



01 October 2016 – 31 October 2016

The report highlights that Facebook's primary target audience is females aged 35-44 years old while Twitter's primary target audience is males aged between 21-34 years old. This helps for the appropriate content to be scheduled. The report will show more details of the interactions and engagements of these social channels.

Overall:

Activity Overview



56,335
IMPRESSIONS



691
ENGAGEMENTS



108
LINK CLICKS

Visit Abingdon has a strong presence on social media receiving 56,335 impressions, 691 engagements and 108 link clicks over the two social platforms, Facebook and Twitter.

Facebook Activity Overview



26,731
IMPRESSIONS



223
POST ENGAGEMENTS



43
LINK CLICKS

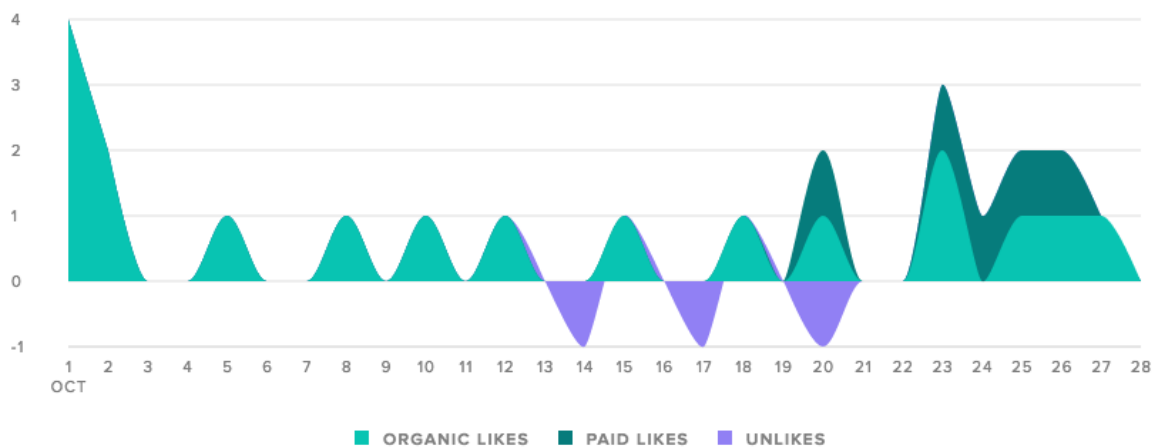
Impressions: **26,731** people have seen the posts through unpaid distribution

Post engagements: **223** people have interacted with posts over October

Link clicks: **43** people have clicked on links within posts on Facebook during October

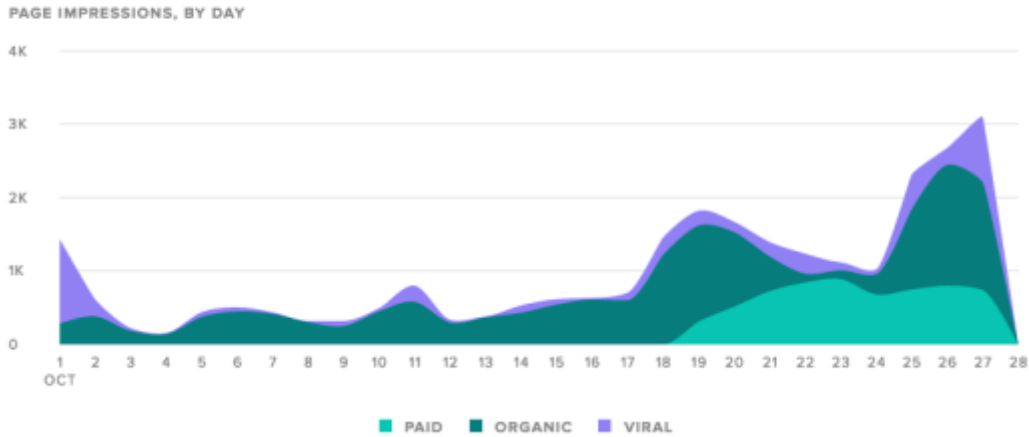
Audience Growth

LIKES BREAKDOWN, BY DAY



There has been an increase in audience growth by 3.1% on Facebook since the last month.

Page Impressions



IMPRESSIONS METRICS	TOTALS
Organic Impressions	15,398
Viral Impressions	5,090
Paid Impressions	6,243
Total Impressions	26,731
Users Reached	14,064

Total Impressions increased by

▲ 28.3%

since last month

Visit Abingdon received **26,731** impressions in October.








Visit Abingdon reached **14,064** users over October.

Females aged between 35-44 contributed the most to impressions on Facebook with 78.4% of the impressions coming from females.

Visit Abingdon achieves a high number of impressions each month showing that posts are engaging the target audience.

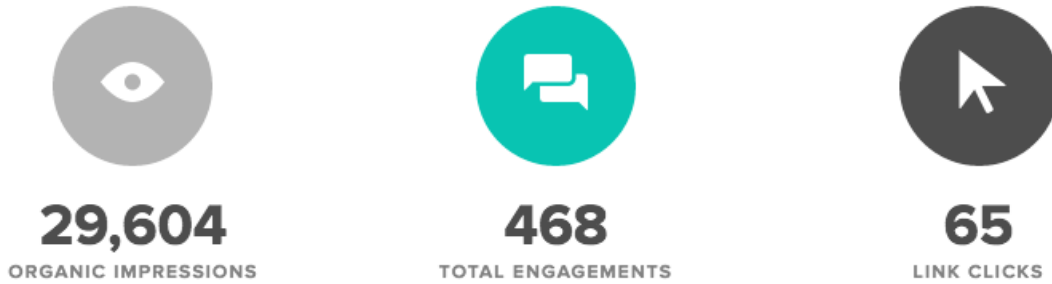
There were **15,398** organic impressions through October which shows general interest in the Town Centre by individuals actively looking for Visit Abingdon news rather than through paid promotion of the town.

While there were **5,090** viral impressions that show Visit Abingdon has had high interest in posts with views from people outside of the page's following.

Post	Reactions	Comments	Engagement	Reach
 <p>Visit Abingdon Throwing Buns have started showcasing art by the talented locals of Abingdon. Pop in and have a look!</p>  <p>(Post) October 05, 2016 10:30 am</p>	4	–	11.5%	78
 <p>Visit Abingdon We are lucky enough to have some amazing restaurants on our doorstep and Mexican restaurant, Dorindo's is one of them!</p>  <p>(Post) October 18, 2016 6:00 pm</p>	8	–	10.5%	143
 <p>Visit Abingdon</p>  <p>(Post) October 18, 2016 9:51 am</p>	10	1	9.6%	146
 <p>Visit Abingdon The Annual Michaelmas Fair will start in the Market Place on Sunday 9th October and finish on Tuesday 11th October</p> <p>Abingdon Michaelmas Fair</p> <p>(Post) October 03, 2016 6:00 pm</p>	1	–	8.1%	87

The most engaging posts on Visit Abingdon's Facebook this month was Throwing Buns have started showcasing art by talented locals, Dorindo's restaurant, an image of Abingdon and a post about the Michaelmas Fair.

Twitter Activity Overview



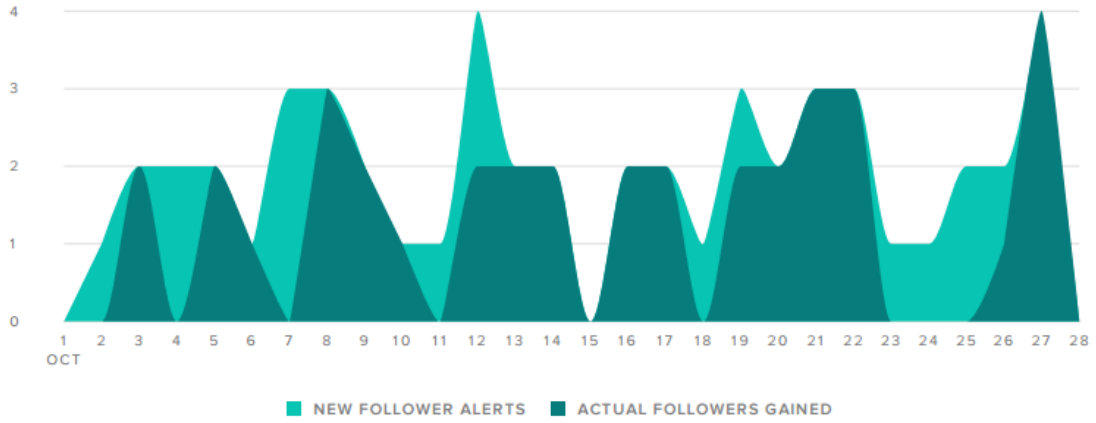
Organic impressions: **29,604** people have seen the posts through unpaid distribution

Total engagements: **468** people have interacted with posts over September

Link clicks: **65** people have clicked on links within posts on Twitter during September

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS	TOTALS
Total Followers	565
New Follower alerts	52
Actual Followers gained	29
People that you followed	34

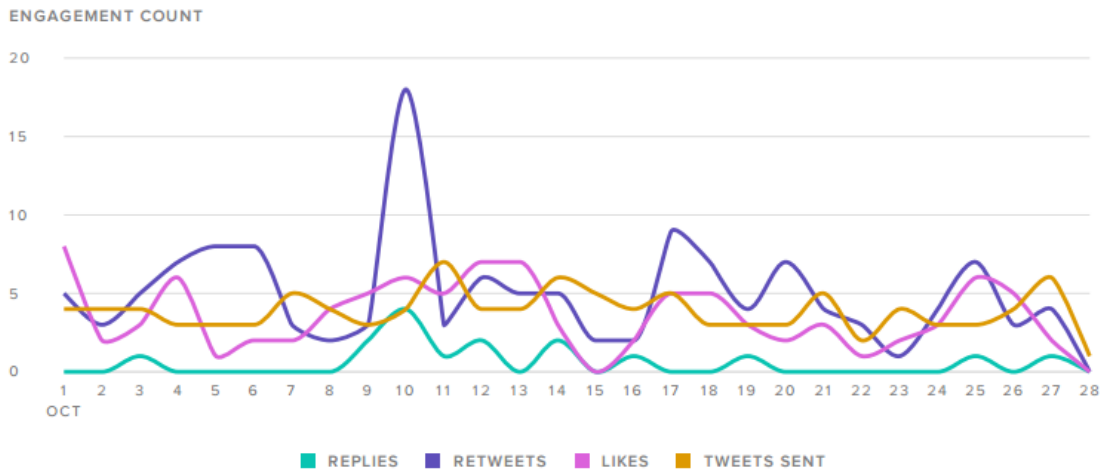
Total followers increased by

▲ 5.4%

since last month

Visit Abingdon's twitter following has increased by 5.4% over the last month.

Audience Engagement



The above graph shows the increased interactions from Visit Abingdon’s Twitter posts which highlights the twitter page gets a high number of retweets and likes.

ENGAGEMENT METRICS	TOTALS
Replies	16
Retweets	138
Retweets with Comments	6
Likes	100

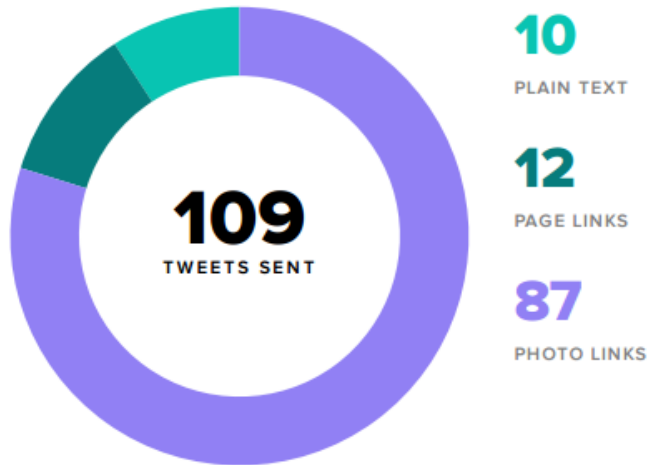
The number of engagements increased by

▲ 12.2%

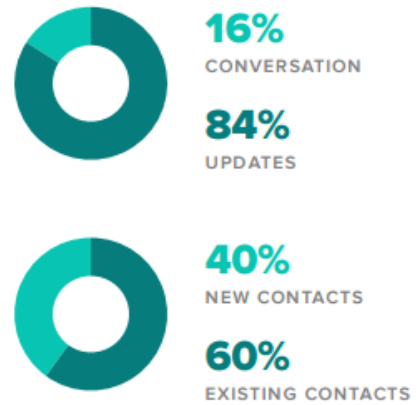
since last month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



YOUR TWEETING BEHAVIOR



The above graph shows that the majority of Visit Abingdon's twitter posts include images, followed by links to pages.

The tweeting behavior for the site shows that we have a mix of conversation and updates however conversation with other accounts could be improved with 16% conversation and 84% updates.