



Fitter Today - Aggregated report

1 October 2020 - 31 October 2020



Report created by
Samia

Profiles

Profiles included in this report.



Fitter Today FB
Facebook



Fitter Today IG
Instagram



Fitter Today TW
Twitter



Fitter Today LI
Linkedin



Aggregated data

**Combined data of all selected profiles for
a top-level overview.**

1 October 2020 - 31 October 2020



Report created by
Samia

Overview

Key performance metrics for the selected period.



 Fans

311

 0.6 %

 Engagement

53

 0 %

 Impressions

915

 64.9 %

 Publishing

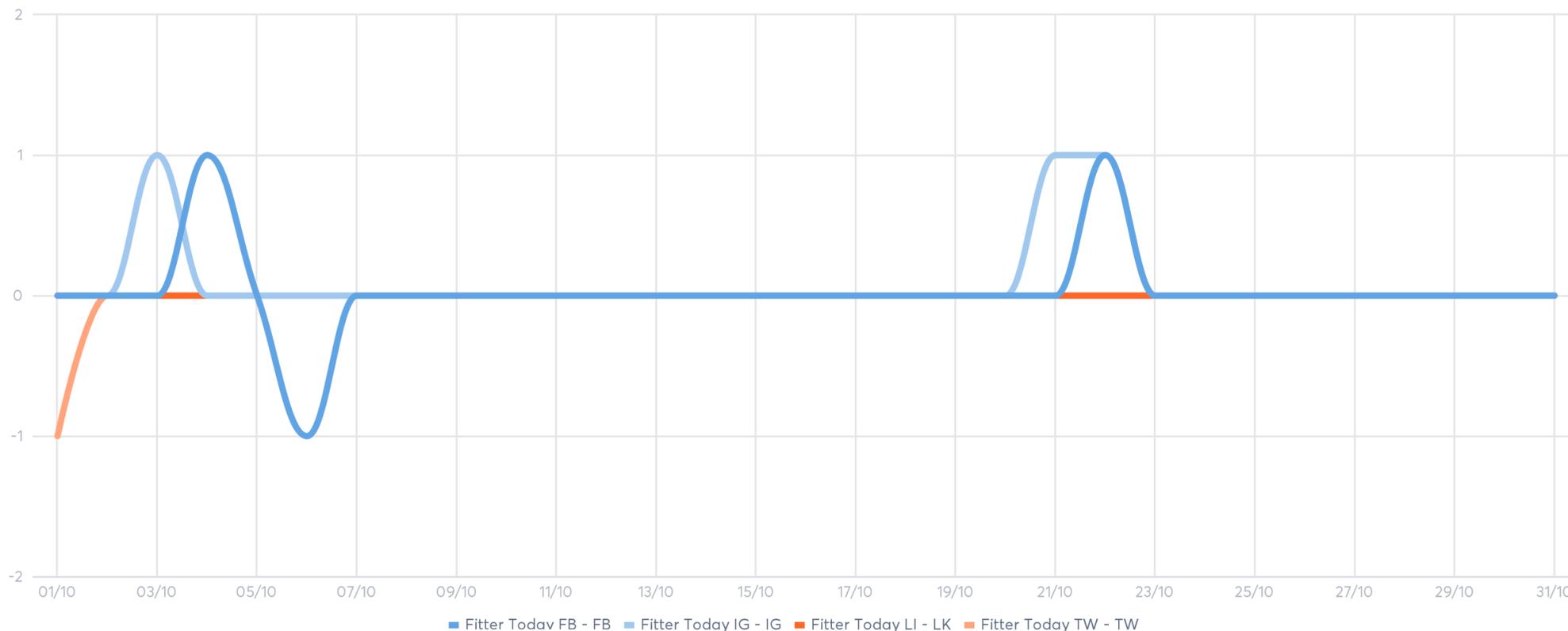
94

 17.5 %

Audience growth



Number of new fans/followers gained during the selected period.



| | |
|---|----------|
|  Fitter Today FB | 1 |
|  Fitter Today IG | 3 |
|  Fitter Today LI | 0 |
|  Fitter Today TW | -1 |
| New Fans / Followers | 3 |



The total audience is

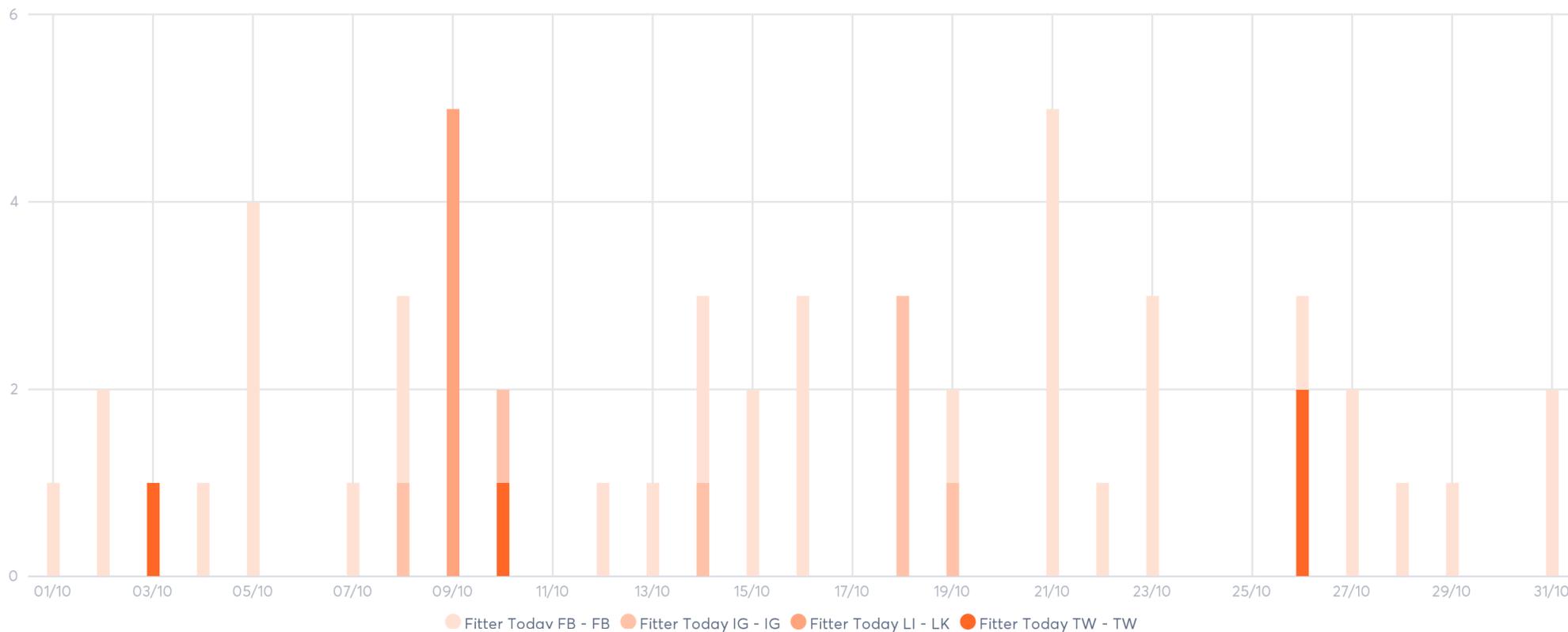
311 fans / followers

representing a variation of **+0.6 %**
compared to 1 Sep. 2020 - 30 Sep. 2020

Engagement



Number of audience's interactions with your social profiles during the selected period.



| | |
|---------------------------|-----------|
| Fitter Today FB | 37 |
| Fitter Today IG | 7 |
| Fitter Today LI | 5 |
| Fitter Today TW | 4 |
| Total interactions | 53 |



The total engagement is

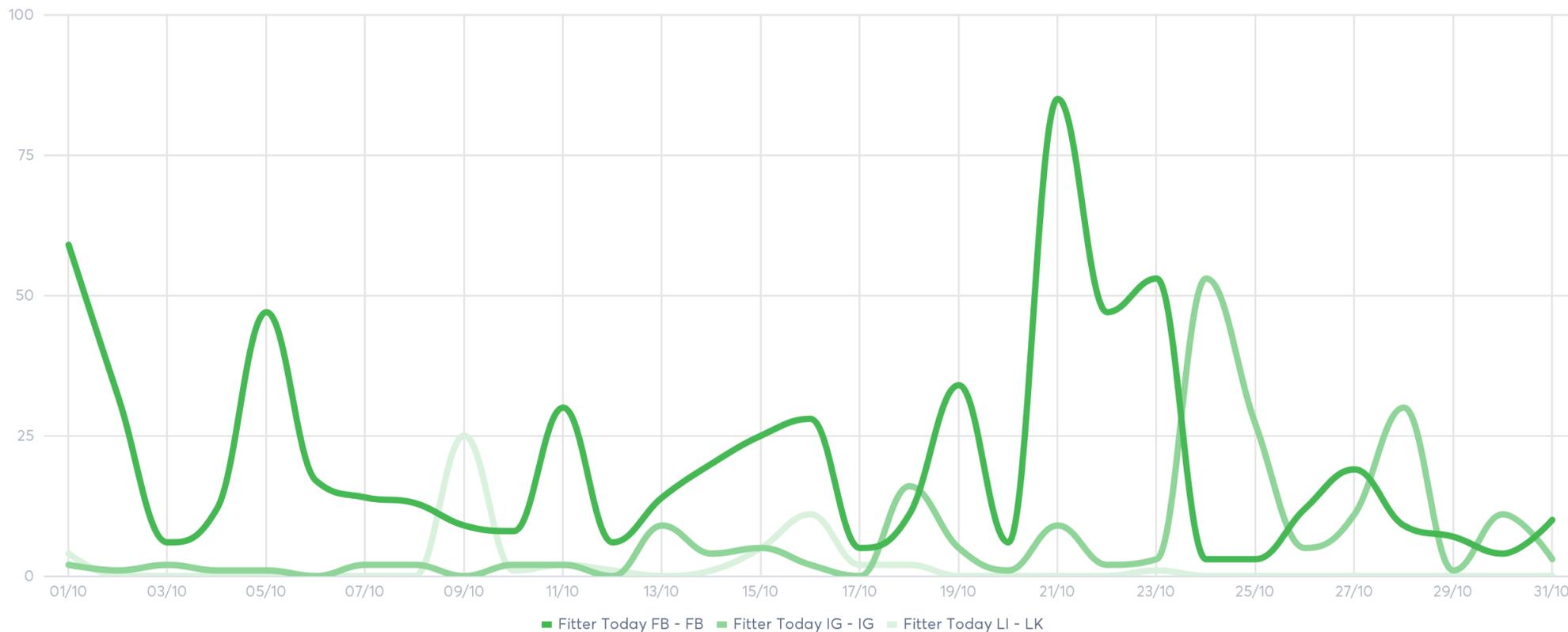
53 interactions

representing a variation of **0 %**
compared to 1 Sep. 2020 - 30 Sep. 2020

Impressions



Number of times a content of your social profiles has been viewed during the selected period.



| | |
|---|------------|
|  Fitter Today FB | 648 |
|  Fitter Today IG | 212 |
|  Fitter Today LI | 55 |
| Total impressions | 915 |



The total impressions are

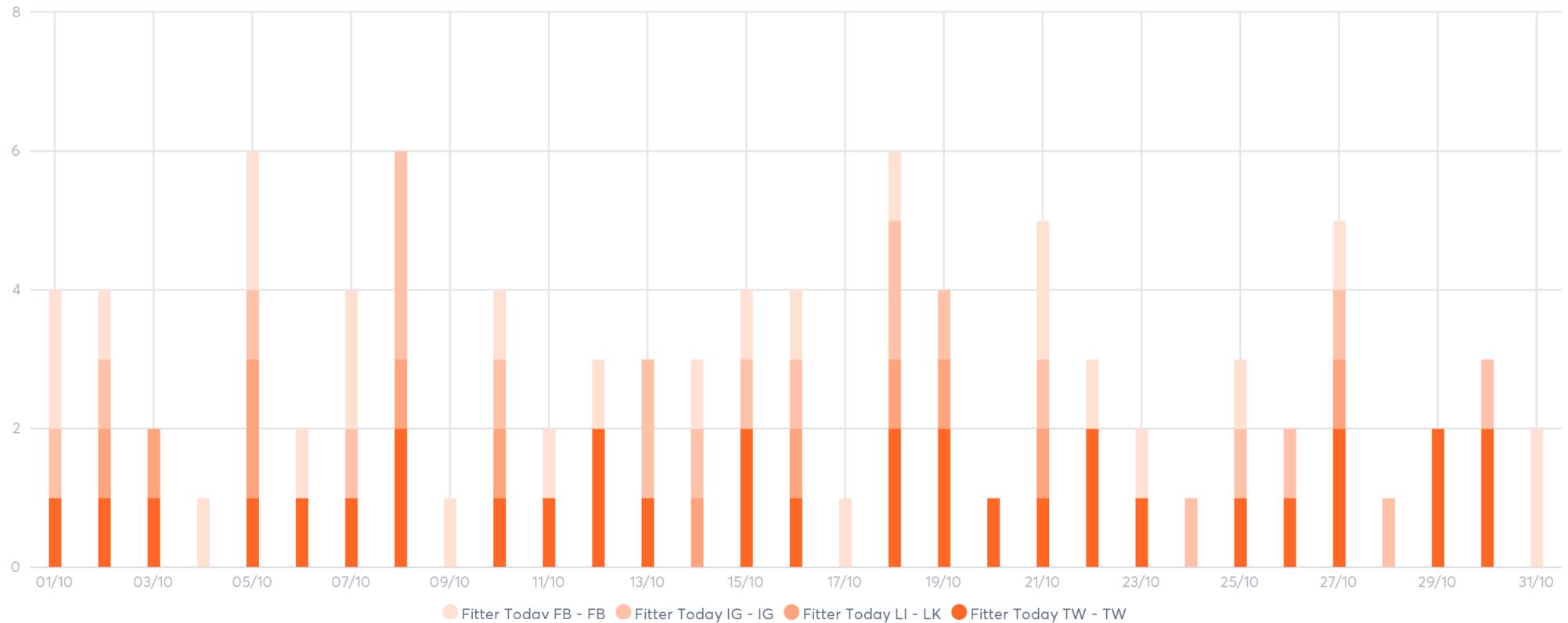
915

representing a variation of **+64.9 %**
compared to 1 Sep. 2020 - 30 Sep. 2020

Publishing



Number of posts published during the selected period.



| | |
|---|-----------|
|  Fitter Today FB | 26 |
|  Fitter Today IG | 23 |
|  Fitter Today LI | 12 |
|  Fitter Today TW | 33 |
| Total items published | 94 |



The total posts published is

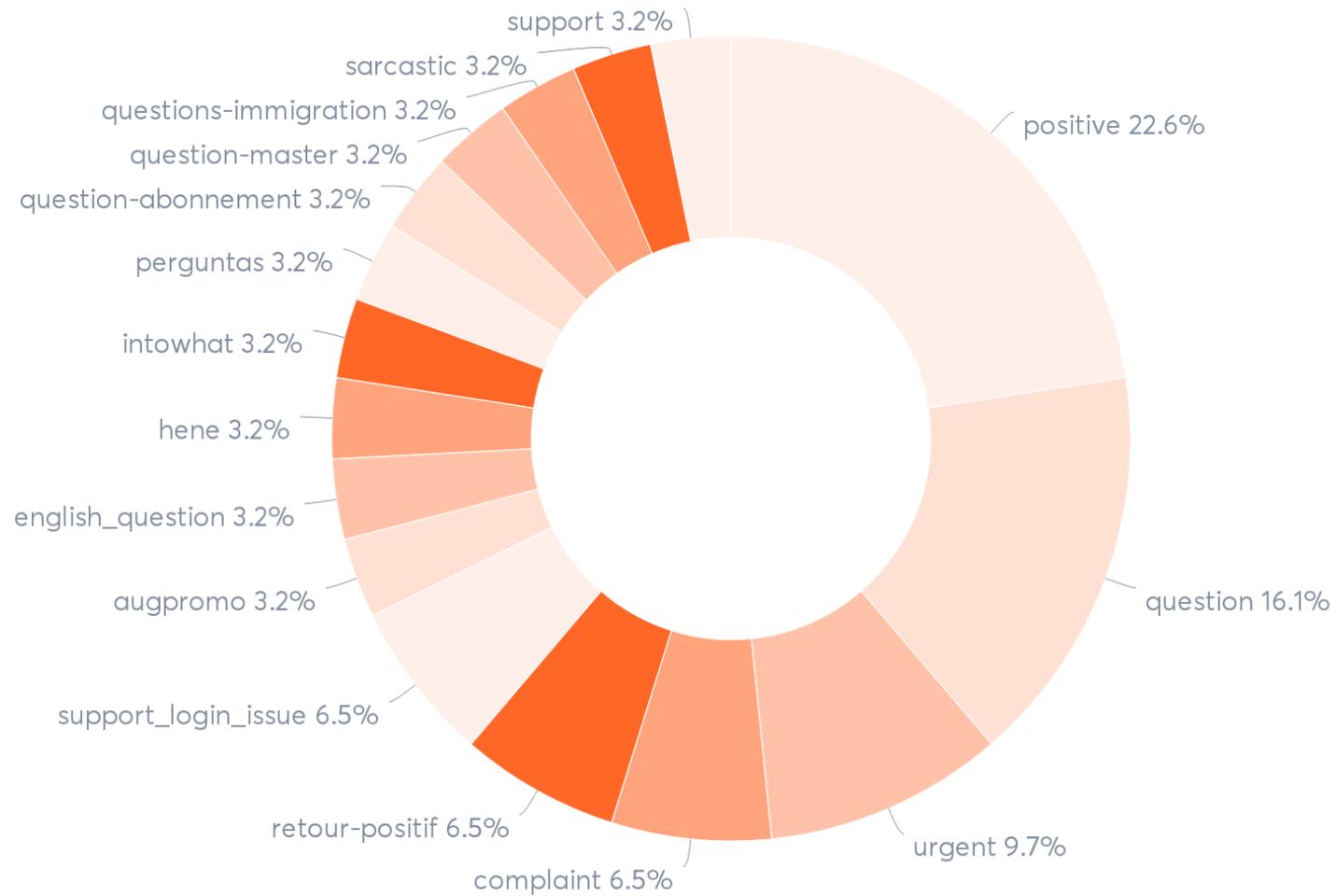
94

representing a variation of **+17.5 %**
compared to 1 Sep. 2020 - 30 Sep. 2020

Label distribution

Distribution of labels applied to inbox items and published items (publishing).

Labels applied to inbox items (your audience's content)

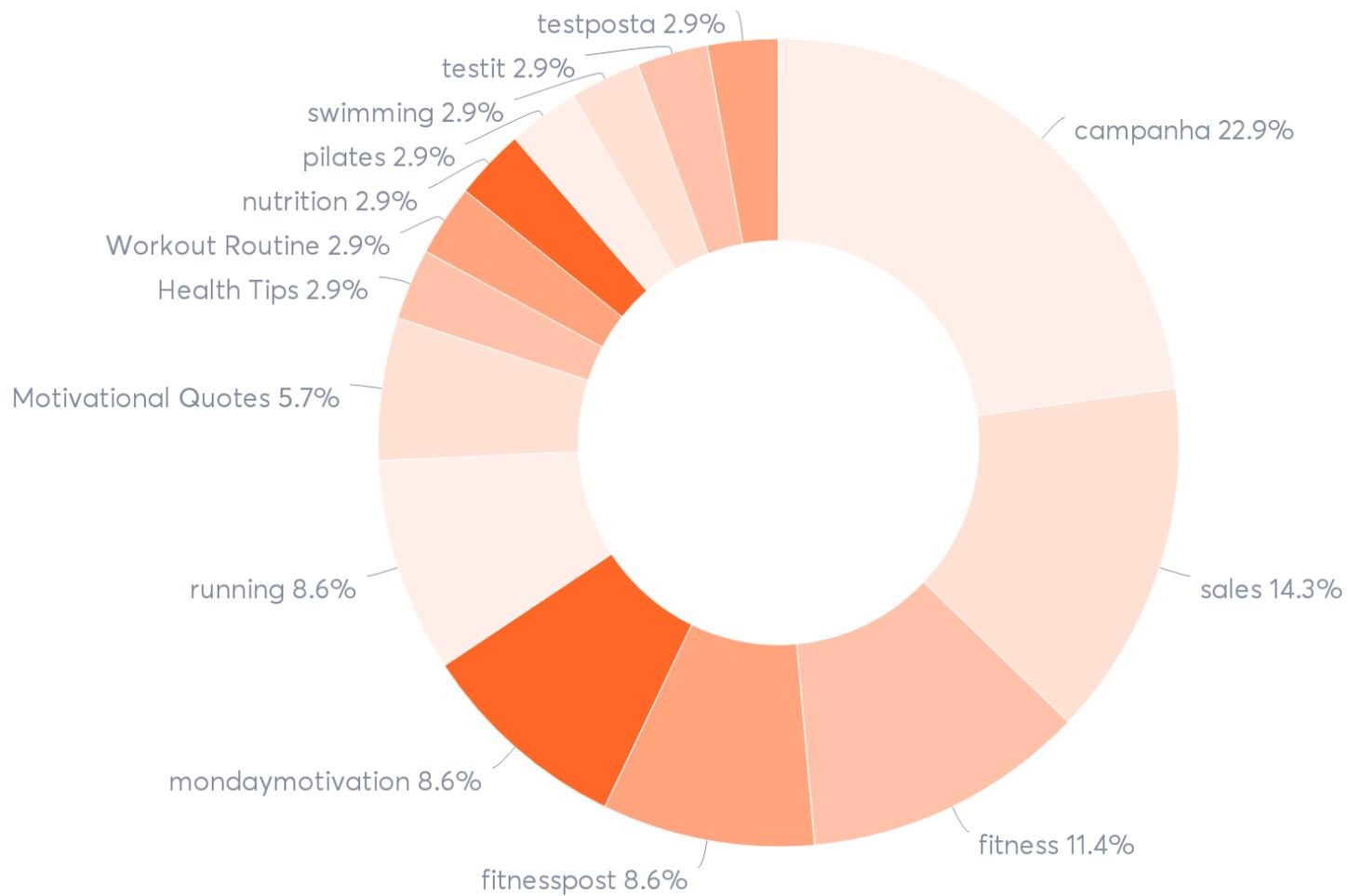


Label distribution

Distribution of labels applied to inbox items and published items (publishing).



Labels applied to publishing items (your content)



Top content - Fitter Today FB



Best performing content published during the selected period. Based on engagement.



15 Oct. 2020

Swimming is always fun

Reach 27

Engaged Users 5

Clicks 4



7 Oct. 2020

Nice day for a swim

Reach 11

Engaged Users 5

Clicks 2



1 Oct. 2020

It's a beautiful day to get Fitter Today!

Reach 25

Engaged Users 5

Clicks 3

Top content - Fitter Today IG



Best performing content published during the selected period. Based on engagement.



18 Oct. 2020

**It's time to get Fitter Today!
@agorapulse**

| | |
|--------------|---|
| 📶 Reach | 6 |
| 💬 Comments | 0 |
| ❤️ Likes | 2 |
| 📌 Saved | 0 |
| 📊 Engagement | 2 |



19 Oct. 2020

**Who is ready to get Fitter today!?
@agorapulse**

| | |
|--------------|---|
| 📶 Reach | 6 |
| 💬 Comments | 0 |
| ❤️ Likes | 1 |
| 📌 Saved | 0 |
| 📊 Engagement | 1 |



18 Oct. 2020

**It's time to get Fitter Today!
@agorapulse**

| | |
|--------------|----|
| 📶 Reach | 13 |
| 💬 Comments | 0 |
| ❤️ Likes | 1 |
| 📌 Saved | 0 |
| 📊 Engagement | 1 |

Top content - Fitter Today LI



Best performing content published during the selected period. Based on engagement.



5 Oct. 2020

Nice day for a swim

| | |
|-------------|----|
| Impressions | 23 |
| Clicks | 1 |
| Likes | 1 |
| Shares | 0 |
| Comments | 2 |
| Engagement | 4 |



27 Oct. 2020

Create a post! #socialmedialab

| | |
|-------------|---|
| Impressions | 0 |
| Clicks | 0 |
| Likes | 0 |
| Shares | 0 |
| Comments | 0 |
| Engagement | 0 |



21 Oct. 2020

Who is ready to get Fitter Today!? #socialmedia...

| | |
|-------------|---|
| Impressions | 1 |
| Clicks | 0 |
| Likes | 0 |
| Shares | 0 |
| Comments | 0 |
| Engagement | 0 |

Top content - Fitter Today TW

Best performing content published during the selected period. Based on engagement.



10 Oct. 2020

Who is ready to get Fitter today?! #socialmedia...

| | |
|--------------|---|
| ❤ Likes | 1 |
| 🔄 Retweets | 0 |
| 📊 Engagement | 1 |



3 Oct. 2020

It's a beautiful day to get Fitter Today! #soci...

| | |
|--------------|---|
| ❤ Likes | 1 |
| 🔄 Retweets | 0 |
| 📊 Engagement | 1 |

This post had no picture linked.



30 Oct. 2020

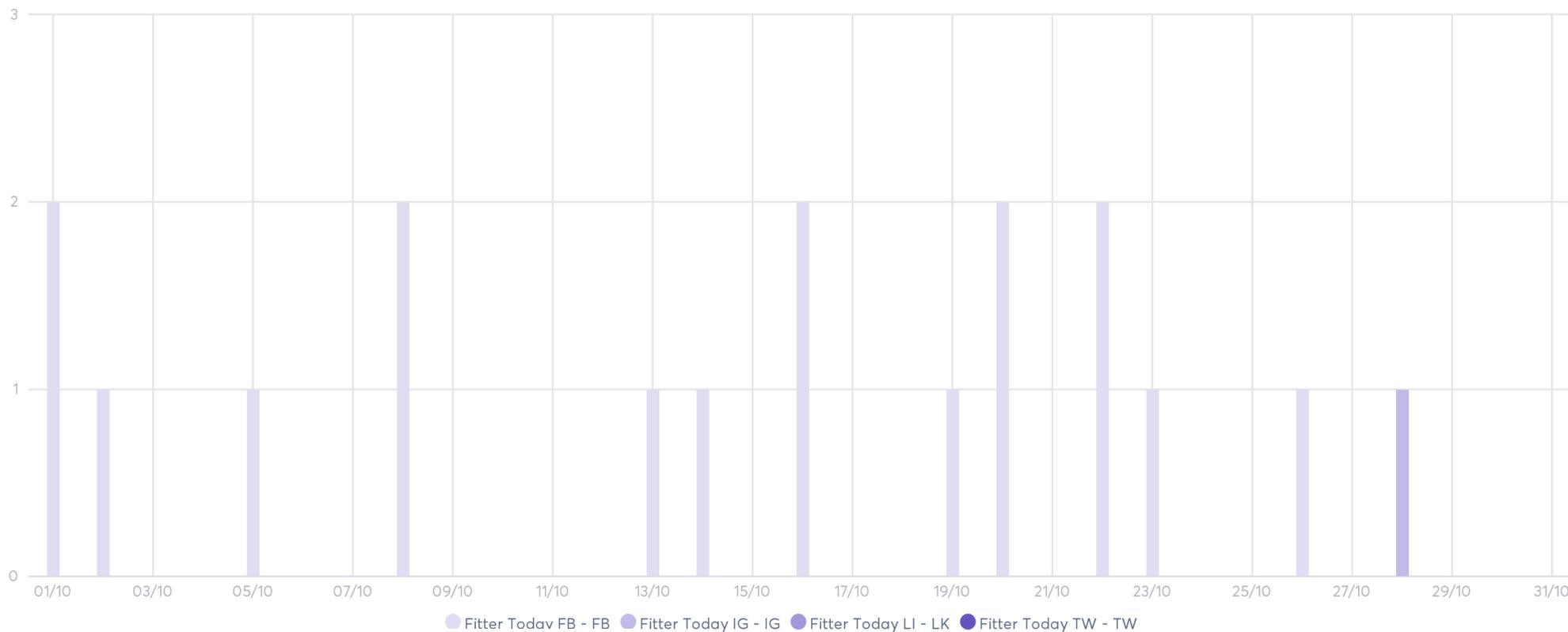
Train like... you: Tap into Your Workout Motivation ...

| | |
|--------------|---|
| ❤ Likes | 0 |
| 🔄 Retweets | 0 |
| 📊 Engagement | 0 |

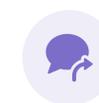
Replies sent



Number of replies to comments sent during the selected period.



| | |
|---|-----------|
|  Fitter Today FB | 17 |
|  Fitter Today IG | 1 |
|  Fitter Today LI | 0 |
|  Fitter Today TW | 0 |
| Total replies sent | 18 |



The total number of replies is

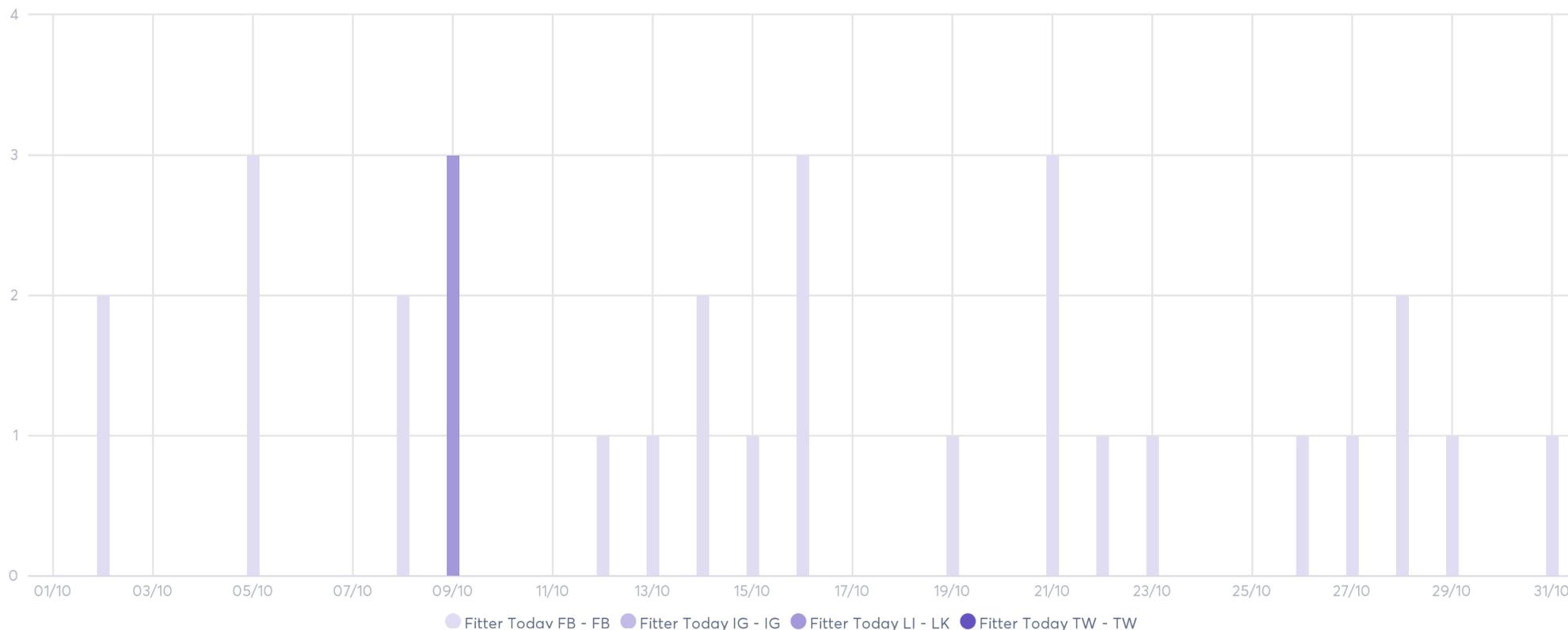
18

representing a variation of **-45.5 %**
compared to 1 Sep. 2020 - 30 Sep. 2020



Reviewed items

Number of times "Review" or "Delete" actions have been performed on items received during the selected period.



| | |
|---|-----------|
|  Fitter Today FB | 27 |
|  Fitter Today IG | 0 |
|  Fitter Today LI | 3 |
|  Fitter Today TW | 0 |
| Total reviewed items | 30 |



The total number of reviewed items is

30

representing a variation of **0 %**
compared to 1 Sep. 2020 - 30 Sep. 2020