



**Cyber PR Army**  
cyberprarmy.com

GET STARTED WITH

# Facebook Page Report

Analyze Facebook data to better understand the performance of your Pages.





The number of people who have seen any content associated with your Page.

The number of people that clicked anywhere within your Posts.

### Facebook activity overview



IMPRESSIONS

863,386



REACH

160,115



PAGE ENGAGEMENTS

2,208



PAGE CONSUMPTIONS

2,568

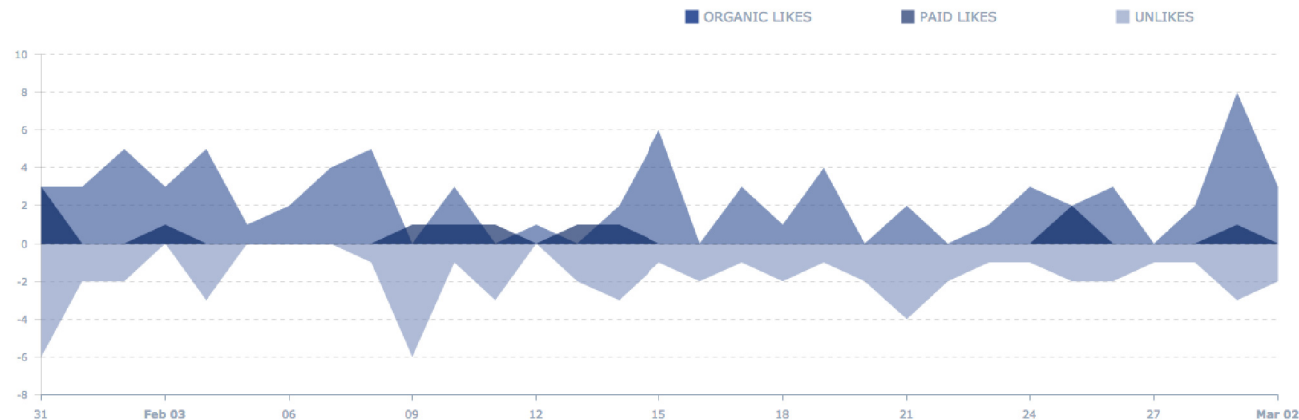


The total number of times any content associated with your Page has been seen.

The number of people that clicked or created a story anywhere on your Page, including liking your Page.

### Audience Growth

LIKES BREAKDOWN BY DAY



Understand what is driving your audience growth over time by analyzing paid versus organic likes and comparing trends to the previous time period.

### AUDIENCE GROWTH METRICS

#### Total Fans

22,627

Paid Likes	39
Organic Likes	171
Unlikes	-135
Net likes	75

NUMBER OF NET LIKES INCREASED BY

↑ 0.33%

SINCE PREVIOUS PERIOD

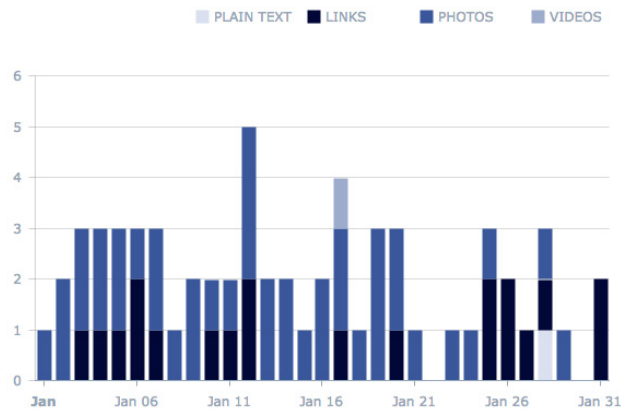




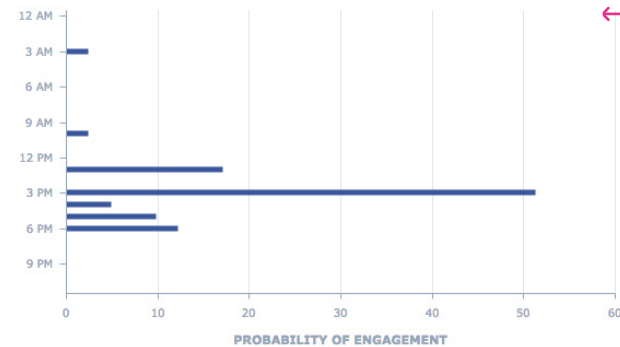
Use the Publishing Metrics summary to understand the types of content your team is posting.

## Publishing Behavior

### POSTS BY DAY



### BEST TIME TO POST



### PUBLISHING METRICS

Plain Text	3
Links	91
Photos	45
Videos	2
<b>Total Posts</b>	<b>141</b>

NUMBER OF POSTS YOU SENT  
DECREASED BY  
**↓ 34.72%**  
SINCE PREVIOUS PERIOD



Analyze your team's posting habits to gain insight into hours in the day that are likely to generate the most engagement from your audience.

The number of people who saw this post.

## Top Performing Posts

### POST

REACTIONS COMMENTS SHARES CLICKS VIRALITY REACH



Sendible  
31 JAN 2:00 PM



The comparison of "Expectations vs Reality" cleverly brought to you by Neil Patel on Content Marketing Institute #contentmarketing <http://contentmarketinginstitute.com/2017/01/content-marketing-expectations-busted/>

6 7 0 2 3.19% 251



Sendible  
24 JAN 3:52 PM



Spot on predictions for Facebook marketing - makes us curious of when and if they will actually come true. Great read on Social Media Examiner. [http://www.socialmediaexaminer.com/19-facebook-marketing-predictions-for-2017-from-the-pros?utm\\_source=Facebook&utm\\_medium=FacebookPage&utm\\_campaign=New](http://www.socialmediaexaminer.com/19-facebook-marketing-predictions-for-2017-from-the-pros?utm_source=Facebook&utm_medium=FacebookPage&utm_campaign=New)

9 5 0 7 2.32% 647

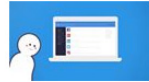
Analyze your top published content based on Reactions, Comments, Shares, Clicks, Virality and Reach.

Virality is the number of unique people who interacted with your post divided by the number of people who saw this post.



Sendible

16 JAN 3:15 PM



What is Sendible? Sendible is a social media management tool that helps marketing teams and agencies be more productive on social media. Learn more about our solution by watching the video. <https://www.facebook.com/Sendible/videos/10154064597377455/>

26

2

5

83

6.1%

1,426



Sendible

28 JAN 1:05 PM



Happy Chinese New Year! May this year be as energetic and productive as ever. #ChineseNewYear <https://www.facebook.com/Sendible/photos/a.10151026301432455.415950.21274802454/10154097334147455/?type=3>

4

2

1

10

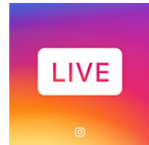
3.07%

326



Sendible

25 JAN 3:20 PM



Live video is coming to Instagram. Will you be experimenting with it? <http://www.socialmediatoday.com/social-networks/instagram-confirms-live-streaming-coming-all-users-week>

4

0

0

7

2.37%

379

Use the Prev and Next buttons to view additional results. Posts are listed in order of engagement.

← PREV

NEXT →

Organic Impressions are the number of times your posts were seen in the News Feed or on visits to your page. These impressions can be from Fans or non-Fans.

## Page Impressions



Paid Impressions are the number of impressions of a Sponsored Story or Ad pointing to your Page.

The number of people who have seen any content associated with your Page.

Viral Impressions are a count of the number of impressions of a story published by a friend about your Page. These stories include liking your Page, posting to your Page's Timeline, liking, commenting on or sharing one of your Page Posts.

### IMPRESSION METRICS

Organic Impressions	45,165
Paid Impressions	807,095
Viral Impressions	10,285
<b>Total Impressions</b>	<b>863,386</b>
<b>Users Reached</b>	<b>160,115</b>

TOTAL IMPRESSIONS  
DECREASED BY

↓ 32.25%

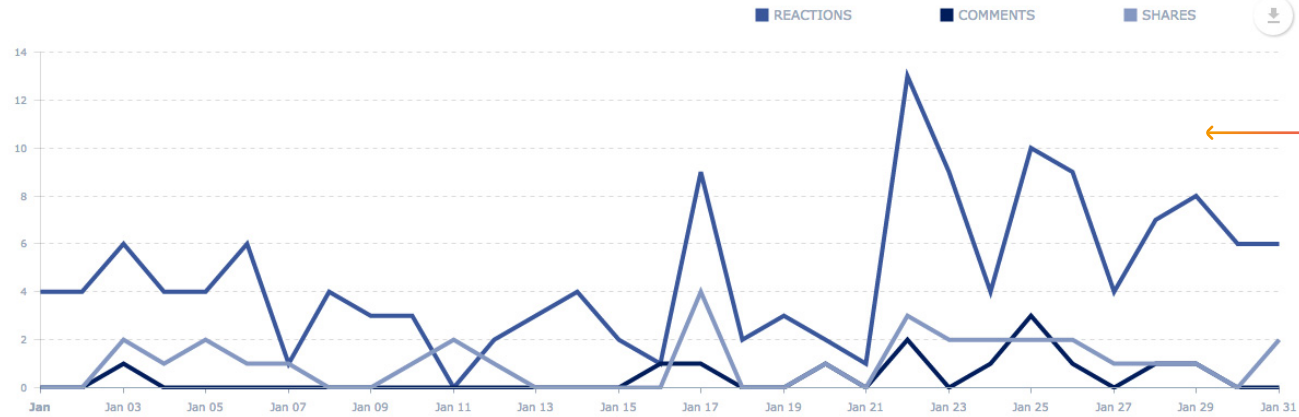
SINCE PREVIOUS PERIOD





Understand how engaged your audience is by analyzing Reactions, Comments and Shares over time.

## Audience Engagement



### ACTION METRICS

Reactions	611
Comments	27
Shares	83
<b>Total Engagements</b>	<b>721</b>

TOTAL ENGAGEMENTS  
DECREASED BY  
**↓ 13.34%**  
SINCE PREVIOUS PERIOD



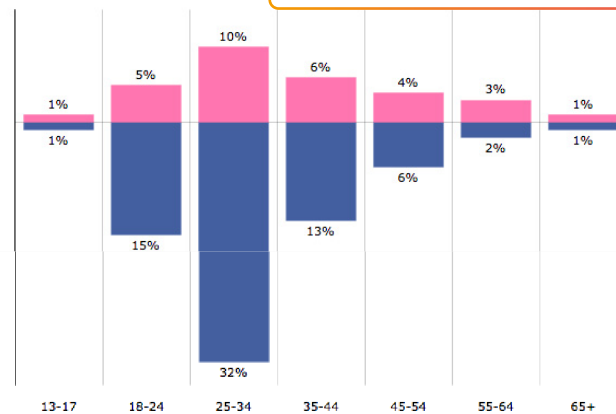
Monitor peaks in engagement to keep track of content that generates higher reaction rates from your audience.

Use the filters to display demographic information for specific audiences.

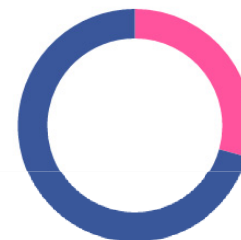
## Demographics

PAGE FANS PEOPLE REACHED PEOPLE ENGAGED

BY AGE



BY GENDER



FEMALE  
♀ **29.3%**  
MALE  
♂ **70.7%**

People Engaged is the number of people sharing stories about your Page. These stories include Likes, Comments and Shares.

People Reached is the number of people who have seen any content associated with your Page.

## TOP COUNTRIES

 <b>India</b>	<b>6,559</b>
 United States	2,432
 Indonesia	1,269
 Italy	1,262
 South Africa	1,158
 Malaysia	741
 Egypt	664
 United Kingdom	633

## TOP CITIES

<b>New Delhi, Delhi, India</b>	<b>511</b>
Bangalore, Karnataka, India	377
Calcutta, West Bengal, India	342
Mumbai, Maharashtra, India	329
Johannesburg, Gauteng, South Africa	261
Istanbul, Istanbul Province, Turkey	245
Cairo, Cairo Governorate, Egypt	237
Jakarta, Indonesia	211
Hyderabad, Telangana, India	187

Discover which Facebook users are commenting and posting to your Page the most.

## Engaged Users

## USERS WHO ENGAGED THE MOST

POSTS COMMENTS

**HouCem Rbeaie**

SENDIBLE - FACEBOOK FAN PAGE - LAST ENGAGED: 18 JAN 8:56 AM

good morning Sendible! i'm community manager also a premium sendible user , i had already a big problem about applying an unified photo's dimension that can be usefull for all social media's accounts in one shot.

6

0

**Veronika Baranovska**

SENDIBLE - FACEBOOK FAN PAGE - LAST ENGAGED: 20 JAN 10:19 AM

Hello there, Veronika here - testing messaging our Facebook page to see if the issue with my Priority Inbox still persists.

4

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**Affiliate Power Station**

SENDIBLE - FACEBOOK FAN PAGE - LAST ENGAGED: 31 JAN 2:30 PM

Absolutely Agree

0

2

**Getonfast**

SENDIBLE - FACEBOOK FAN PAGE - LAST ENGAGED: 25 JAN 12:30 AM

Agreed... Awesome comment thanks a lot :)

0

2

**How To Do Social Media Marketing**

SENDIBLE - FACEBOOK FAN PAGE - LAST ENGAGED: 24 JAN 4:00 PM

Agreed Awesome comment :p

0

2

← PREV

NEXT →

The number of times this user has left a comment on a post on your Page.

The number of times this user has posted to your Page.

