



Facebook Page Report: **Free Beer**

August 20, 2023 - September 18, 2023



Audience insights

**Measure your performance by analyzing your
Facebook Page activity**

August 20, 2023 - September 18, 2023



Overview

Key performance metrics for the selected period.



Fans

423 9%



Engagement

1,078 366.7%



Impressions

21,812 360.7%



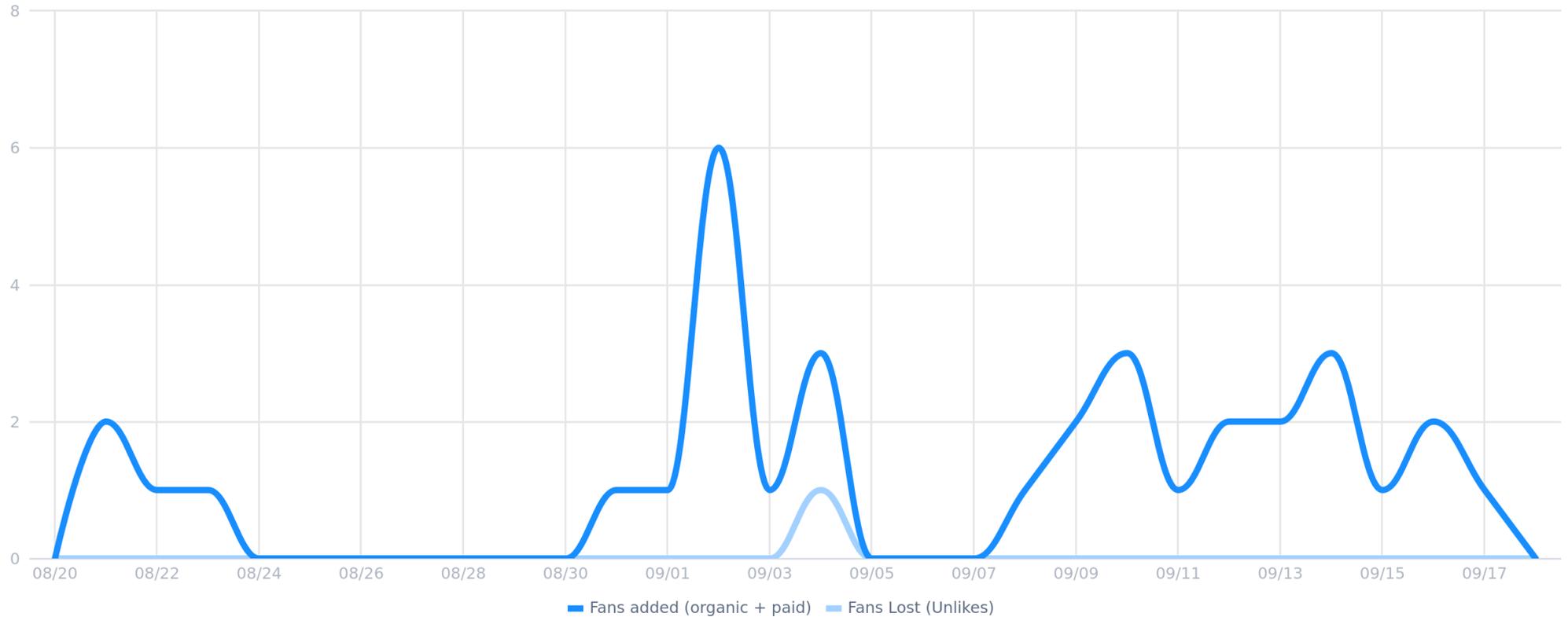
Brand awareness

25 733.3%



Audience growth

Number of fans gained and lost for the selected period.



New Organic Fans	34
New Paid Fans	0
Fans Lost (Unlikes)	1
New Fans (Net)	33



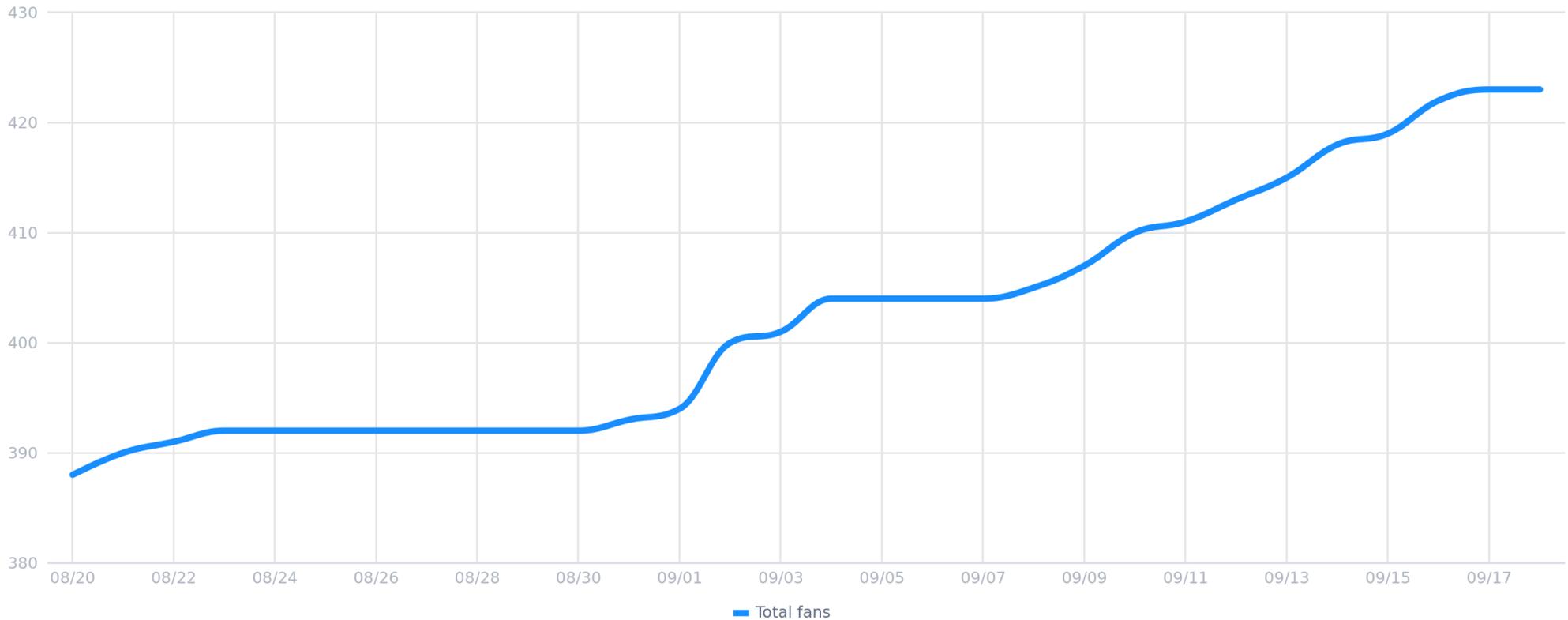
The total audience is

423 fans

representing a variation of **+9 %**
compared to Jul. 20 2023 - Aug. 19 2023

Audience growth

Total number of fans for the selected period.



New Organic Fans	34
New Paid Fans	0
Fans Lost (Unlikes)	1
New Fans (Net)	33



The total audience is

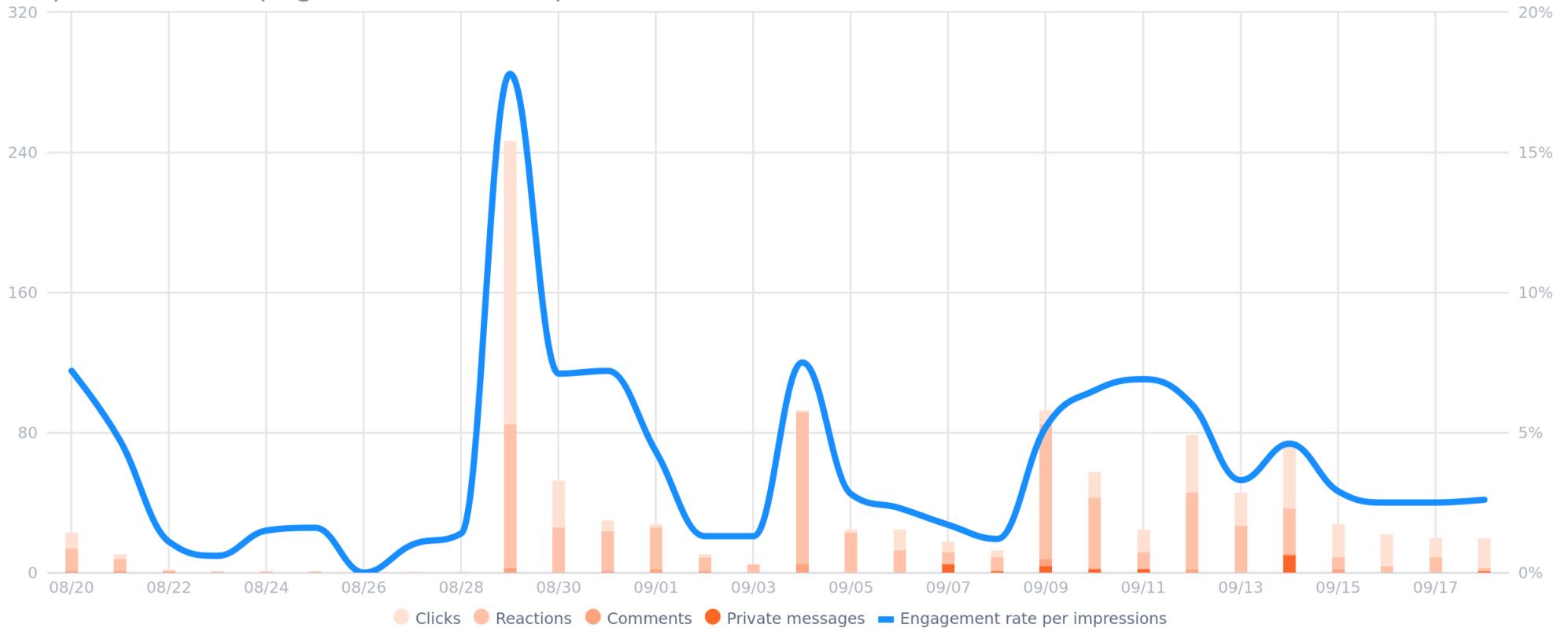
423 fans

representing a variation of **+9 %**
compared to Jul. 20 2023 - Aug. 19 2023

Engagement



Number of fans interactions (reactions, comments, shares, clicks and private messages) with your Facebook page for the selected period.



Reactions	492 79 1 2 0 0	574
Clicks	Link: 210 Photo: 216 Video: 2	428
Comments		26
Private messages		25
Shares		25
Total Engagement		1.1K
Engagement rate per impressions		4.9%

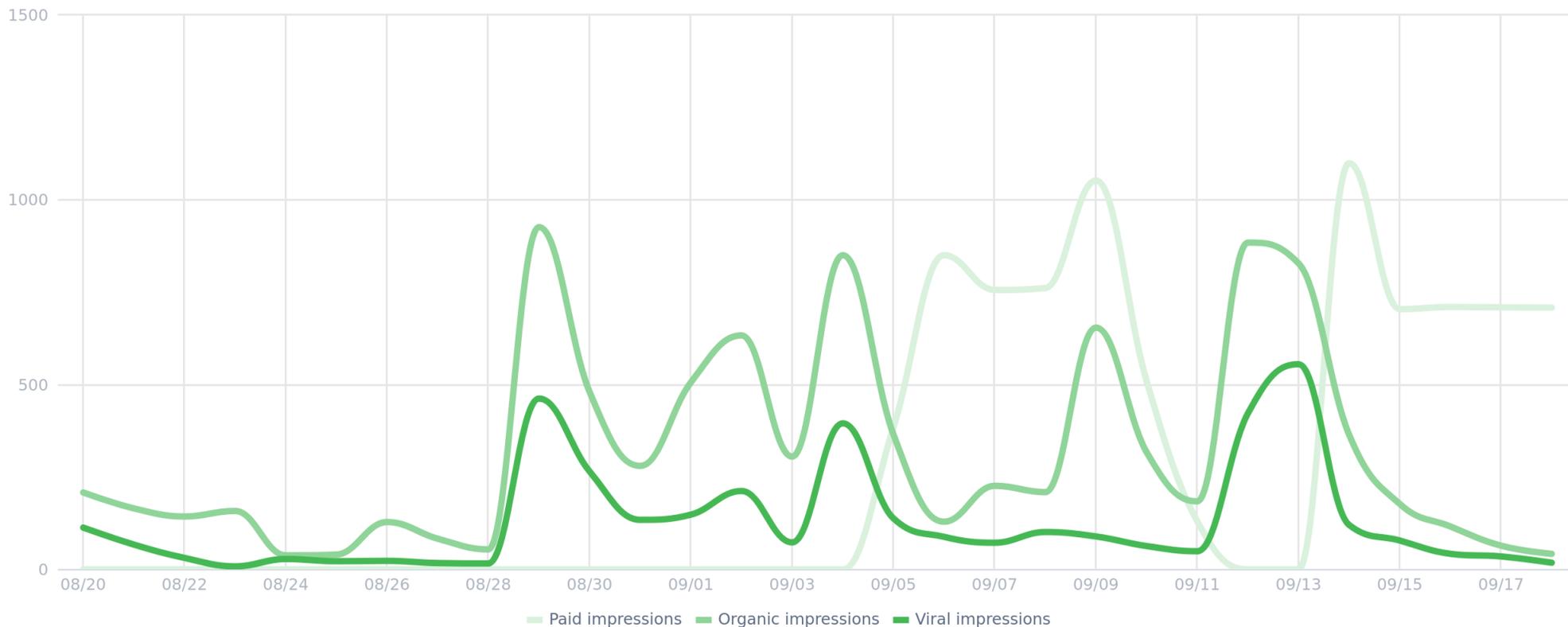


The total engagement is
1,078 interactions
 representing a variation of **+366.7 %**
 compared to Jul. 20 2023 - Aug. 19 2023



Impressions

Number of times your page's content has been viewed during the selected period. This includes paid, organic and viral impressions.



Paid impressions	8.4K
Organic impressions	9.6K
Viral impressions	3.9K
Total impressions	22K



The total impressions are

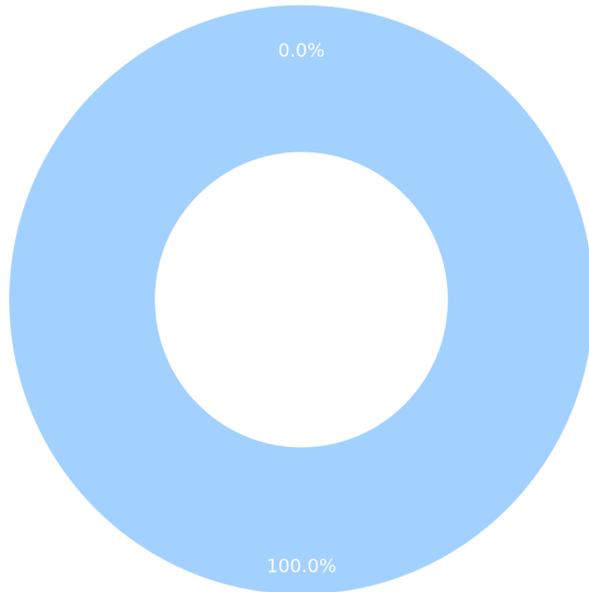
21,812

representing a variation of **+360.7 %**
compared to Jul. 20 2023 - Aug. 19 2023



Brand awareness score

Number of mentions of your page and shares of your content for the selected period.



Mentions	0
Shares	25
Brand awareness	25



The brand awareness score is

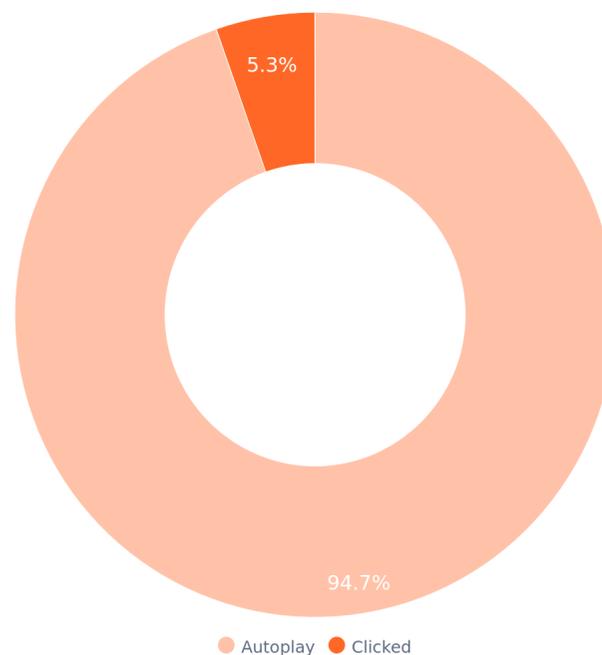
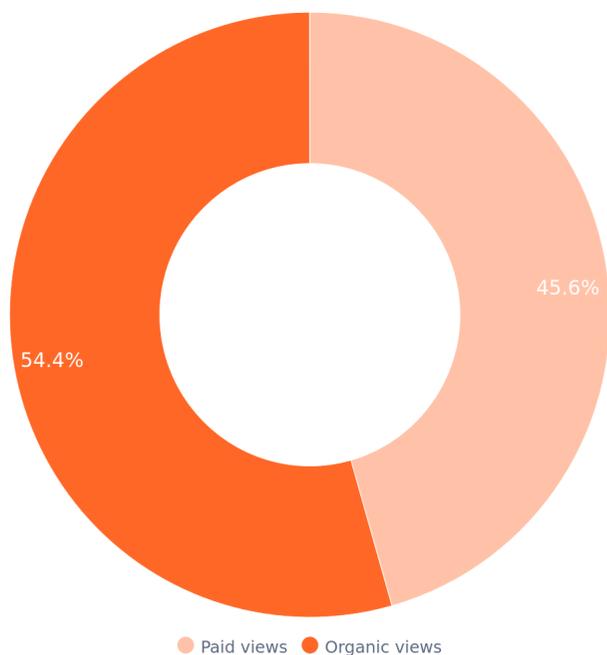
25

representing a variation of **+733.3 %**
compared to **Jul. 20 2023 - Aug. 19 2023**



Video views

Number of time your page's videos has been viewed during the selected period.



Organic views / Paid views

3.2K / 2.7K

Clicked / Autoplay

314 / 5.6K



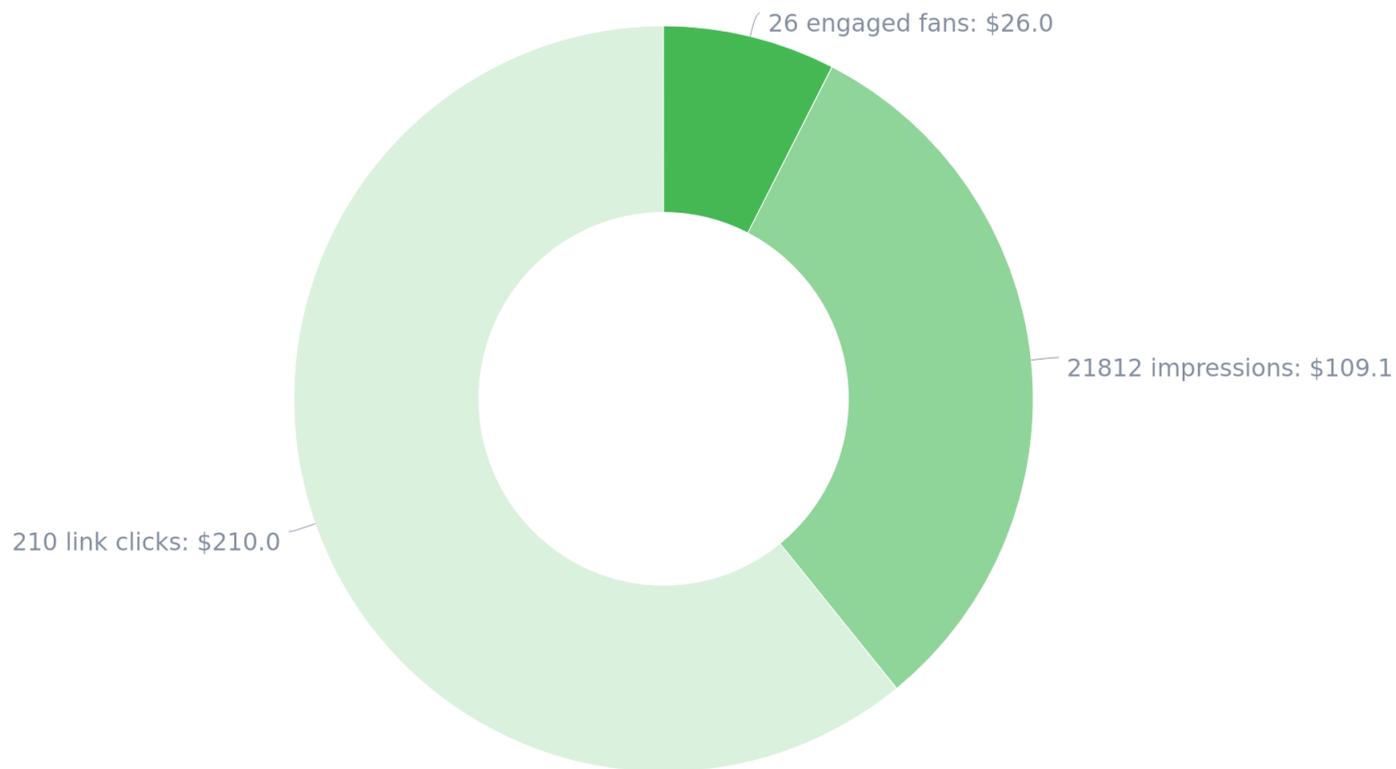
Total views of videos are

5,877

representing a variation of **+481.9 %**
compared to **Jul. 20 2023 - Aug. 19 2023**

ROI

Value generated by your page for the selected period.



The total generated value is

\$345.1

representing a variation of **+567 %**
compared to **Jul. 20 2023 - Aug. 19 2023**



Content summary

**Evaluate the lifetime performance of
published content on your Facebook Page**

August 20, 2023 - September 18, 2023



Overview

Lifetime metrics of content published during the selected period.



Posts published

9 350%



Posts reach

10,704 1119.1%



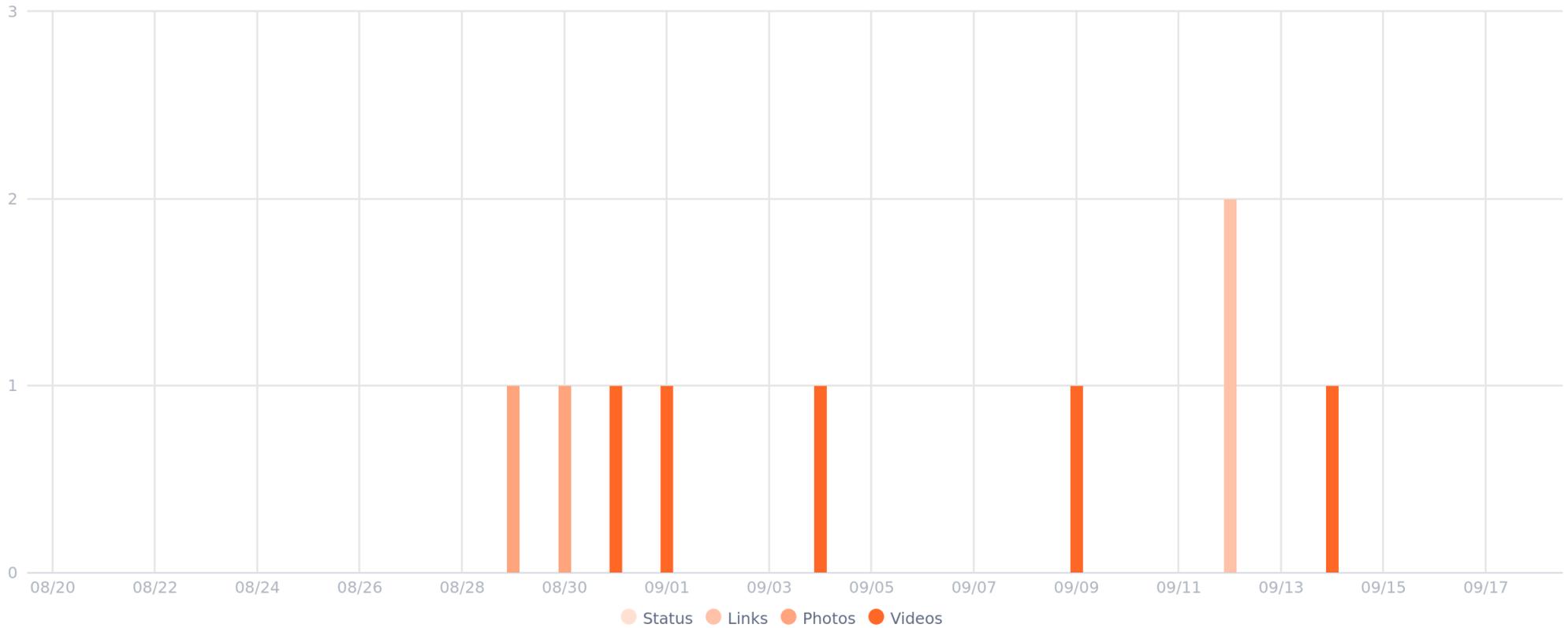
Engaged users

819 606%

Publishing



Number of Posts published during the selected period- with breakdown by type.



Status	0
Links	2
Photos	2
Videos	5
Total posts published	9



The total number of Posts published is

9

representing a variation of **+350 %**
compared to **Jul. 20 2023 - Aug. 19 2023**

Top content



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



Video

Sep. 4 2023

We want to give a huge THANK YOU to Saint Simon's ...

Reach 4.1K

Engaged Users 232

Clicks 26

Other clicks 150

Engagement rate per reach 5.7%

Engagement rate per impression 4.5%



Link

Sep. 12 2023

Free Beer fans, today we are announcing Ranchapalo...

Reach 2.5K

Engaged Users 163

Clicks 104

Other clicks 62

Engagement rate per reach 6.6%

Engagement rate per impression 4.6%



Video

Sep. 9 2023

Wait for it

Reach 1.4K

Engaged Users 0

Clicks 57

Other clicks 160

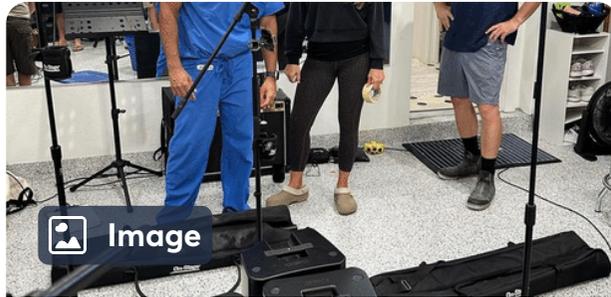
Engagement rate per reach 0%

Engagement rate per impression 0%

Top content



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



Aug. 29 2023

We're gonna rock you like a Hurricane!!

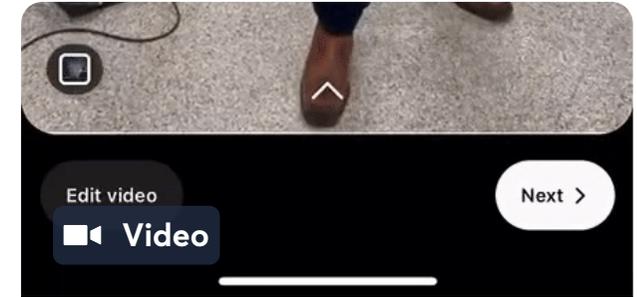
Reach	993
Engaged Users	267
Clicks	193
Other clicks	39
Engagement rate per reach	26.9%
Engagement rate per impression	23.7%



Aug. 30 2023

Jacksonville news says that it is going to be amaz...

Reach	463
Engaged Users	22
Clicks	0
Other clicks	4
Engagement rate per reach	4.8%
Engagement rate per impression	4.3%



Sep. 1 2023

Reach	433
Engaged Users	64
Clicks	0
Other clicks	38
Engagement rate per reach	14.8%
Engagement rate per impression	11.3%