

Weekly Facebook Report



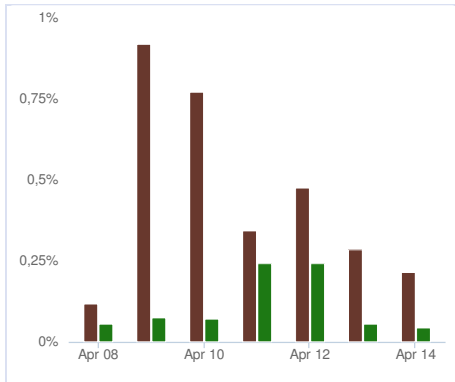
Borussia Dortmund vs.



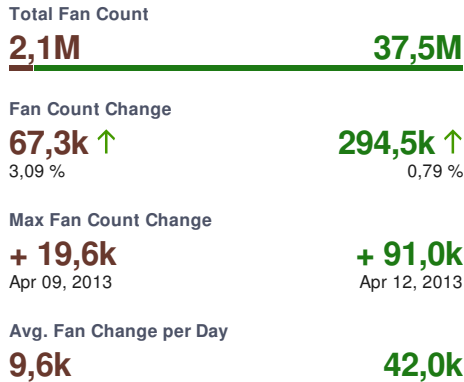
Real Madrid C.F.

Semi-finals Label

Relative Fan Growth



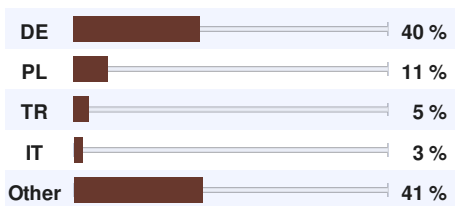
Fan Count Overview



Total Fans



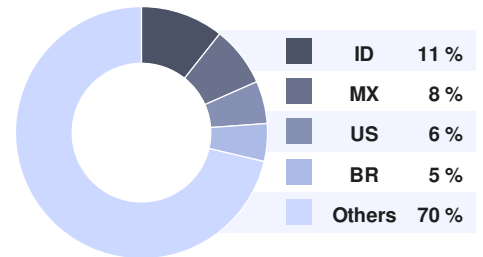
Borussia Dortmund Local Fans



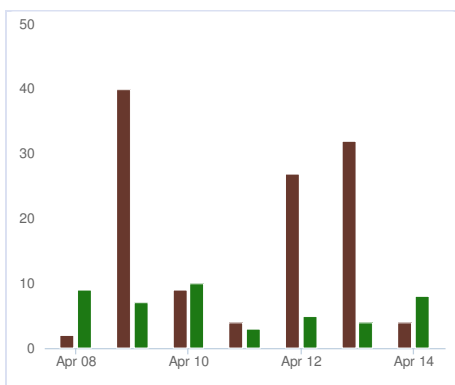
Real Madrid C.F. Local Fans



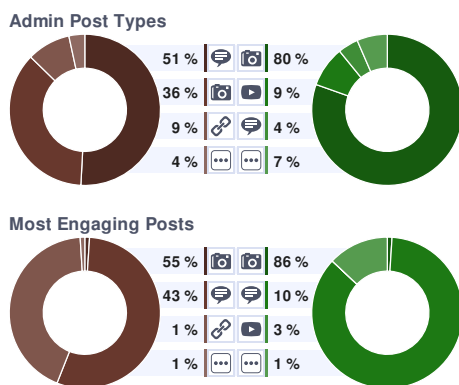
Local Fans



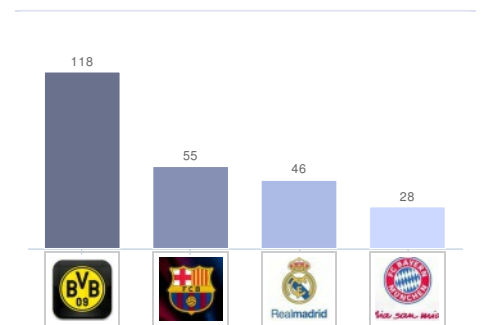
Admin Page Posts



Posts Overview



Page Posts



Post Types: Activity Album Link Offer Other Image Question Status Video

Weekly Facebook Report

Borussia Dortmund vs.

Real Madrid C.F.

Semi-finals Label

Most Engaging Post Time

MON	TUE	WED	THU	FRI	SAT	SUN
8:00 PM	11:00 PM	2:00 PM	11:00 AM	2:00 PM	11:00 AM	2:00 PM
11:00 AM	10:00 PM	2:00 PM	11:00 AM	12:00 AM	0:00 AM	10:00 PM

Posts Interaction Overview

Total Fans Interaction

1,4M vs **3,6M**

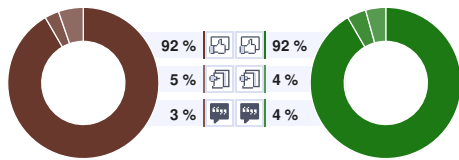
1,3M Likes
43,4k Comments
76,0k Shares

3,3M Likes
147,1k Comments
155,8k Shares

Most Engaging Post Times

MON	TUE	WED	THU	FRI	SAT	SUN
9:00 AM	11:00 PM	11:00 PM	11:00 AM	12:00 AM	5:00 PM	2:00 PM

Fans Interaction



Number of Posts Shared by Fans

76,0k vs **155,8k**

Sharability Ratio **1 : 2,5**

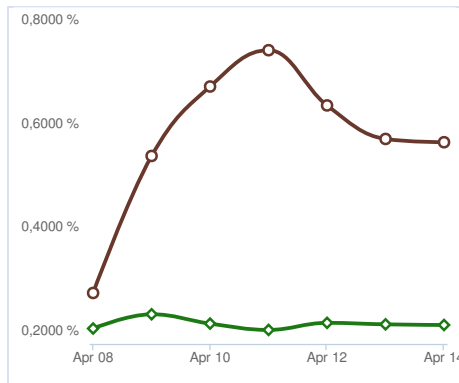
Average Fans Interaction per Day

1,5M vs **9,8M**

9,0M Likes
341,0k Comments
486,3k Shares

92% Likes, 3% Comments, 5% Shares

Average Post Engagement Rate



Post Engagement Rate Overview

Average Post Engagement Rate

0,5638 % vs **0,2106 %**

Change in Average Post Engagement Rate

29,1481 % vs 0,6721 %

Post Engagement Rate Formula

$$\frac{\text{Number of Likes + Comments + Shares on a given date}}{\text{Number of Wall Posts made by Page}} \times \frac{\text{Total Number of Fans on a given date}}{100}$$

Average Post Engagement Rate



Avg. Response Rate for User Questions

1%

Answered: 1
Unanswered: 166

Average Number of Questions per Day: **23,8**

Most Questions Responded in: **Under 10 min**

Avg. Response Rate for User Questions

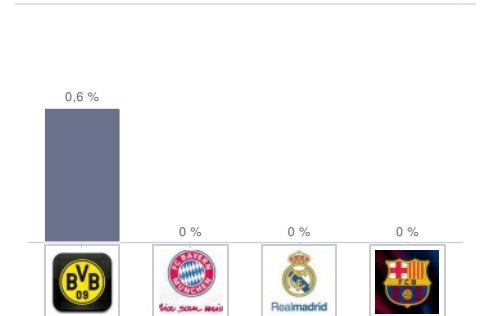
0%

Answered: 0
Unanswered: 348

Average Number of Questions per Day: **49,7**

Most Questions Responded in: **N/A**

Response Rate Overview



Weekly Facebook Report

Post Type:  **status**

Total Interactions: **126 389**

Likes: **115 456**


Shares: **5 617**

Comments: **5 316**

Engagement Rate: **5,9209 %**

TOOOOOOOOOOOOOOOOOOOOOOOOOOOOO
DAS KANN NICHT WAR SEIN!
UNGLAUBLICH! Borussia Dortmund
macht das TOR! _____ BVB 3:2

1

Post Type:  **photo**

Total Interactions: **221 905**

Likes: **210 138**

Shares: **7 093**

Comments: **4 674**

Engagement Rate: **0,5964 %**



Post Type:  **photo**

Total Interactions: **120 097**

Likes: **98 726**

Shares: **18 931**

Comments: **2 440**

Engagement Rate: **5,6262 %**

Die Choreo. Die Fans. <3. _____
BVB 3:2 FCM | Der Spielbericht:
<http://bvb.de/t?hJ5bG-f0nQ>



2

Post Type:  **status**

Total Interactions: **193 378**

Likes: **171 350**

Shares: **7 727**

Comments: **14 301**

Engagement Rate: **0,5191 %**

FT: Galatasaray 3-2 Real Madrid (57'
Eboué, 71' Sneijder, 72' Drogba | 8', 92'
Cristiano) agg 3-5. ¡Hala Madrid!

Post Type:  **photo**

Total Interactions: **82 099**

Likes: **72 029**

Shares: **7 808**


Comments: **2 262**

Engagement Rate: **3,8461 %**

Ein Bild ... _____ BVB 3:2 FCM |
Der Spielbericht: <http://bvb.de/t?hJ5bG-f0nQ>



3

Post Type:  **photo**

Total Interactions: **189 521**


Likes: **167 296**

Shares: **13 147**

Comments: **9 078**

Engagement Rate: **0,5087 %**

We are in the semifinals of the
Champions League!! Hala Madrid!!



Post Type:  **photo**

Total Interactions: **56 163**

Likes: **46 083**

Shares: **8 902**

Comments: **1 178**

Engagement Rate: **2,6311 %**

Unser ganzer Stolz! _____ BVB 0:0
FCM | 6'



4

Post Type:  **photo**


Total Interactions: **176 776**

Likes: **156 716**

Shares: **15 042**

Comments: **5 018**

Engagement Rate: **0,4745 %**



Metric Report Overview

Relative Fan Growth

This is the percent increase in Fans each day during a selected time range.

Fan Count Change

This is the numerical increase in Fans from the first day of a selected time range to the last day of the selected time range. The percent increase in terms of total Fans is also visible below this number.

Avg change per day

Shows the average change in Fan growth during a selected time range.

Local Fans Graph

Shows the distribution of Fans by country.

Total Count

Shows the total number of Fans from each country on the last day of the selected time range.

Local Fans Graph (Benchmark)

Shows the distribution of Fans by country for the benchmarked Pages.

Admin Post Types

Shows the percentage of times that the admin posted each type of content during a selected time range. The types of content include are photos, videos, comments and links (in that order).

Total Fan Count

The total number Fans on the last day of a selected time range.

Max Fan Count Change

This shows the day with the largest change in number of Fans (either increase or decrease) during a selected time range and the numerical value of the change on that day.

Total Fans of (Benchmark)

Shows other Pages Fan growth and total number of Fans during a selected time range. These Pages are included for comparative purposes.

Share

Shows the percentage of Fans from each country on the last day of the selected time range.

Relative Growth

Shows the percentage increase in Fans for each country during the selected time range.

Admin Page Posts

This graph shows the number of posts made by the page's administrators each day during a selected time range.

Most Engaging Posts

Shows the percent of engagement that each post recieved out of the total Page engagement rate during the selected time range.

Metric Report Overview

Page Posts of (Benchmark)

Shows the number of admin posts made by the benchmarked Pages during the selected time range.

Total Interactions

Shows the total number of interactions (Likes, comments and shares) during a selected time range.

Post Interactions Overview

Shows the percent of interaction types (Likes, comments, shares) that the Page received during the selected time range.

Average Fan Interactions Per day

Shows the average Fan interactions per day that occurred on the benchmarked Pages.

Total Fan Interactions (Label)

Shows the percent of interaction types (Likes, comments, shares) that the benchmarked Pages received during the selected time range.

Average Engagement Rate

This is the average engagement rate during the selected time range.

Average Label Post Engagement Rate

Shows the average post engagement rates of the benchmarked Pages during the selected time range.

Most Engaging Post Time

Shows the hour during each day of the week that the Page received the highest levels of Fan engagement.

Number of Posts shared by Fans

Shows the total number of posts shared by fans during a selected time range.

Most Engaging Post Times (Label)

Shows the hour during each day of the week that the benchmarked Pages received the highest levels of Fan engagement.

Total Fan Interactions (Label)

Shows the total number of of Fan interactions that occurred on the benchmarked Pages during the selected time range.

Average Post Engagement

This graph shows the evolution of the average post engagement rate each day during a selected time range.

Change in Average Post Engagement Rate

Shows the increase or decrease in the engagement rate from the first day to the last day of the monitored time range.

Average Response Rate for User Questions

This graph show percent of user questions that the admin responded to during the selected time range. Also displayed are the number of answered questions and unanswered questions.

Metric Report Overview

Average number of questions per day

Shows the average number of questions the Page received during the selected time range.

Most Questions Responded to

Shows the amount of time that the average question was responded to during the selected time range.

Response Rate Overview

Shows the average response rates of the benchmarked pages during the selected time range.

Most Engaging Post Overview

Shows a list of the most engaging posts during the selected time range. For each post the following information is displayed: Post type, total interactions, Likes, comments, shares and engagement rate.