

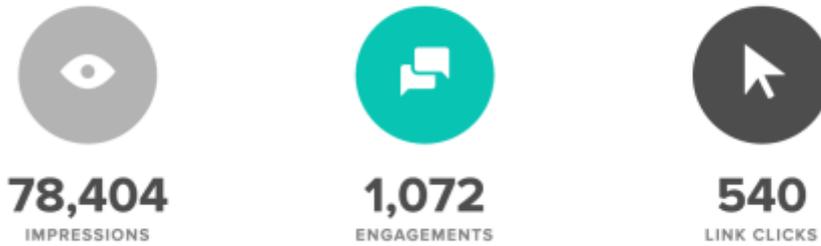


01 November 2016 – 30 November 2016

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 25-34 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.

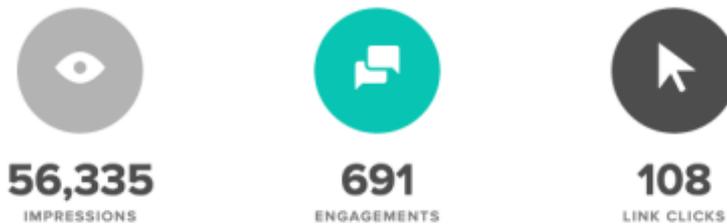
November:

Activity Overview



October:

Activity Overview



Visit Abingdon has a strong presence on social media which has greatly increased over the last month.

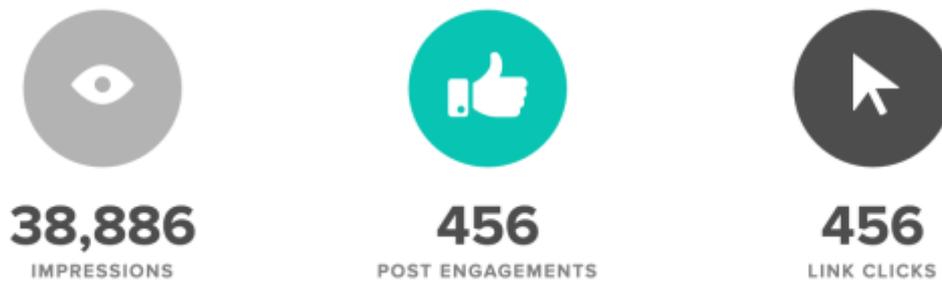
Impressions: **78,404** an increase of **22,069** since last month

Engagements: **1,072** an increase of **381** since last month

Link clicks: **540** an increase of **432** since last month

November:

### Facebook Activity Overview



October:

### Facebook Activity Overview

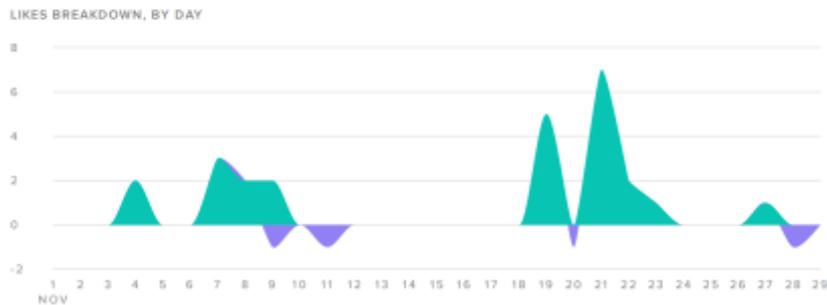


Impressions: The number of people who have seen the Facebook posts through underpaid distribution is **38,886** an increase of **12,155** since last month.

Post engagements: The number of people who have interacted with the Facebook posts over November is **456** an increase of **233** since last month.

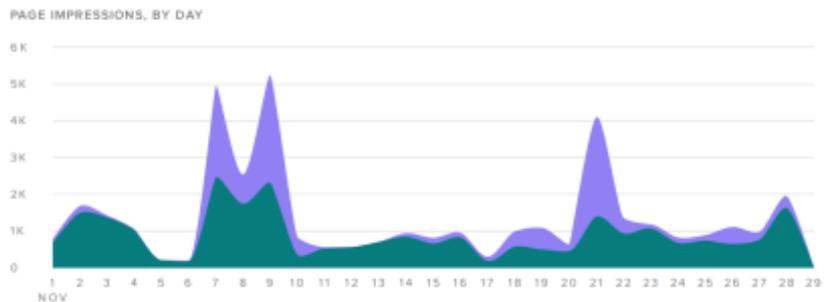
Link clicks: The number of people who have clicked on links within posts on Facebook during November is **456** an increase of **413** since last month.

### Audience Growth



There has been an increase in audience growth by 3.4% on Facebook since the last month.

### Page Impressions



Visit Abingdon received **38,886** impressions in November.

Visit Abingdon reached **15,508** users over November.

Females aged between 35-44 contributed the most to impressions on Facebook with 79.3% of the impressions coming from females.

IMPRESSIONS METRICS	TOTALS
Organic Impressions	25,482
Viral Impressions	13,404
<b>Total Impressions</b>	<b>38,886</b>
<b>Users Reached</b>	<b>15,508</b>

Total Impressions increased by

**▲ 37.2%**

since last month

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

There were **25,482** organic impressions through November 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 **13,404** viral impressions that show Visit Abingdon has had high interest in posts with views from people outside of the page's following.

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement	Reach
 <p><b>Visit Abingdon</b>            Pictures unveiled for new Abbey Meadow adventure park next to River Thames in Abingdon!</p> <p><a href="#">Pictures unveiled for new adventure park next to River Thames</a></p> <p>(Post) November 09, 2016 9:56 am</p>	17	5	15.0%	1,124
 <p><b>Visit Abingdon</b>            Peacocks shop means Abingdon town centre will finally stock children's clothes again! Abingdon Business Improvement District (BID) leader Julie Downing said the addition of Peacocks was 'absolutely a positive thing'. She said: "It's good to have something in there but it's also a rise in children's clothes, providing a service we haven't actually got. It's filling a space and hopefully making it more attractive."</p> <p><a href="#">Peacocks shop means town centre will finally stock children's clothes again</a></p> <p>(Post) November 07, 2016 2:21 pm</p>	51	9	14.6%	1,910
 <p><b>Visit Abingdon</b>            Click here to see pictures of the new adventure park next to River Thames!</p> <p><a href="#">Pictures unveiled for new adventure park next to River Thames</a></p> <p>(Post) November 09, 2016 10:36 am</p>	11	–	12.5%	601
 <p><b>Visit Abingdon</b>            Have you seen the new foods that have arrived at <b>Oriental Food Micro Mart Abingdon</b>? Something for everyone's taste buds!</p>  <p>(Post) November 09, 2016 2:28 pm</p>	–	–	12.0%	50

The most engaging posts on Visit Abingdon's Facebook this month were news articles from the The Herald which shows that a residence's interest in 'official' Abingdon news. This was followed by sharing of posts from local shop traders – post shared from Oriental Food Micro Mart Abingdon.

November:



October:



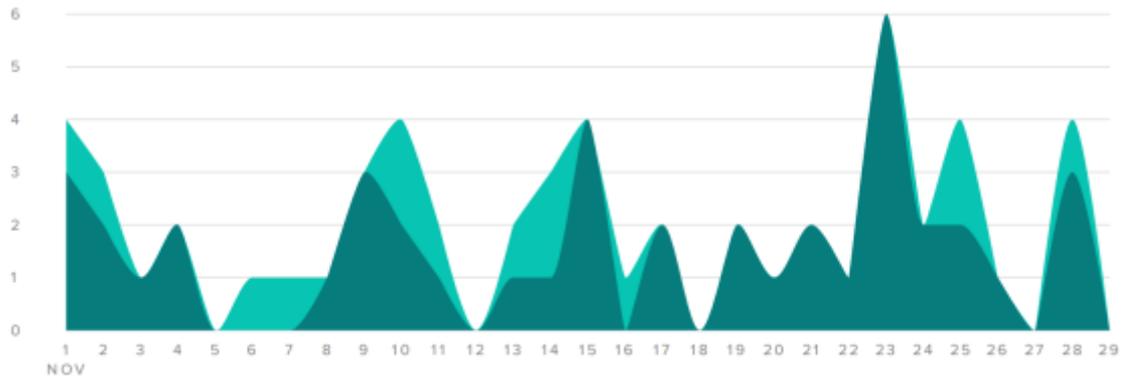
Organic Impressions: The number of people who have seen the Twitter posts through underpaid distribution is **39,518** an increase of **9,914** since last month.

Total engagements: The number of people who have interacted with the Twitter posts over November is **616** an increase of **148** since last month.

Link clicks: The number of people who have clicked on links within posts on Twitter during November is **84** an increase of **19** since last month.

## Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS	TOTALS
<b>Total Followers</b>	<b>610</b>
New Follower alerts	57
Actual Followers gained	38
People that you followed	18

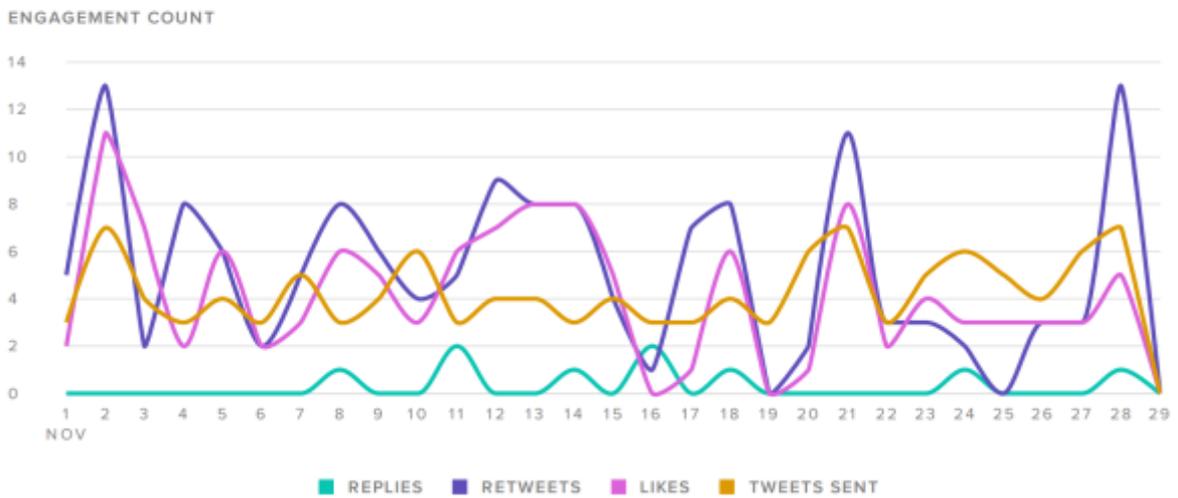
Total followers increased by

**▲ 6.6%**

since last month

Visit Abingdon's Twitter following has increased by 6.6% 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. The number of engagements with the site has increased by **20.3%** since the last month.

ENGAGEMENT METRICS	TOTALS
Replies	9
Retweets	149
Retweets with Comments	10
Likes	120

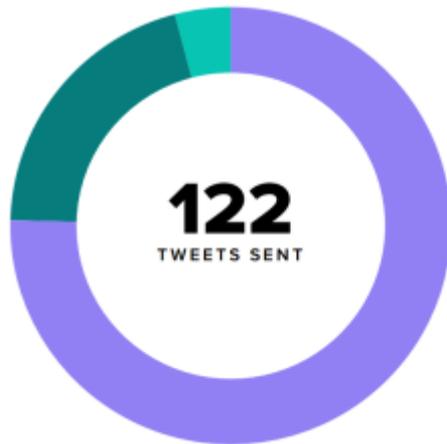
The number of engagements increased by

**▲ 20.3%**

since last month

## Your Content & Engagement Habits

SENT MESSAGE CONTENT

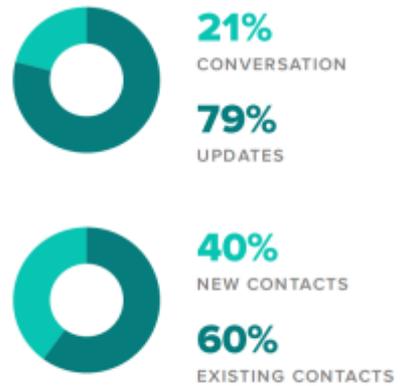


**5**  
PLAIN TEXT

**25**  
PAGE LINKS

**92**  
PHOTO LINKS

YOUR TWEETING BEHAVIOR



**21%**  
CONVERSATION

**79%**  
UPDATES

**40%**  
NEW CONTACTS

**60%**  
EXISTING CONTACTS

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

The tweeting behavior for the site shows that we have a mix of conversation and updates with conversations with other accounts increasing by 5% on last month for results to show as 21% conversation, 79% updates.