



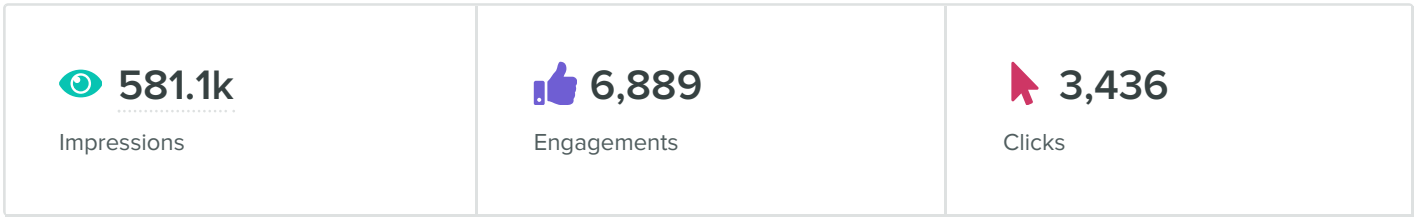
Facebook Pages  
for **Susan G. Komen Florida**

Nov 01, 2018 - Jan 27, 2019

Analyze Facebook page data at a granular level for deeper insights

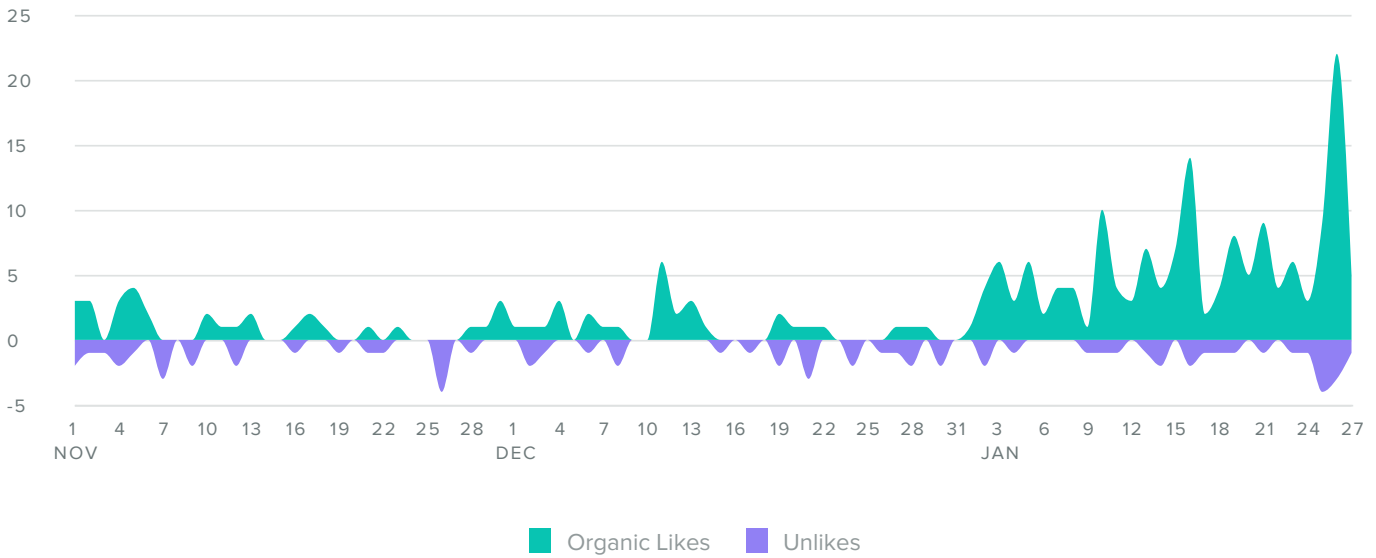


## Facebook Activity Overview



## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>6,901</b>
Organic Likes	219
Unlikes	69
Net Likes	150

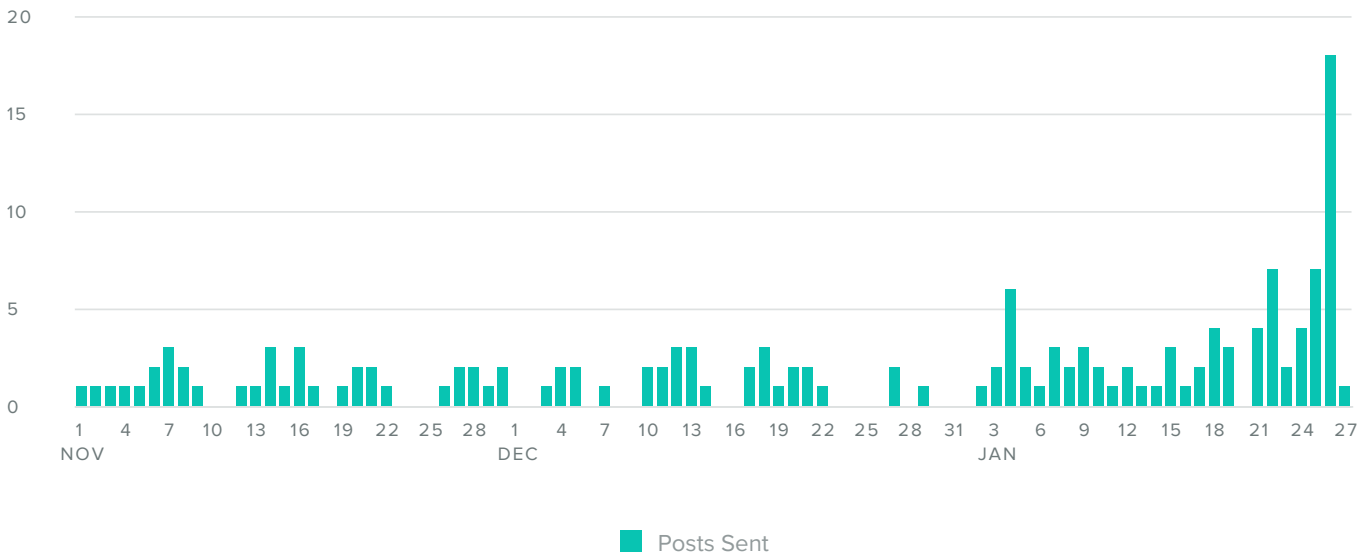
Total fans increased by

**-2.1%**

since previous date range

## Facebook Publishing Behavior


### POSTS, BY DAY







Publishing Metrics	Totals
Photos	52
Videos	41
Posts	58
Notes	0
<b>Total Posts</b>	<b>151</b>

The number of posts you sent increased by **▲4.1%** since previous date range

## Facebook Top Posts, by Reactions

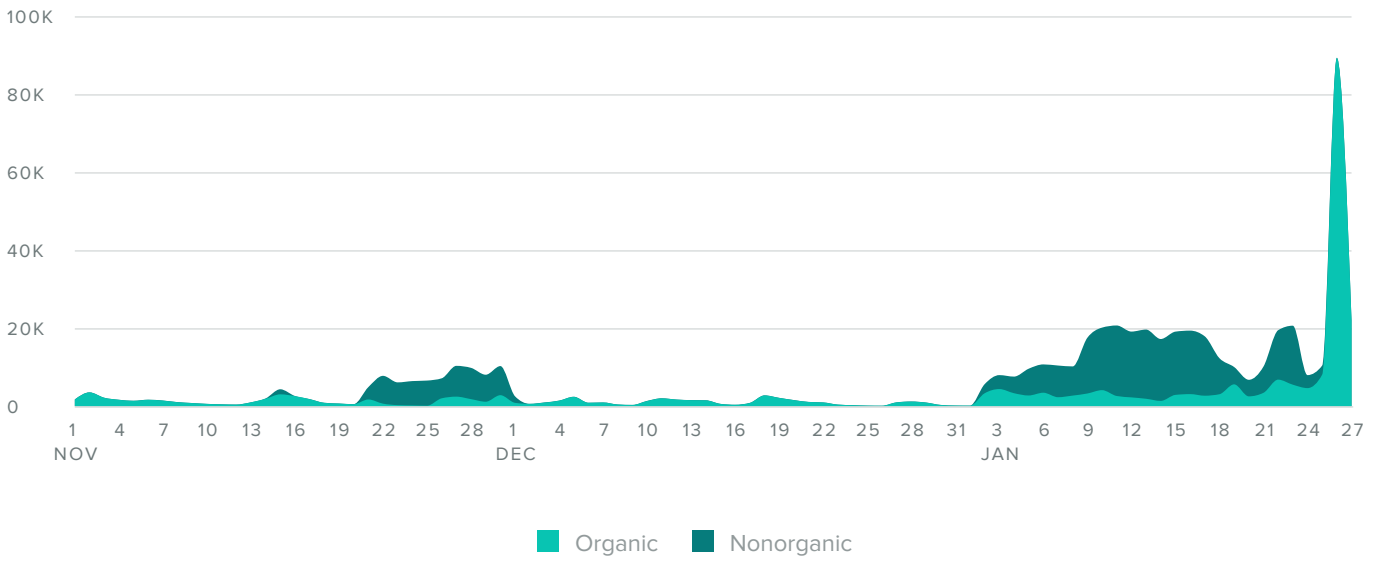
Post	Reactions	Comments	Engagement	Reach
<p><b>Susan G. Komen Florida</b></p> <p>Look what was just delivered this morning?! Our brand new Survivor medals and limited-edition pin for the 2019 Race for the Cure. ❤️</p> <p><a href="http://www.komenflorida.org/race">http://www.komenflorida.org/race</a></p> 	278	30	7.5%	5,183
(Post) January 10, 2019 12:53 pm				

## Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Susan G. Komen Florida</b>                      “I always say that being diagnosed has been a beautiful blessing because it has truly taught me the meaning of living in the moment, every single day.”                      ❤️ Meet Tara, a 2019 <b>Ford Warriors in Pink</b> ➔  <a href="https://komenflorida.org/2019-warriors-in-pink/tara-gustman-2/">https://komenflorida.org/2019-warriors-in-pink/tara-gustman-2/</a></p>  <p>(Post) by <a href="#">Josh H.</a> January 02, 2019 5:56 pm</p>	262	32	18.9%	2,566
<p><b>Susan G. Komen Florida</b>                      And the flamingos have arrived for the <b>#RaceForTheCure</b> from the <b>Palm Beach Zoo...</b></p>  <p>(Post) January 26, 2019 8:35 am</p>	155	16	5%	6,421
<p><b>Susan G. Komen Florida</b>                      Register for the Race for the Cure today before fees increase on December 1st. For just \$30 for adults and survivors and \$10 for youth, you will receive more than you can ever imagine. 📄 Race for this Cyber Monday Deal 📄  <a href="http://komenflorida.org/race">http://komenflorida.org/race</a></p>  <p>(Post) by <a href="#">Josh H.</a> November 26, 2018 3:28 pm</p>	140	21	6.6%	3,304
<p><b>Susan G. Komen Florida</b>                      Tune in today at 5:00 PM to <b>WPTV</b>, as <b>Tania Rogers WPTV WFLX</b> sits down with <b>Dawn Failla</b> and her mom to discuss their journey through breast cancer together.</p>  <p>(Post) by <a href="#">Josh H.</a> January 09, 2019 1:22 pm</p>	139	58	20.9%	1,114

## Facebook Impressions

### PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	268,475
Nonorganic Impressions	312,598
<b>Total Impressions</b>	<b>581,073</b>
<b>Average Daily Users Reached</b>	<b>4,154.1</b>

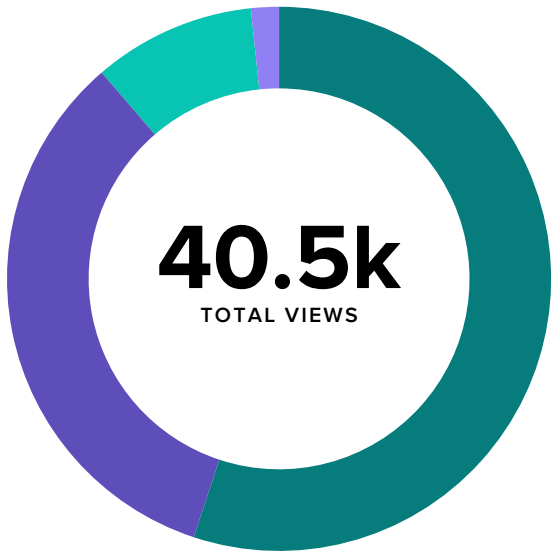
Total Impressions increased by

**▲179.3%**

since previous date range

## Facebook Video Performance

### VIEW METRICS



**3.9k**

ORGANIC FULL

**22.3k**

ORGANIC PARTIAL

**672**

PAID FULL

**13.6k**

PAID PARTIAL

### VIEWING BREAKDOWN

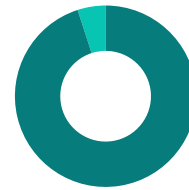


**65%**

ORGANIC VIEWS

**35%**

PAID VIEWS



**5%**

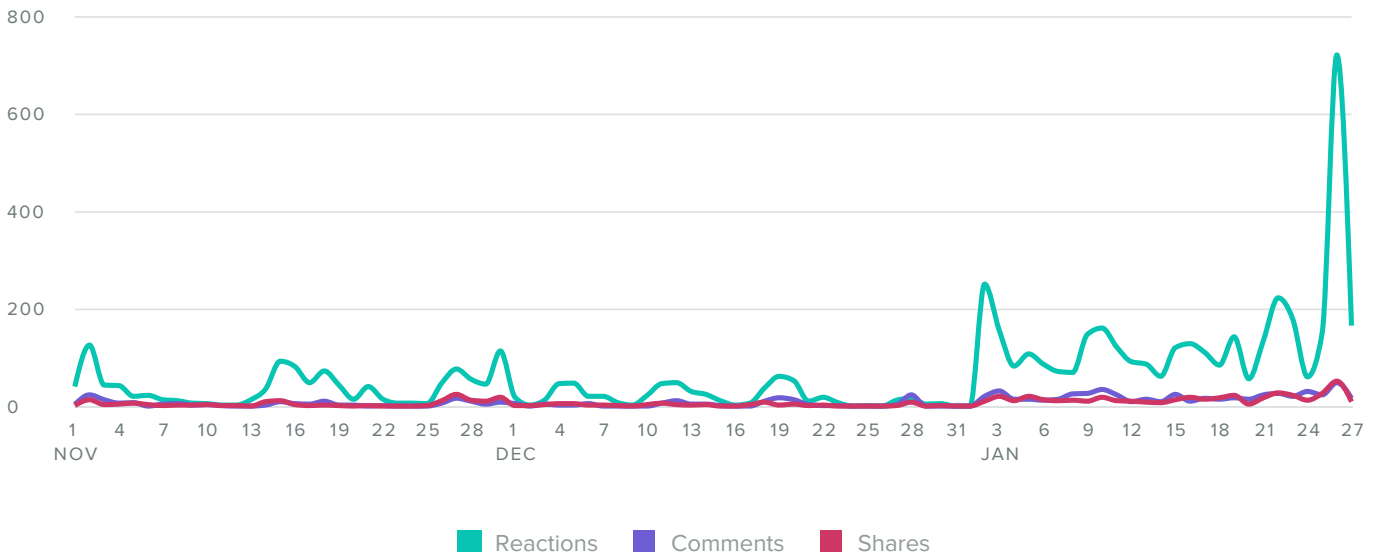
CLICK PLAYS

**95%**

AUTO PLAYS

## Facebook Engagement

### AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	5,478
Comments	787
Shares	624
<b>Total Engagements</b>	<b>6,889</b>

Total Engagements increased  
by  
**▲67.4%**  
since previous date range

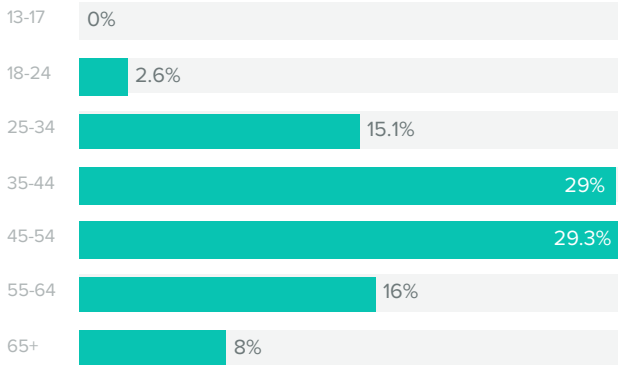
## Facebook Audience Demographics

### Page Fans

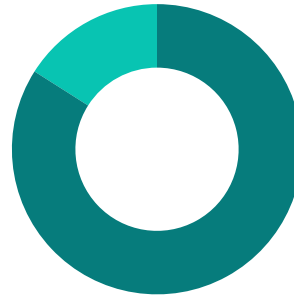
### People Reached

### People Engaged

#### BY AGE



#### BY GENDER



**16%**  
MALE  
**84%**  
FEMALE

**Women** between the ages of **45-54** appear to be the leading force among your fans.

#### Top Countries

<b>United States</b>	<b>6,773</b>
Puerto Rico	12
Canada	10
United Kingdom	9
Germany	7

#### Top Cities

<b>West Palm Beach, FL</b>	<b>942</b>
Jupiter, FL	339
Palm Beach Gardens, FL	301
Boca Raton, FL	267
Boynton Beach, FL	257

## Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Susan G. Komen Florida	6,901	2.1%	151	581,073	3,848.2	6,889	45.6	3,436