Facebook Page Report: 
Blog - Inspire to Thrive 

June 19, 2022 - July 18, 2022

Report created by 
Lisa Sicard of Inspire To Thrive
Audience insights

Measure your performance by analyzing your Facebook Page activity

June 19, 2022 - July 18, 2022

Report created by
Lisa Sicard of Inspire To Thrive
Overview
Key performance metrics for the selected period.

- Fans: 1,042 (0.7 %)
- Engagement: 43 (152.9 %)
- Impressions: 1,783 (211.2 %)
- Brand awareness: 4 (33.3 %)
Audience growth

Number of fans gained and lost for the selected period.

The total audience is **1,042 fans**

representing a variation of **+0.7 %**

compared to May. 20 2022 - Jun. 18 2022

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Organic Fans</td>
<td>3</td>
</tr>
<tr>
<td>New Paid Fans</td>
<td>0</td>
</tr>
<tr>
<td>Fans Lost (Unlikes)</td>
<td>1</td>
</tr>
<tr>
<td><strong>New Fans (Net)</strong></td>
<td><strong>2</strong></td>
</tr>
</tbody>
</table>
## Engagement

Number of fans interactions (reactions, comments, shares, clicks and private messages) with your Facebook page for the selected period.

<table>
<thead>
<tr>
<th>Reactions</th>
<th>Link: 2</th>
<th>Photo: 2</th>
<th>Video: 0</th>
<th>43 interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reactions</td>
<td>27</td>
<td>1</td>
<td>0</td>
<td>😂</td>
</tr>
<tr>
<td>Clicks</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Comments</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Private messages</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Shares</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total Engagement</td>
<td>43</td>
<td>43</td>
<td>43</td>
<td>43</td>
</tr>
</tbody>
</table>

The total engagement is **43 interactions**
representing a variation of **+152.9 %**
compared to **May. 20 2022 - Jun. 18 2022**
Users’ activity

Average day and hour users interacted the most with the page’s content. Based on inbox activities (comments, private messages and post).

Least active | Most active
---|---
3:00 am | 6:00 pm
Impressions
Number of times your page’s content has been viewed during the selected period. This includes paid, organic and viral impressions.

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid impressions</td>
<td>0</td>
</tr>
<tr>
<td>Organic impressions</td>
<td>1.1K</td>
</tr>
<tr>
<td>Viral impressions</td>
<td>659</td>
</tr>
<tr>
<td>Total impressions</td>
<td>1.8K</td>
</tr>
</tbody>
</table>

The total impressions are 1,783 representing a variation of +211.2% compared to May. 20 2022 - Jun. 18 2022.
Brand awareness score
Number of mentions of your page and shares of your content for the selected period.

<table>
<thead>
<tr>
<th>Mentions</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares</td>
<td>3</td>
</tr>
<tr>
<td>Brand awareness</td>
<td>4</td>
</tr>
</tbody>
</table>

The brand awareness score is 4 representing a variation of +33.3% compared to May 20 2022 - Jun. 18 2022
Demographics

Demographic information about your audience: age, gender, location and language.

Your average fan is a 35-44 years old Female from United States.
Demographics

Demographic information about your audience: age, gender, location and language.
**Demographics**
Demographic information about your audience: age, gender, location and language.

**By country**
- United States
- India
- United Kingdom
- Pakistan
- Canada
- Nigeria

**By city**
- Cranston, RI
- Providence, RI
- Warwick, RI
- Cumberland, RI
- Delhi, India
- North Kingstown, RI
Demographic information about your audience: age, gender, location and language.

By language
- English (United States)
- English (United Kingdom)
- Spanish (Latin America)
- French (France)
- Arabic (World)
- Italian (Italy)
Content summary

Evaluate the lifetime performance of published content on your Facebook Page

June 19, 2022 - July 18, 2022

Report created by Lisa Sicard of Inspire To Thrive
Overview
Lifetime metrics of content published during the selected period.

- **Posts published**: 14 (16.7%)
- **Posts reach**: 968 (143.2%)
- **Engaged users**: 45 (309.1%)
Publishing

Number of Posts published during the selected period - with breakdown by type.

<table>
<thead>
<tr>
<th>Date</th>
<th>Status</th>
<th>Links</th>
<th>Photos</th>
<th>Videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/19</td>
<td>1</td>
<td></td>
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<tr>
<td>06/21</td>
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<td>06/23</td>
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<td>06/25</td>
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<td>06/27</td>
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<td>06/29</td>
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<td>07/01</td>
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<td>07/03</td>
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<td>07/05</td>
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<td>07/07</td>
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<td>07/09</td>
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<td>07/11</td>
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<td>07/13</td>
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<tr>
<td>07/15</td>
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<tr>
<td>07/17</td>
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<td></td>
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</tbody>
</table>

The total number of Posts published is **14** representing a variation of **+16.7 %** compared to May. 20 2022 - Jun. 18 2022.
Top content
Best performing content published during the selected period. Based on reach.

Good Monday Morning   What will you do today to ...
Jun. 27 2022
Reach 224
Engaged Users 13
Clicks 0
Other clicks 3

Looks like Twitter is down this morning
Jul. 14 2022
Reach 127
Engaged Users 3
Clicks 0
Other clicks 0

"America is full of success stories featuring vict...
Jul. 4 2022
Reach 126
Engaged Users 10
Clicks 1
Other clicks 2
### Top content
Best performing content published during the selected period. Based on reach.

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Reach</th>
<th>Engaged Users</th>
<th>Clicks</th>
<th>Other clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul. 11 2022</td>
<td>When Twitter suspends an account, it is not usuall...</td>
<td>120</td>
<td>7</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Jul. 13 2022</td>
<td>The 10th Anniversary of the Inspire To Thrive blog...</td>
<td>55</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Jul. 4 2022</td>
<td>UberSuggest Vs Jasper – Which Tool To Choose for B...</td>
<td>47</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Top content
Best performing content published during the selected period. Based on engagement.

- **Good Monday Morning**
  - June 27, 2022
  - Reach: 224
  - Engaged Users: 13
  - Clicks: 0
  - Other clicks: 3

- **”America is full of success stories featuring vict...**
  - July 4, 2022
  - Reach: 126
  - Engaged Users: 10
  - Clicks: 1
  - Other clicks: 2

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The 10th Anniversary of the Inspire To Thrive blog...
Jul. 13 2022
Reach 55
Engaged Users 3
Clicks 0
Other clicks 0

This post had no picture linked.

Apparently, it’s a significant outage on Twitter a...
Jul. 14 2022
Reach 34
Engaged Users 2
Clicks 0
Other clicks 1
Best performing content published during the selected period. Based on clicks.

- **Jul. 11 2022**
  - **When Twitter suspends an account, it is not usuall...**
  - Reach: 120
  - Engaged Users: 7
  - Clicks: 1
  - Other clicks: 3

- **Jul. 4 2022**
  - **“America is full of success stories featuring vict...**
  - Reach: 126
  - Engaged Users: 10
  - Clicks: 1
  - Other clicks: 2

- **Jun. 21 2022**
  - **Is your blog summer proof?**
  - Reach: 47
  - Engaged Users: 2
  - Clicks: 1
  - Other clicks: 0
Top content
Best performing content published during the selected period. Based on clicks.

Jul. 14 2022

Apparently, it’s a significant outage on Twitter a...

Reach 34
Engaged Users 2
Clicks 0
Other clicks 1

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Reach 55
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When Twitter suspends an account, it is not usually...

- Reach: 120
- Engaged Users: 7
- Clicks: 1
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Jun. 27 2022

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- Reach: 224
- Engaged Users: 13
- Clicks: 0
- Other clicks: 3

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Other clicks 0

This post had no picture linked.
Best day and time to publish

Average day and hour fans are most likely to engage with published posts.

- 6am: Least engaged
- 9am: Least engaged
- 12pm: Least engaged
- 3pm: Least engaged
- 9pm: Least engaged
- 12am: Most engaged
- 9am: Most engaged
Best post type to publish
Type of post fans are most likely to engage with.

- Videos
- Photos
- Links
- Status

![Bar chart showing engagement levels for different post types.](chart_image)
Best label to use
Label that fans are most likely to engage with.

Data unavailable