

Facebook
Default All Slides Report

Acorn Hills

01.01.2023 - 31.01.2023



Overview

Acorn Hills

01.01.2023 - 31.01.2023



03 Quick Healthcheck

Acorn Hills



Exceptional Performance

Acorn Hills

Quick Healthcheck

- No Significant Change Fans
- ↓ Decreasing Engagement Rate
- ↑ Increasing Reach
- ↑ Increasing Impressions
- ↑ Increasing Video Views

Data Performance:

Increasing: +5%
Decreasing: -5%
Remains the same: -5% - +5%

Overall Performance:

Exceptional: 80-100 points
Highly Effective: 60 – 79 points
Somewhat Effective: 40 – 59 points
Not Effective: 20 – 39 points
Negatively Affected: 0-19 points

04 Overview

How you performed on key indicators



TOTAL PAGE LIKE

221.7K

0.21

PAGE LIKE GROWTH

-415

2,541

TOTAL ENGAGEMENT

806

57

ENGAGEMENT RATE

0.36 %

57

IMPRESSIONS

4.5M

33

REACH

4.1M

33

ORGANIC REACH

14.7K

23

PAID REACH

4.1M

33

ORGANIC REACH
ENGAGEMENT RATE

2.35 %

29

TOTAL POSTS

3

0

- Click to edit
- Click to edit
- Click to edit

05 Posts and Interactions

How active were you on Facebook this period

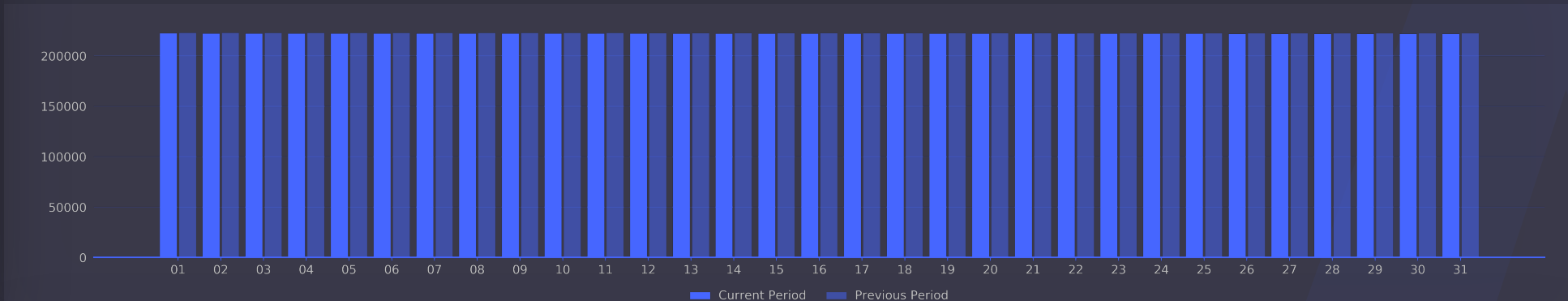


TOTAL PAGE LIKE

221.7K

0.21

PAGE LIKE

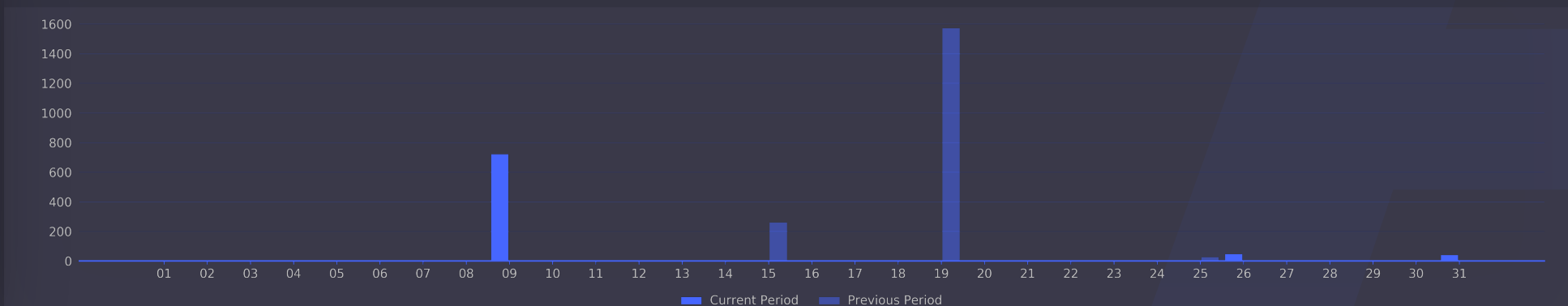


ENGAGEMENT

806

57

INTERACTIONS





Page Like

Acorn Hills

01.01.2023 - 31.01.2023

07 Page Performance

How you fans found your page



PAGE LIKE

221.7K

0.21

PAGE LIKE GROWTH

-415

2,541

ORGANIC PAGE LIKE

346

0

PAID PAGE LIKE

1

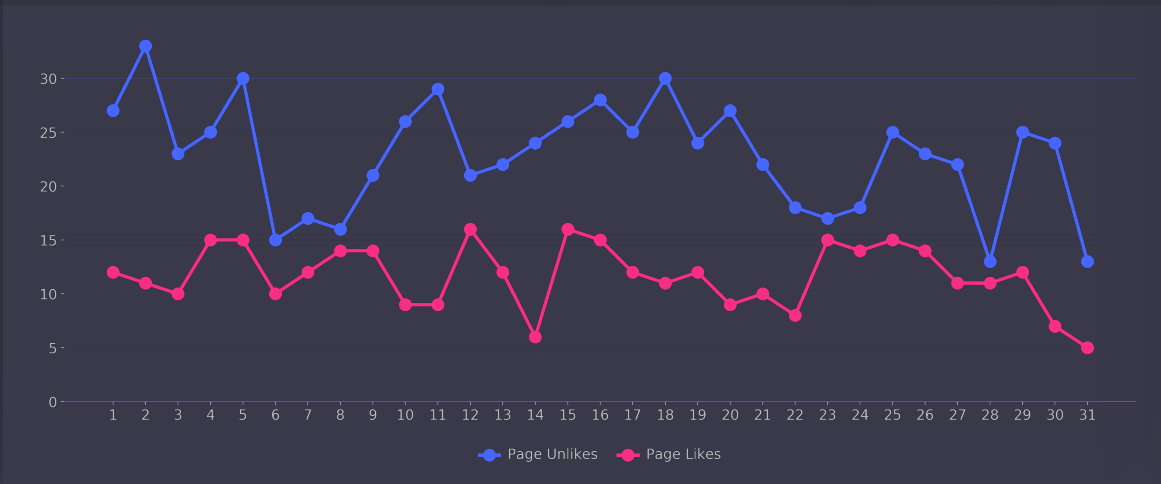
N/A

PAGE UNLIKE

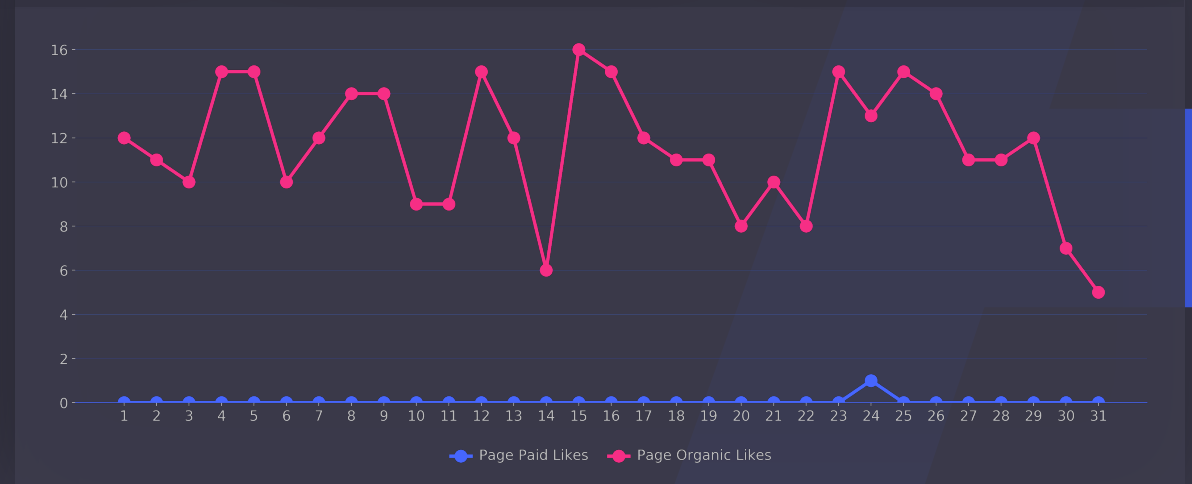
682

18

PAGE LIKE VS PAGE UNLIKE



ORGANIC PAGE LIKE VS PAID PAGE LIKE

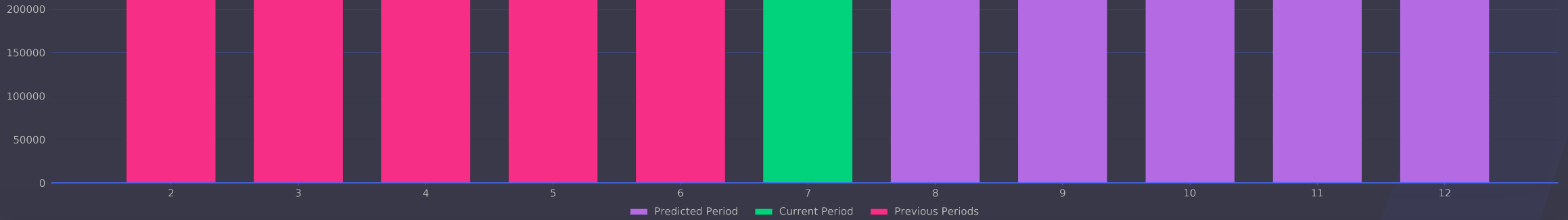


08 Page Like Growth

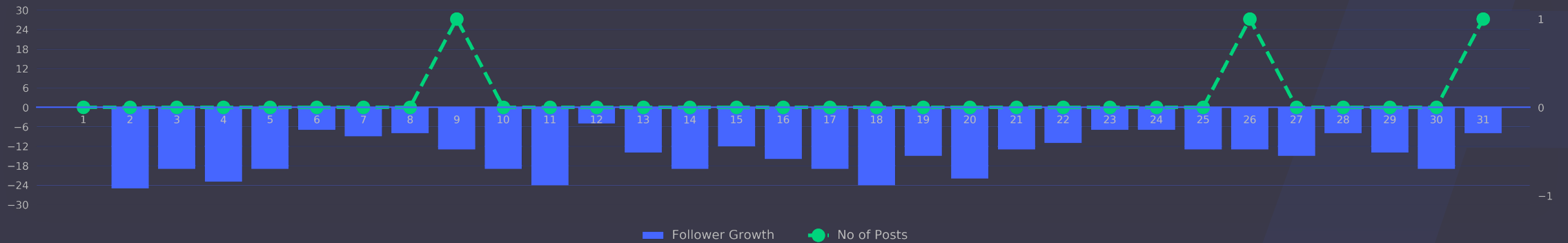
How was your progress with page like



POTENTIAL PAGE LIKE GROWTH



GROWTH OF PAGE TOTAL LIKE



11 Fans by Demography

Who are your fans



TOP COUNTRY

UK

UK

TOP CITY

Lon

Lon

TOP LANGUAGE

en_EN

en_EN

TOP AUDIENCE

Female

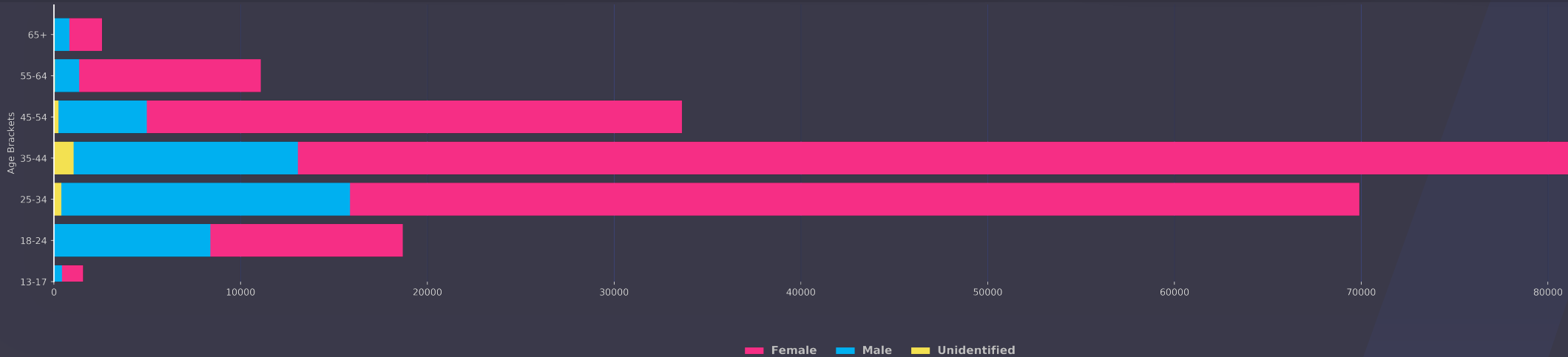
Female

TOP AGE GROUP

35-44

35-44

FOLLOWERS BY DEMOGRAPHY



12 Fans by Geography - Country

Countries your fans come from

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



No	Page like by Country	Total Page Likes	Absolute Growth	Percentage in Total (%)
1	United Kingdom	211,735	-373	97.53
2	Germany	1,379	-33	0.64
3	China	809	1	0.37
4	Cyprus	667	-8	0.31
5	Azerbaijan	564	-1	0.26
6	United States	486	-11	0.22
7	Iraq	443	-1	0.20
8	Georgia	378	-3	0.17
9	India	318	-2	0.15
10	Turkey	309	-19	0.14

01.01.2023 - 31.01.2023

13 Fans by Geography - City

Cities your fans live in

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



No	Page like by Country	Total Page Likes	Absolute Growth	Percentage in Total (%)
1	City	62,932	247	46.56
2	City	19,404	-31	14.35
3	City	16,491	-37	12.20
4	City	11,171	-24	8.26
5	City	5,805	-41	4.29
6	City	4,562	-8	3.37
7	City	4,355	-15	3.22
8	City	3,519	22	2.60
9	City	3,484	51	2.58
10	City	3,451	85	2.55

01.01.2023 - 31.01.2023



Impressions & Reach

Acorn Hills

01.01.2023 - 31.01.2023

15 Page Impressions

Times your Fans saw contents from your Page or a content about your Page entered a person's screen



TOTAL PAGE IMPRESSIONS

4.5M

33

ORGANIC PAGE IMPRESSIONS

19.5K

32

PAID PAGE IMPRESSIONS

4.4M

33

VIRAL PAGE IMPRESSIONS

1.9K

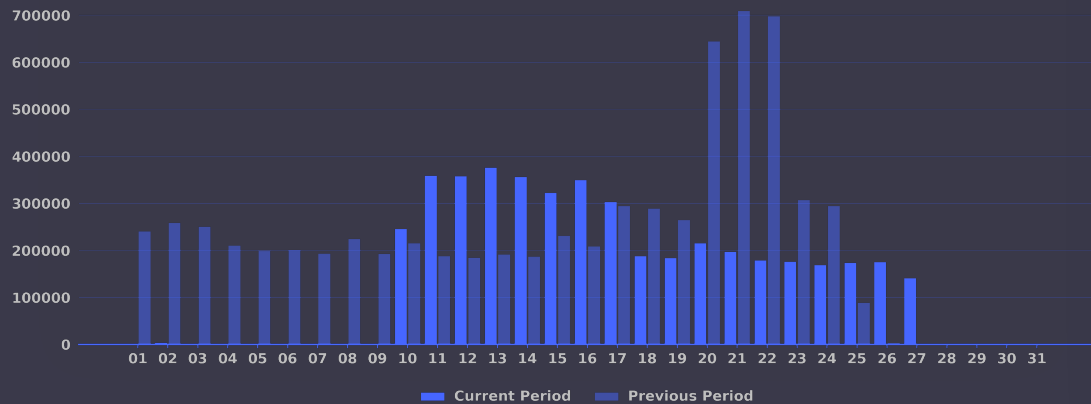
21

AVERAGE PAGE IMPRESSION PER PERSON

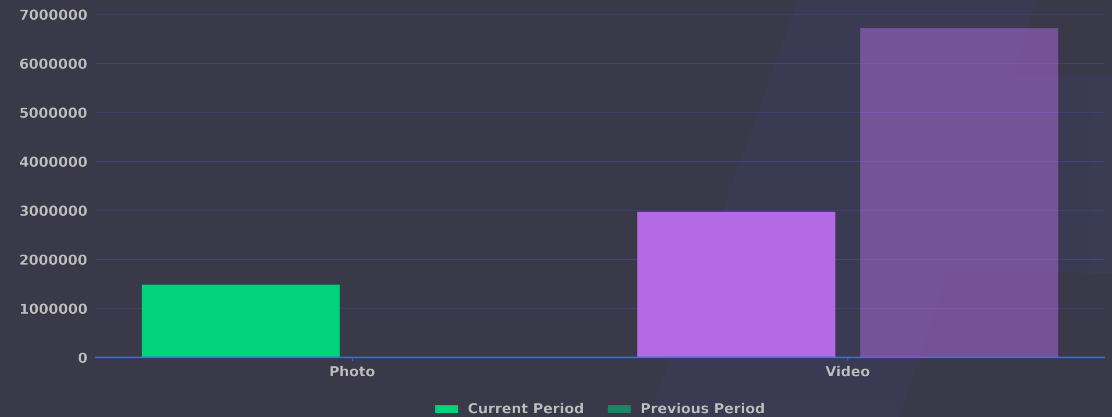
20.16

33

TOTAL PAGE IMPRESSIONS



AVERAGE PAGE IMPRESSIONS BY POST TYPE

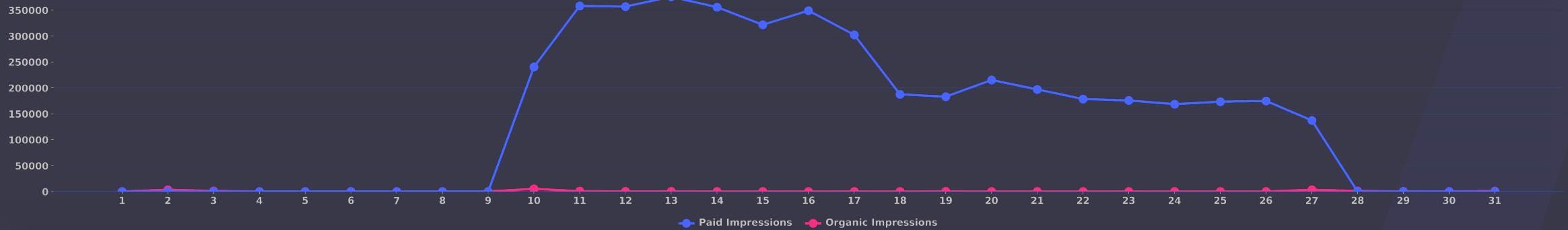


16 Page Impressions Continued

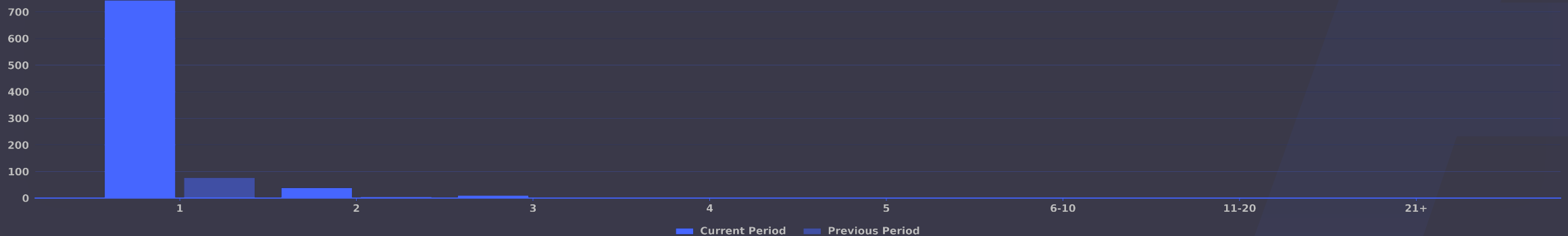
How did your organic impressions performed when compared to paid and more



PAID OVER ORGANIC PAGE IMPRESSIONS



FREQUENCY DISTRIBUTION OF TOTAL PAGE IMPRESSIONS



17 Post Impressions

The number of times your Page's post entered a person's screen. Posts include statuses, photos, links, videos and more



TOTAL POST IMPRESSIONS

189.9K

32

ORGANIC POST IMPRESSIONS

17K

27

PAID POST IMPRESSIONS

172.9K

35

VIRAL POST IMPRESSIONS

135

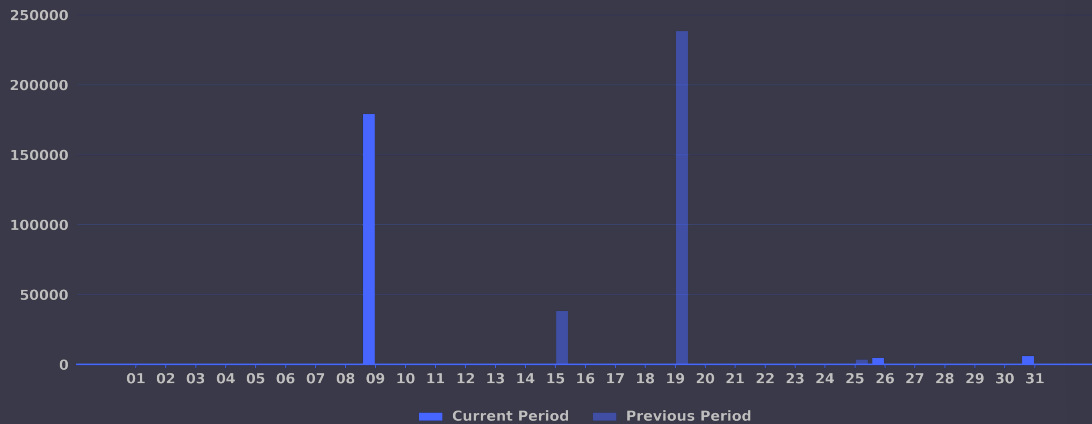
22

AVERAGE POST IMPRESSION

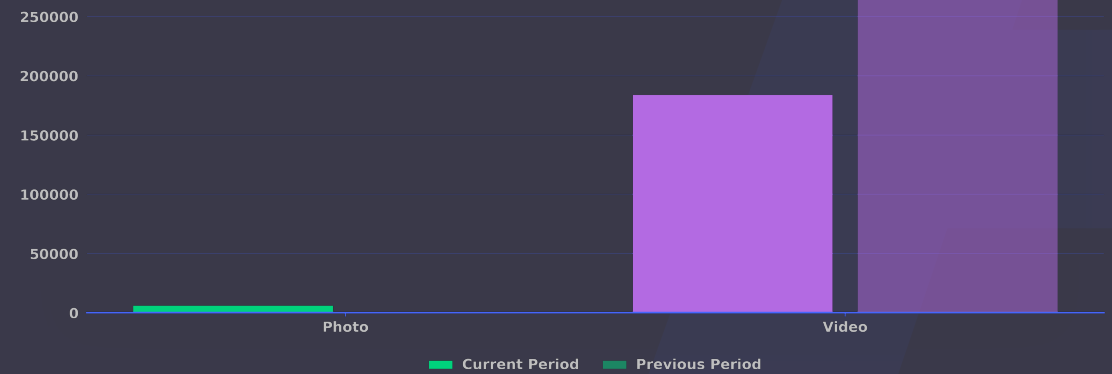
63.3K

32

TOTAL POST IMPRESSIONS



AVERAGE POST IMPRESSIONS BY POST TYPE

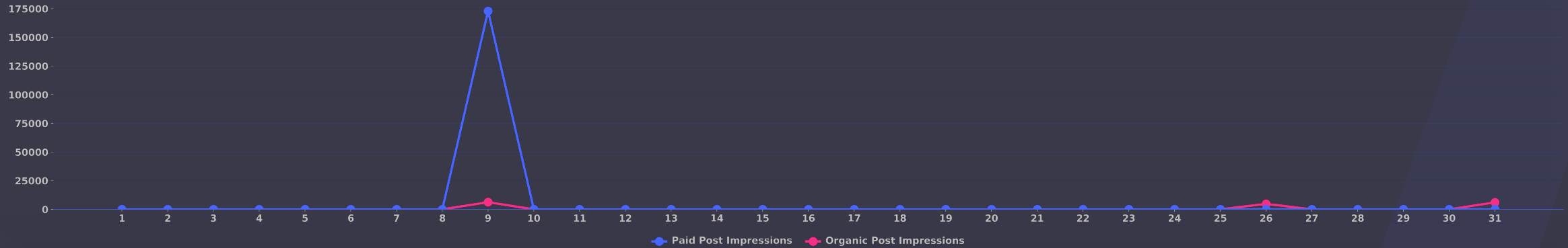


18 Post Impressions Cont'd

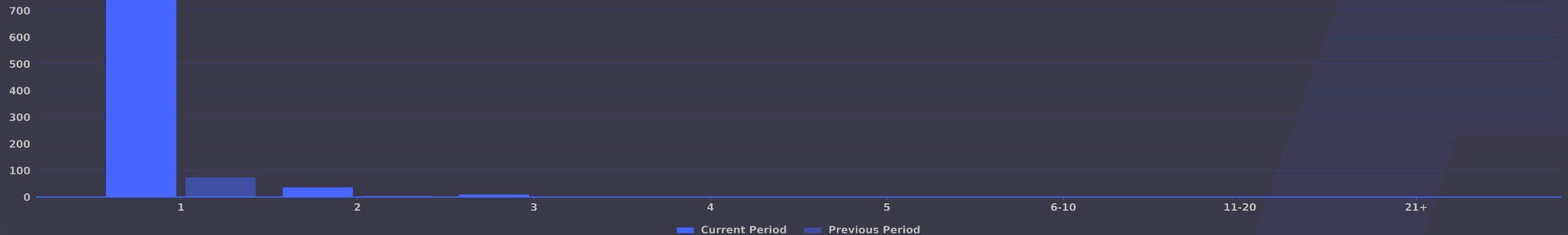
How did your organic impressions performed when compared to paid and more



PAID OVER ORGANIC POST IMPRESSIONS



FREQUENCY DISTRIBUTION OF TOTAL POST IMPRESSIONS



19 Page Reach

The number of people who had any content from your Page or about your Page enter their screen. This includes posts, stories, check-ins, ads, social information from people who interact with your Page and more.



TOTAL PAGE REACH

4.1M

33

ORGANIC PAGE REACH

14.7K

23

PAID PAGE REACH

4.1M

33

VIRAL PAGE REACH

1.6K

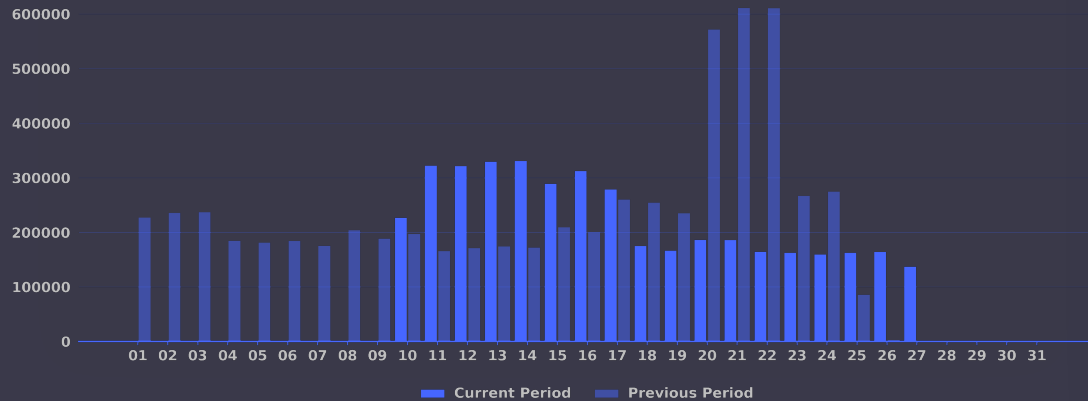
23

AVERAGE PAGE REACH

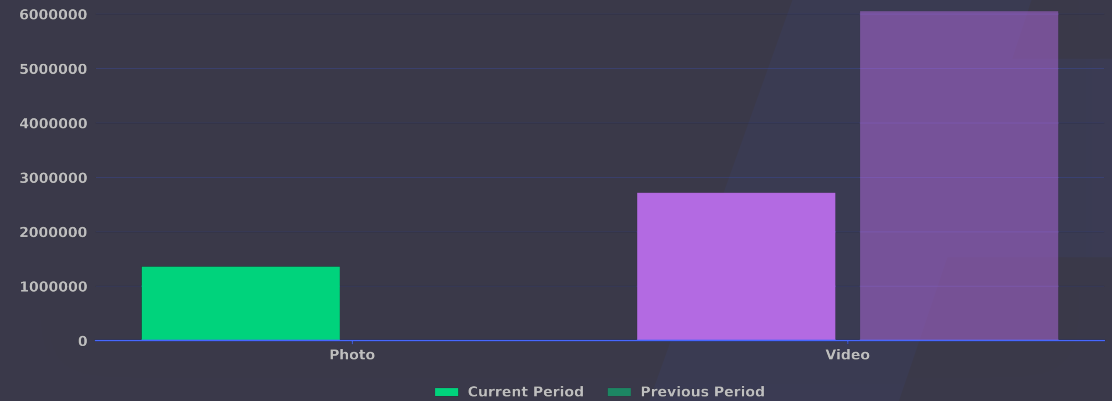
61.35K

40

TOTAL PAGE REACH



AVERAGE PAGE REACH BY POST TYPE

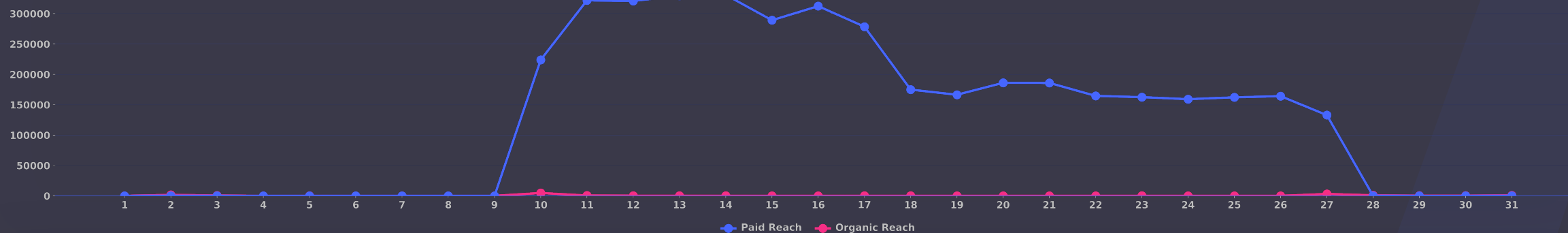


20 Page Reach Cont'd

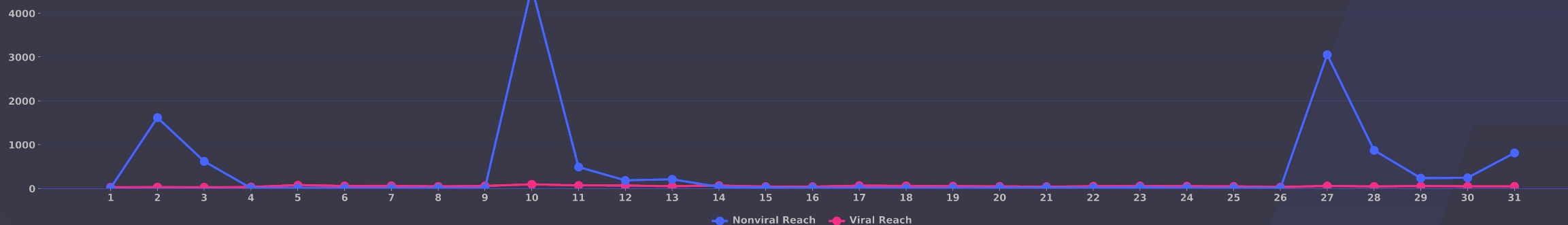
How did your organic reach performed when compared to paid and more



PAID OVER ORGANIC PAGE REACH



VIRAL OVER NON-VIRAL PAGE REACH



21 Post Reach

The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more.



TOTAL POST REACH

184.1K

40

ORGANIC POST REACH

15.5K

24

PAID POST REACH

168.6K

41

VIRAL POST REACH

109

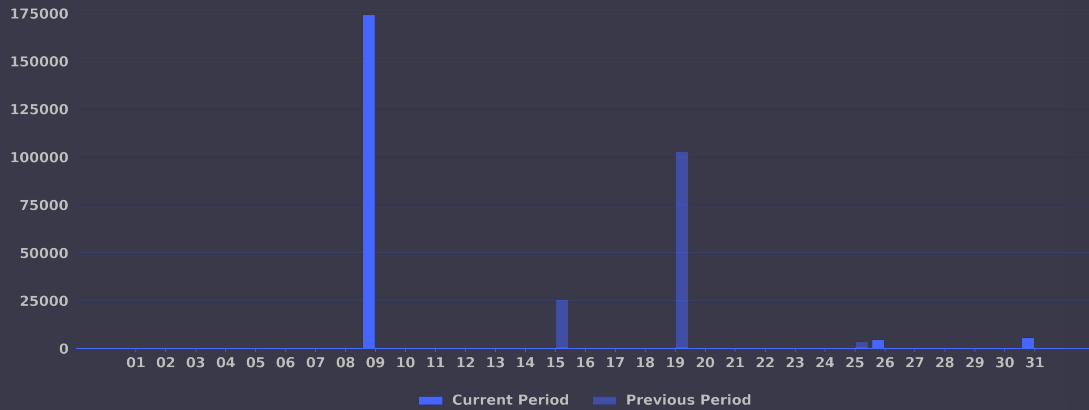
29

AVERAGE POST REACH

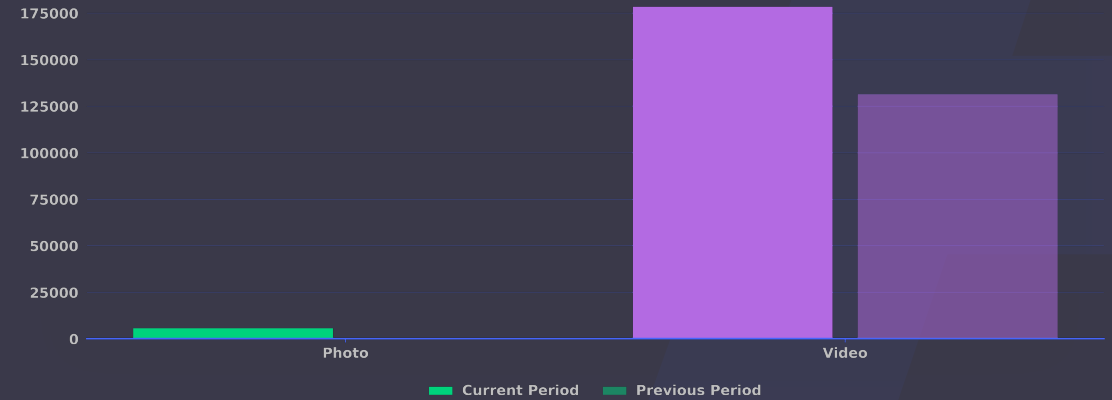
61.35K

40

TOTAL POST REACH



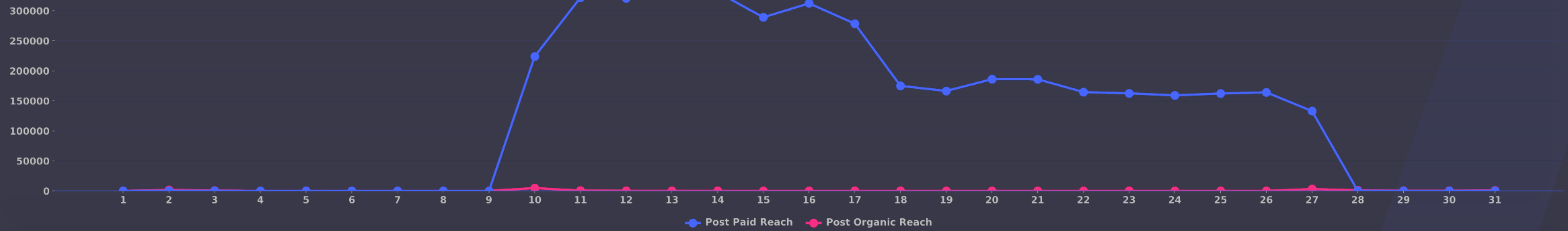
AVERAGE POST REACH BY POST TYPE



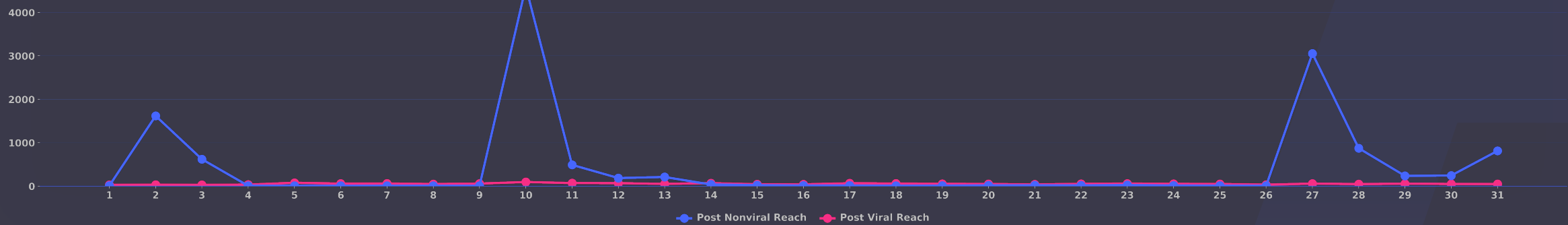
22 Post Reach Cont'd



PAID OVER ORGANIC POST REACH



VIRAL OVER NON VIRAL POST REACH

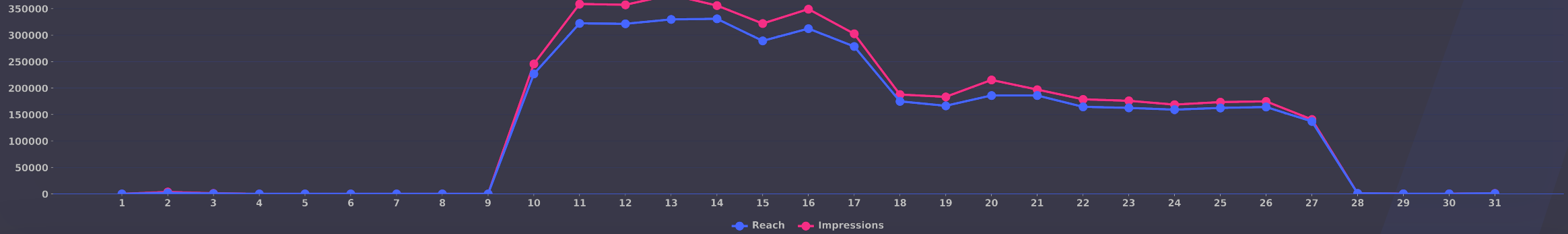


23 Page Impressions over Reach

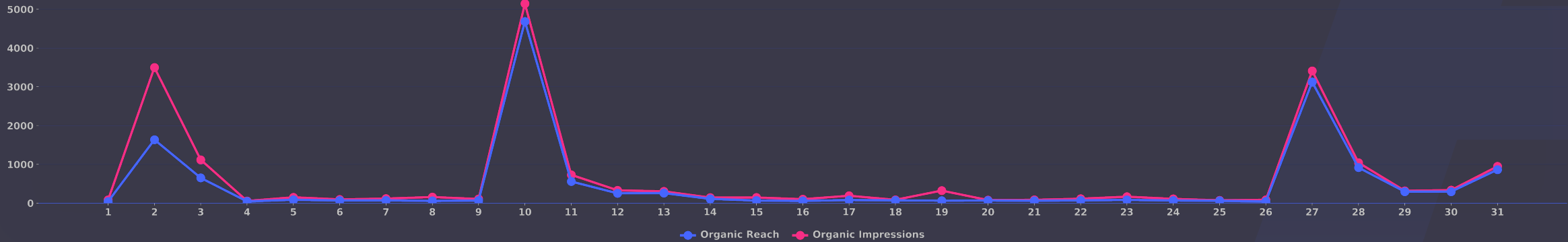
Daily breakdown of who did see your Page and how many times – Total and Organic



TOTAL PAGE IMPRESSIONS OVER REACH



ORGANIC PAGE IMPRESSIONS OVER REACH

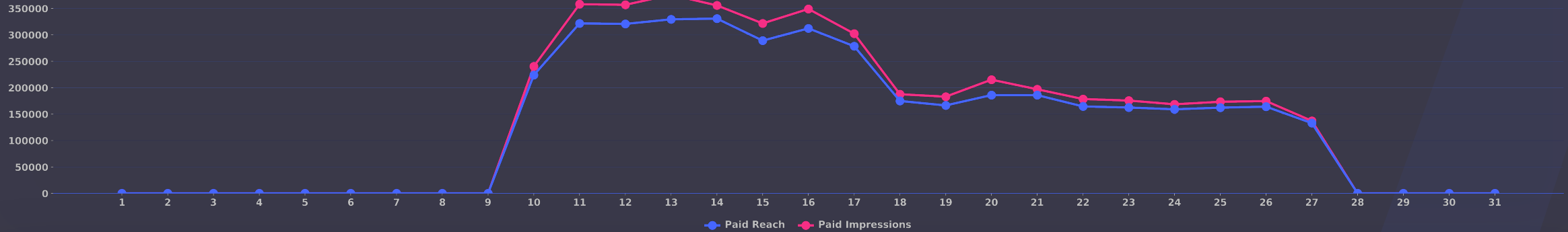


24 Page Impressions and Reach

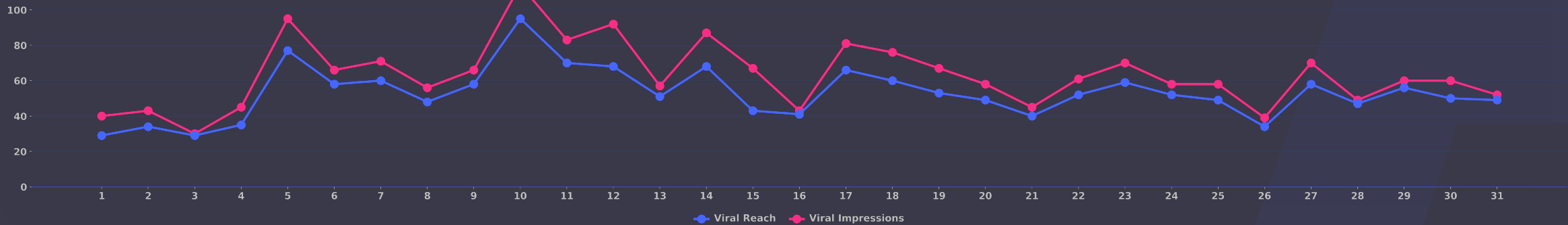
Daily breakdown of who did see your posts and how many times – Paid and Viral



PAID PAGE IMPRESSIONS OVER PAID PAGE REACH



VIRAL PAGE IMPRESSIONS OVER VIRAL PAGE REACH

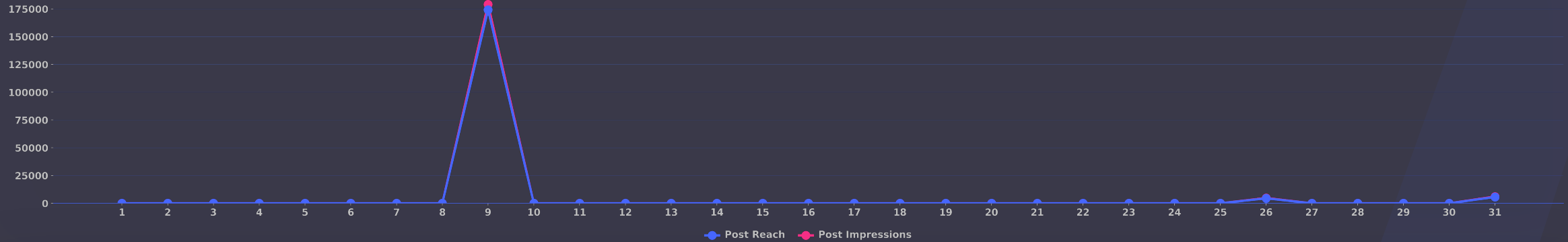


25 Post Impressions and Reach

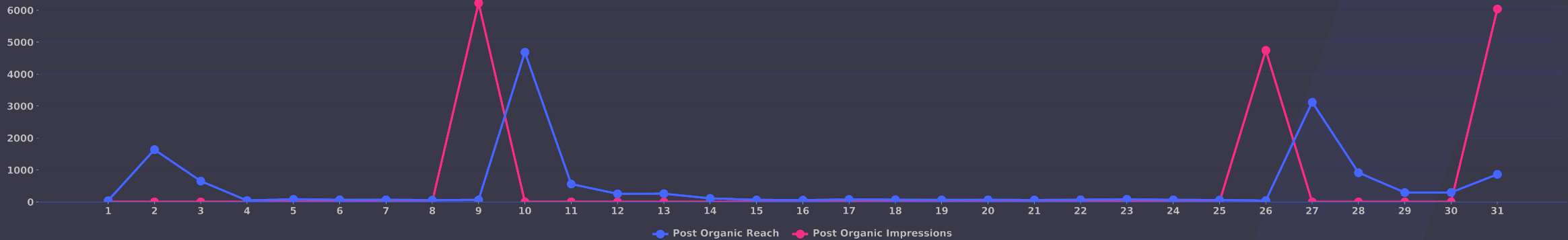
Daily breakdown of who did see your posts and how many times – Paid and Viral



TOTAL POST IMPRESSIONS OVER POST REACH



ORGANIC POST IMPRESSIONS OVER POST REACH

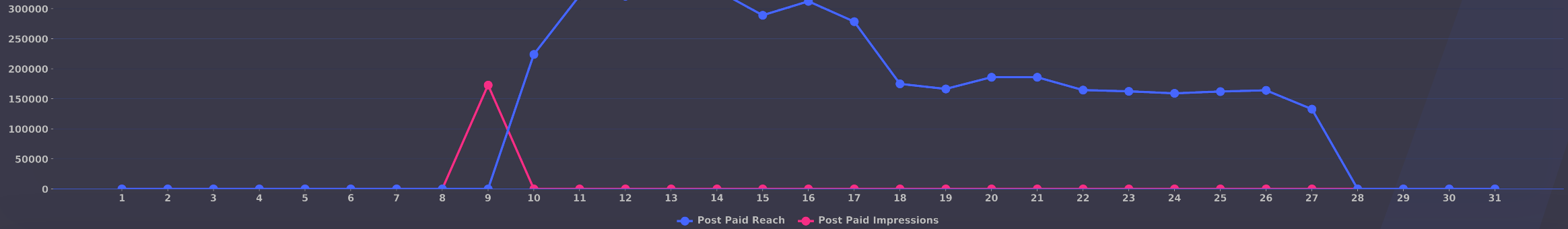


26 Post Impressions and Reach

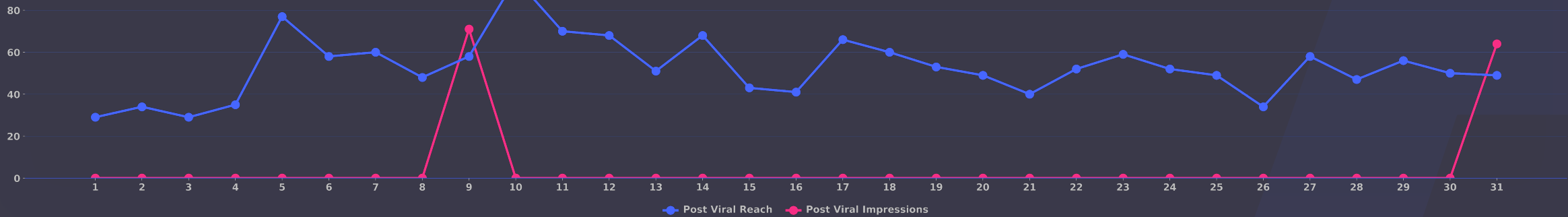
Daily breakdown of who did see your Posts and how many times – Paid and Viral



PAID POST IMPRESSIONS OVER REACH



VIRAL POST IMPRESSIONS OVER REACH



27 Reach by Demography

Who did you reach



MOST REACHED AUDIENCE

71.2K

71.1K

MOST REACHED GENDER

Female

Female

MOST REACHED AGE GROUP

35-44

35-44

MOST REACHED COUNTRY

UK

UK

MOST REACHED CITY

Lon

Lon

FAN VS NON FAN REACH

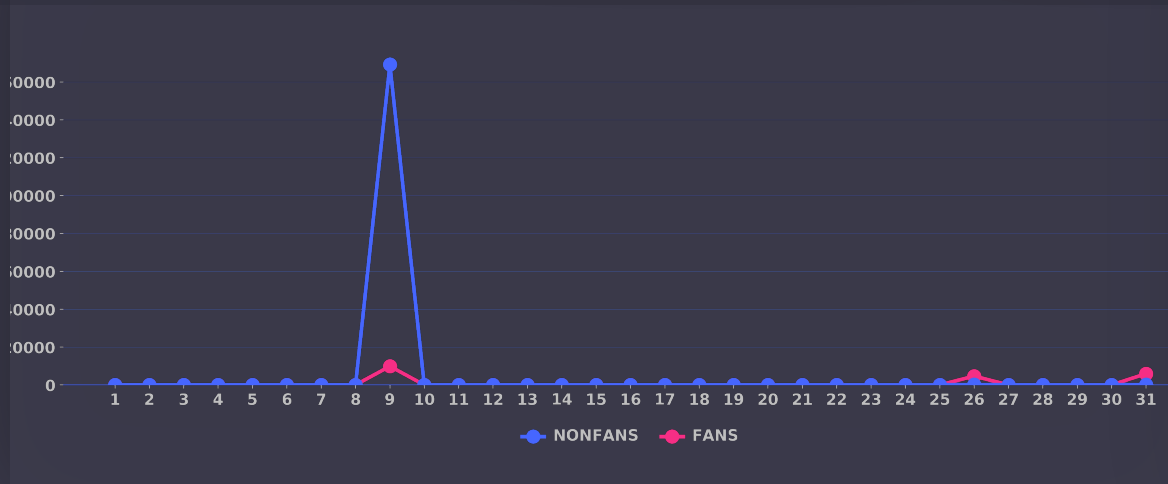


Chart not found





Profile/Page Activity

Acorn Hills

01.01.2023 - 31.01.2023

29 Profile Activity

How did your fans and non fans interacted with your Page link



PAGE VIEWS

801

4

PAGE CTA CLICKS

4

100

CALL NOW CLICKS

0

N/A

GET DIRECTION CLICKS

0

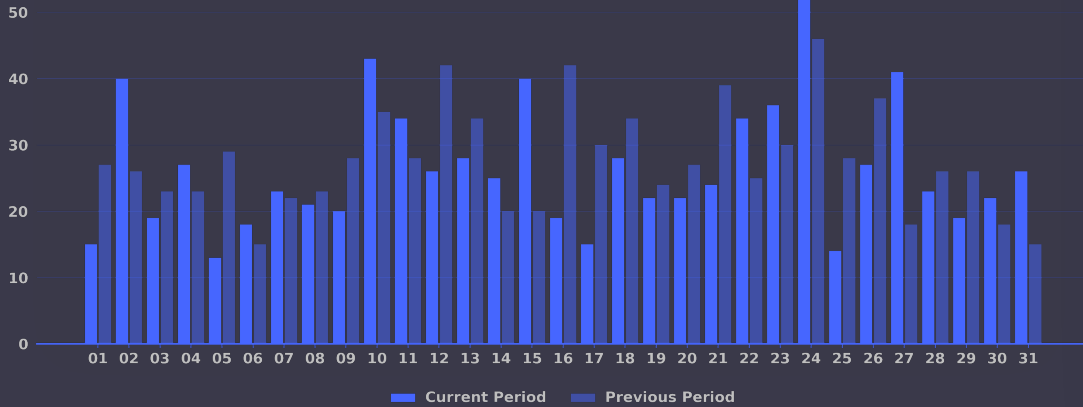
N/A

WEBSITE CTA CLICKS

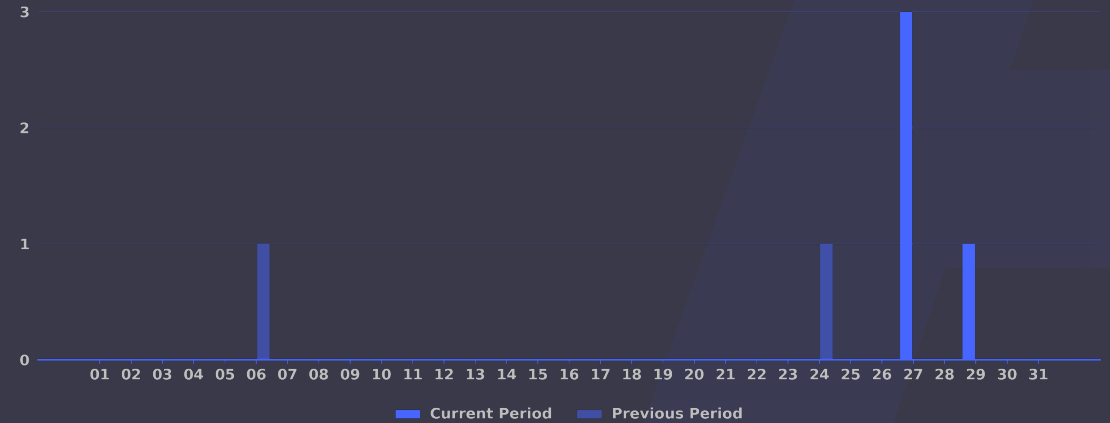
0

N/A

PAGE VIEWS



PAGE CTA CLICKS



30 Website & Contact Info

How did your fans and non fans interacted with your Page link



WEBSITE CTA CLICKS

0

N/A

WEBSITE CTA CLICKS

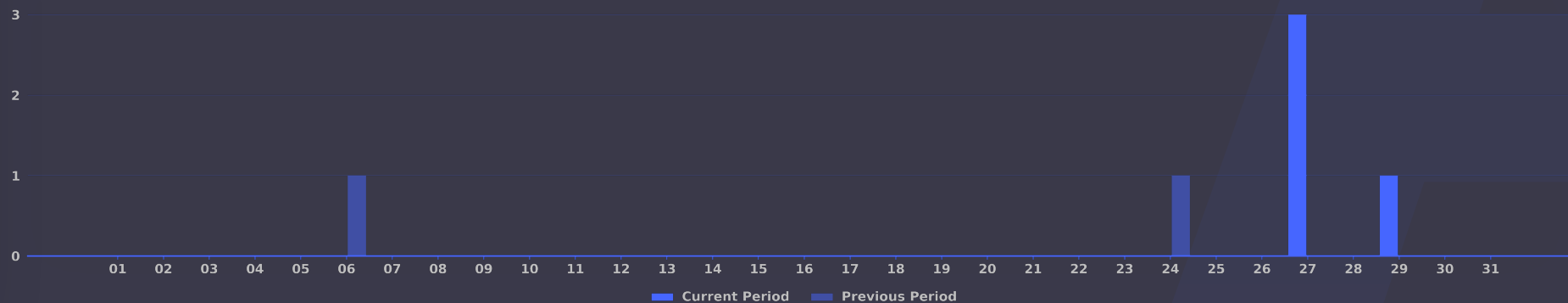
Chart not found

CONTACT INFO CLICKS

4

100

CONTACT INFO CLICKS



31 Page & Tabs Views

How many times and which tabs your fans or non fans interacted with

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



Tab Name	Tab View	Absolute Growth	Percentage in Total (%)
Home	355	-94	67.75
Photos	45	25	8.59
Posts	39	-11	7.44
Profilehome	25	-2	4.77
Tabhome	25	11	4.77
Videos	13	-14	2.48
About	11	6	2.10
Community	6	6	1.15
(null)	3	-1	0.57
Profileabout	2	2	0.38

01.01.2023 - 31.01.2023

32 External Referrers

Top referring external domains sending traffic to your page

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



Domain	Page views	Absolute Growth	Percentage in Total (%)
https://www.google.com/	31	-24	44.29
https://www.hamilelikveannelik.com/	14	-15	20.00
https://yandex.ru/	4	4	5.71
https://www.youtube.com/	4	0	5.71
https://www.selpak.com.tr/	3	1	4.29
https://www.selpak.com.tr/bize-ulasin.aspx	3	3	4.29
https://www.selpak.com.tr/selpak-tuvalet-kagidi.aspx	3	3	4.29
https://selpak.com.tr/	3	3	4.29
https://www.selpak.com.tr/default.aspx	3	3	4.29
https://yandex.ua/	2	2	2.86

01.01.2023 - 31.01.2023



Engagement

Acorn Hills

01.01.2023 - 31.01.2023

34 Engagement Overview

Number of times and through which reactions and interactions your fans engaged with your post or page



AVG ENGAGEMENT RATE (%)

0.36 %

57

TOTAL INTERACTIONS (ENGAGEMENT)

806

57

REACTIONS

53

70

COMMENTS

1

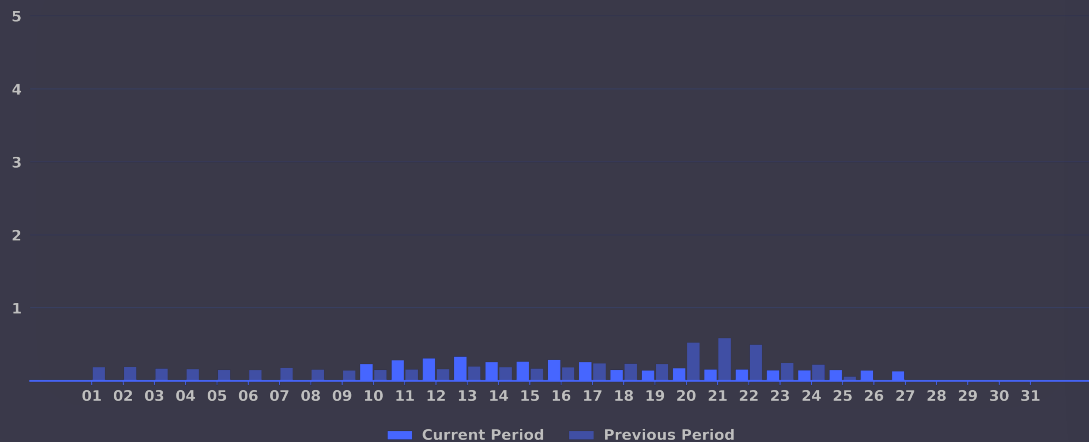
0

SHARES

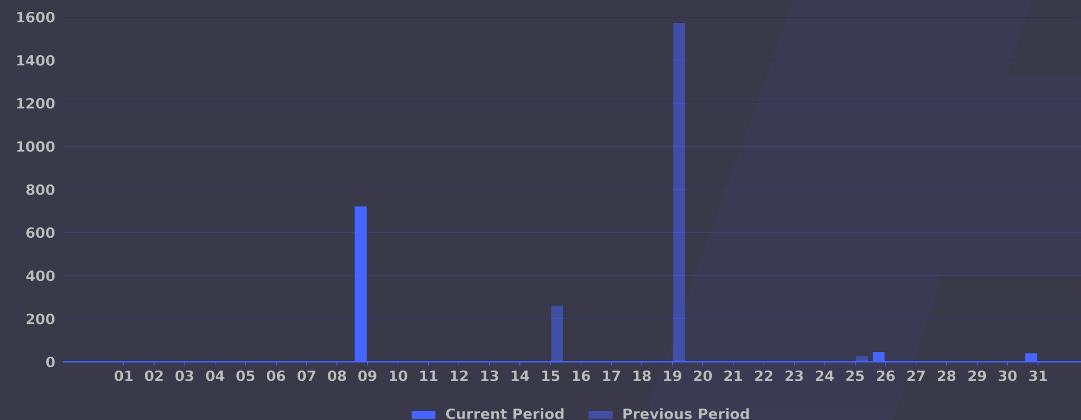
4

43

AVG. ENGAGEMENT RATE



AVG. ENGAGEMENT PER POST



35 Reactions

The number of times people have engaged with your posts through reactions including Like, Love, Wow, Haha, Sorry and Anger

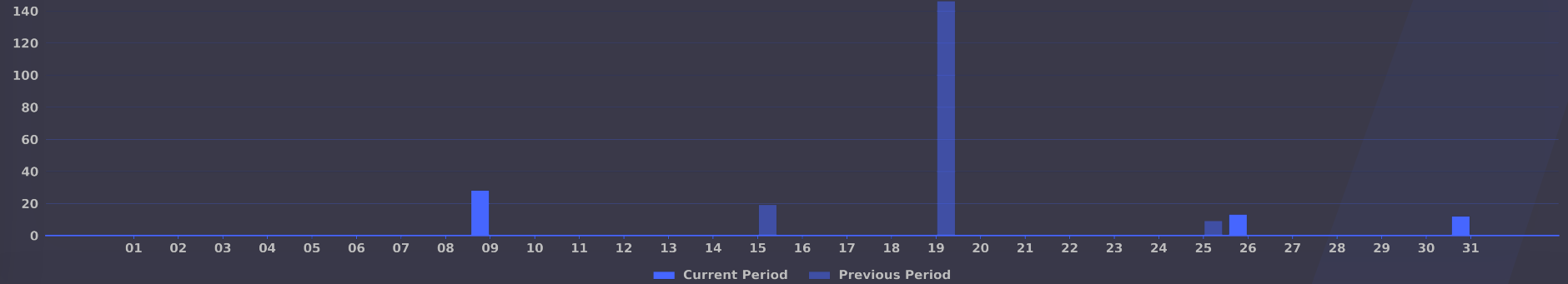


REACTIONS (POSTS)

53

70

REACTIONS (POSTS)

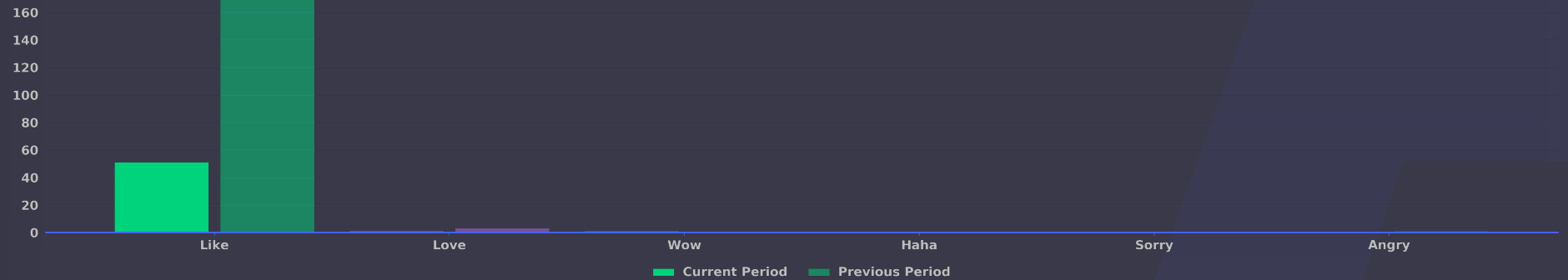


DISTRIBUTION OF REACTIONS

53

70

DISTRIBUTION OF REACTIONS



36 Shares & Comments

The number of times people have engaged with your posts through Comments and Shares

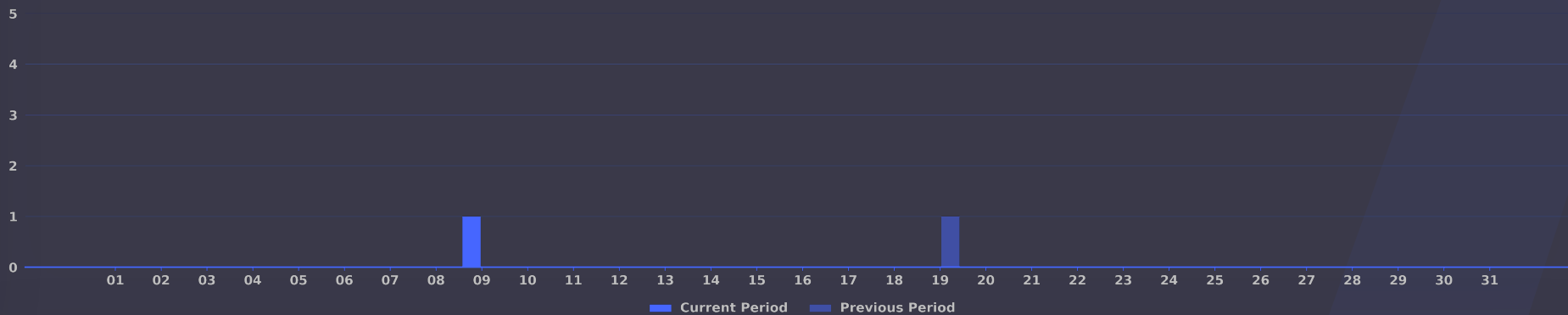


COMMENTS

1

0

COMMENTS

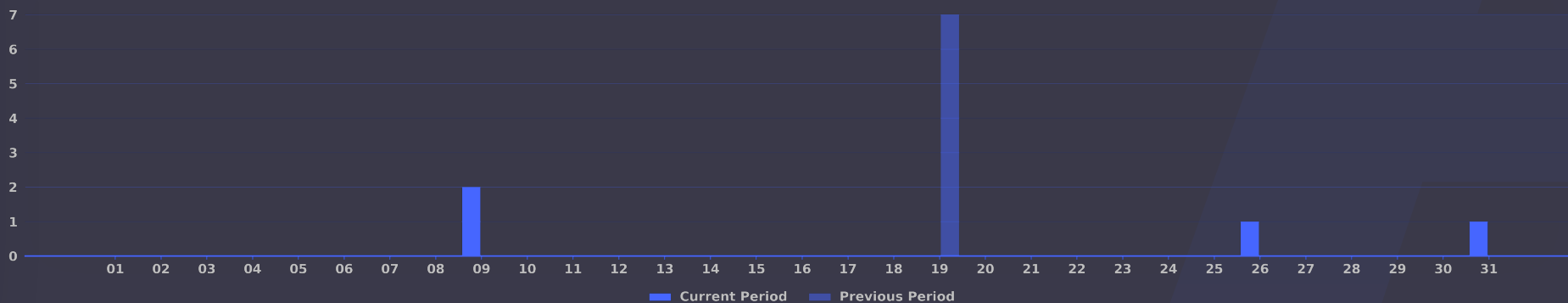


SHARES

4

43

SHARES



37 Engaged Users & User Posts

The number of people who engaged with your page. Engagement includes any click

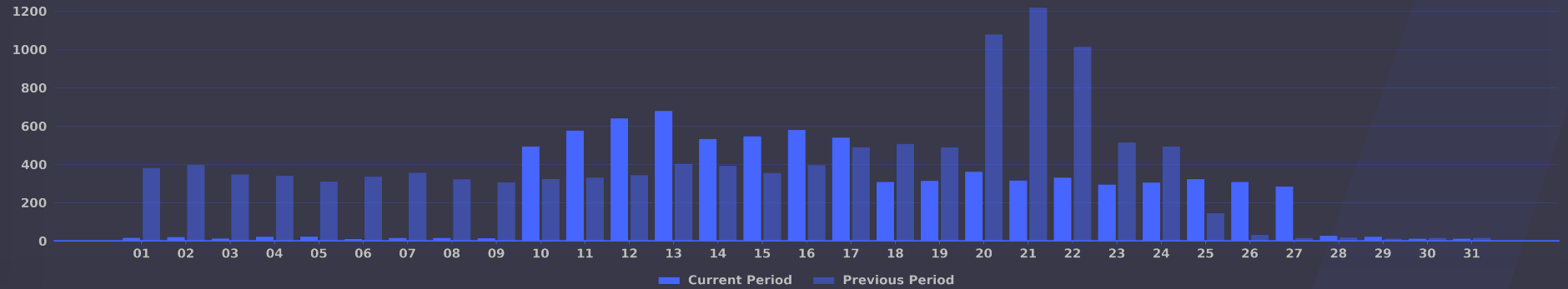


ENGAGED USERS

7.9K

30

ENGAGED USERS



USERS POSTS

0

N/A

USER POSTS

Chart not found

38 Feedback

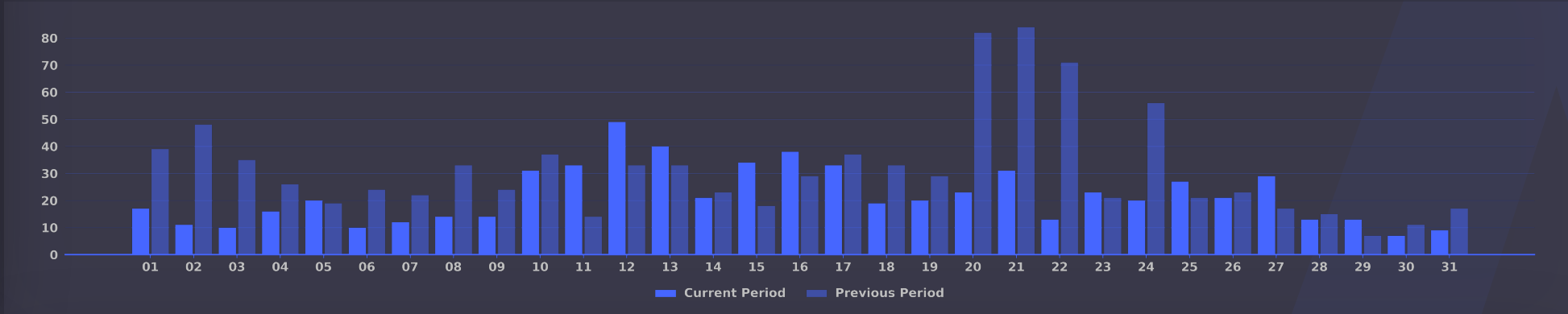


The Number of times people took a positive action (Answer, claim, comment, like, link, other or RSVP) or negative action (un-liked or hid a post)

POSITIVE FEEDBACK

654
31

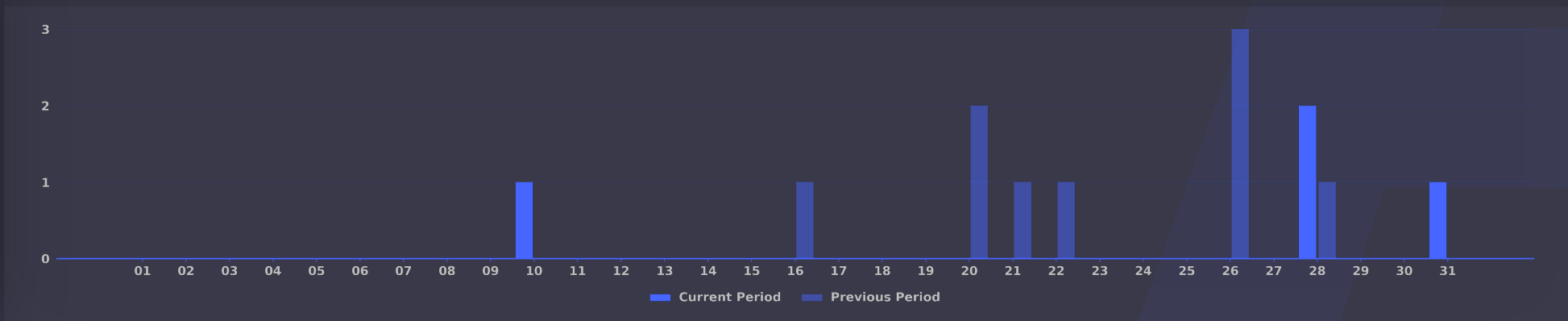
POSITIVE FEEDBACK



NEGATIVE FEEDBACK

4
56

NEGATIVE FEEDBACK





Videos

Acorn Hills

01.01.2023 - 31.01.2023

40 Videos

How did your videos performed



VIDEOS

2
33

VIDEO VIEWS

8.8K
75

UNIQUE VIDEO VIEWS

8.6K
69

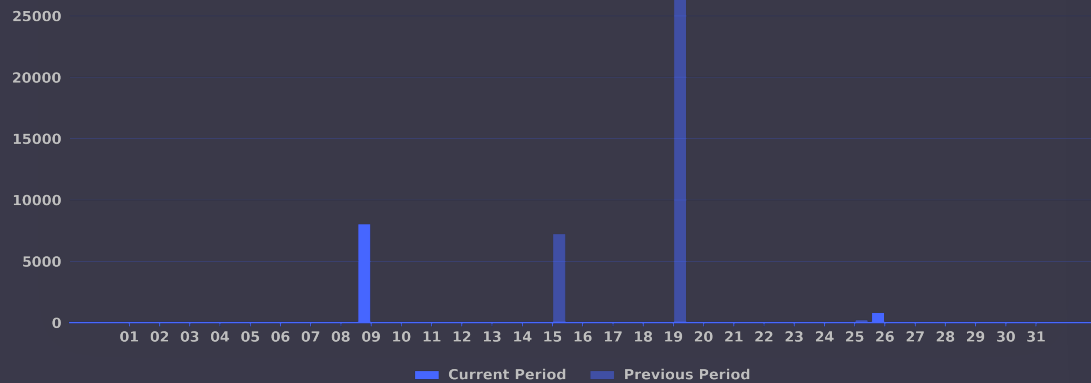
ORGANIC VIDEO VIEWS

1.6K
21

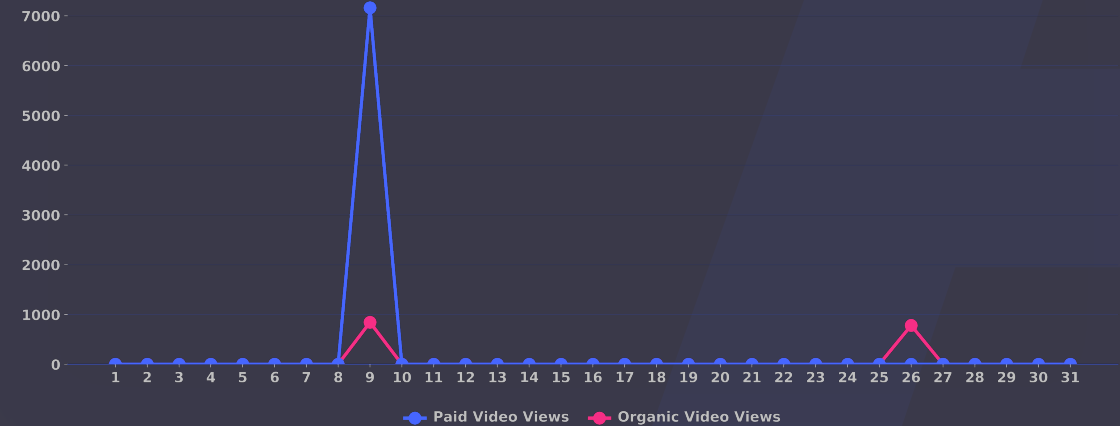
PAID VIDEO VIEWS

7.2K
79

TOTAL VIDEO VIEWS



ORGANIC VS PAID VIDEO VIEWS



41 Videos

Deep dive into your different video metrics



COMPLETE VIDEO VIEWS

2.6K

59

AUTO PLAYED

8.7K

75

CLICKED TO PLAY

99

12

10 SEC VIDEO VIEWS

2.8K

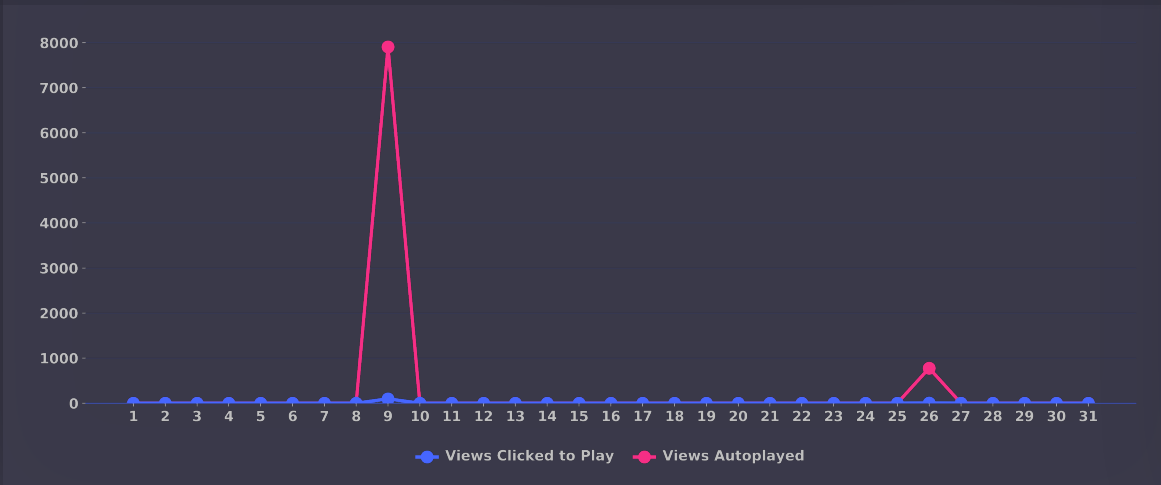
68

30 SEC VIDEO VIEWS

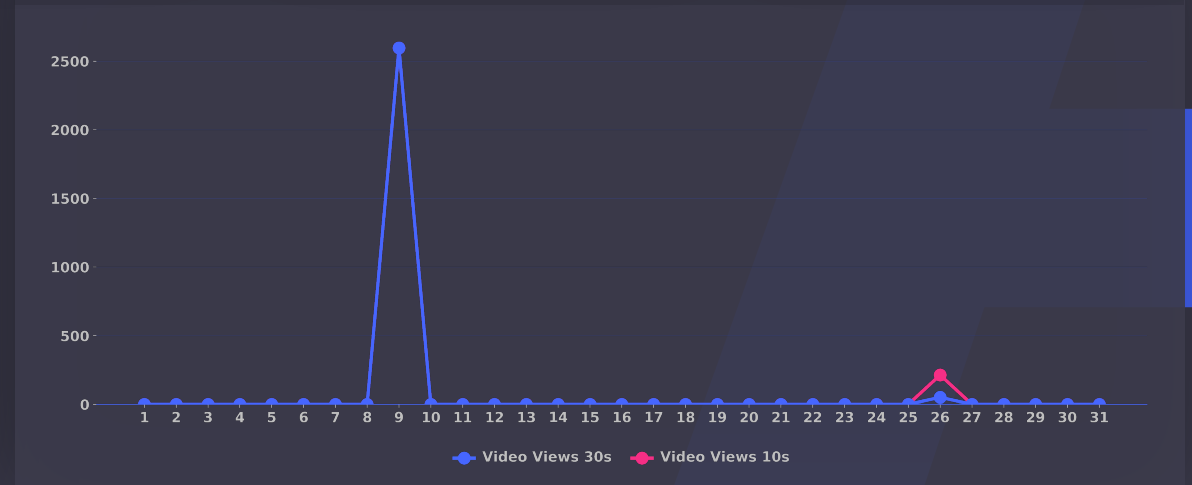
2.6K

58

AUTO PLAYED VS CLICKED TO PLAY VIDEO VIEWS



10 SEC VS 30 SEC VIDEO VIEWS

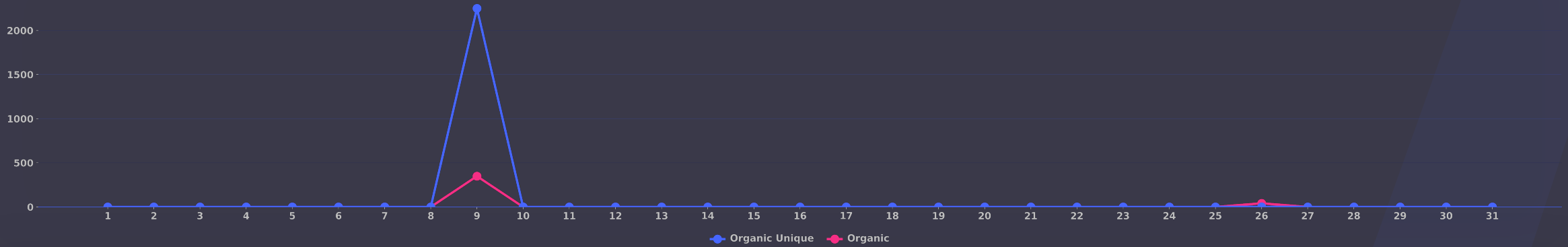


42 Videos

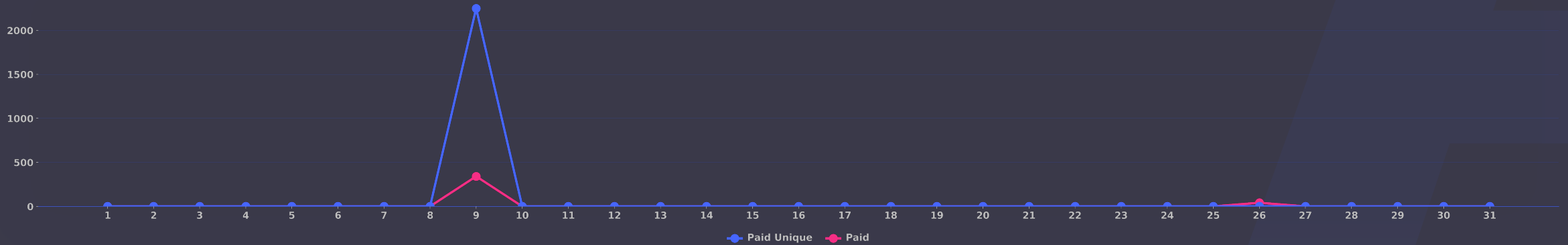
A look at organic vs paid video views



COMPLETE BY ORGANIC VS PAID VIEWS



COMPLETE BY ORGANIC VS PAID VIEWS UNIQUE





Posts

Acorn Hills

01.01.2023 - 31.01.2023

44 Posts Overview

How did your posts perform



TOTAL POSTS

3

0

TOTAL POST REACH

184.1K

40

AVG. REACH PER POST

61.35K

40

ORGANIC POST REACH

15.5K

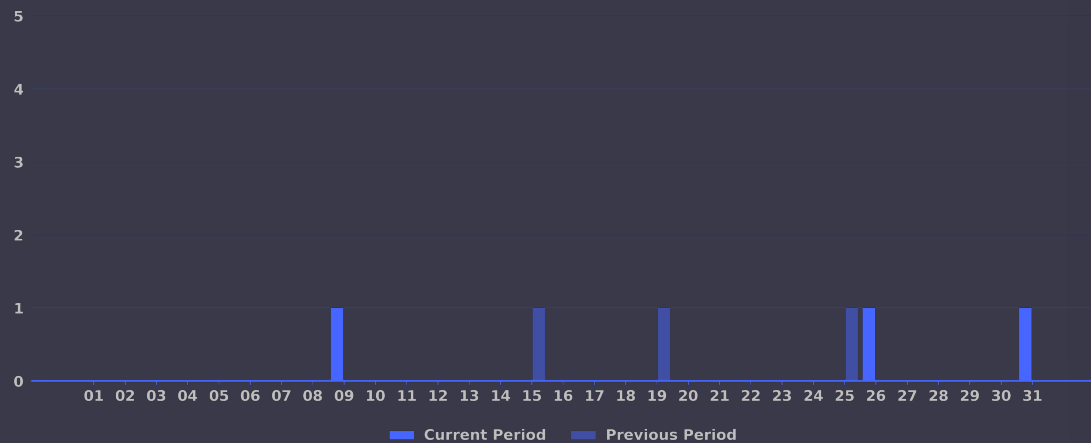
24

PAID POST REACH

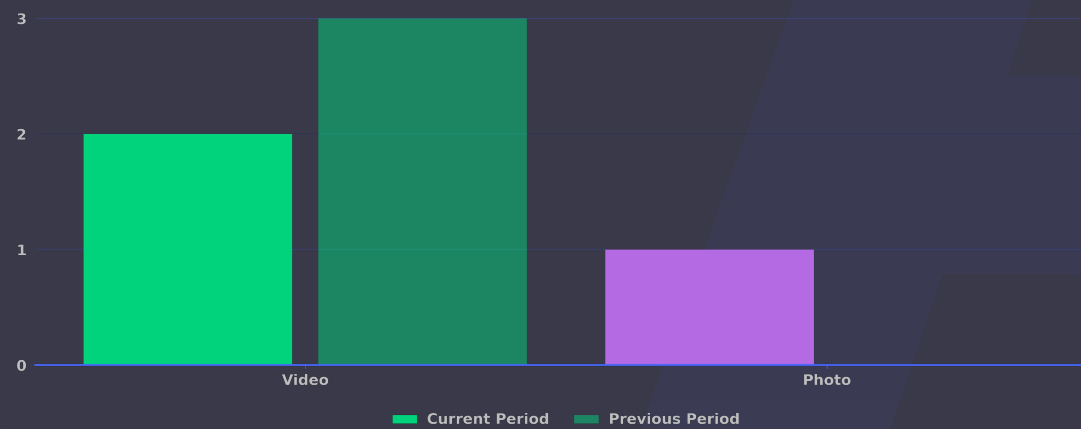
168.6K

41

POST FREQUENCY



NUMBER OF POSTS BY POST TYPE



45 Post Types

Which post type performed the best



Post Type	Count	Engagements	Post Impressions
Video	2 33	766 59	183,855 34
Photo	1 N/A	39 N/A	6,039 N/A

46 Best Time to Post

When is the best time to post



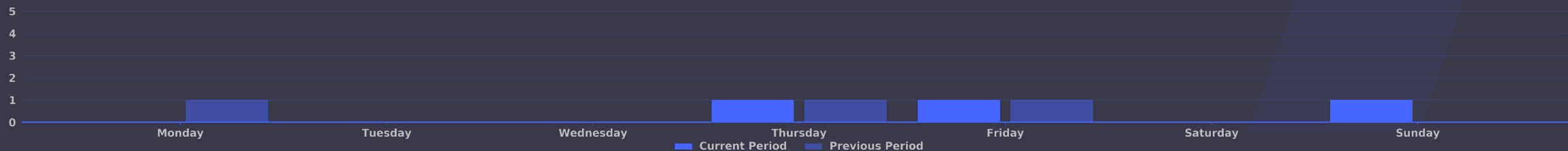
BEST TIME TO POST



Based on 3 media posted your posts perform the best when you post on Thursday at 07h



MEDIA POSTED





Data Table

Acorn Hills

01.01.2023 - 31.01.2023

48 Data Table

Selpak

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



Metrics	Feb	Mar	Apr	May	Jun	Jul	Change (%)	Total Change
Total Followers	225,323	223,972	223,475	223,154	222,736	222,181	-0.25	-555
Post	0	2	7	7	3	3	0.00	0
Likes	0	90	4,539	518	170	51	-70.00	-119
Comments	0	8	101	29	1	1	0.00	0
Video Views	0	0	1,725	180,506	34,814	8,784	-74.77	-26,030
Impressions	0	272,643	1,010,853	1,519,974	280,260	189,894	-32.24	-90,366
Reach	0	176,999	806,015	334,238	131,409	184,052	40.06	52,643
Engagement Rate	0.00	0.63	28.31	17.69	1.56	0.42	-73.22	-1.14

Facebook
Default All Slides Report

Acorn Hills

01.01.2023 - 31.01.2023