





GROUP REPORT


from November 1, 2015 - December 1, 2015


 @WelshLibraries	 Welsh Libraries
 @LlyfrgellCymru	
 Llyfrgelloedd Cymru	


GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	2,356	
Sent Messages	322	
New Twitter Followers	147	
New Facebook Fans	214	

2,648 INTERACTIONS 

BY **1,867 UNIQUE USERS** 

885,595 POTENTIAL REACH 

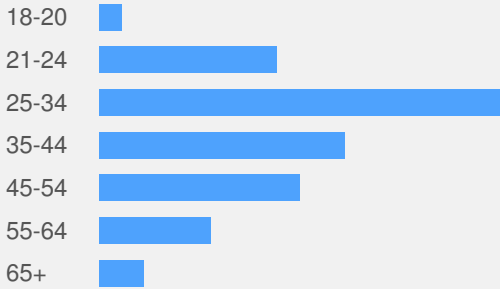
TWITTER STATS

across all Twitter accounts

FOLLOWER DEMOGRAPHICS


 **46%** MALE FOLLOWERS


 **54%** FEMALE FOLLOWERS




TWITTER STATS

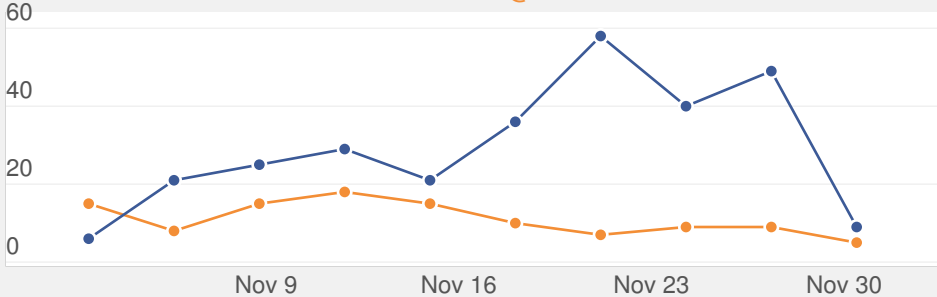
+ 147 New Twitter Followers in this time period

514 Link Clicks 

110 Mentions 


294 Retweets 


DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

T 26 Plain Text

 **81** Links to Pages

 **47** Photo Links

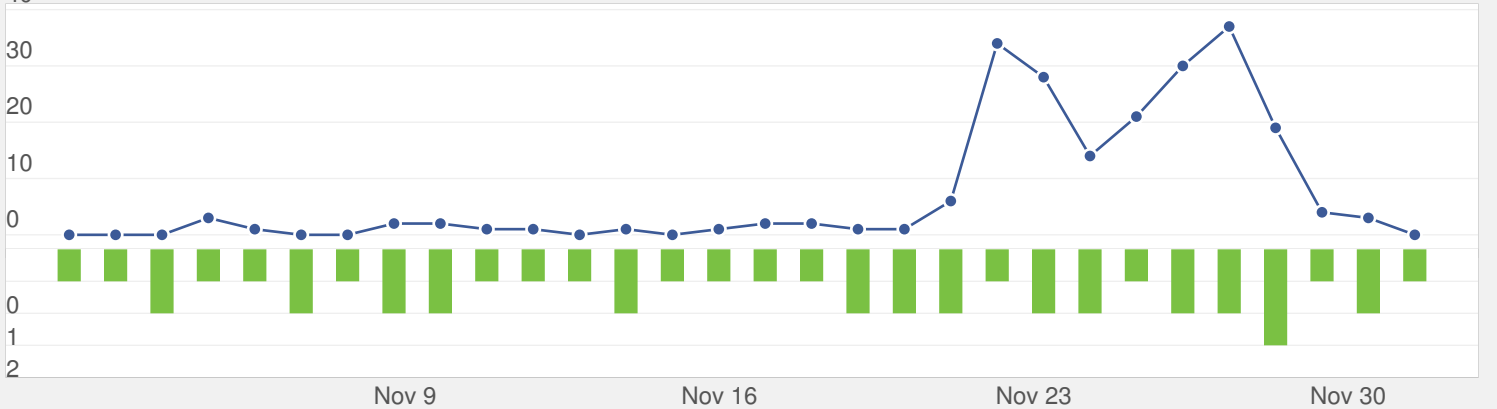
FACEBOOK STATS across all Facebook pages



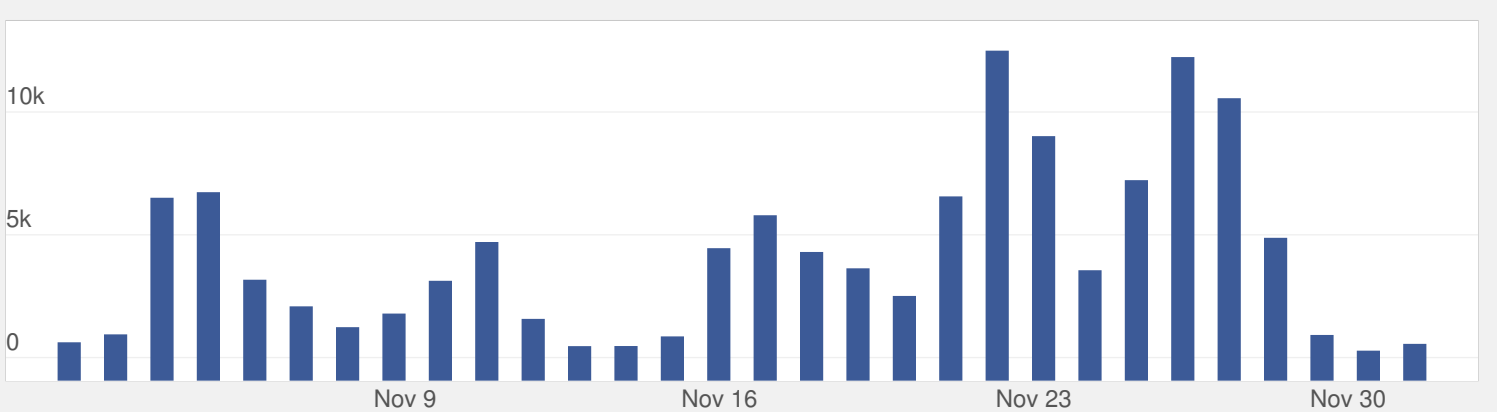
My Facebook Pages

3.28k Total Likes, and 53 people talking about this

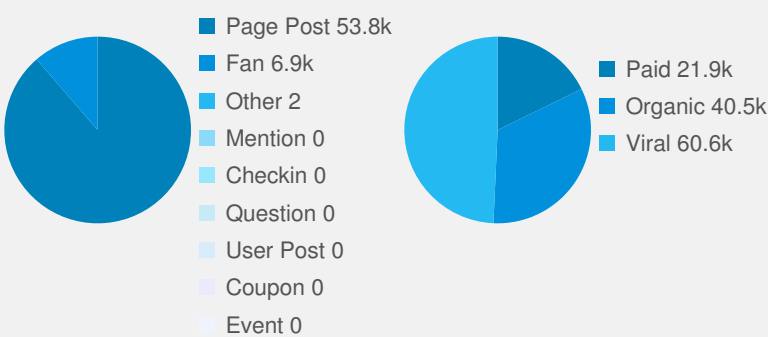
FAN GROWTH



PAGE IMPRESSIONS



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	3.5k	17.7k
Mon	3.4k	17.1k
Tue	3.7k	18.4k
Wed	5.5k	22.1k
Thu	4.8k	19.1k
Fri	3.6k	14.6k
Sat	3.6k	14.3k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Impressions
United Kingdom	64.6k
United States	1.0k
Australia	446
New Zealand	330
Spain	302

TOP CITIES

City	Impressions
Swansea, United Kingdom	6.2k
Cardiff, United Kingdom	5.8k
Newport, United Kingdom	4.7k
London, United Kingdom	3.7k
Rhondda, United Kingdom	2.2k

