





# GROUP REPORT from June 1, 2016 - June 30, 2016

 @PaloAltoLibrary

 Palo Alto City Library

## GROUP STATS across all Twitter and Facebook accounts

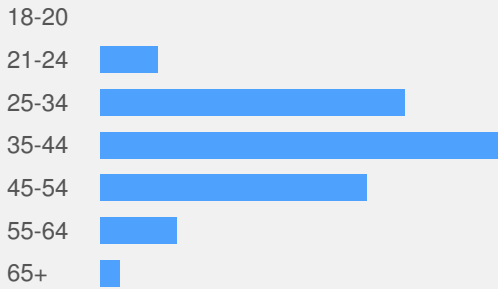
Incoming Messages	313	
Sent Messages	70	
New Twitter Followers	41	
New Facebook Fans	37	

**335 INTERACTIONS**   
 BY **218 UNIQUE USERS**   
**107,827 POTENTIAL REACH** 


## TWITTER STATS across all Twitter accounts

### FOLLOWER DEMOGRAPHICS

 **52%** MALE FOLLOWERS  
 **48%** FEMALE FOLLOWERS



### TWITTER STATS

 **41**  
 New Twitter Followers in this time period

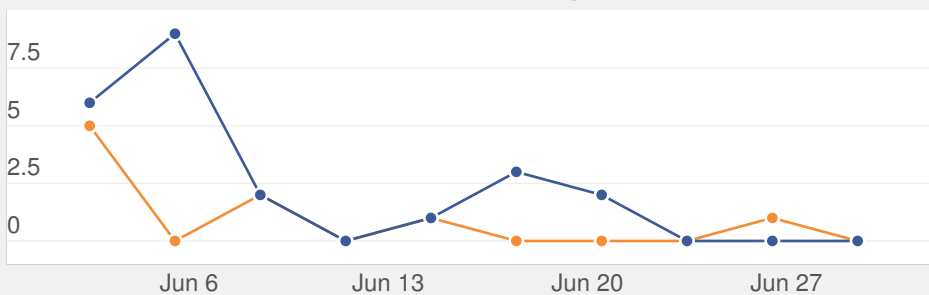
 **13**  
 Link Clicks

 **9**  
 Mentions


 **23**  
 Retweets


### DAILY INTERACTIONS

**@MENTIONS 9** **RETWEETS 23**



### OUTBOUND TWEET CONTENT

 **13** Plain Text

 **16** Links to Pages

 **11** Photo Links

# FACEBOOK STATS across all Facebook pages

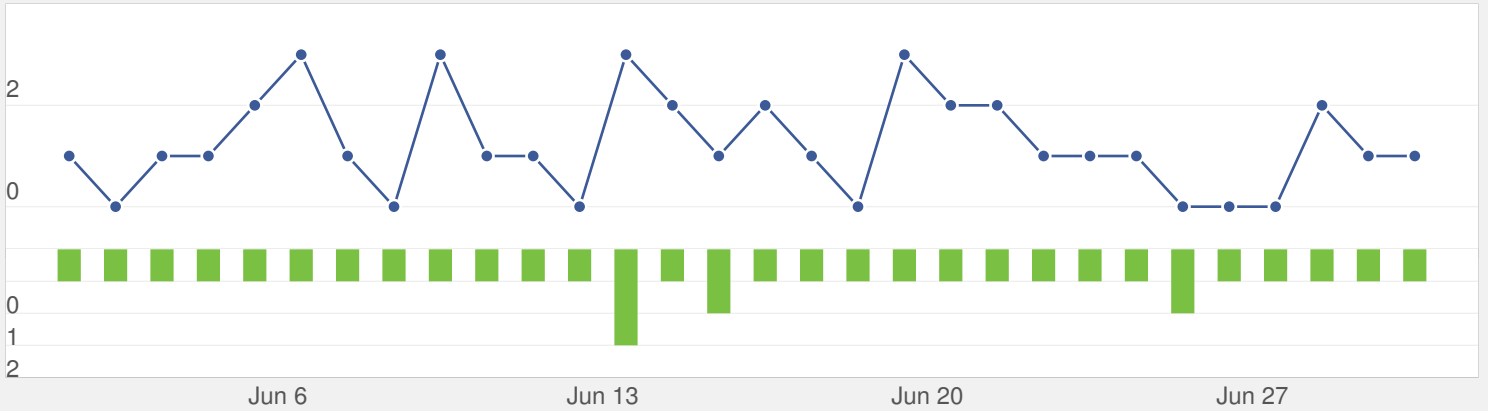


## My Facebook Pages

1.78k Total Likes, and 37 people talking about this

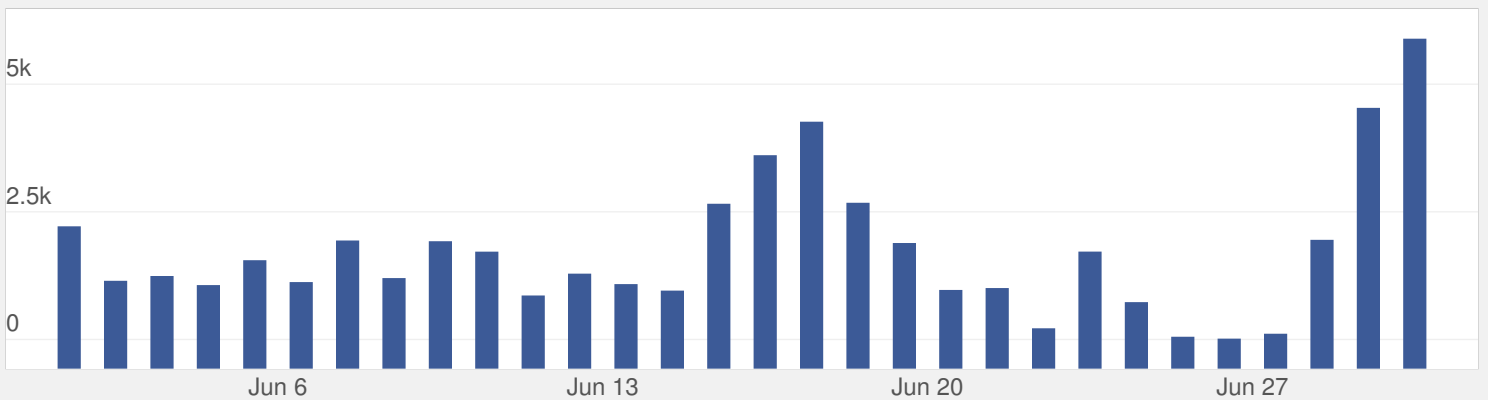
### FAN GROWTH

New Fans **37** Unliked your Page **4**

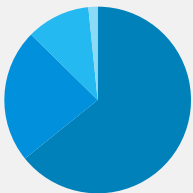


### PAGE IMPRESSIONS

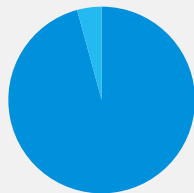
Impressions **51,629** by 17,019 users



### IMPRESSIONS



- Page Post 1.4k
- Fan 505
- Checkin 241
- Other 35
- Mention 0
- Question 0
- User Post 0
- Coupon 0
- Event 0



- Paid 0
- Organic 49.2k
- Viral 2.2k

### BY DAY OF WEEK

Day	Avg	Total
Sun	1.2k	4.7k
Mon	822.5	3.3k
Tue	1.5k	5.9k
Wed	2.2k	10.8k
Thu	2.9k	14.3k
Fri	2.0k	8.0k
Sat	1.2k	4.7k

### IMPRESSION DEMOGRAPHICS

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

#### AGE & GENDER

Age Group	Male	Female
13-17	506 / 1.0k	
18-24	1.1k / 1.6k	
25-34	913 / 2.0k	
35-44	1.1k / 2.8k	
45-54	900 / 2.0k	
55+	711 / 1.7k	

#### TOP COUNTRIES


United States	16.0k
United Kingdom	78
Canada	68
India	65
Taiwan	52

#### TOP CITIES

Palo Alto, CA	6.9k
Sunnyvale, CA	1.1k
San Jose, CA	847
Mountain View, CA	726
Menlo Park, CA	630



# GROUP REPORT from July 1, 2016 - July 31, 2016

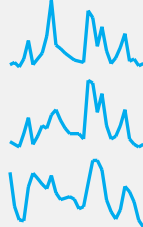
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## GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	461	
Sent Messages	66	
New Twitter Followers	47	
New Facebook Fans	28	

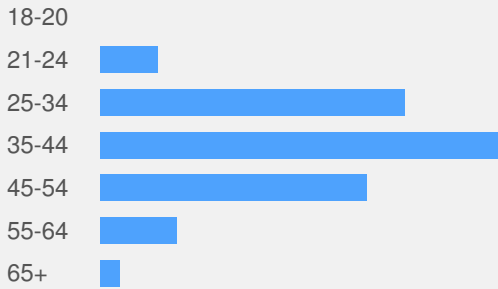
**474 INTERACTIONS**  
 BY **253** UNIQUE USERS  
**121,069** POTENTIAL REACH




## TWITTER STATS across all Twitter accounts




### FOLLOWER DEMOGRAPHICS

 **52%** MALE FOLLOWERS  
 **48%** FEMALE FOLLOWERS



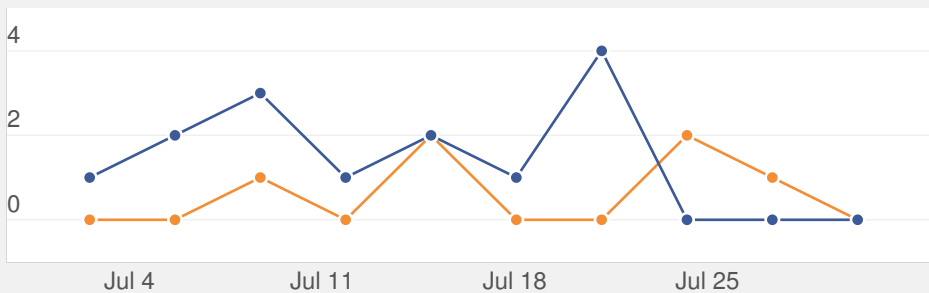
### TWITTER STATS

 **47**  
New Twitter Followers in this time period


 **12** Link Clicks  
 **6** Mentions  
 **14** Retweets


### DAILY INTERACTIONS


**@MENTIONS 6** **RETWEETS 14**



### OUTBOUND TWEET CONTENT

 **5** Plain Text

 **11** Links to Pages

 **12** Photo Links

# FACEBOOK STATS across all Facebook pages

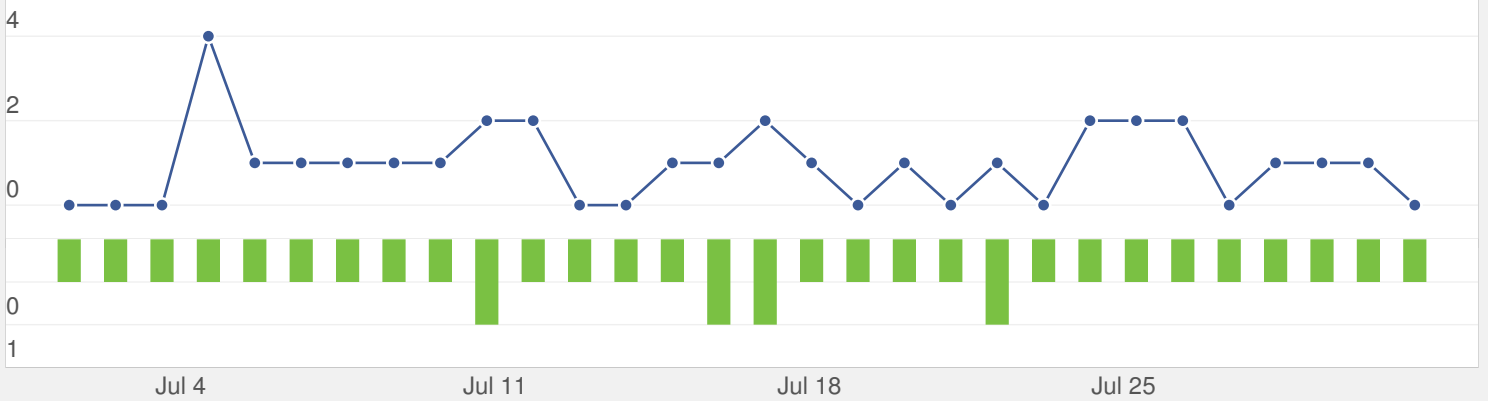


## My Facebook Pages

1.77k Total Likes, and 21 people talking about this

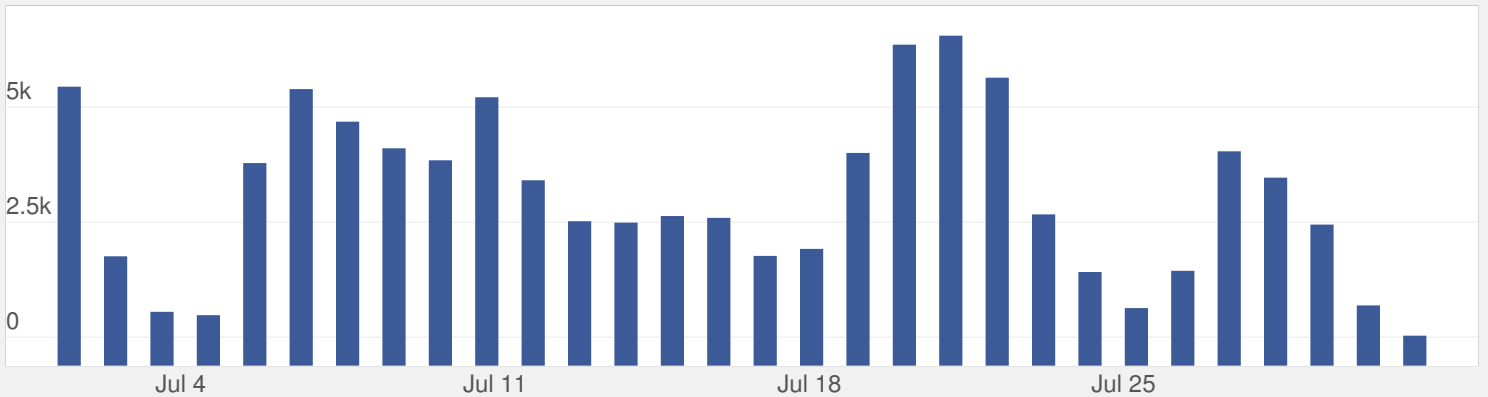
### FAN GROWTH

New Fans **28** Unliked your Page **3**

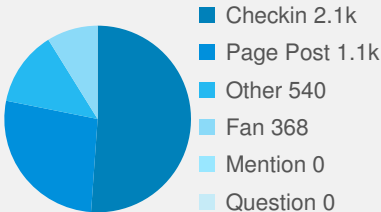


### PAGE IMPRESSIONS

Impressions **91,977** by **24,138** users



### IMPRESSIONS



### BY DAY OF WEEK

Day	Avg	Total
Sun	1.8k	9.2k
Mon	1.6k	6.3k
Tue	3.1k	12.5k
Wed	4.8k	19.2k
Thu	4.0k	15.9k
Fri	4.1k	20.4k
Sat	1.7k	8.6k

### IMPRESSION DEMOGRAPHICS

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

#### AGE & GENDER

Age Group	Male	Female
13-17	1.1k	1.7k
18-24	2.2k	2.6k
25-34	1.3k	2.6k
35-44	1.6k	3.5k
45-54	1.2k	2.6k
55+	877	2.4k

#### TOP COUNTRIES

Country	Count
United States	22.9k
Korea, South	140
United Kingdom	117
India	97
Israel	96

#### TOP CITIES

City	Count
Palo Alto, CA	9.7k
Sunnyvale, CA	1.4k
San Jose, CA	1.1k
Mountain View, CA	1.0k
Menlo Park, CA	1.0k

