

# Report for **YOUR BRAND**

01/19/2015 — 02/01/2015



TWITTER REPORT



FACEBOOK REPORT



INSTAGRAM REPORT

# Overview

01/19/2015 — 02/01/2015

USER



ENGAGEMENT

466



255

Number of times your followers interacted with your content.

REACH

1.71M



1.80M

Number of users that have potentially seen your content.

COMMUNITY

+154



+93

Number of followers you gained.

CONTENT

78



56

Number of times you posted content.

How to read:

 THIS WEEK

 LAST WEEK

# Engagement

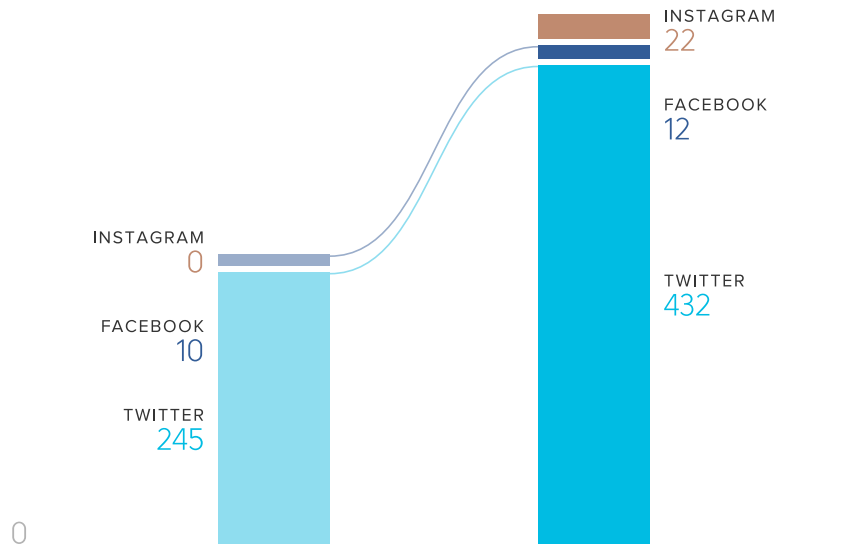
Are users interacting with my content?

255

TOTAL ENGAGEMENT  
LAST WEEK

466

TOTAL ENGAGEMENT  
THIS WEEK

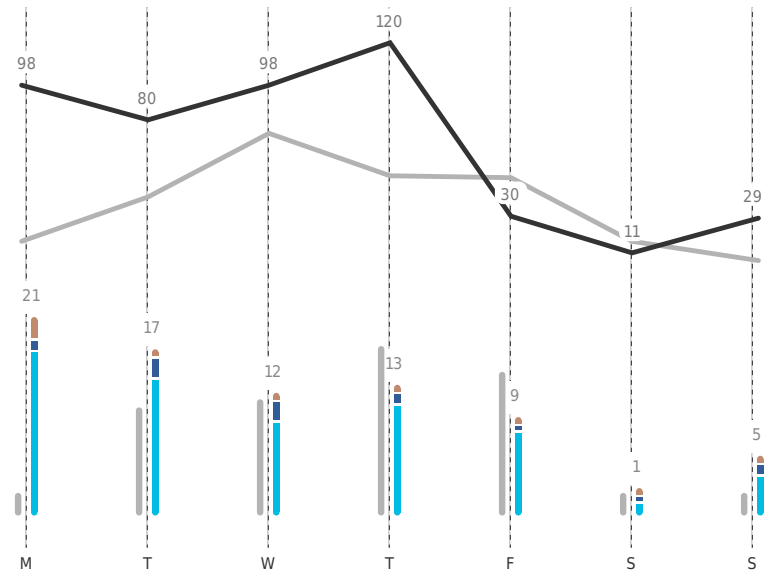


4.55

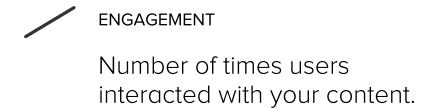
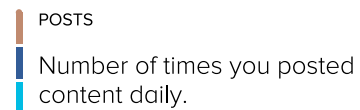
AVERAGE ENGAGEMENT  
PER POST LAST WEEK

5.97

AVERAGE ENGAGEMENT  
PER POST THIS WEEK



How to read:



# Reach

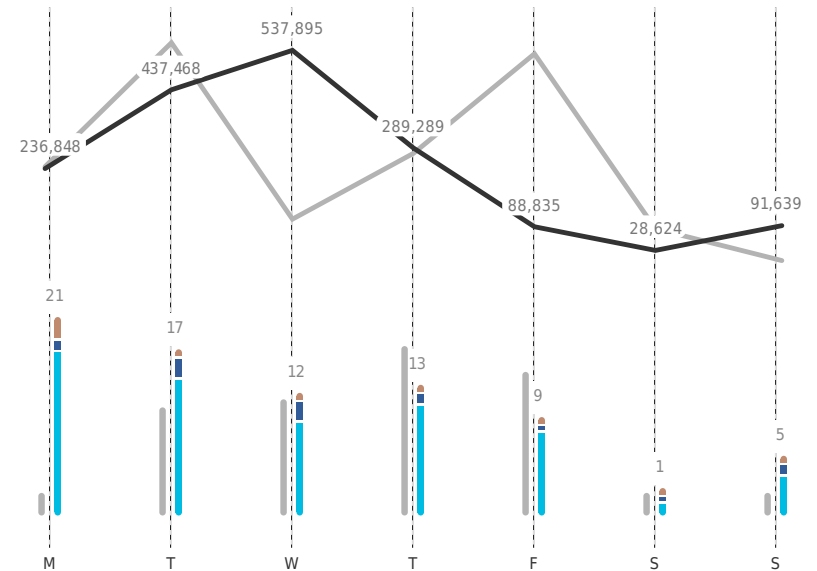
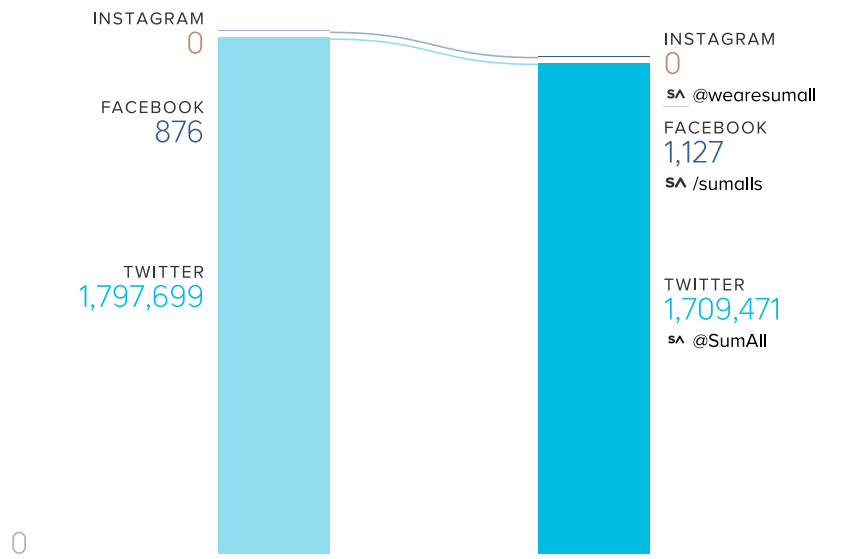
How many people can potentially see my posts?

1.80M

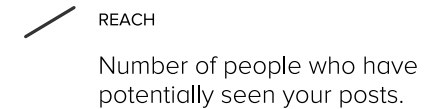
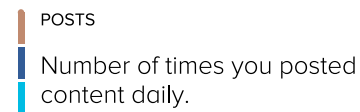
TOTAL REACH LAST WEEK

1.71M

TOTAL REACH THIS WEEK



How to read:



# Community

How many followers do I have?

+93

NEW FOLLOWERS LAST WEEK

+154

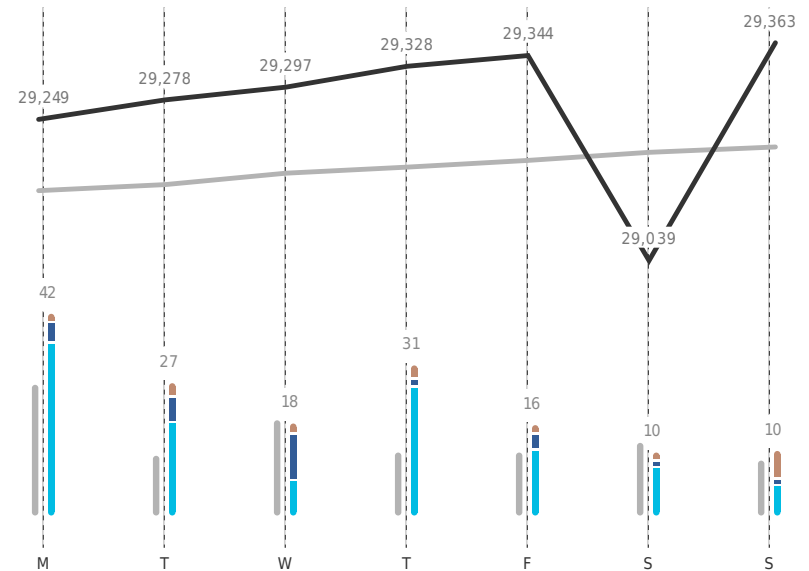
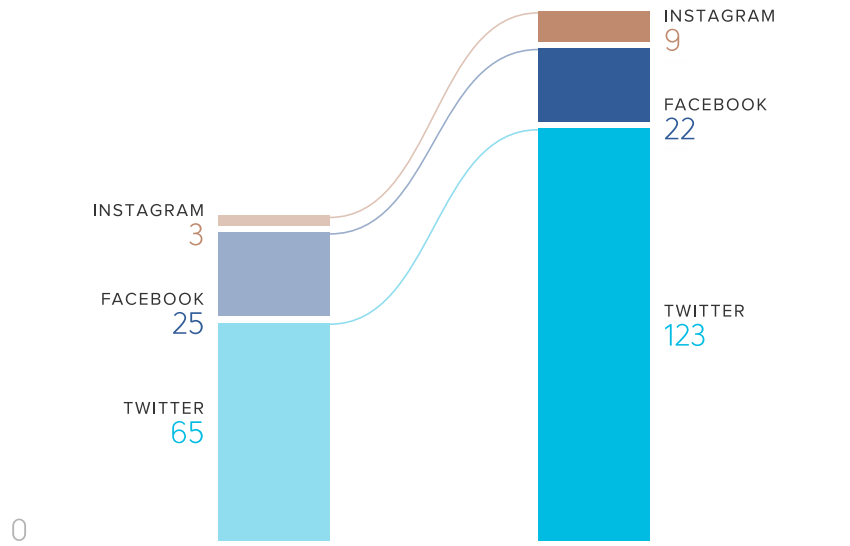
NEW FOLLOWERS THIS WEEK

29.2K

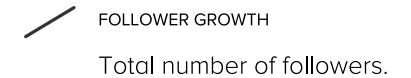
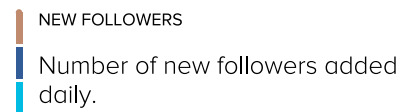
TOTAL FOLLOWERS LAST WEEK

29.4K

TOTAL FOLLOWERS THIS WEEK



How to read:



# Content

## What are my best posts?



TWITTER BEST POST

01/26/2015 - 01:56 PM

Let's hope it doesn't come to this. RT  
@AboveAverage: NYC's predicted forecast  
#Snowmageddon2015  
<http://t.co/V6WzxdQgDm>

LIKES

7

RETWEETS

6

ENGAGEMENT

13



FACEBOOK BEST POST

01/27/2015 - 10:25 AM

Winter Storm Juno have your cabin fever at an  
all-time high? Breathe easy and spend some  
time on our blog: [blog.sumall.com](http://blog.sumall.com)

The marketing blog  
that doesn't look



LIKES

4

COMMENTS

0

SHARES

1

ENGAGEMENT

5

POST REACH

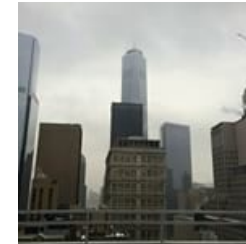
120



INSTAGRAM BEST POST

01/26/2015 - 01:39 PM

As long as we can still see #WTC1, #juno isn't  
too bad...yet. #winterstormjuno



LIKES

13

COMMENTS

0

ENGAGEMENT

13

# Twitter Overview

01/19/2015 — 02/01/2015

ENGAGEMENT

432



245

Number of favorites, retweets, replies, and mentions that you received.

REACH

1.71M



1.80M

Number of Twitter users that have potentially seen your tweets, retweets, replies, or mentions.

FOLLOWERS

+123



+65

Number of followers you gained.

TWEETS

69



48

Number of tweets you posted.

How to read:

 THIS WEEK

 LAST WEEK

# Twitter Engagement

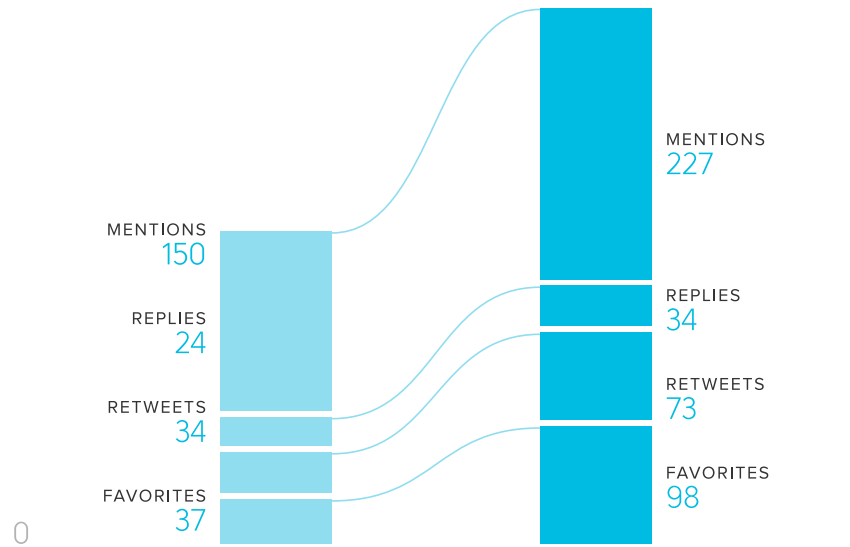
Are users interacting with my content?

245

TOTAL ENGAGEMENT  
LAST WEEK

432

TOTAL ENGAGEMENT  
THIS WEEK

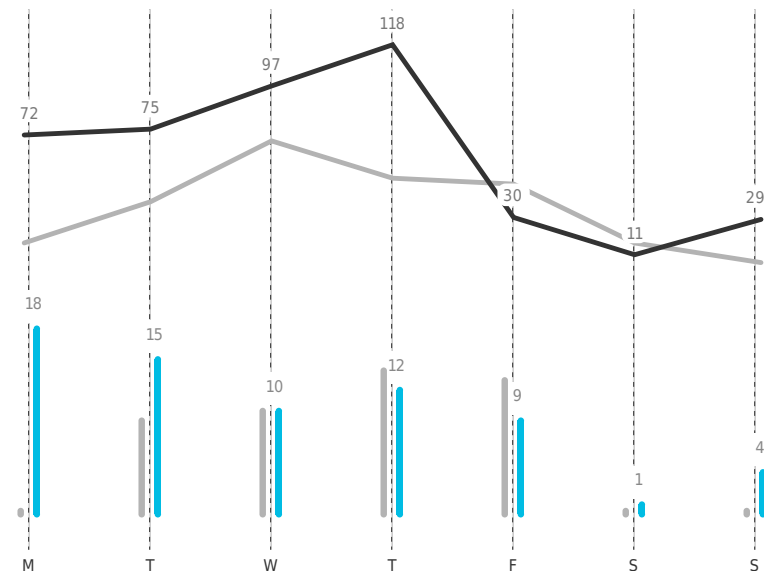


5.10

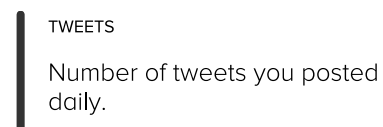
AVERAGE ENGAGEMENT  
PER TWEET LAST WEEK

6.26

AVERAGE ENGAGEMENT  
PER TWEET THIS WEEK



How to read:





# Twitter Reach

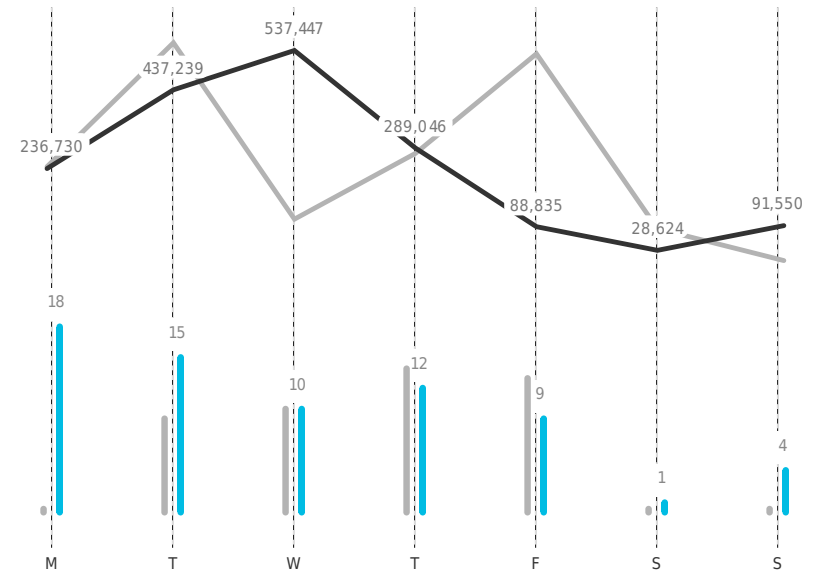
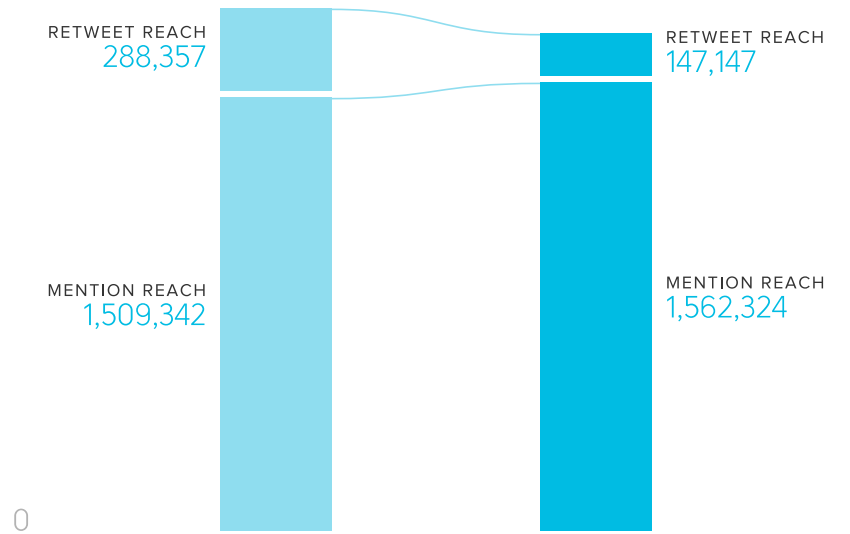
How many people potentially see my tweets?

1.80M

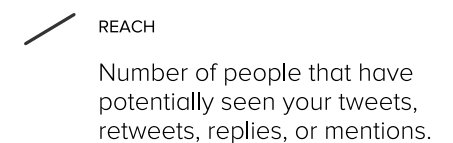
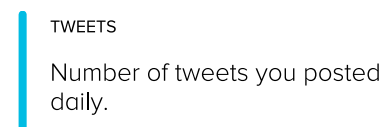
TOTAL REACH LAST WEEK

1.71M

TOTAL REACH THIS WEEK



How to read:



# Twitter Followers

How many followers do I have?

9.7K

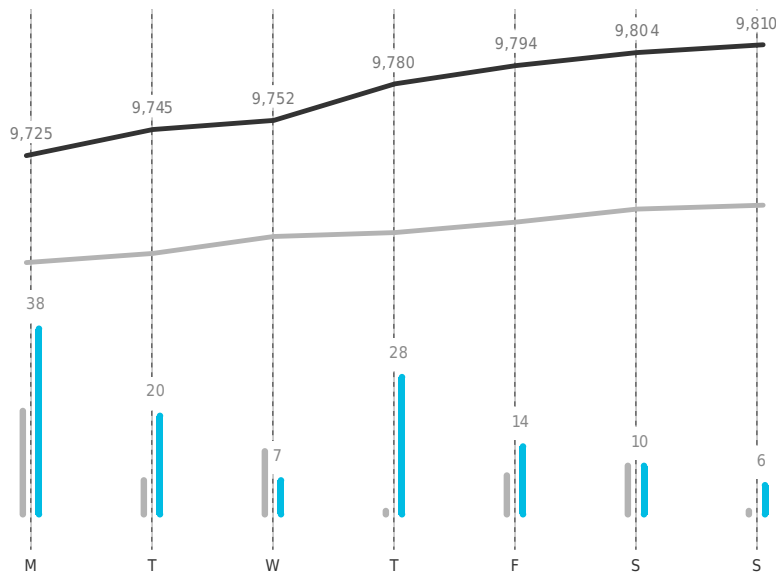
+65

TOTAL FOLLOWERS LAST WEEK

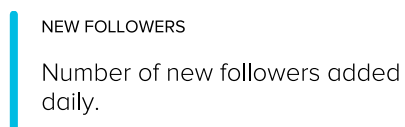
9.8K

+123

TOTAL FOLLOWERS THIS WEEK



How to read:



## TOP RETWEET REACH CONTRIBUTORS

01/29/2015



@ronfeir  
16,852

01/26/2015



@ronfeir  
16,852

01/27/2015



@jamescapetown  
13,761

01/30/2015



@jamescapetown  
13,761

01/27/2015



@BuenaVibraPR  
7,766

## TOP MENTION REACH CONTRIBUTORS

01/28/2015



@KenHerron  
119,155

01/28/2015



@BlingYourBrand  
93,155

01/29/2015



@lilachbullock  
84,331

01/27/2015



@commun\_it  
50,052

01/29/2015



@danielsLondon  
38,068

# Twitter Content

## What are my best posts?

RANK	DATE	TWEET	FAVORITES	RETWEETS	ENGAGEMENT	POST REACH
1	01/26/2015 01:56 PM	Let's hope it doesn't come to this. RT @AboveAverage: NYC's predicted forecast #Snowmageddon2015 <a href="http://t.co/V6WzxdQgDm">http://t.co/V6WzxdQgDm</a>	7	6	13	236.7K
2	01/29/2015 07:02 AM	Hey bro, these are 15 best free #SocialMediaTools @Buffer @hootsuite @Mention <a href="http://t.co/IND9FRuggy">http://t.co/IND9FRuggy</a> <a href="http://t.co/1Vif6s2CCb">http://t.co/1Vif6s2CCb</a>	9	3	12	289.0K
3	01/29/2015 01:55 PM	SumAll = The Complete Picture <a href="http://t.co/QrsEKU0yCL">http://t.co/QrsEKU0yCL</a>	8	3	11	289.0K
4	01/28/2015 10:57 PM	Not sure if you're tweeting the right number of times per day? READ THIS: <a href="http://t.co/WbFGTNLNMJ">http://t.co/WbFGTNLNMJ</a> <a href="http://t.co/eTiUPurNI8">http://t.co/eTiUPurNI8</a>	4	7	11	537.4K
5	01/27/2015 08:12 AM	"Where Millennials Learn About Money Over Plates Of Chocolate Mousse With Ginger Cream" <a href="http://t.co/Ab7tp6ePkh">http://t.co/Ab7tp6ePkh</a> <a href="http://t.co/ZxI3rFKDkX">http://t.co/ZxI3rFKDkX</a>	5	2	7	437.2K
6	02/01/2015 12:51 PM	How I did on Twitter this month: 435 New Followers, 601 Mentions, 3.83M Mention Reach. How'd your month go? via <a href="http://t.co/He9NmFBtV0">http://t.co/He9NmFBtV0</a>	2	3	5	91.6K
7	02/01/2015 07:04 PM	Don't punt on knowing what content is working best. Get SumAll Reports. #SuperBowl <a href="https://t.co/ayHHZqWq3u">https://t.co/ayHHZqWq3u</a> <a href="http://t.co/KicV0dRsjZ">http://t.co/KicV0dRsjZ</a>	4	1	5	91.6K
8	01/28/2015 05:32 AM	You can learn from the 15 best Facebook Pages @HubSpot's ever seen <a href="http://t.co/FoiH8pvw1a">http://t.co/FoiH8pvw1a</a> <a href="http://t.co/265zW265sB">http://t.co/265zW265sB</a>	2	3	5	537.4K
9	01/28/2015 03:42 AM	"Mobile Maybes for Your Business" #mobiletrends <a href="http://t.co/W89IGLIFfA">http://t.co/W89IGLIFfA</a> <a href="http://t.co/oiPhIvo69J">http://t.co/oiPhIvo69J</a>	2	3	5	537.4K
10	01/26/2015 12:17 PM	It's #CommunityMangerAppreciationDay! Tell your fav #CM thanks & let them know about <a href="http://t.co/5mDcjiVBad">http://t.co/5mDcjiVBad</a> <a href="http://t.co/oO9mpRoERC">http://t.co/oO9mpRoERC</a>	1	4	5	236.7K

average engagement  
per post  
6.26

# Facebook Overview

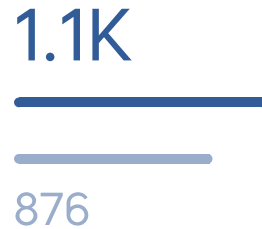
01/19/2015 — 02/01/2015

ENGAGEMENT



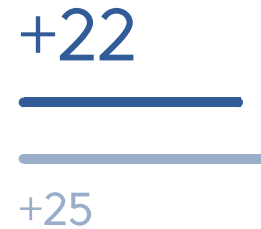
Number of likes, comments, and shares that you received.

REACH



Number of Facebook users that have seen your posts.

PAGE LIKES



Number of page likes you gained.

POSTS



Number of times you posted content.

How to read:

 THIS WEEK

 LAST WEEK

# Facebook Engagement

Is my content engaging?

10

TOTAL ENGAGEMENT  
LAST WEEK

12

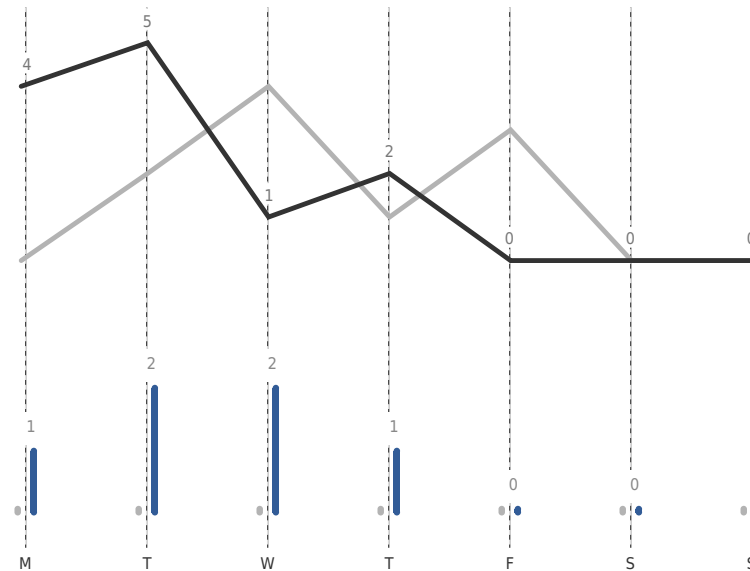
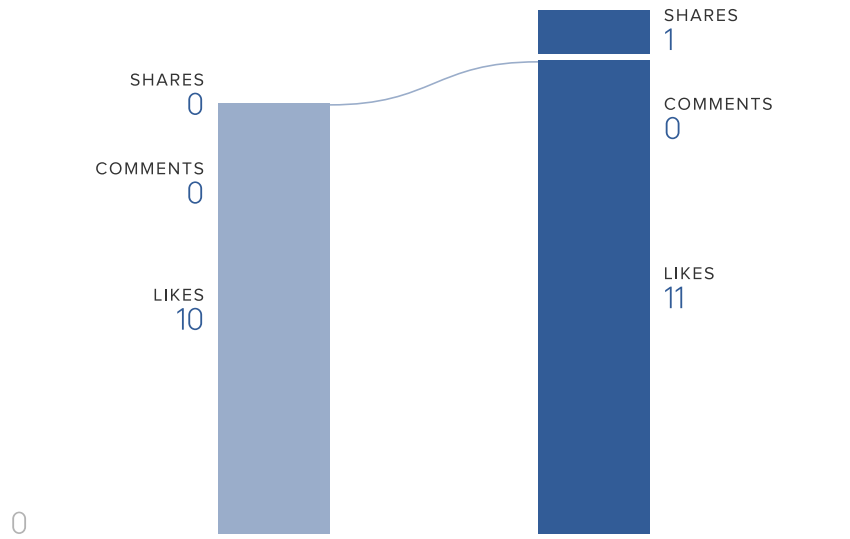
TOTAL ENGAGEMENT  
THIS WEEK

1.25

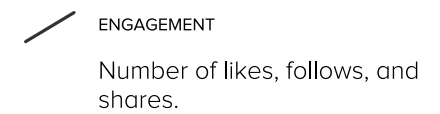
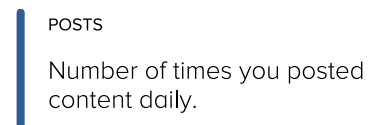
AVERAGE ENGAGEMENT  
PER POST LAST WEEK

1.71

AVERAGE ENGAGEMENT  
PER POST THIS WEEK



How to read:



# Facebook Reach

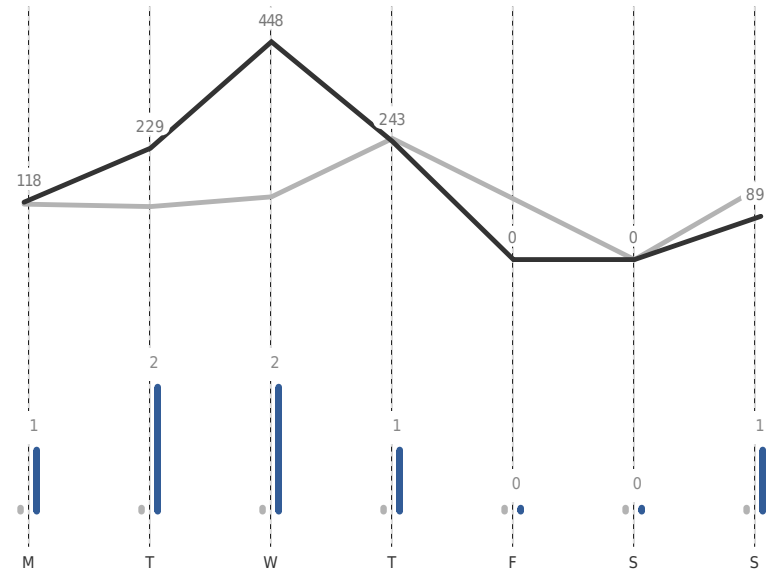
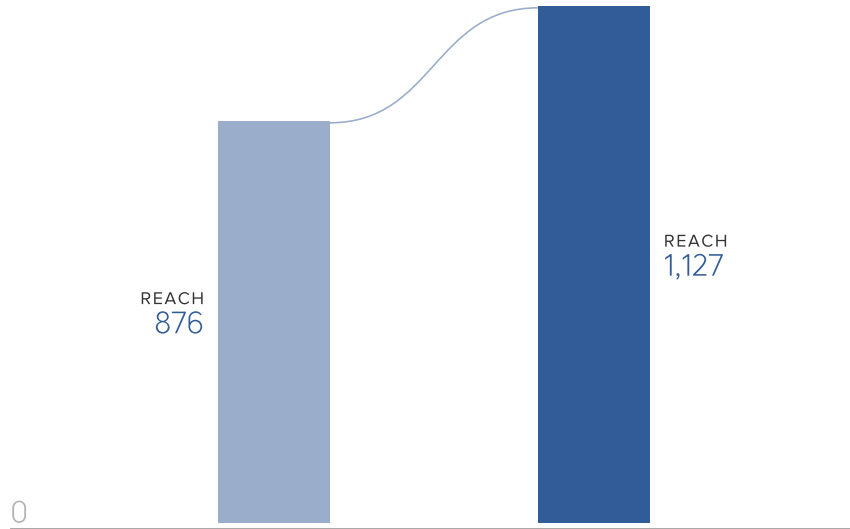
How many people see my posts?

876

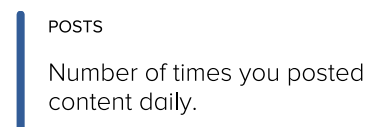
TOTAL REACH LAST WEEK

1.1K

TOTAL REACH THIS WEEK



How to read:



# Facebook Page Likes

How many page likes do I have?

+25

NEW PAGE LIKES LAST WEEK

+23

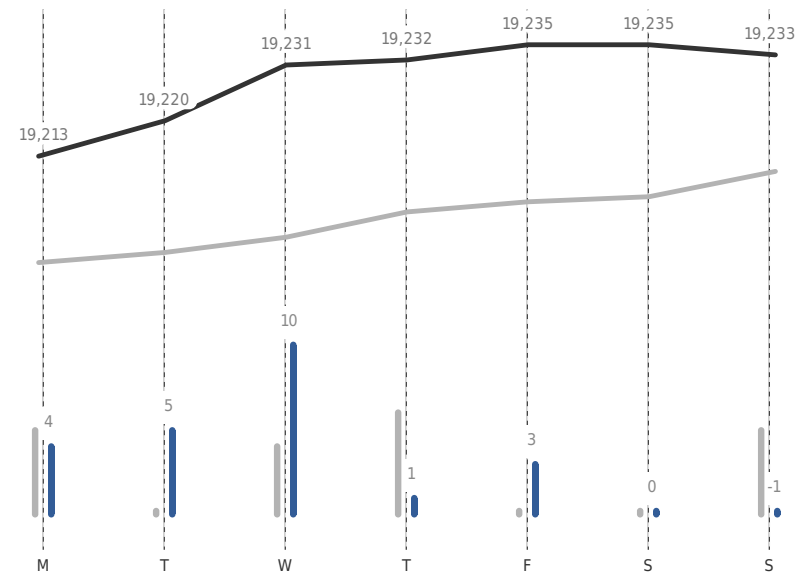
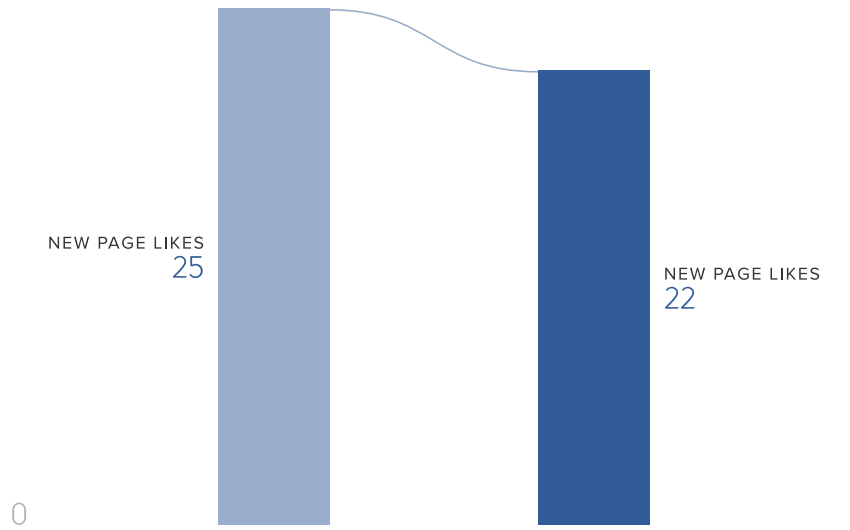
NEW PAGE LIKES THIS WEEK

19.2K

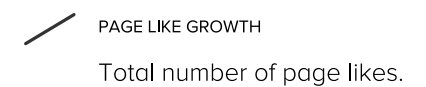
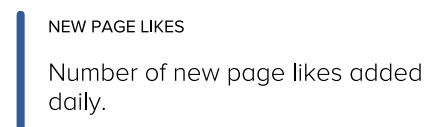
TOTAL PAGE LIKES LAST WEEK

19.2K

TOTAL PAGE LIKES THIS WEEK













How to read:



# Facebook Posts

## What are my best posts?

RANK	DATE	POST	TYPE	LIKES	COMMENTS	SHARES	ENGAGEMENT	POST REACH
1	01/27/2015 10:25 AM	 Winter Storm Juno have your cabin fever at an all-time high? Breathe easy and spend some time on our blog: blog.sumall.com		4	0	1	5	120
2	01/26/2015 01:12 PM	 Shout out to all the community managers out there! Keep making things happen! #CommunityManagerAppreciationDay blog.sumall.com		4	0	0	4	118
3	01/29/2015 05:00 PM	 Here's a favorite post of ours from the past: 7 Design Tips for Non-Designers #ThrowbackThursday powered by https://suma...		2	0	0	2	243
4	01/28/2015 10:46 AM	 Such a cool thing to do during a snowstorm. Help find him!		1	0	0	1	365
5	01/27/2015 07:34 PM	 SumAll shared a link.		0	0	0	0	109

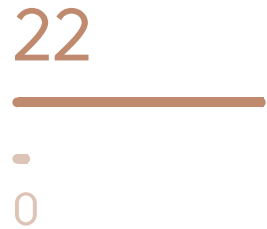
average engagement per post  
1.71



# Instagram Overview

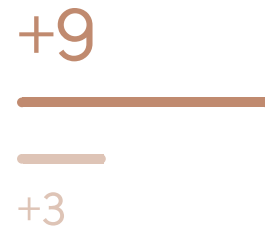
01/19/2015 — 02/01/2015

## ENGAGEMENT



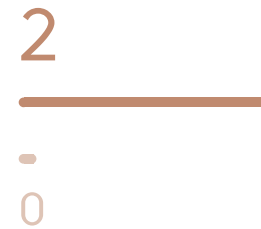
Number of Instagram users that have liked or commented on your content.

## FOLLOWERS



Number of followers you gained.

## POSTS



Number of times you posted content.

How to read:

 THIS WEEK

 LAST WEEK

# Instagram Engagement

Are people interacting with my content?

0

TOTAL ENGAGEMENT  
LAST WEEK

22

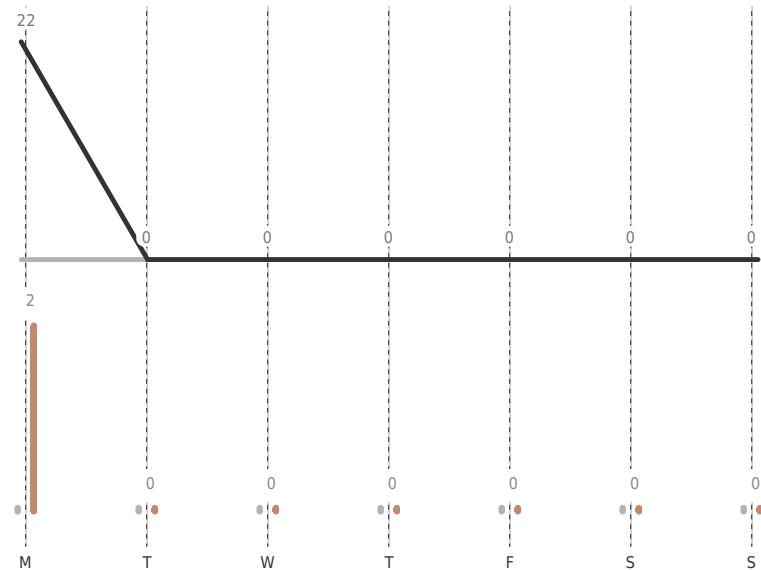
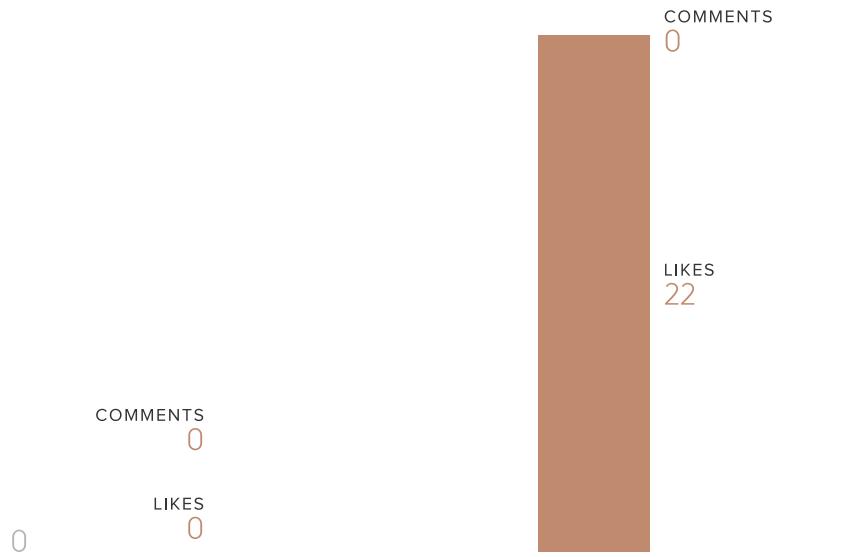
TOTAL ENGAGEMENT  
THIS WEEK

0.00

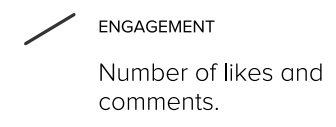
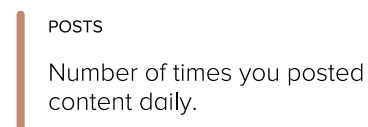
AVERAGE ENGAGEMENT  
PER POST LAST WEEK

11.00

AVERAGE ENGAGEMENT  
PER POST THIS WEEK



How to read:



# Instagram Followers

How many followers do I have?

+3

NEW FOLLOWERS LAST WEEK

+9

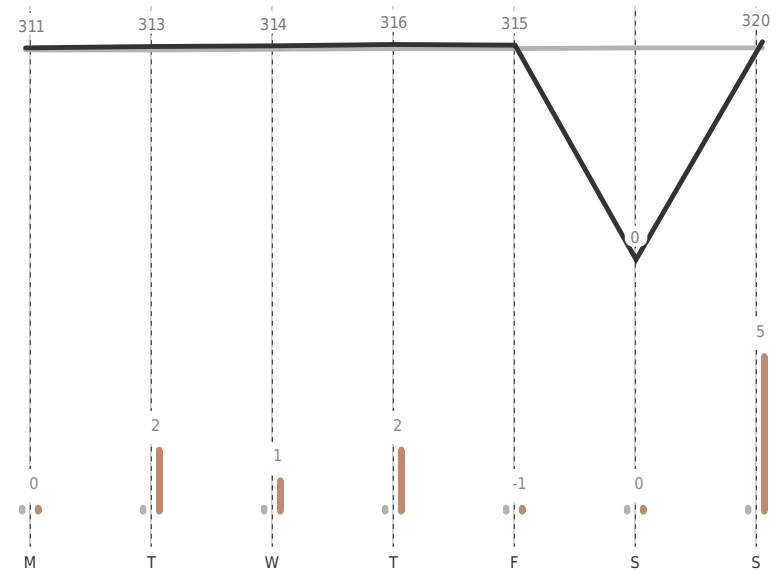
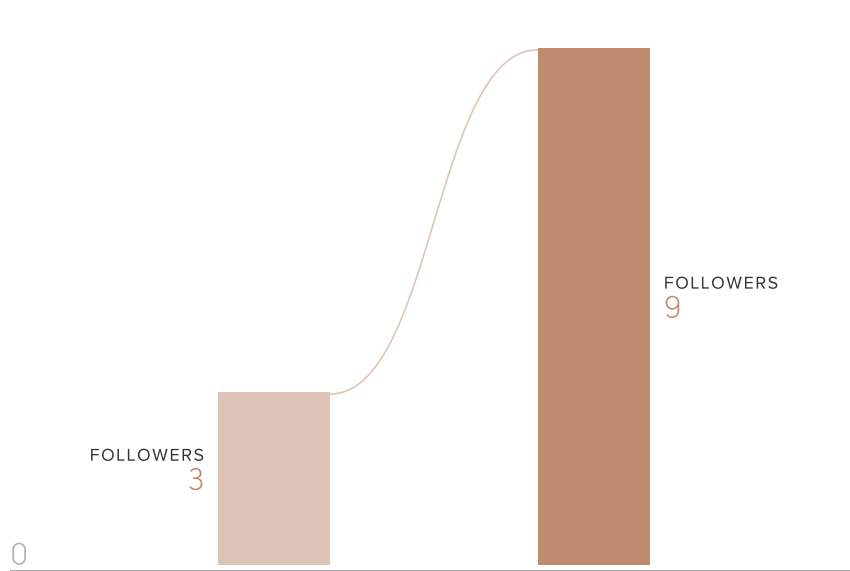
NEW FOLLOWERS THIS WEEK

311

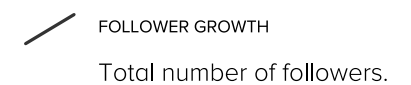
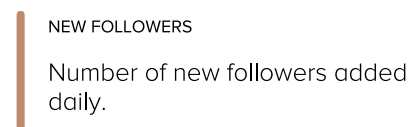
TOTAL FOLLOWERS LAST WEEK

320

TOTAL FOLLOWERS THIS WEEK



How to read:



# Instagram Posts

What are my best posts?

RANK	DATE	POST	COMMENT	LIKES	COMMENTS	ENGAGEMENT
1	01/26/2015 01:39 PM		As long as we can still see #WTC1, #juno isn't too bad...yet. #winterstormjuno	13	0	13
2	01/26/2015 12:24 PM		Gonna be stuck inside? Spend some time with the SumAll Blog. <a href="http://blog.sumall.com">blog.sumall.com</a> #winterstormjuno #juno	9	0	9

average engagement per post  
11.00