



Facebook Report Impressions & Reach Report

Acorn Hills

Apr 01 2025 - May 01 2025

02 Quick Healthcheck

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Exceptional Performance

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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





Overview

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04 Key Indicators

How you performed on your key indicators

TOTAL PAGE LIKE

50K
+0%

PAGE LIKE GROWTH

40
-78%

TOTAL ENGAGEMENT

41K
-43%

ENGAGEMENT RATE (%)

82
-43%

IMPRESSIONS

659K
-42%

REACH

401K
-43%

ORGANIC REACH

401K
-43%

PAID REACH

100K
-3%

ORGANIC ENGAGEMENT RATE (%)

10
-1%

TOTAL POSTS

54
-22%





Impressions & Reach

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06 Page Impressions

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



TOTAL PAGE IMPRESSIONS

659K

-42%

ORGANIC PAGE IMPRESSIONS

650K

-42%

PAID PAGE IMPRESSIONS

10K

-0%

VIRAL PAGE IMPRESSIONS

47K

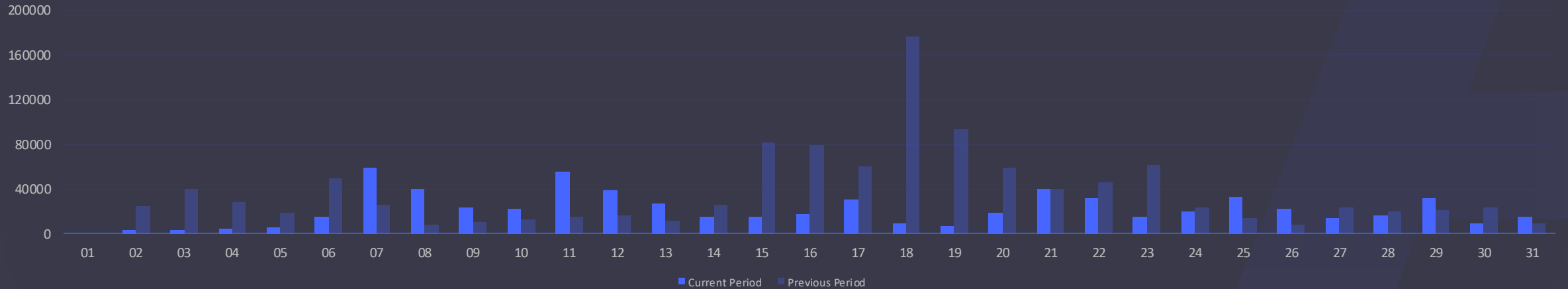
-69%

AVERAGE PAGE IMPRESSION PER PERSON

13

-42%

TOTAL PAGE IMPRESSIONS



07 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

561K

-42%

ORGANIC POST IMPRESSIONS

561K

-42%

PAID POST IMPRESSIONS

10K

-0%

VIRAL POST IMPRESSIONS

41K

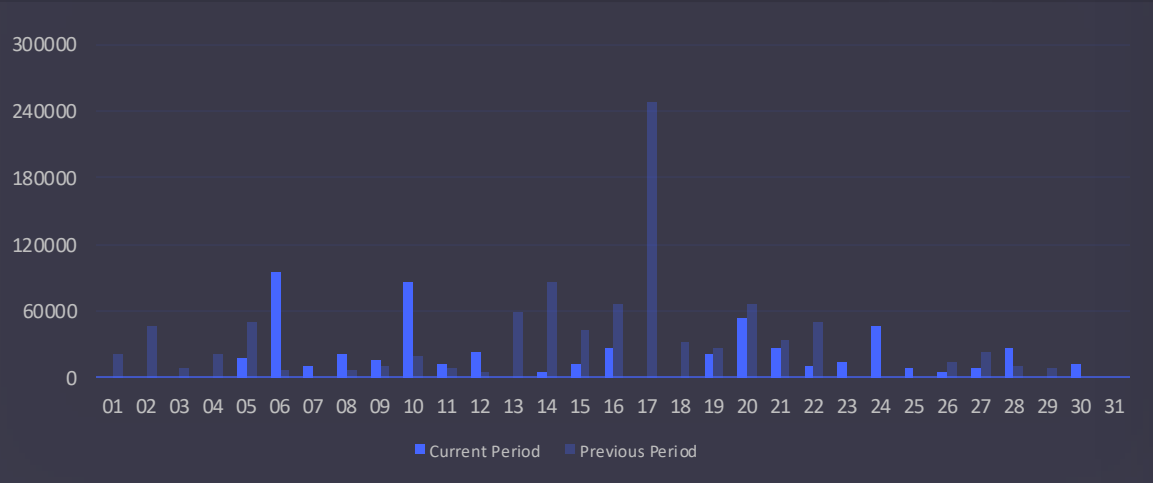
-73%

AVERAGE POST IMPRESSION PER PERSON

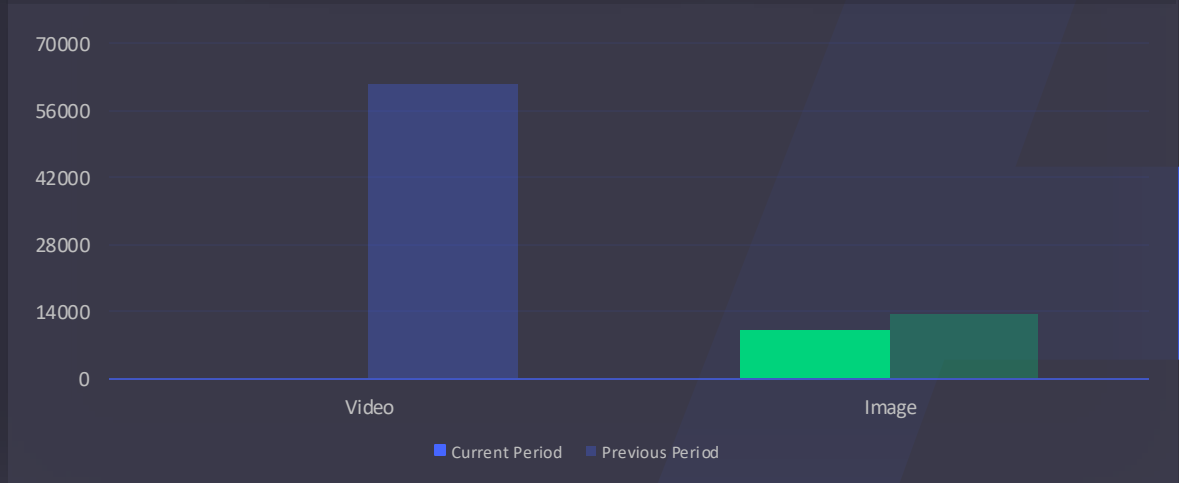
11

-42%

TOTAL POST IMPRESSIONS



AVERAGE POST IMPRESSIONS BY POST TYPE

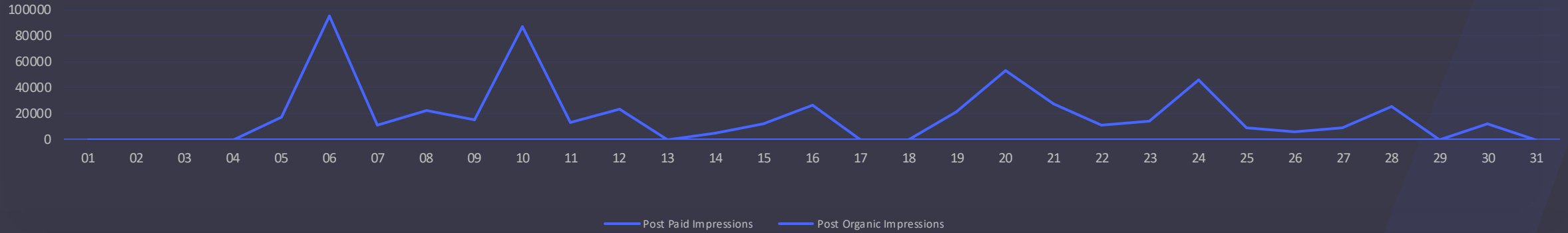


08 Post Impressions Cont'd

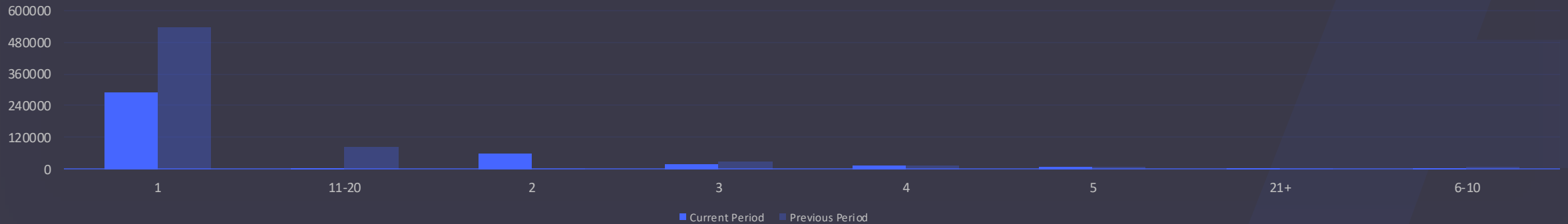
More on your impressions metrics



PAID OVER ORGANIC POST IMPRESSIONS



FREQUENCY DISTRIBUTION OF TOTAL POST IMPRESSIONS



09 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

10K
-42%

ORGANIC PAGE REACH

6K
+10%

PAID PAGE REACH

4K
+8%

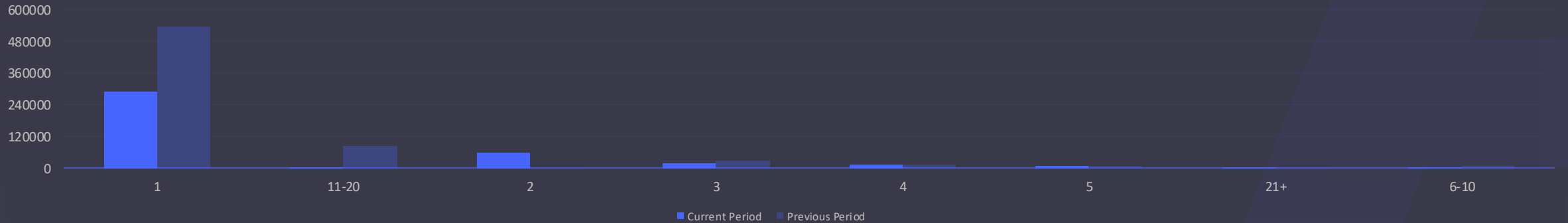
VIRAL PAGE REACH

1K
-12%

AVERAGE PAGE REACH PER PERSON

1
-2%

TOTAL PAGE REACH

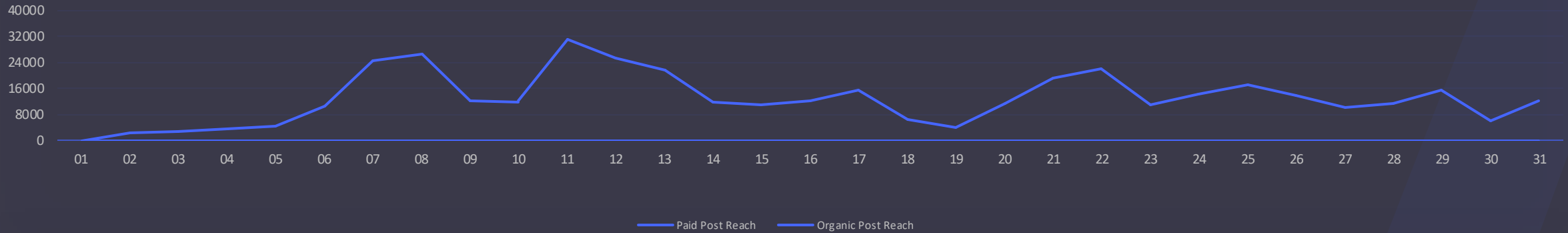


10 Page Reach Cont'd

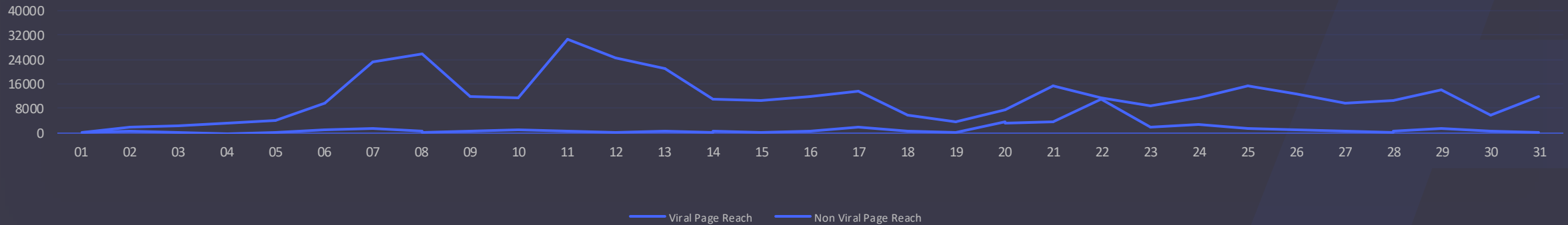


The number of people who had any content from your Page or about your Page enter their screen. This includes posts, stories, check-ins, ads, social information from people who interact with your Page and more.

PAID OVER ORGANIC PAGE REACH



VIRAL OVER NON-VIRAL PAGE REACH



11 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 IMPRESSIONS

548K

-42%

ORGANIC POST IMPRESSIONS

548K

-42%

PAID POST IMPRESSIONS

10K

0%

VIRAL POST IMPRESSIONS

39K

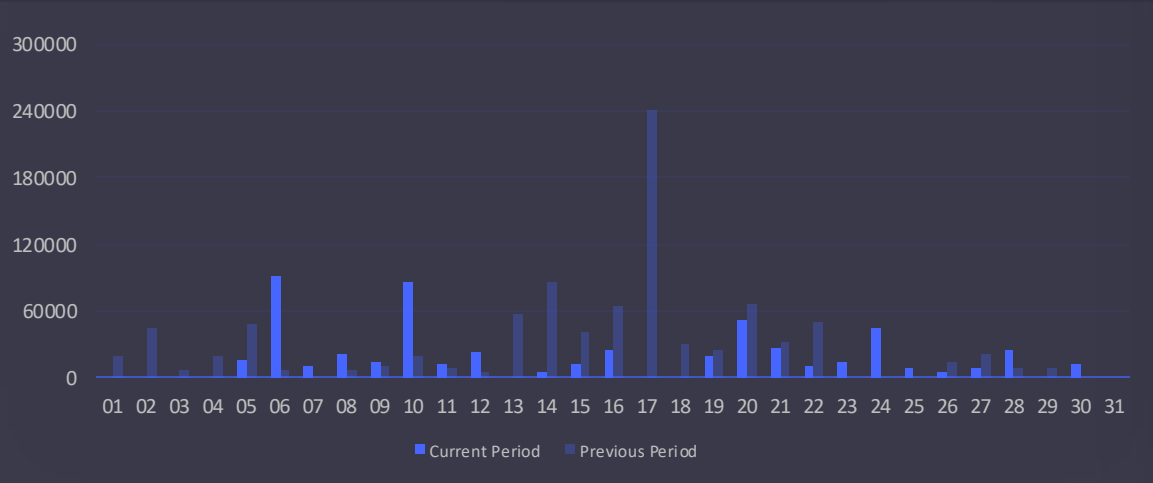
-73%

AVERAGE POST IMPRESSION PER PERSON

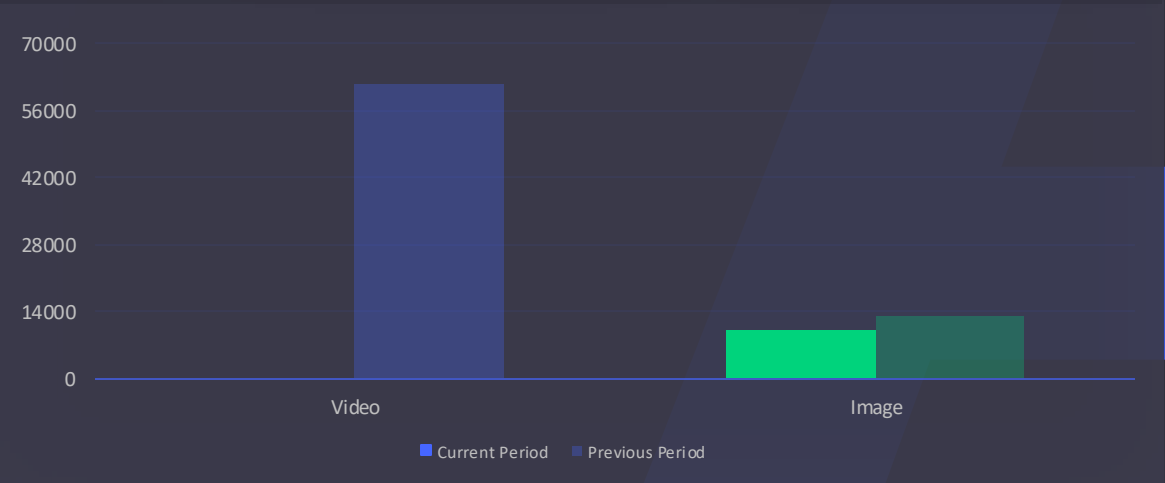
11

-42%

TOTAL POST IMPRESSIONS



AVERAGE POST IMPRESSIONS BY POST TYPE

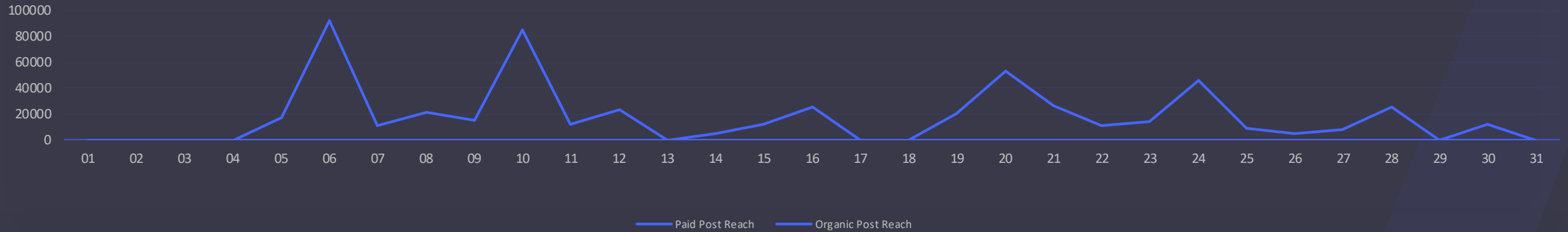


12 Post Reach Cont'd

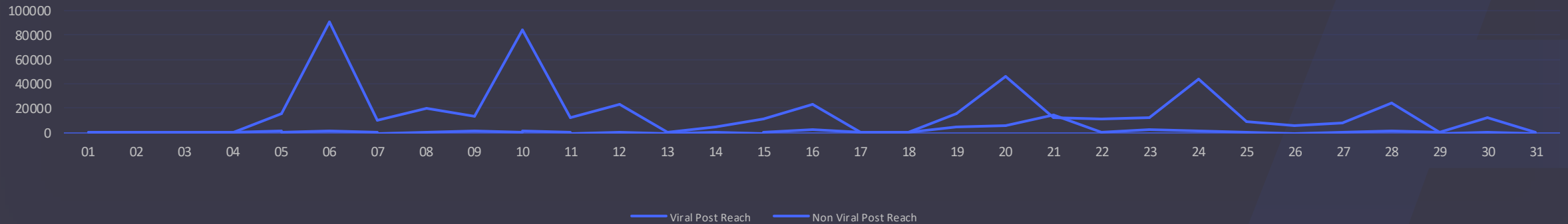
The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more.



PAID OVER ORGANIC POST REACH



VIRAL OVER NON VIRAL POST REACH

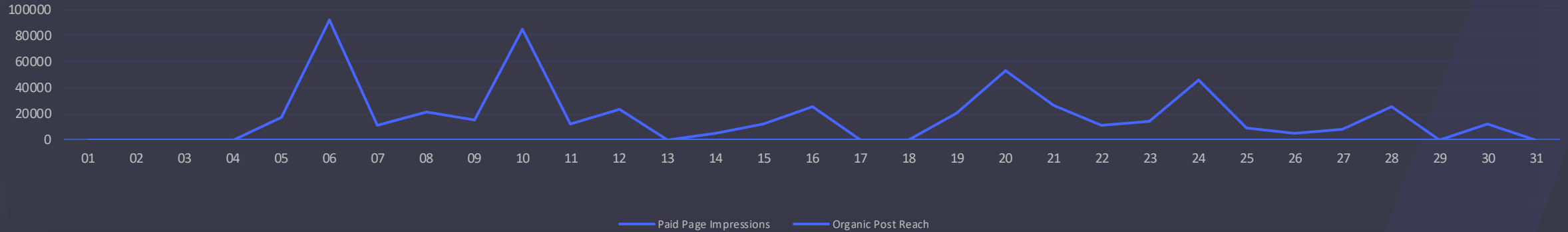


13 Page Impressions and Reach

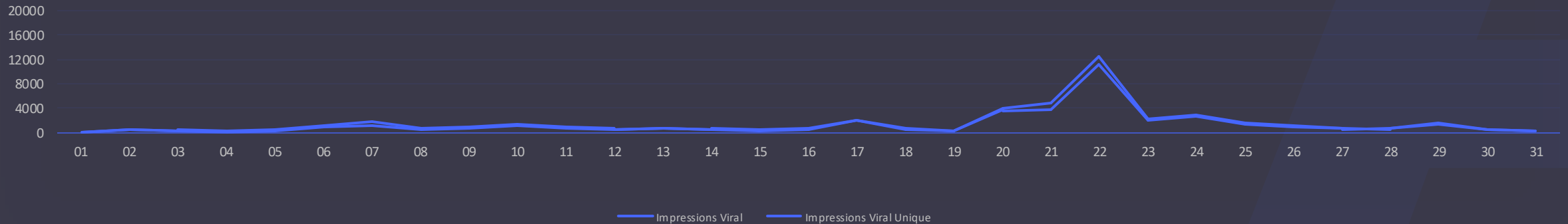
Daily breakdown of who did see your page and how many times – Paid and Viral



PAID PAGE IMPRESSIONS OVER PAID PAGE REACH



VIRAL PAGE IMPRESSIONS OVER VIRAL PAGE REACH

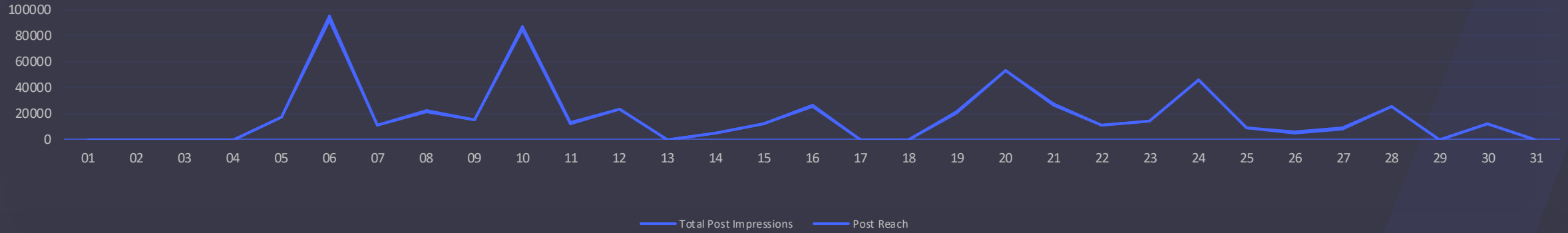


14 Post Impressions and Reach

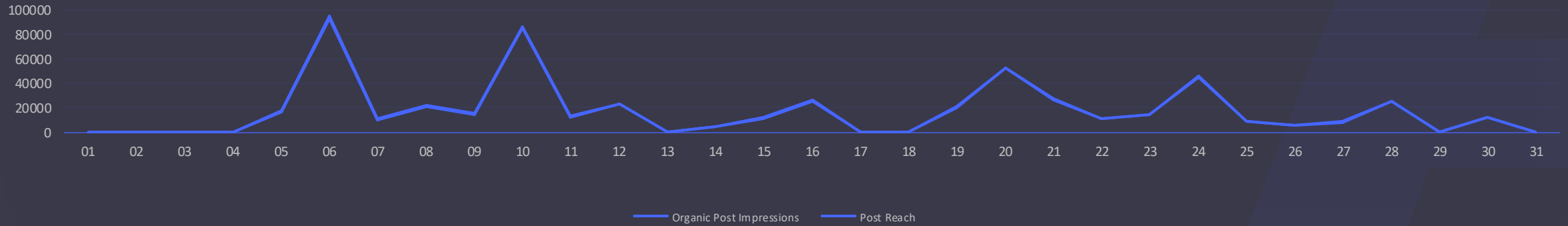
Daily breakdown of who did see your posts and how many times – Paid and Viral



TOTAL POST IMPRESSIONS OVER POST REACH



ORGANIC POST IMPRESSIONS OVER POST REACH

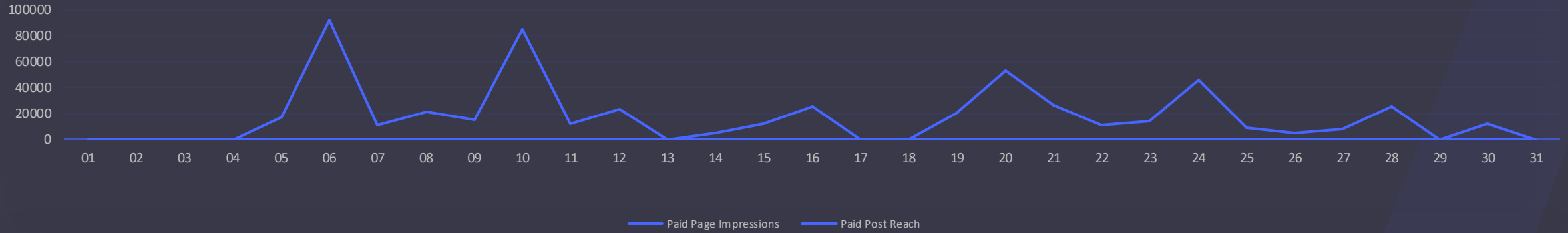


15 Post Impressions and Reach

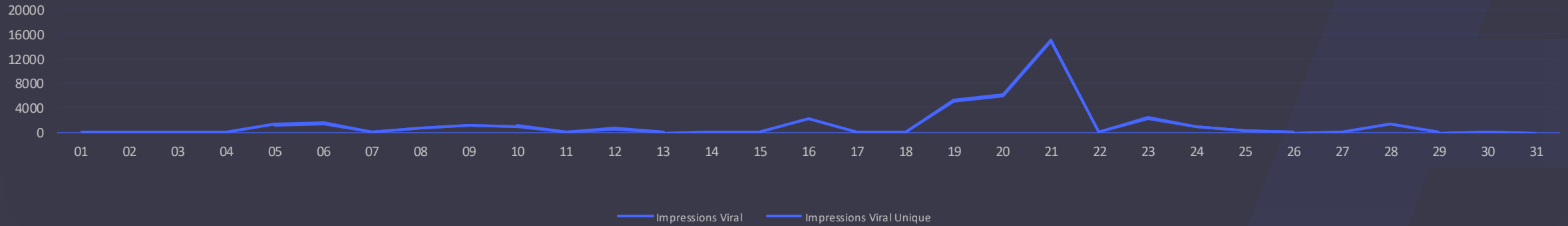
Daily breakdown of who did see your posts and how many times – Paid and Viral



PAID POST IMPRESSIONS OVER PAID POST REACH



VIRAL POST IMPRESSIONS OVER VIRAL POST REACH





Data Table

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17 Data Table

Metrics	November	December	January	February	March	April	Change (%)	Total Change
Total Followers	1M	1M	1M	1M	1M	1M	+0%	2K
Post	5	5	5	5	5	5	0%	0
Likes	1M	1M	1M	1M	1M	1M	+0%	2K
Comments	3K	2K	2K	2K	1K	991	-42%	-714
Share	4K	3K	2K	2K	1K	735	-60%	-1K
Video Views	585	874	983	995	14K	4K	-66%	-9K
Impressions	576K	1M	2M	875K	1M	659K	-42%	-468K
Reach	502K	1M	1M	587K	701K	401K	-43%	-299K
Engagement Rate (%)	2%	3%	4%	3%	4%	2%	-43%	-2



Insights

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19 Insights

Here are some insights that we have found and recommendations on how to solve them and grow your audience



Issue No	Platform	Issue	Recommendation	Priority	Category	Status	Dated Issued
1	Facebook	It is a long established fact that a reader will be distracted by the readable content of the recent post when looking at its layout.	Check out the screenshot: https:xyz.url/tyn.xlm	Low	Perfect Your Corporate Identity	On going	01.04.2025
2	Facebook	It is a long established fact that a reader will be distracted by the readable content of the recent post when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Low	Grow Your Audience	On going	01.04.2025
3	Facebook	It is a long established fact that a reader will be distracted by the readable content of the recent post when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	High	Convert Followers to Customers	On going	01.04.2025
4	Facebook	It is a long established fact that a reader will be distracted by the readable content of the recent post when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Mid	Collect Data	On going	01.04.2025
5	Facebook	It is a long established fact that a reader will be distracted by the readable content of the recent post when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Low	Perfect Your Corporate Identity	On going	01.04.2025



Glossary

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Apr 01 2025 - May 01 2025

Name	Description	Section
10 sec Video Views	The number of times your video was seen up to 10 seconds.	Videos
30 sec Video Views	The number of times your video was seen up to 30 seconds.	Videos
Absolute Growth	It refers to your follower increase and decrease over the selected time period.	Page Like
Answer a Question	When a user answer a question on your Page	Engagement
Auto Played	The number of times your video have played without sound when users load the page.	Videos
Average Engagement Rate	The average number of engagement rate per content.	Videos
Average Page Reach	The average number of unique users who have seen your Page over the selected time period.	Impressions & Reach
Average Post Engagement	The average number of unique people who engaged with your Post (Reacted(Liked, Loved, etc), commented, shared or clicked on the Post).	Engagement
Average Post Impression	The average number of times your post was seen by people on Facebook over the selected time period.	Impressions & Reach
Average Post Reach	The average number of unique users that have seen your posts during a selected time range.	Impressions & Reach



Name	Description	Section
Average Story Reach,photo/video	The average number of unique users that viewed your Stories during a selected time range.	Impressions & Reach
Best time to Post	It is calculated in the accordance with the time (hour and day) your followers were online most.	Engagement
Call Now CTA Button	A CTA button that prompts fans and non fans to dial a business phone number shown on a Facebook Page	Engagement
Claim an Offer	When a user claims an offer on your Page	Engagement
Clicked to Play	The number of times your video have played when a user clicked to play.	Videos
Comment	It is a feature that lets users submit a comment under your content.	Engagement
Comment on a Story	When a user comments on a Story on your Page	Stories
Completion rate photo/video	The percentage of times a Story impression was not interrupted by an exit, tap back or tap forward.	Stories
Contact Info Click Button	A CTA button that lets your fans or non fans to reach your contact information such as a business e-mail address, directions or call number you on a Facebook Page	Engagement
Engaged Users	The number of people who engaged with your page.	Engagement

Name	Description	Section
Engagement	A Like, Comment, Share or click received on a post from your Page	Engagement
Engagement Rate	The percentage of people who engaged with your Page (liked, commented, shared or clicked on posts from your Page) after seeing activity about your Page over the selected time period	Engagement
External Referrers	External domains sending traffic to your Page	Page Like
Fan Reach	It is the number of unique fans who saw any content from your page or about your page over the selected time period.	Impressions & Reach
Fans Impression	The total number of times activity related to your page was seen by your fans over the selected time period	Impressions & Reach
Fans by Demography	The metric that examines the demographic data of your users	Page Like
Follower Growth	Evolution of followers during a selected time range.	Page Like
Get Directions CTA button	A CTA button that directs fans and non fans to a business address shown on a Facebook Page	Engagement
Go to Website CTA Button	A CTA button that links a website address to a Facebook Page	Engagement
Growth of Page Total Likes	The number of like increase or decrease during a selected time range.	Page Like

Name	Description	Section
Hide All Posts	When a user hides all posts by your Page from their News Feed	Engagement
Hide Post	When a user hides a post by your Page from their News Feed	Engagement
Impressions	The total number of times activity related to your page was seen by people on Facebook over the selected time period. Impressions can be broken down into Organic, Paid and Viral	Impressions & Reach
Interaction	Interactions are the total number of reactions, comments, shares .	Engagement
Like / Unlike Page	When a user likes or unlikes your Page	Page Like
Like a Story	When a user likes a Story on your Page	Stories
Media Mix	The number of times each media type (photo, video) was used in Posts	Engagement
Negative Feedback	An undesired action performed on your Facebook page, including Hide Post, Hide All Posts,Unlike Page, Report Spam	Engagement
Non Fan Impression	The total number of times activity related to your page was seen by people who don't follow your page on Facebook over the selected time period.	Impressions & Reach
Non Fan Reach	It is the number of unique people who don't follow your page but saw any content from your page or about your page over the selected time period.	Impressions & Reach

Name	Description	Section
Number of Stories photo/video	The number of Stories made by profile administrators broken down by content type during a selected time range.	Stories
Organic Engagement Rate	The percentage of people who engaged with your Page (liked, commented, shared or clicked on posts from your Page) after seeing activity about your Page without being promoted over the selected time period	Engagement
Organic Impressions	The number of times people saw activity related to your Page directly from your Page over the selected time period	Impressions & Reach
Organic Page Impression	The number of times people saw your Page directly from your Page over the selected time period	Impressions & Reach
Organic Page Like	The number of users who liked your Page without being promoted over a selected time period.	Page Like
Organic Page Reach	The number of unique users who have seen your Page directly over the selected time period.	Impressions & Reach
Organic Post Impressions	The number of times people saw your Post directly from your Page over the selected time period	Impressions & Reach
Organic Post Reach	The number of people who saw your Post directly from your Page over the selected time period	Impressions & Reach
Organic Reach	The number of people who saw activity related to your Page directly from your Page over the selected time period	Impressions & Reach
Organic Video View	The number of people who viewed content directly.	Videos

Name	Description	Section
Other Types	The number of unique people who saw activity about your Facebook Page over the selected time period. Reach can be broken down into: Organic Reach, Paid Reach, Viral Reach.	Engagement
Page & Tabs Views	How many times and which tabs your fans or non fans interacted with	Engagement
Page CTA Button	CTA (Call to Action) buttons refers to a page button that links a Business's primary objective to be linked with its Facebook Page.	Engagement
Page Consumption	An interaction received on activity from your Page. Page Consumption includes Link Clicks, Photo Views, Video Plays, and Other Clicks	Engagement
Page Impressions Continued	Times your Fans saw contents from your Page or a content about your Page entered a person's screen	Impressions & Reach
Page Like	The number of users who liked your Page over a selected time period.	Page Like
Page Like / Unlike Sources	Sources that show where your page likes came from. Sources include ads, newsfeed, page suggestions, restored likes from reactivated accounts, search and your page visits	Page Like
Page Like Growth	Total number of fans at the end of a time period minus the total number of fans at the start of that same time period. This number can also be shown as a percentage	Page Like
Page Like Unique	It refers to the number of fans who disliked your page and then liked again. They are counted as one.	Page Like
Page Performance	It is the term includes all your page performance.	PAge Like

Name	Description	Section
Page Reach	The number of unique users who have seen any content from your Page or about your Page over the selected time period. This includes posts, stories, check-ins, ads, social information from people who interact with your Page and more.	Impressions & Reach
Page Unlike	The number of users who disliked your Page over a selected time period.	Page Like
Page views	Times your Page was viewed over the selected time period	Impressions & Reach
Paid Impressions	The number of times people saw activity related to your Page via a paid Facebook ad over the selected time period	Impressions & Reach
Paid Page Impression	The number of times people your Page via a paid Facebook ad over the selected time period	Impressions & Reach
Paid Page Like	The number of users who saw and liked your Page with promotions over a selected time period.	Page Like
Paid Page Reach	The number of unique users who have seen your Page via a paid Facebook ad over the selected time period.	Impressions & Reach
Paid Post Impressions	The number of times people saw your Post via a paid Facebook ad over the selected time period	Impressions & Reach
Paid Post Reach	The number of people who saw your Post via a paid Facebook ad over a selected time period	Impressions & Reach
Paid Reach	The number of people who saw activity related to your Page via a paid Facebook ad over the selected time period	Impressions & Reach



Name	Description	Section
Paid Video View	The number of people who viewed content via a paid Facebook ad.	Impressions & Reach
People Engaged	The unique number of people who Like, Comment, Share or click on posts from your Page	Engagement
People Reached	The number of unique people who saw activity about your Facebook Page over the selected time period. Reach can be broken down into: Organic Reach, Paid Reach, Viral Reach.	Impressions & Reach
Positive Feedback	A desired action performed on your Facebook Page, including Answer a Question, Claim an offer, Comment on a Story, Like a Story, Other Types such as checkins and Responding to an Event	Engagement
Post Engagement	The number of unique people who engaged with your Post (Reacted(Liked, Loved, etc), commented, shared or clicked on the Post).	Engagement
Post Frequency	It refers to how often you post.	Engagement
Post Impressions	The number of times your post was seen by people on Facebook over the selected time period. Post Impressions can be broken down into: Organic, Paid and Viral	Impressions & Reach
Post Impressions by Post Type	The number of times your posts have been seen during a selected time range, broken down by post types.	Impressions & Reach
Post Reach	The number of unique people who saw your Facebook Post over the selected time period. Post Reach can be broken down into: Organic, Paid and Viral	Impressions & Reach
Post Type	A Facebook post could be a Photo, Video, Status, or a Link	Posts



Name	Description	Section
Posts Published	Number of total posts published by your Page over the selected time period	Posts
Potential Page Like Growth	Slidebeast algorithm that calculates your Page's potential page like at the end of a selected time period.	Page Like
Profile Activity	How did your fans and non fans interacted with your Page link	Profile & Page Activity
Promoted Post	A Facebook Post that has received paid distribution across Facebook in the form of a Facebook ad	Posts
RSVPs to an Event	When a user RSVP to an event on your Page	Engagement
Reach	It is the number of unique users who saw any content from your page or about your page.	Impressions & Reach
Reaction	A reaction is a response to a Facebook post or ad during which an individual chooses one amongst many emoticons (Like, Love, Haha, Wow, Sad, Angry) to point their feelings regarding the content .	Engagement
Report Spam	When a user reports a post from your Page to Facebook as spam	Engagement
Share	It is a feature that lets users share the content by clicking the share button.	Engagement
Share a Story	When a user comments on a Story on your Page	Stories



Name	Description	Section
Slidebeast Score	It is the score given by Slide Beast by evaluating the performance of the account.	Engagement
Stories Created	Page and Post Stories include page checkins, offer claims, RSVPs to events, page likes, page mentions, posts by a page, question answers, posts by people on a page and other types	Stories
Story Exits	The number of people who exited from a particular Story during a selected time range	Stories
Story Impressions photo/video	The number of times your Story has been seen broken down by content type during a selected time range.	Stories
Story Replies	The number of replies your Stories received during a selected time range.	Stories
Story Taps Back	The number of people who Tapped back to go back to a previous Story during a selected time range	Stories
Story Taps Forward	The number of people who Tapped Forward to go to the next Story during a selected time range	Stories
Top Age Group	The distribution of the fans who follow you the most, by age.	Page Like
Top Audience	The distribution of the fans who follow you the most, by gender.	Page Like
Top City	The distribution of the fans who follow you the most, by city .	Page Like

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Name	Description	Section
Top Country	The distribution of the fans who follow you the most, by country.	Page Like
Top Language	The distribution of the fans who follow you the most, by language.	Page Like
Total Engagement	Total number of like, comment, share or click received on a post from your page during a selected time period.	Engagement
Total Follower	Number of people who follow your Facebook Page.	Page Like
Total Page Impression	The total number of times your page was seen by people on Facebook over the selected time period.	Impressions & Reach
Total Page Like	The total number of fans who liked your page during a selected time period.	Page Like
Total Page Reach	The total number of unique users who have seen your Page over the selected time period.	Impressions & Reach
Total Post Impression	The total number of times your post was seen by people on Facebook over the selected time period.	Impressions & Reach
Total Post Reach	The total number of unique people who saw your Facebook Post over the selected time period.	Impressions & Reach
Total Video Views	The total number of times your videos has been viewed during a selected time range.	Videos

Name	Description	Section
Unique Video View	The unique number of people who viewed content.	Videos
Video Views	The number of times your video has been viewed during a selected time range, broken down by video type. A video's view count doesn't include video loops, and a view is counted when a video is watched for 3 seconds or more.	Videos
Viral Impressions	The number of times people saw activity related to your page via a story published by a friend over the selected time period. For instance, if someone Likes, Comments, or Shares something on your page, their friends might see a story about your page virally	Impressions & Reach
Viral Page Impression	The number of times people saw your Page via a story published by a friend over the selected time period.	Impressions & Reach
Viral Page Reach	The number of unique users who saw activity related to your Page via a story published by a friend over the selected time period.	Impressions & Reach
Viral Post Impressions	The number of times people saw your Post via a story published by a friend over the selected time period. For instance, if someone likes, comments or shares your Post, their friends might see a story about your Post virally.	Impressions & Reach
Viral Post Reach	The number of people who saw your Post via a story published by a friend over the selected time period. For instance, if someone likes, comments or shares your Post, their friends might see a story about your Post virally	Impressions & Reach
Viral Reach	The number of people who saw activity related to your Page via a story published by a friend over the selected time period. For instance, if someone Likes, Comments, or Shares a post by your page, their friends might see that a story about your page virally	Impressions & Reach



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