





GROUP REPORT

from December 29, 2015 - January 27, 2016

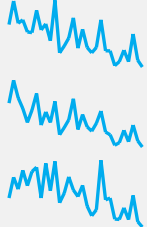
 @WelshLibraries
  Welsh Libraries
 @LlyfrgellCymru
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GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	1,192	
Sent Messages	191	
New Twitter Followers	102	
New Facebook Fans	23	

1,351 INTERACTIONS
 BY **945 UNIQUE USERS**
373,905 POTENTIAL REACH

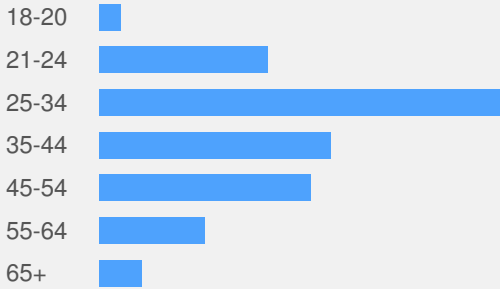


TWITTER STATS





across all Twitter accounts

FOLLOWER DEMOGRAPHICS

 **46%** MALE FOLLOWERS
  **54%** FEMALE FOLLOWERS

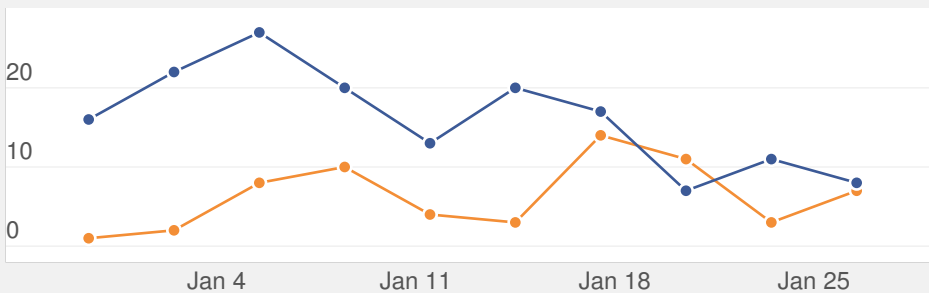


TWITTER STATS




 **102**
 New Twitter Followers in this time period
 **192** Link Clicks
  **63** Mentions
  **161** Retweets

DAILY INTERACTIONS

@MENTIONS 63 RETWEETS 161



OUTBOUND TWEET CONTENT

 **8** Plain Text
 **39** Links to Pages
 **35** Photo Links

FACEBOOK STATS across all Facebook pages

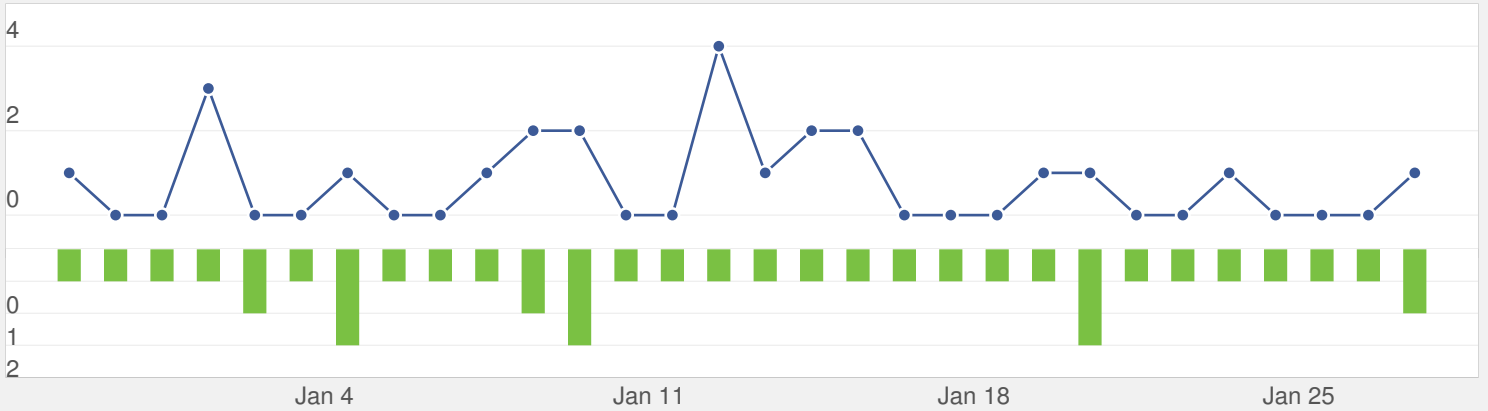


My Facebook Pages

3.28k Total Likes, and 53 people talking about this

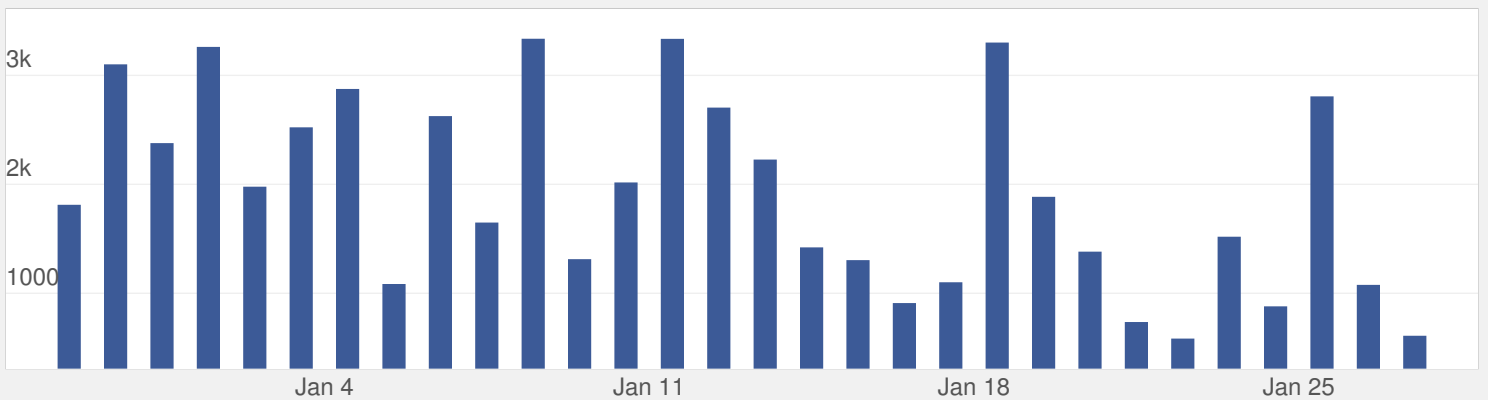
FAN GROWTH

New Fans **23** Unliked your Page **9**

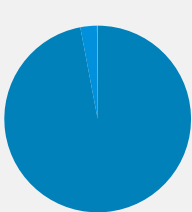


PAGE IMPRESSIONS

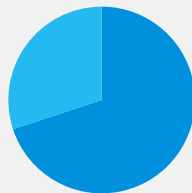
Impressions **57,737** by **25,070** users



IMPRESSIONS



- Page Post 16.8k
- Fan 494
- Other 22
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0



- Paid 0
- Organic 40.3k
- Viral 17.3k

BY DAY OF WEEK

Day	Avg	Total
Sun	1.6k	6.5k
Mon	3.1k	12.3k
Tue	1.7k	8.6k
Wed	2.0k	9.9k
Thu	1.5k	6.2k
Fri	2.1k	8.5k
Sat	1.4k	5.7k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

Age Group	Male	Female
13-17	170	231
18-24	438	966
25-34	1.0k	3.7k
35-44	1.2k	5.0k
45-54	1.1k	4.2k
55+	1.3k	4.3k

TOP COUNTRIES

Country	Impressions
United Kingdom	22.5k
United States	421
New Zealand	184
Australia	159
Italy	128

TOP CITIES

City	Impressions
Swansea, United Kingdom	2.5k
Cardiff, United Kingdom	2.1k
Newport, United Kingdom	1.6k
London, United Kingdom	1.1k
Rhondda, United Kingdom	748

