





GROUP REPORT

from December 1, 2015 - January 1, 2016

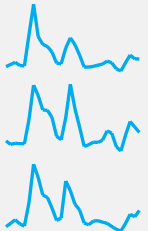
-  @WelshLibraries
-  Welsh Libraries
-  @LlyfrgellCymru
-  Llyfrgelloedd Cymru

GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	2,551	
Sent Messages	278	
New Twitter Followers	100	
New Facebook Fans	45	

2,785 INTERACTIONS
 BY **1,786** UNIQUE USERS
689,867 POTENTIAL REACH

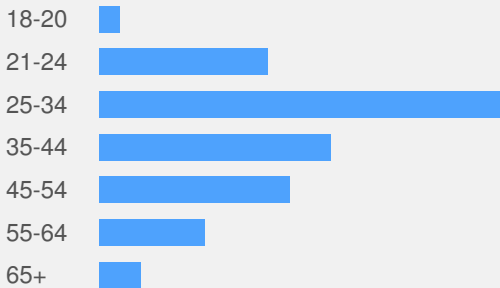


TWITTER STATS

across all Twitter accounts




FOLLOWER DEMOGRAPHICS

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

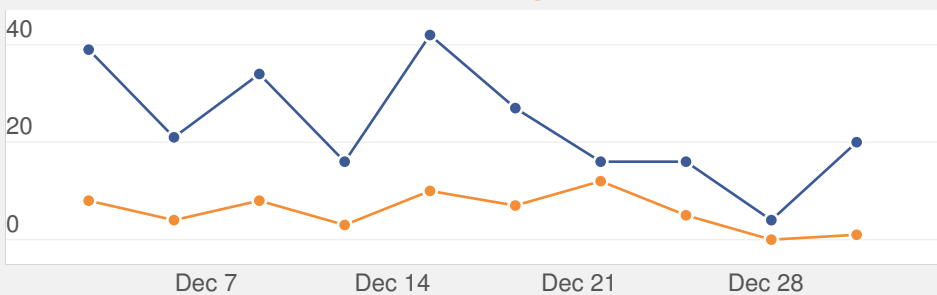


TWITTER STATS

+ 100
New Twitter Followers in this time period


 **151** Link Clicks
 **58** Mentions
 **235** Retweets


DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

T **12** Plain Text

 **38** Links to Pages

 **65** Photo Links

FACEBOOK STATS across all Facebook pages

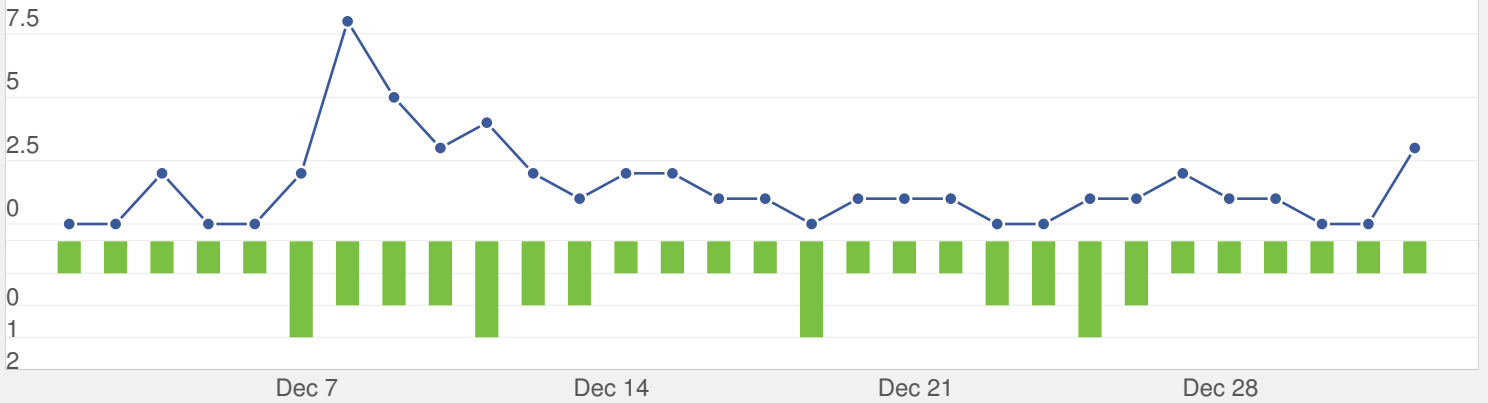


My Facebook Pages

3.28k Total Likes, and 53 people talking about this

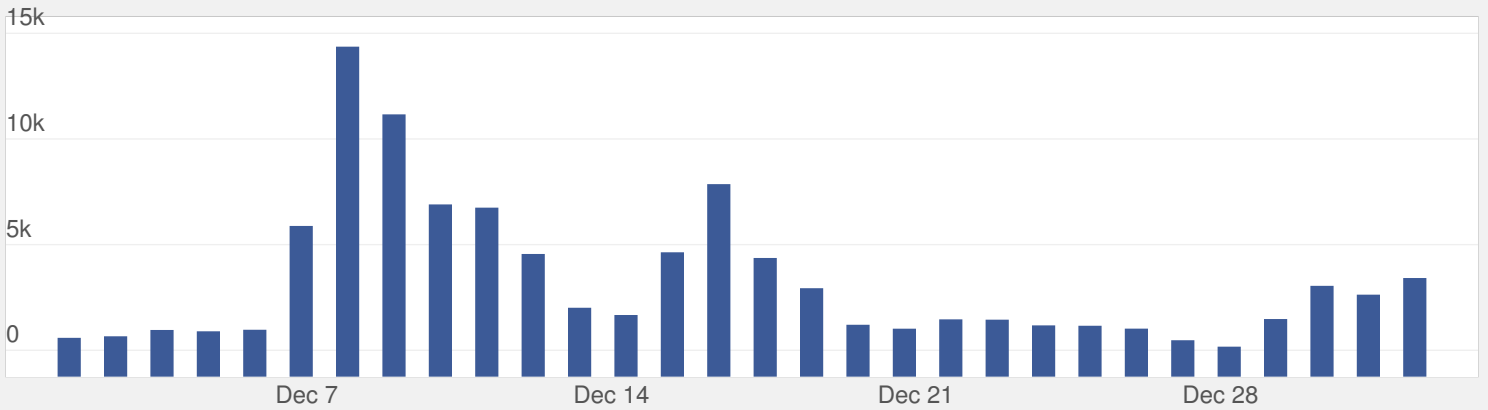
FAN GROWTH

New Fans **45** Unliked your Page **16**

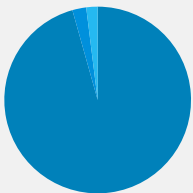


PAGE IMPRESSIONS

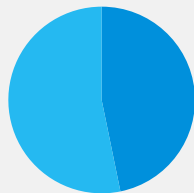
Impressions **96,931** by **42,417** users



IMPRESSIONS



- Page Post 49.2k
- Other 1.2k
- Fan 1.0k
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0



- Paid 0
- Organic 45.2k
- Viral 51.5k

BY DAY OF WEEK

AVG

TOTAL

Day	Avg	Total
Sun	837	3.3k
Mon	4.1k	16.4k
Tue	4.4k	22.1k
Wed	4.0k	19.9k
Thu	2.8k	14.1k
Fri	3.0k	15.0k
Sat	1.5k	6.1k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

TOP COUNTRIES

TOP CITIES

Age Group	Count / Total
13-17	177 / 299
18-24	649 / 1.7k
25-34	2.0k / 6.8k
35-44	2.2k / 8.9k
45-54	2.1k / 6.8k
55+	2.3k / 6.9k

Country	Count
United Kingdom	38.3k
United States	842
Australia	567
France	288
India	246

City	Count
Cardiff, United Kingdom	3.5k
Swansea, United Kingdom	3.4k
Newport, United Kingdom	3.3k
London, United Kingdom	2.1k
Rhondda, United Kingdom	1.4k

