



GROUP REPORT from June 3, 2014 - July 2, 2014

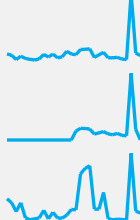
 @AdmissionsUoM

 University of Manc...

GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	3,051	
Sent Messages	83	
New Twitter Followers	34	
New Facebook Fans	1,431	

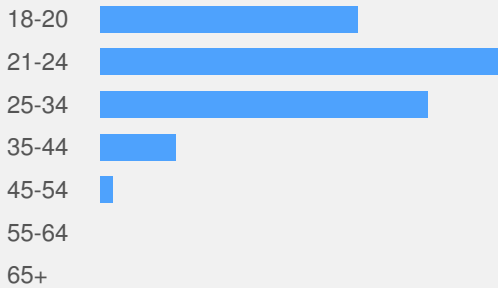
3,102 INTERACTIONS
 BY **1,582 UNIQUE USERS**
371,191 IMPRESSIONS



TWITTER STATS across all Twitter accounts



FOLLOWER DEMOGRAPHICS

 **55%** MALE FOLLOWERS
 **45%** FEMALE FOLLOWERS

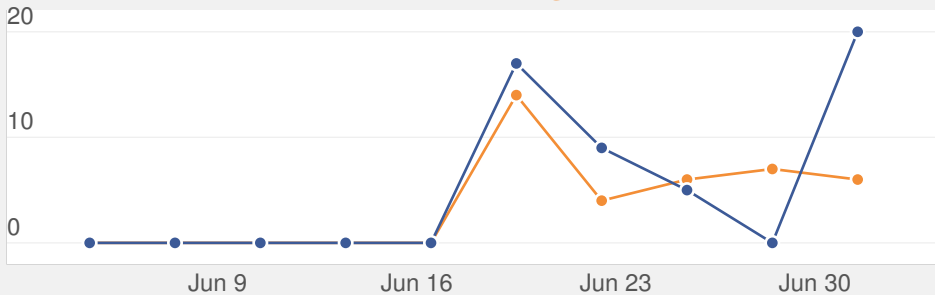


TWITTER STATS

+ 34
New Twitter Followers in this time period


 **0** Link Clicks
 **37** Mentions
 **51** Retweets


DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

T 41 Plain Text

 **0** Links to Pages

 **1** Photo Links

FACEBOOK STATS across all Facebook pages

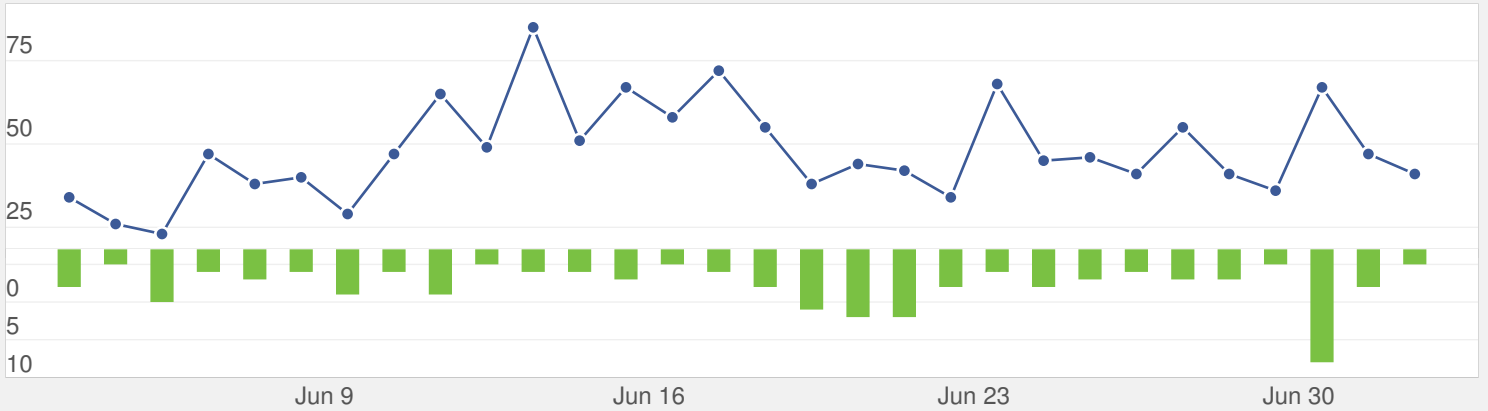


My Facebook Pages

19.21k Total Likes, and 912 people talking about this

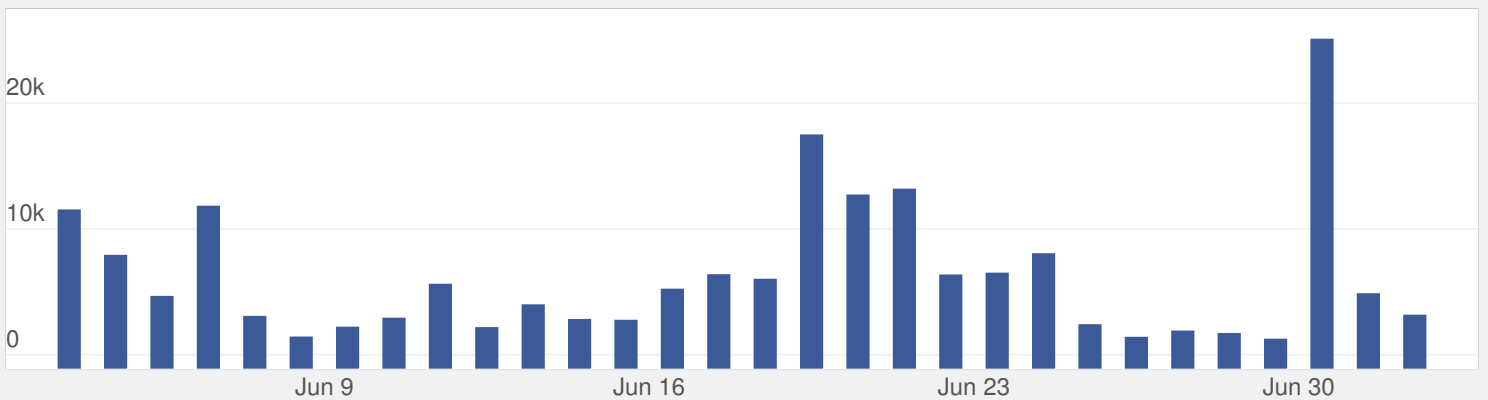
FAN GROWTH

New Fans 1.4k Unliked your Page 79

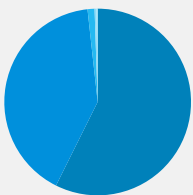


PAGE IMPRESSIONS

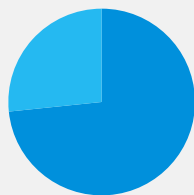
Impressions 187,103 by 57,407 users



IMPRESSIONS



- Fan 28.1k
- Page Post 20.0k
- Checkin 591
- Other 157
- Mention 104
- Question 0
- User Post 0
- Coupon 0



- Paid 0
- Organic 135.0k
- Viral 49.0k

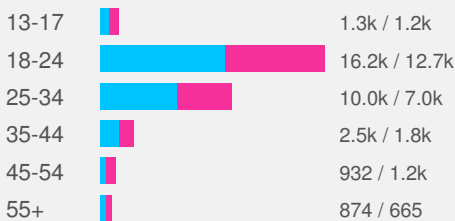
BY DAY OF WEEK

Day	Avg	Total
Sun	3.0k	11.9k
Mon	9.8k	39.1k
Tue	6.8k	33.8k
Wed	5.0k	25.2k
Thu	6.4k	25.8k
Fri	7.6k	30.5k
Sat	5.2k	20.8k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

United Kingdom	18.9k
India	3.2k
Pakistan	3.2k
Malaysia	2.1k
Bangladesh	1.6k

TOP CITIES

Manchester, United Kingdom	10.7k
London, United Kingdom	1.5k
Dhaka, Bangladesh	1.2k
Baku, Azerbaijan	537
Hong Kong, Hong Kong	531

