582	866	▲ 49%
Check-ins (Persons)	287	320	387	▲ 21%
Total website link clicks	3	3	3	
Page Likes	7,193	7,259	7,347	▲ 1%
New Likes	137	89	113	▲ 27%
Unlikes	14	19	20	▲ 5%
Response Rate	89%	89%	98%	▲ 10%
Response Time (mins)	149	88	175	▼ 99%
Negative Feedbacks	4	13	6	▲ -54%

FPLA Facebook Page YEAR-ON-YEAR COMPARISON

(April 16, 2017 to April 15, 2018 vs. April 16, 2018 to April 15, 2019)

- Year-on-year, reach improved by **4.31%** from 2.3M to 2.4M.
- Impressions improved by **12%** from 4.9M to 5.4M.
- Page likes as of April 15, 2019 was at 7,347, an improvement of **15%** from the previous year.
- Facebook engagements increased to 220,273 from 192,866 year on year, improving by **14%**.

