






Facebook Pages Report for **International Orienteering Federation**

Jun 30, 2017 - Jul 10, 2017

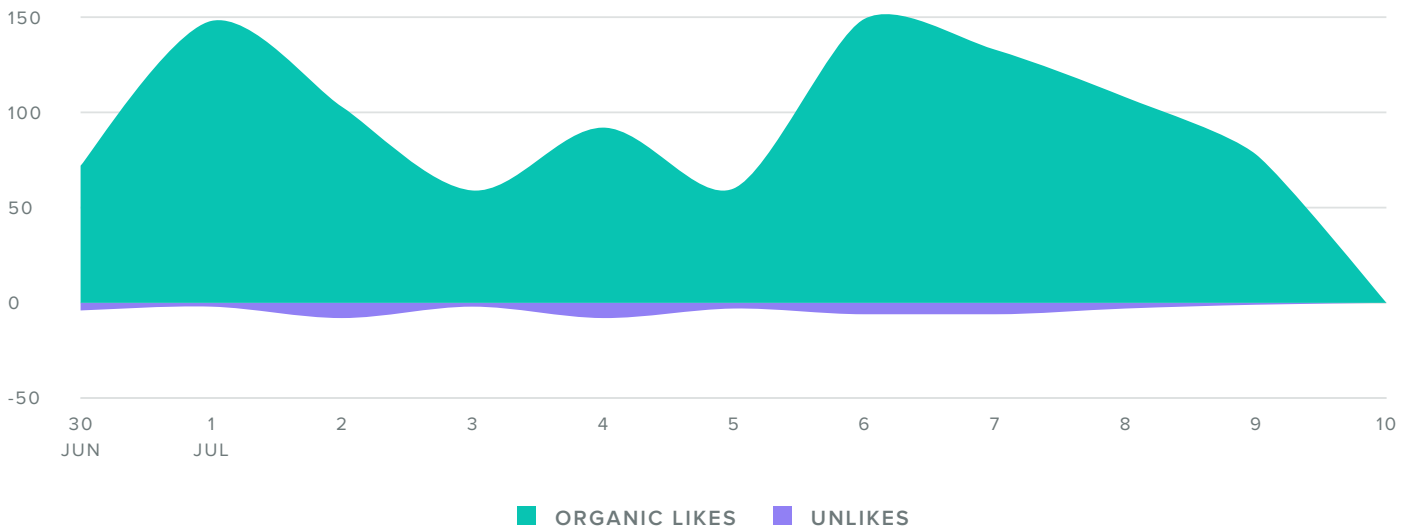
The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

Facebook Activity Overview

 2,374,831 Impressions	 24,198 Post Engagements	 5,631 Link Clicks
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Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	8,822
Organic Likes	1,002
Unlikes	43
Net Likes	959

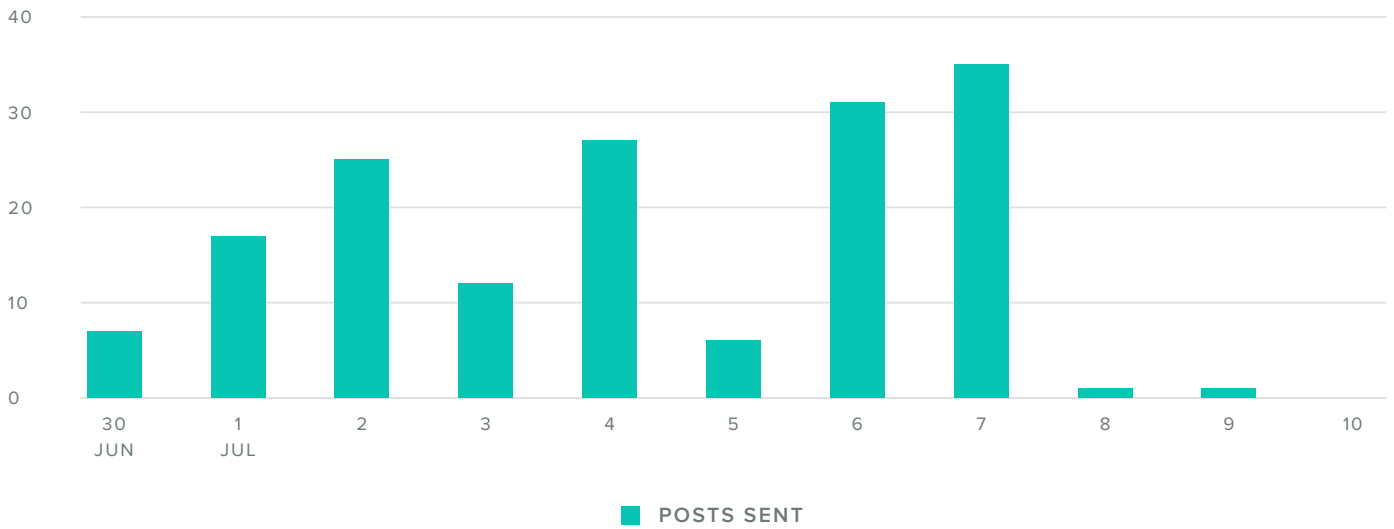
Total fans increased by

▲ 12.3%

since previous date range

Publishing Behavior

POSTS, BY DAY











Publishing Metrics	Totals
Photos	12
Videos	124
Posts	26
Total Posts	162

The number of posts you sent increased by

▲ 710.0%

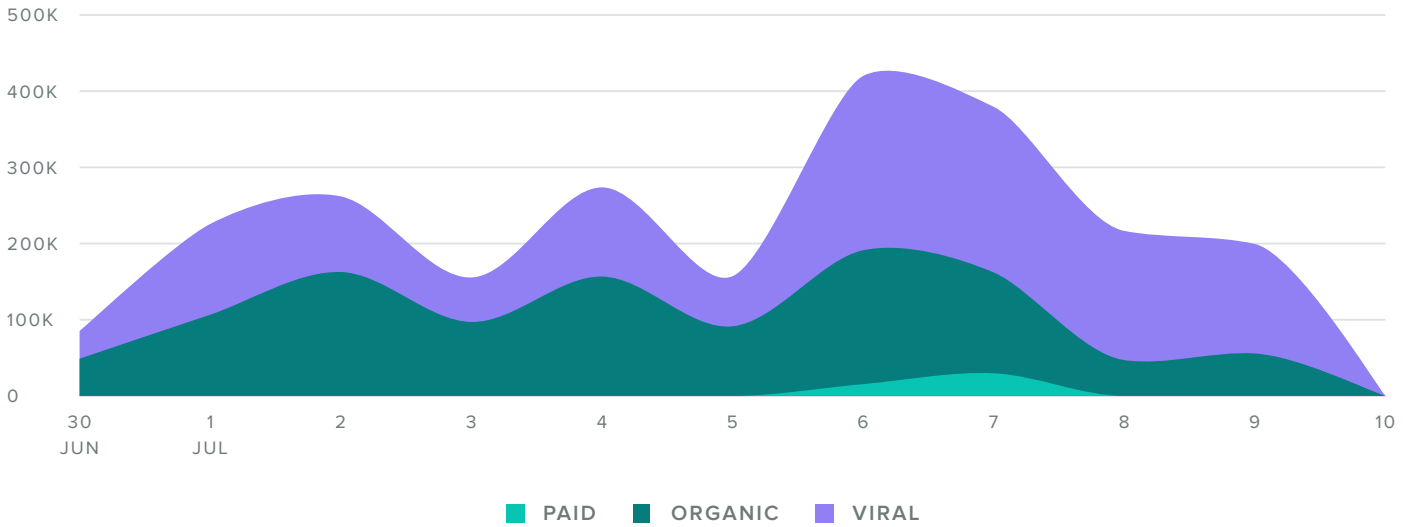
since previous date range

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>International Orienteering Federation</p>   <p>(Post) June 30, 2017 2:40 pm</p>	520	37	13.1%	12,147
<p>International Orienteering Federation</p>   <p>(Post) June 30, 2017 2:40 pm</p>	520	37	13.1%	12,147
<p>International Orienteering Federation</p>   <p>(Post) June 30, 2017 2:40 pm</p>	520	37	13.1%	12,147
<p>International Orienteering Federation</p>   <p>(Post) July 02, 2017 8:59 am</p>	127	1	11.4%	5,781

Page Impressions

PAGE IMPRESSIONS, BY DAY

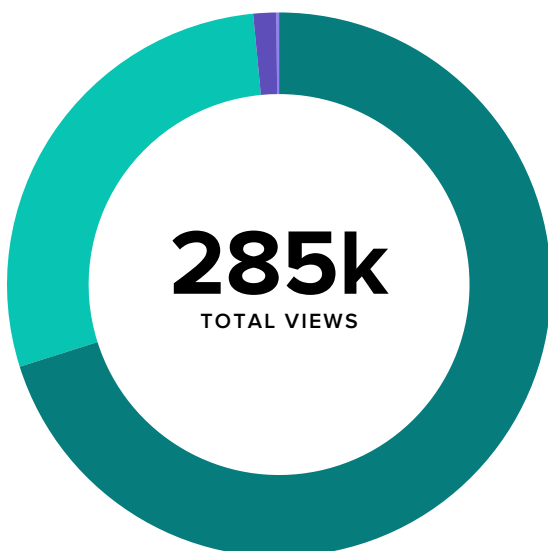


Impressions Metrics	Totals
Organic Impressions	1,074,023
Viral Impressions	1,255,580
Paid Impressions	45,228
Total Impressions	2,374,831
Users Reached	775,348

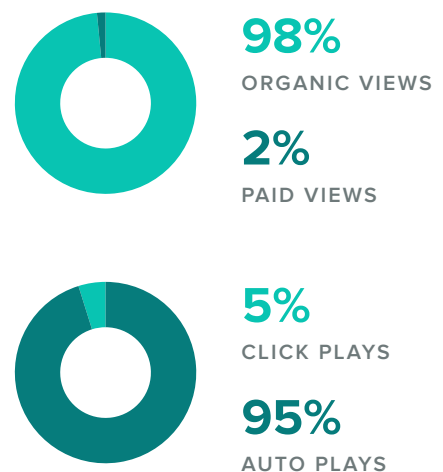
Total Impressions increased by
1,717.2%
 since previous date range

Video Performance

VIEW METRICS

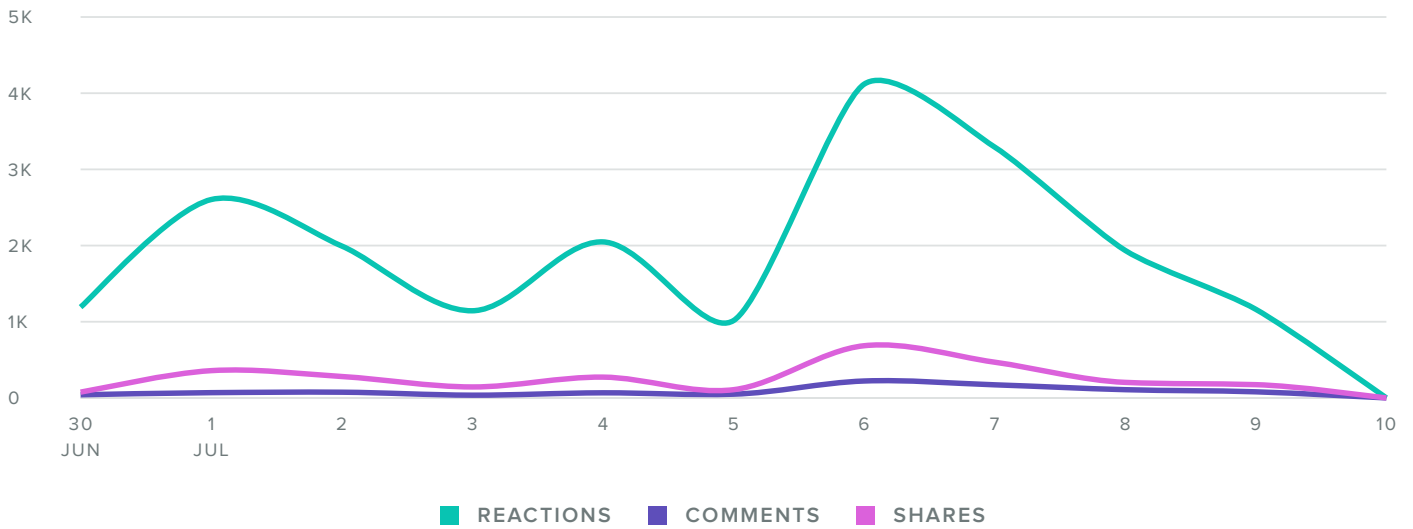


VIEWING BREAKDOWN



Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	20,507
Comments	919
Shares	2,772
Total Engagements	24,198

Total Engagements increased by
 by
1,362.1%
 since previous date range

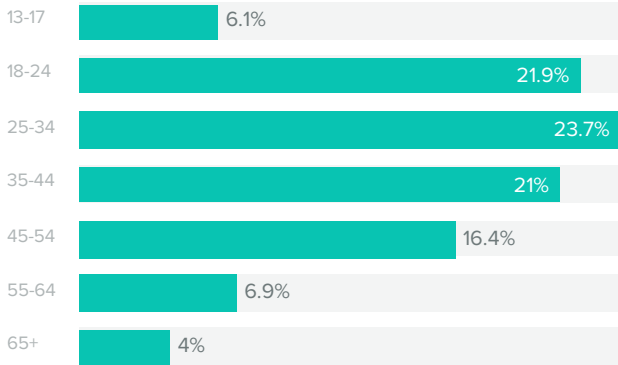
Demographics

Page Fans

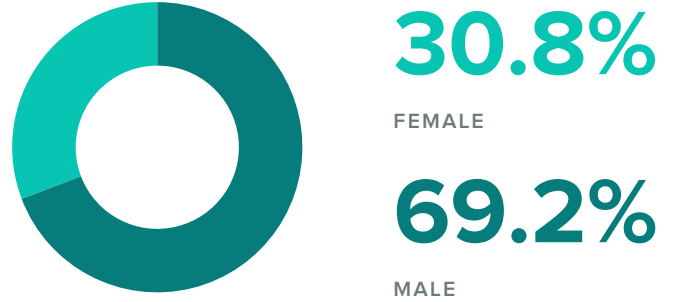
People Reached

People Engaged

BY AGE



BY GENDER



Men between the ages of 25-34 appear to be the leading force among your fans.


Top Countries

Brazil	538
Sweden	532
Turkey	436
Spain	385
France	366

Top Cities

Hong Kong, Hong Kong	138
Helsinki, Uusimaa, Finland	109
Istanbul, Istanbul Province, Turkey	100
Ankara, Ankara Province, Turkey	94
Sofia, Sofia City Province, Bulgaria	77

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 International Orienteer...	8,822	12.34%	162	2,374,831	14,659	24,198	149.4	5,631