


Group Report


March 2019


Understand growth and health of your social profiles

Exhibit 4

Included in this Report

 cityofcarson_ca

 City of Carson, Californi

 City of Carson, CA

Group Activity Overview

Impressions

 **380.6k**

Engagements

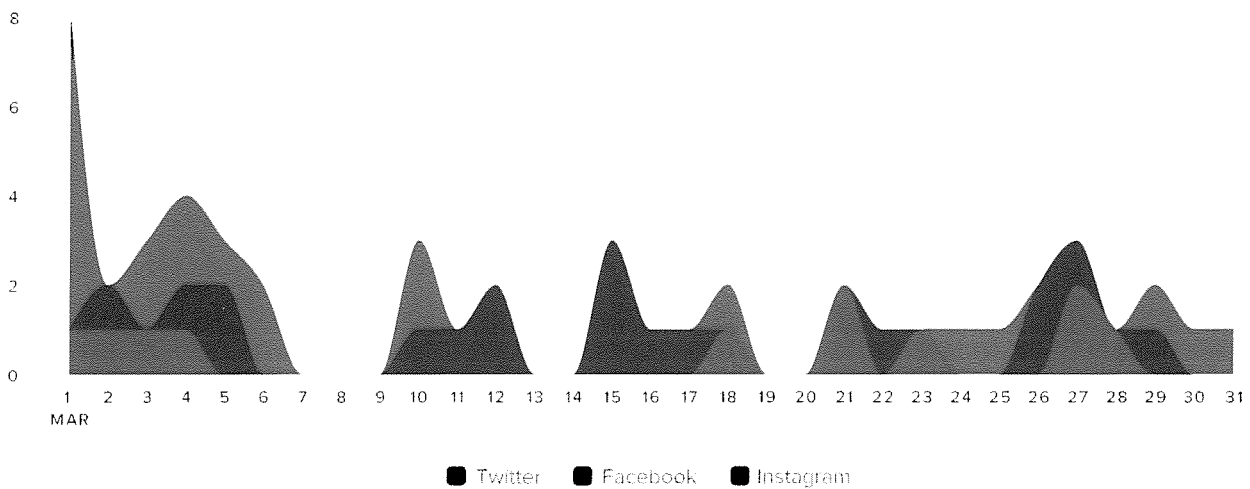
 **483**

Link Clicks

 **112**

Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics

Total

Total Followers Change

Total Followers	5,756	↗ 0.6%
New Twitter Followers	8	↗ 0.9%
New Facebook Fans	13	↗ 0.3%
New Instagram Followers	14	↗ 1.3%
Total Followers Gained	35	↗ 0.6%

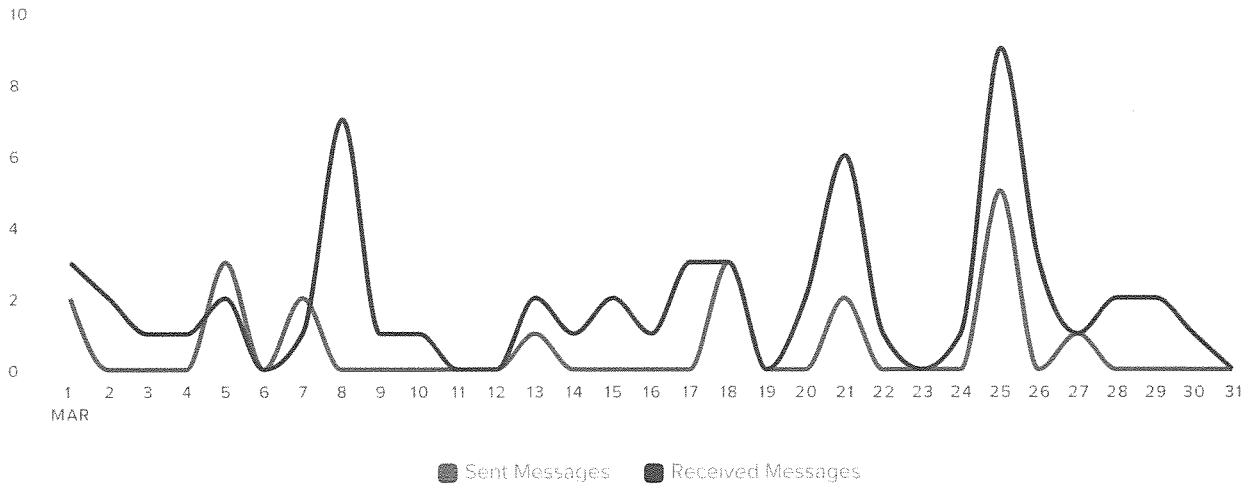
Total followers increased by

↗ 0.6%

since previous date range

Group Message Volumes

MESSAGES PER DAY



Sent Messages Metrics

	Total	Change
Twitter Tweets and DMs Sent	8	↗ 14.3%
Facebook Posts Sent	6	↘ 14.3%
Instagram Messages Sent	5	↘ 16.7%
Total Messages Sent	19	↘ 5%

Message volume decreased by

↘ 5%

since previous date range

Received Messages Metrics

	Total	Change
Twitter Messages Received	37	↘ 32.7%
Facebook Messages Received	11	↗ 10%
Instagram Comments Received	11	↗ 10%
Total Messages Received	59	↘ 21.3%

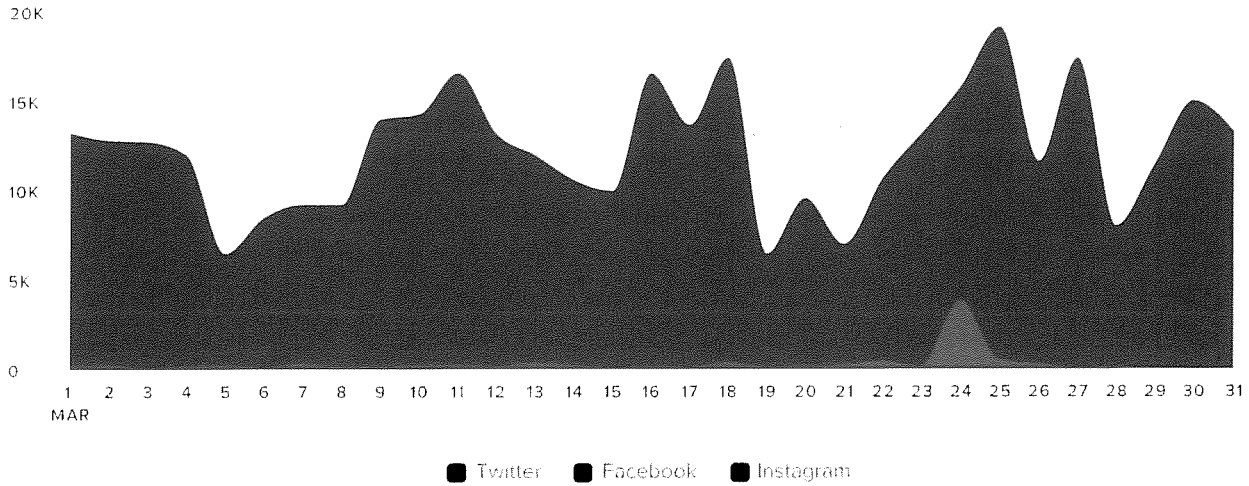
Message volume decreased by

↘ 21.3%

since previous date range

Group Impressions

IMPRESSIONS PER DAY



Impressions by Media

Twitter Impressions

Total

10,599

Change

↗ 104.2%

Facebook Impressions

369,985

↗ 0%

Instagram Impressions

0

→ 0%

Total Impressions

380,584

↗ 1.5%

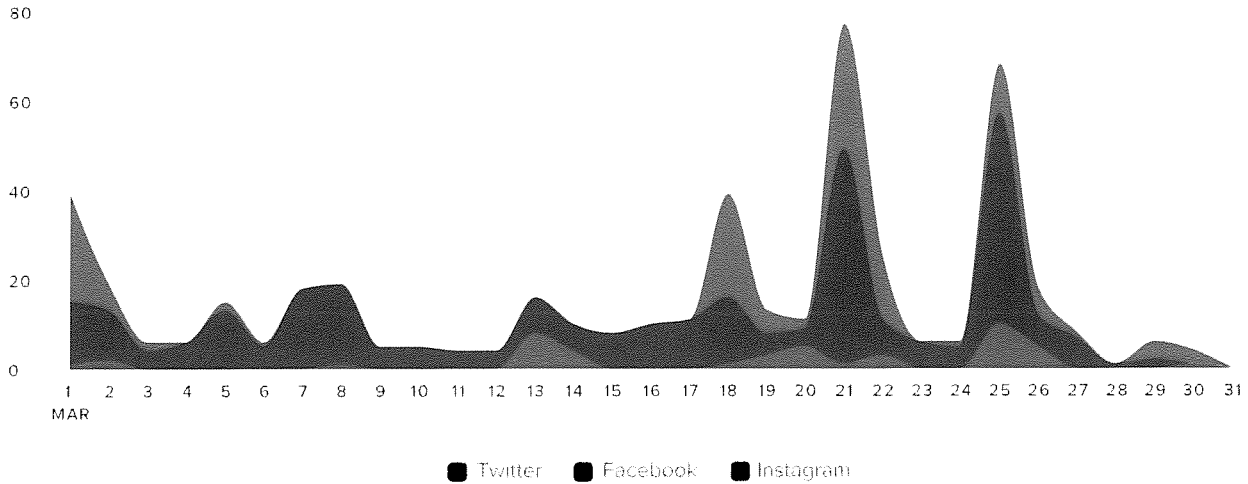
Total Impressions increased by

▲1.5%

since previous date range

Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics




	Count	Change
Twitter Engagements	45	↘ 43%
Facebook Engagements	305	↗ 35.6%
Instagram Engagements	133	↘ 38.7%
Total Engagements	483	↘ 7.3%

The number of engagements decreased by

-7.3%

since previous date range

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 cityofcarson_ca @cityofcarson_ca	920	0.88%	8	10,599	1,324.9	45	5.6	0
 City of Carson, CA Business Page	3,746	0.32%	6	369,985	61,664.2	305	50.8	112
 City of Carson, Californi @cityofcarsonca	1,090	1.3%	5	0	0	133	26.6	—