

Social Media Month End Report 2

Enertec Batteries (PTY) L

May 31, 2019 - June 30, 2019

Cross Channel Report

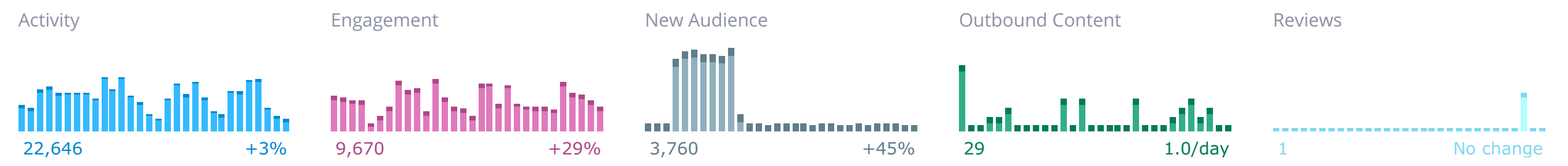
1 Facebook Page

4 Google Businesss

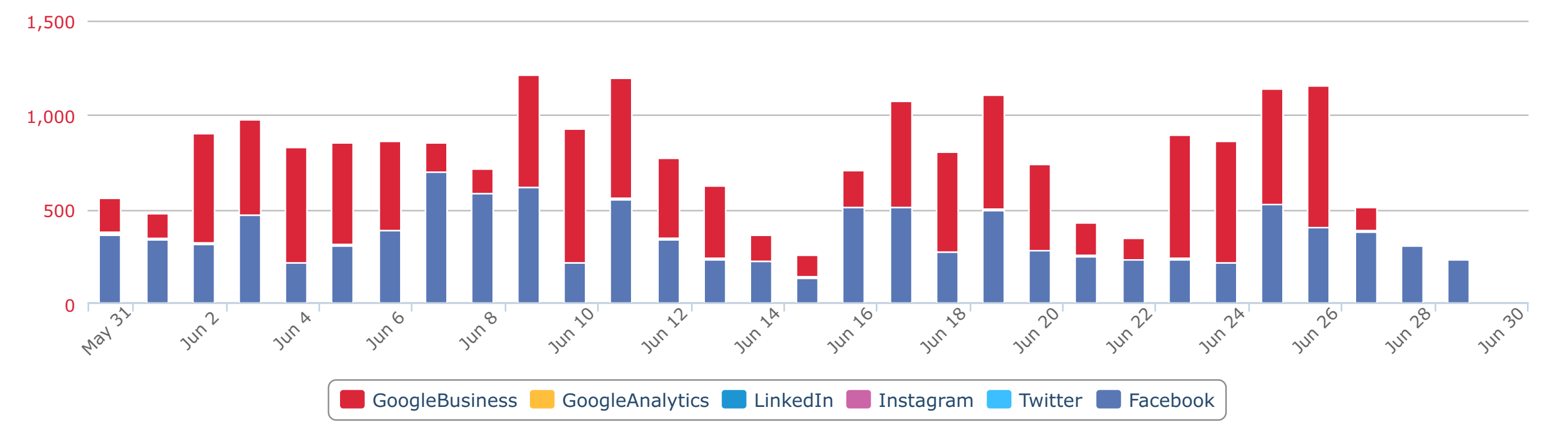
*1 Instagram Business
Profile*

1 LinkedIn Company

1 Twitter Profile

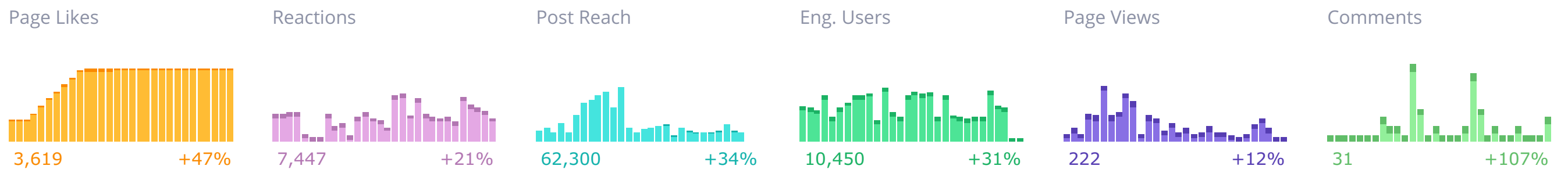


Channel Activity (Daily number of new comments, likes, fans, reviews, etc)



Facebook accounted for the most engagement growth, with 9625 new actions. Instagram had the biggest change in engagement of 50%.

Facebook (1 profiles)



Page Likes	3,619	Total Reach	62.3k	Post Reach	62.3k
Page Eng. Users	10.4k	Page Posts Eng.	11.7k	Total Clicks	2,050
Page Views	222	Page Impressions	67.8k	Post Impressions	67.7k
Posts	8	Unpublished Posts	5	Comments	31
Reactions	7,447	Post Unlikes	29	Shares	72
Video Views	4,443	Mentions	1	Messages	25

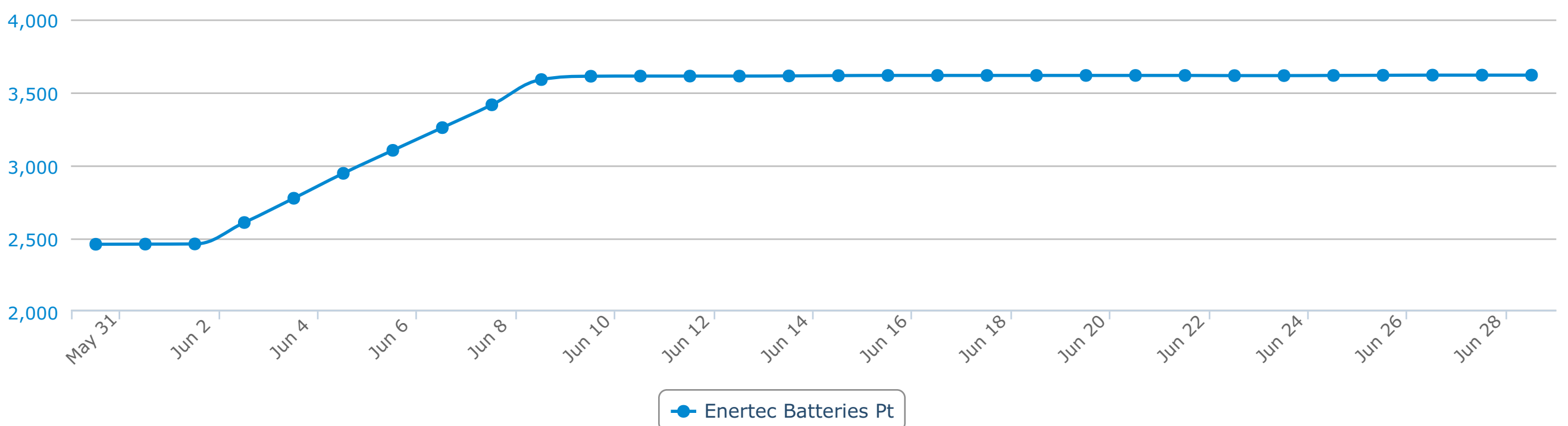
You have published 13 posts (0.43 per day). 69% of interactions are likes (7447 total). You had 31 comments and 72 post shares.

Your posts reached a total of 62,300 users (2,077 per day). There was a total of 10764 interactions.

You had a total of 67,700 post impressions (2,257 per day).

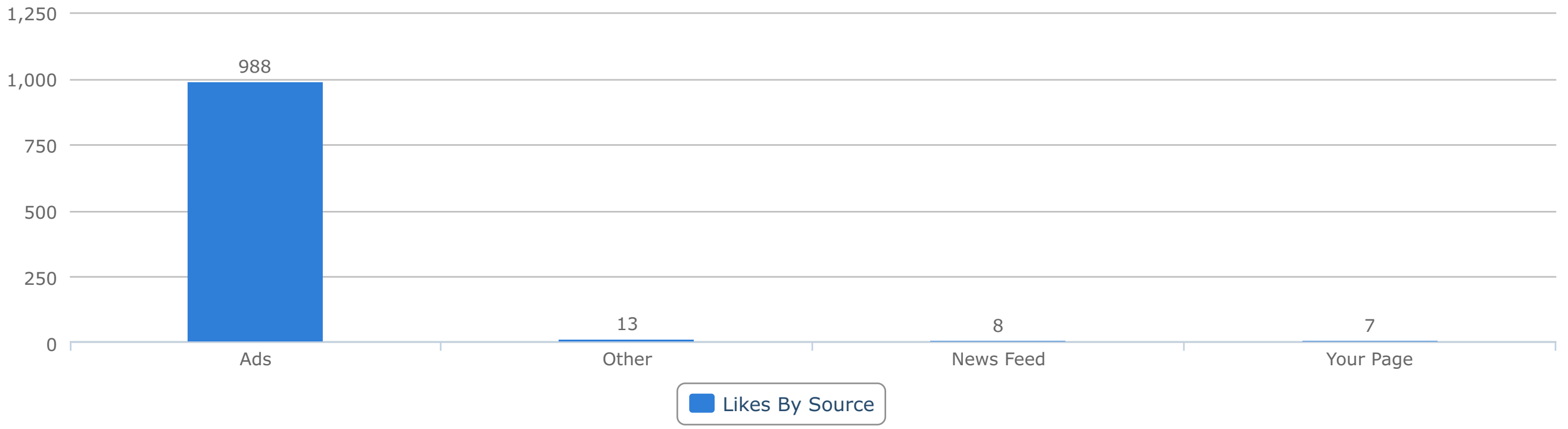
You have a gained a total of 1,159 new page fans during this time period. That's a 47% increase.

Page Likes Timeline



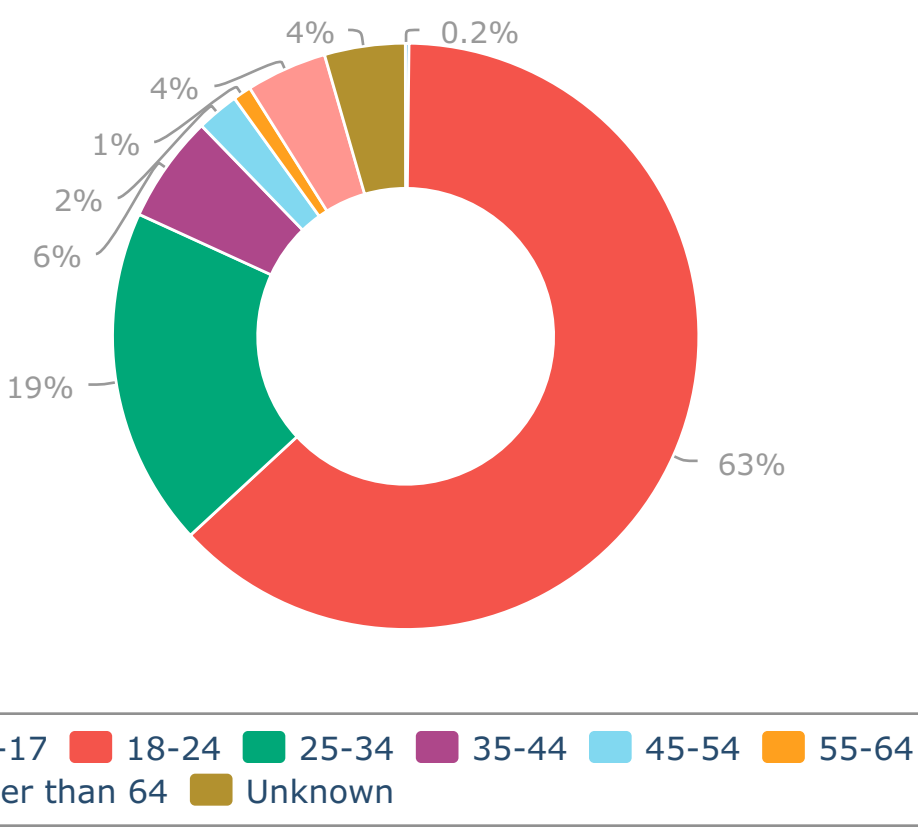
Most common source for page likes, or 97%, is Ads

Page Likes by Source

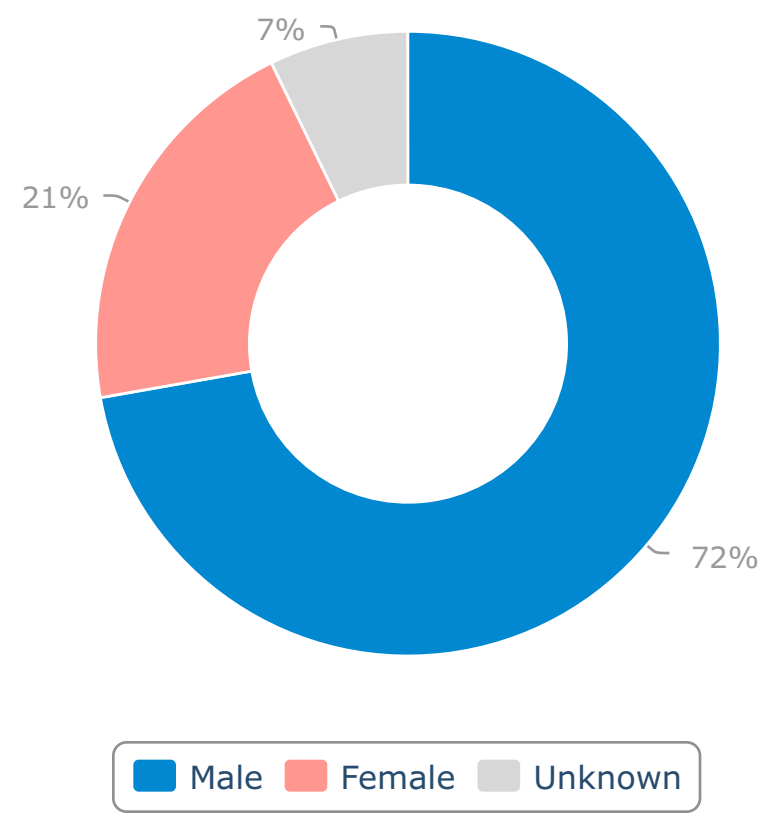


Majority of your page fans (66%) are 18-24 years old and are Female (22%).

Friends & Fans Age

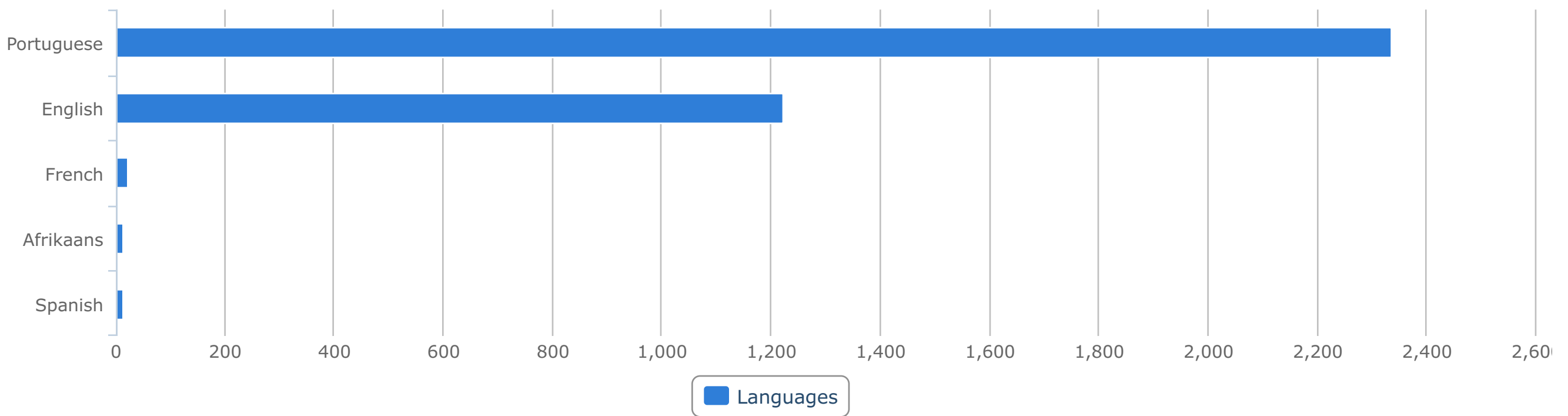


Friends and Fans Gender

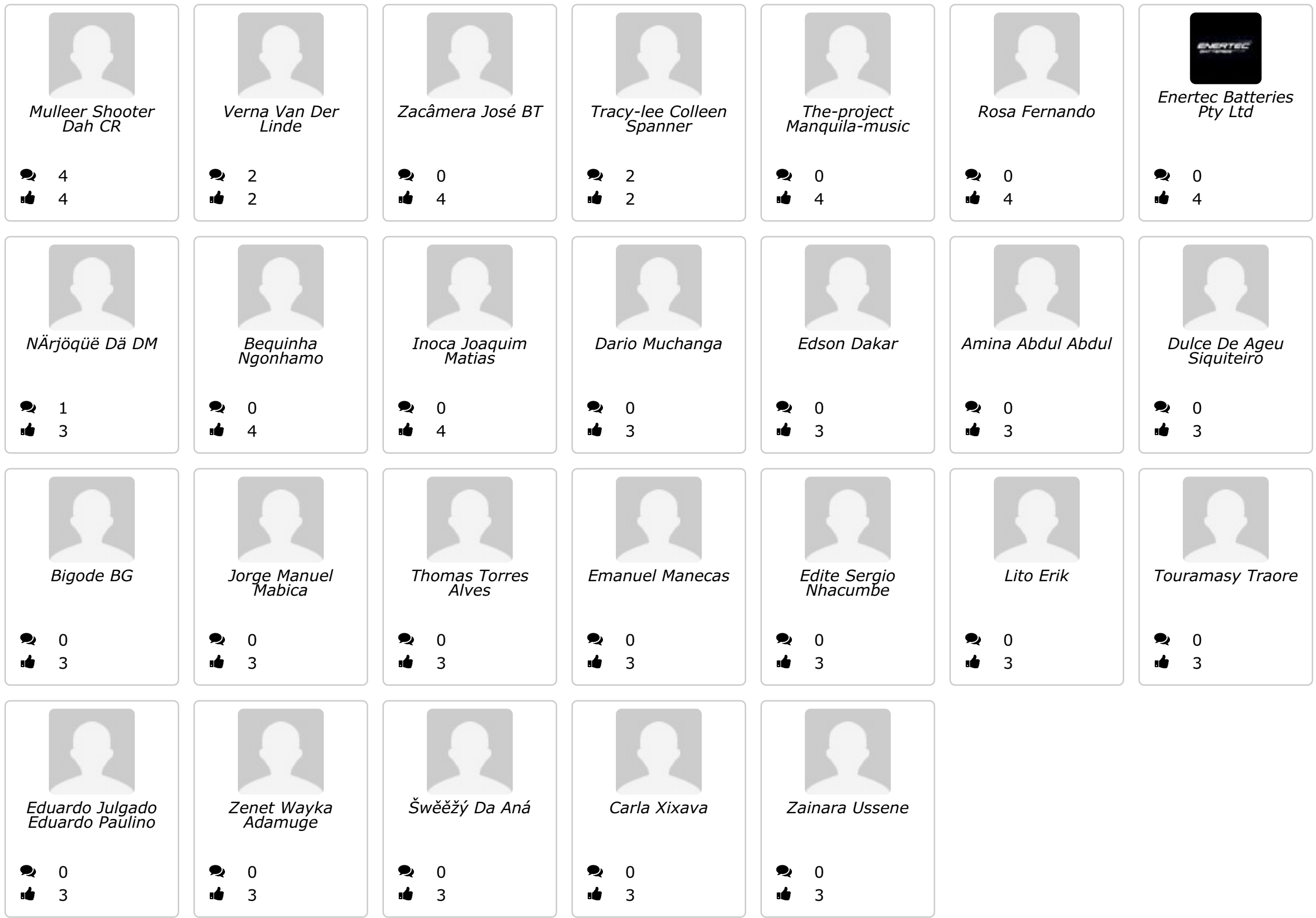


Majority of your page fans 2,335, or 65%, speak Portuguese.

Page Fans Languages



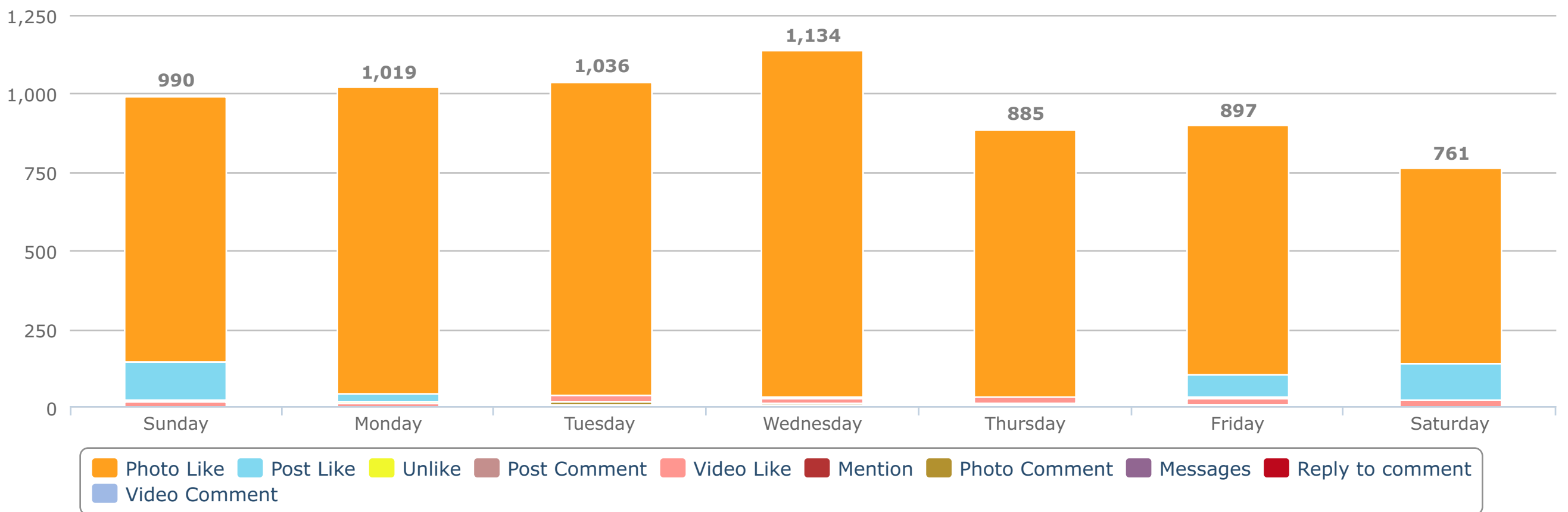
Most Engaged Friends



Mozambique is the country with most audience (67.07%). You have audience in 21 countries.

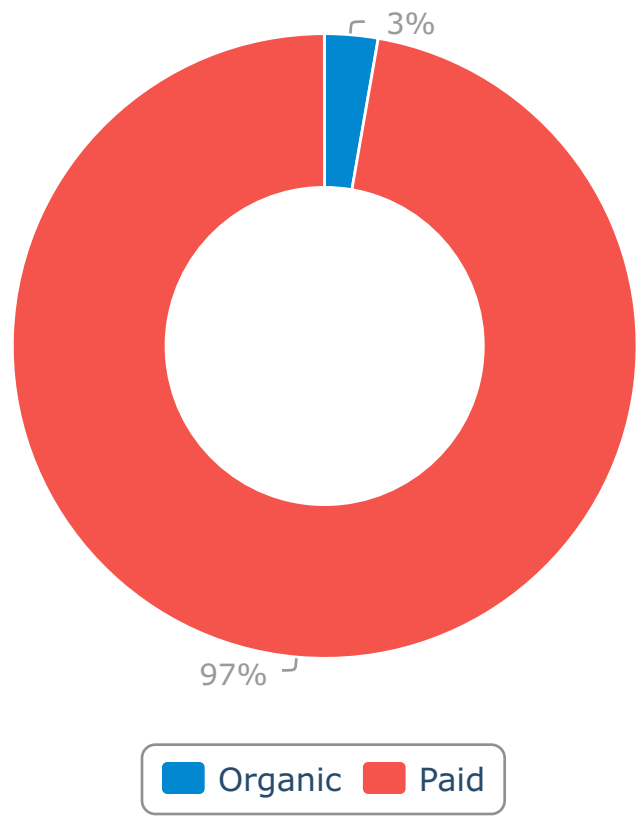
Best time for Likes 7:00 PM - 8:00 PM 8% of likes occur during this time	Best time for Comments 11:00 AM - 12:00 PM 13% of comments occur during this time	Best time for Mentions 6:00 PM - 7:00 PM 100% of mentions occur during this time
--	---	--

Facebook Likes, Comments, Posts and Messages by Date of the Week

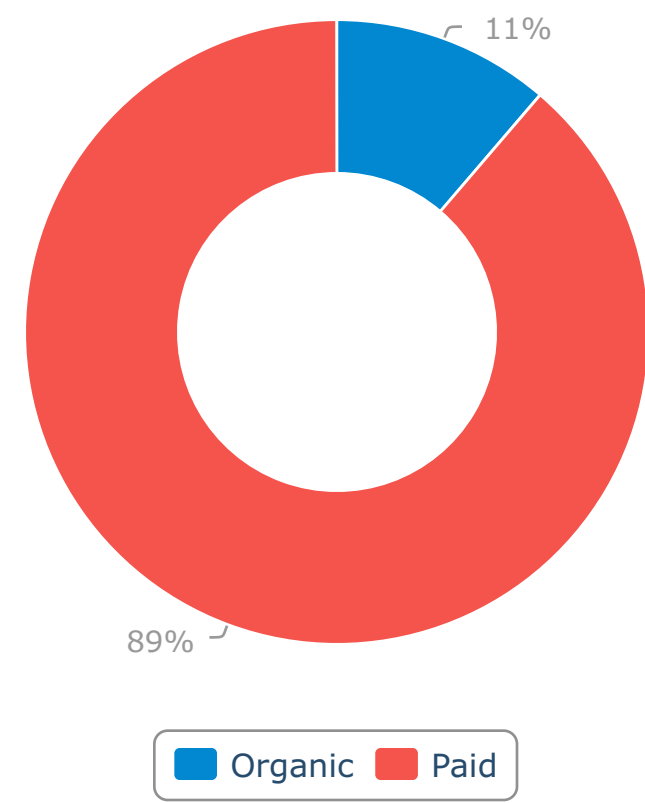



98% of people who liked your page came through paid sources. Leading source of paid page likes is Ads


Page like source (paid vs. other)



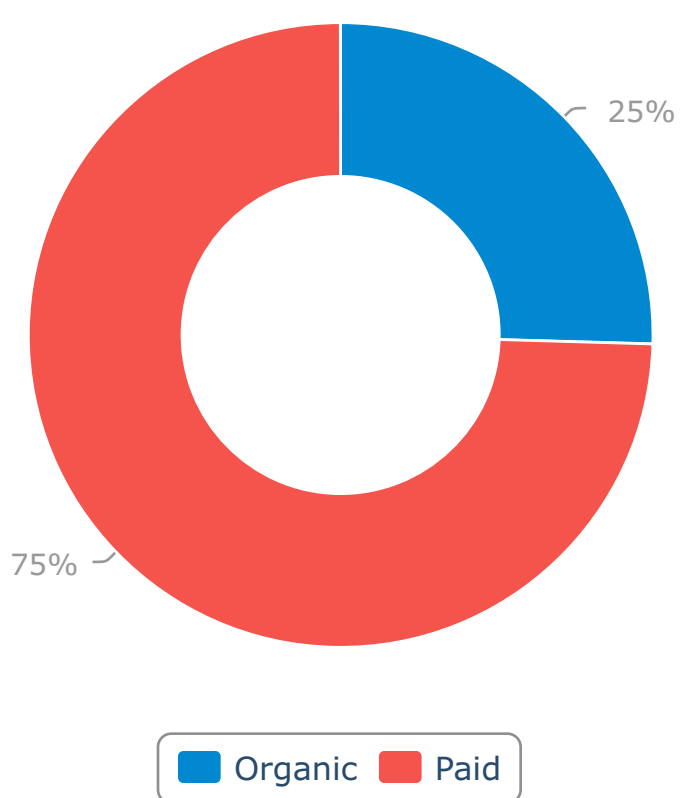
Paid vs Organic Engagement Rate



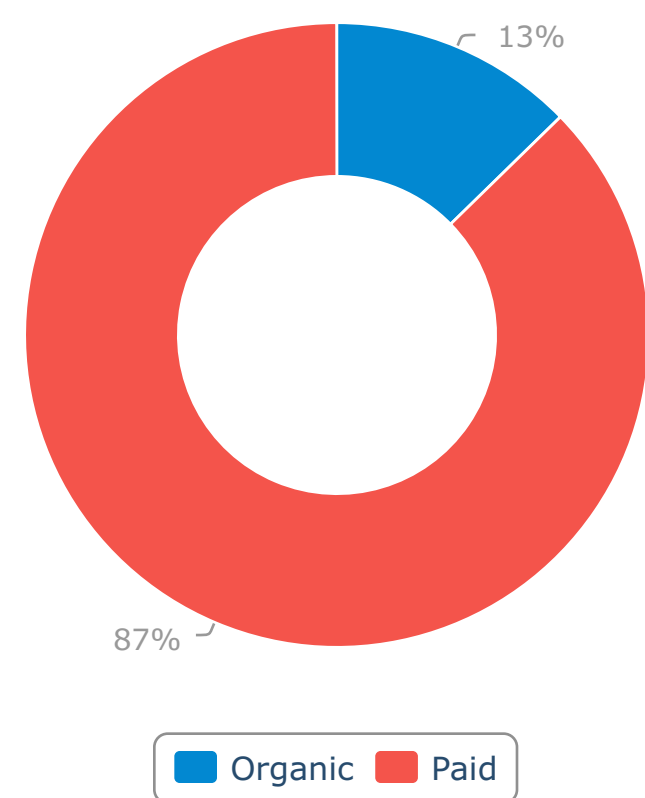
 82% of your post impression came from paid sources, 18% of post impressions were organic.

 1.8% of paid post impressions result in page likes while 0.2% of organic post impression result in page likes.

Organic vs Paid. More Than 3 sec watched

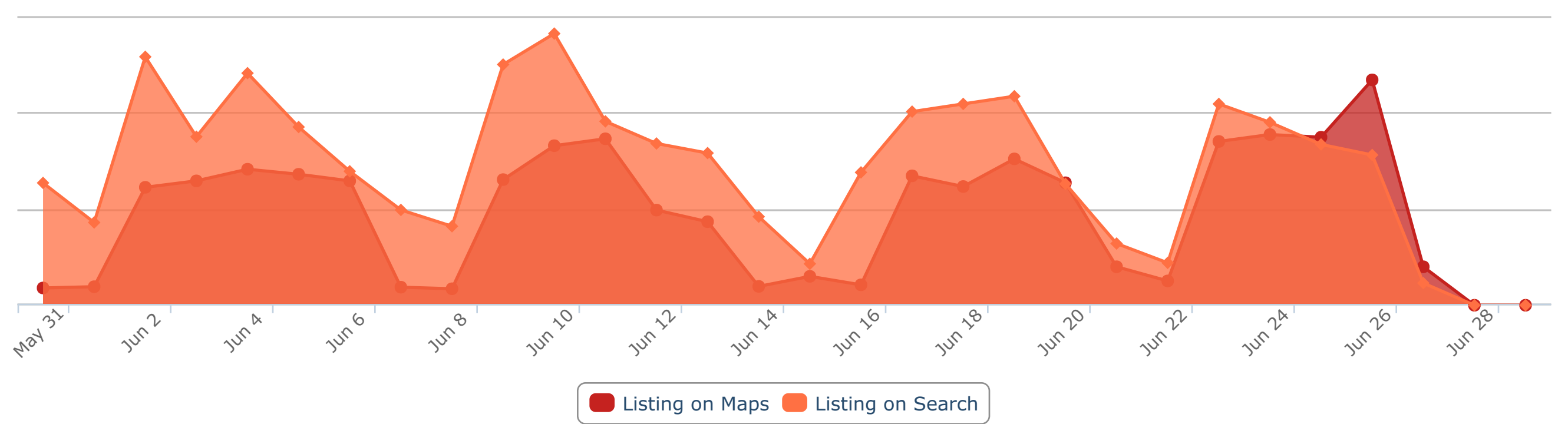


Organic vs Paid. More Than 30 sec watched

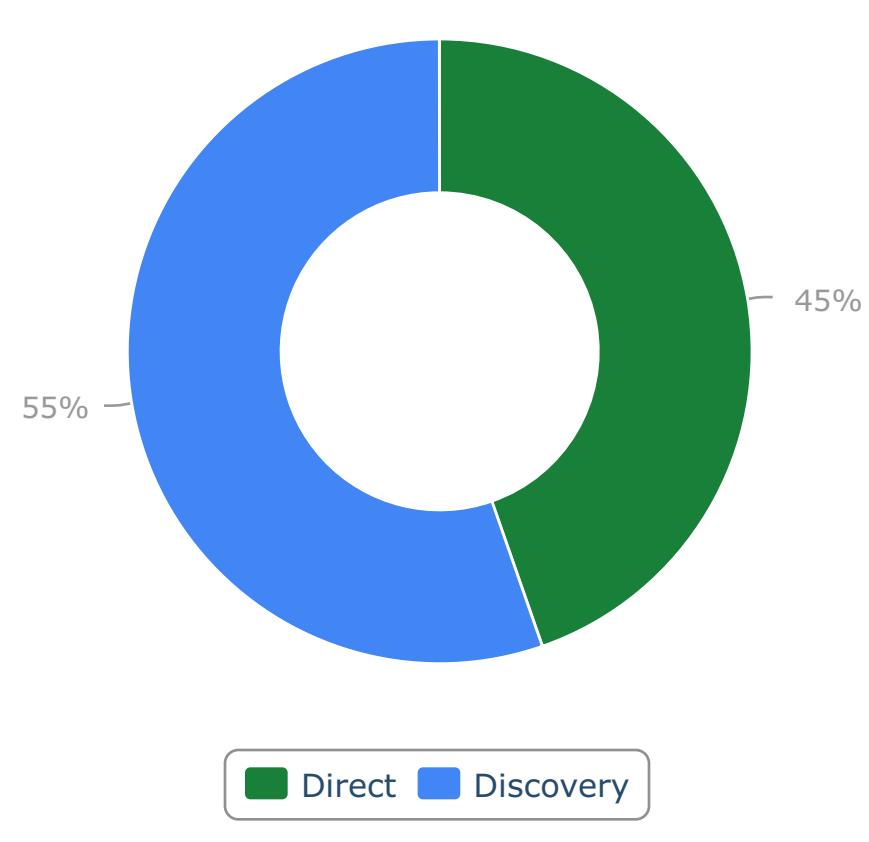


Reviews	1	Responses	1	Average Response Time	18 hours
Rating	2	Total Views	11,455	Listing on Maps	7,135
Listing on Search	4,320	Website clicks	119	Phone calls	142
Direct Find	2,046	Category Find	2,534	Total Rating	3.47
Total Reviews	26				

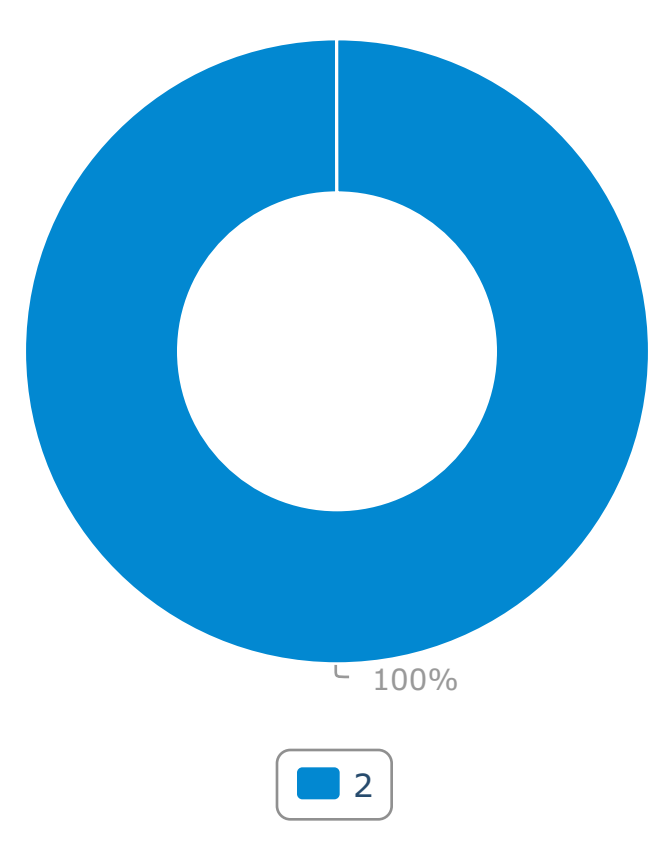
Where customers view your business on Google



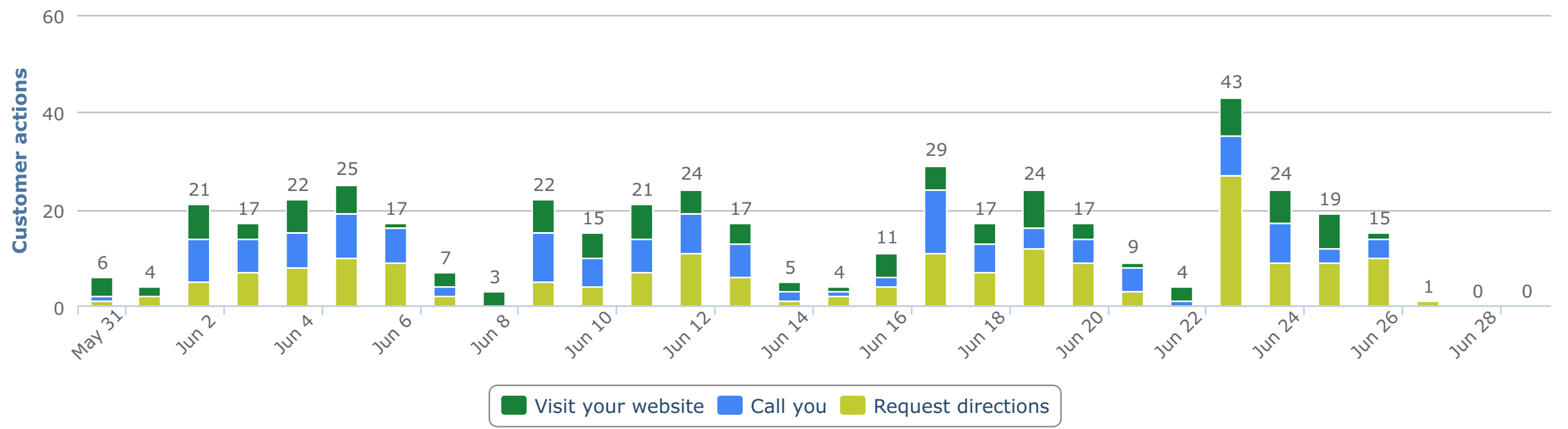
How customers search for your business



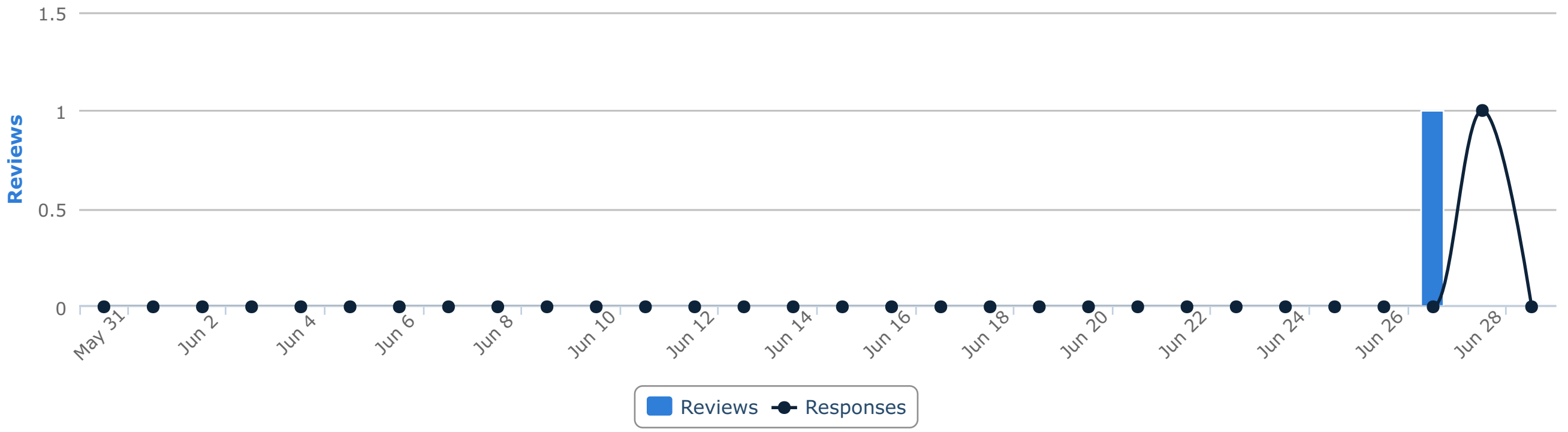
Rating



The most common actions that customers take on your listing



Review Timeline (review and answers)



Reviews

Batteries

★★★★★ Thembelihle Gxabeka for Thursday, June 27, 2019

Hi Thembelihle, can you maybe let us know how we could assist you better?

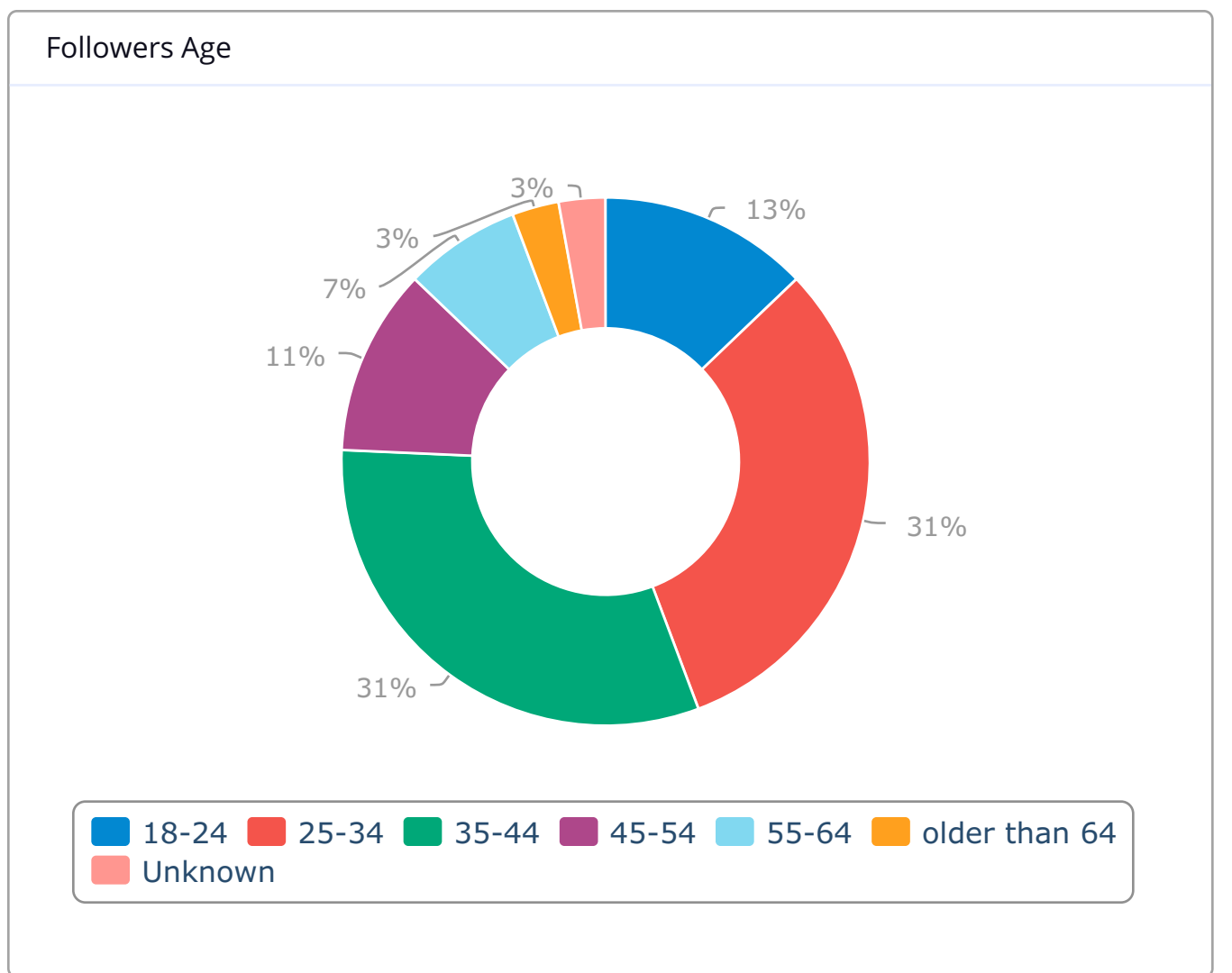
Friday, June 28, 2019

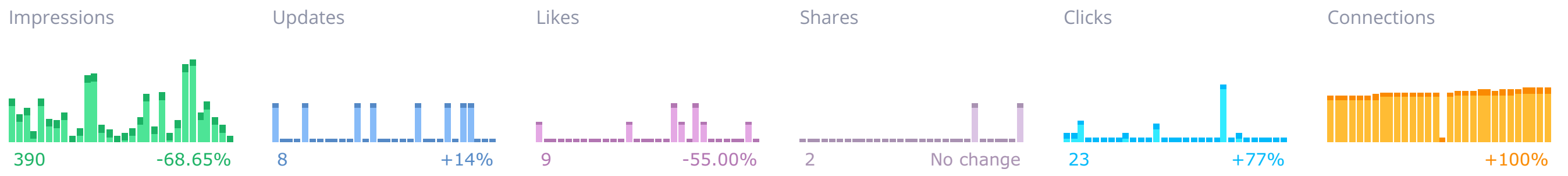
Profile Reach	456	Profile Impressions	675	Profile Views	17
Media Reach	238	Media Impressions	389	New Photos	5
New Videos	2	New Likes	40	Total Followers	71
Total Followings	1	Total Uploaded Media	62		



89% of engagement is likes. On average you get 0.00 comments, 5 likes and 1 new followers per media. Your engagement rate is 6 (interactions per post)

Followers Gender



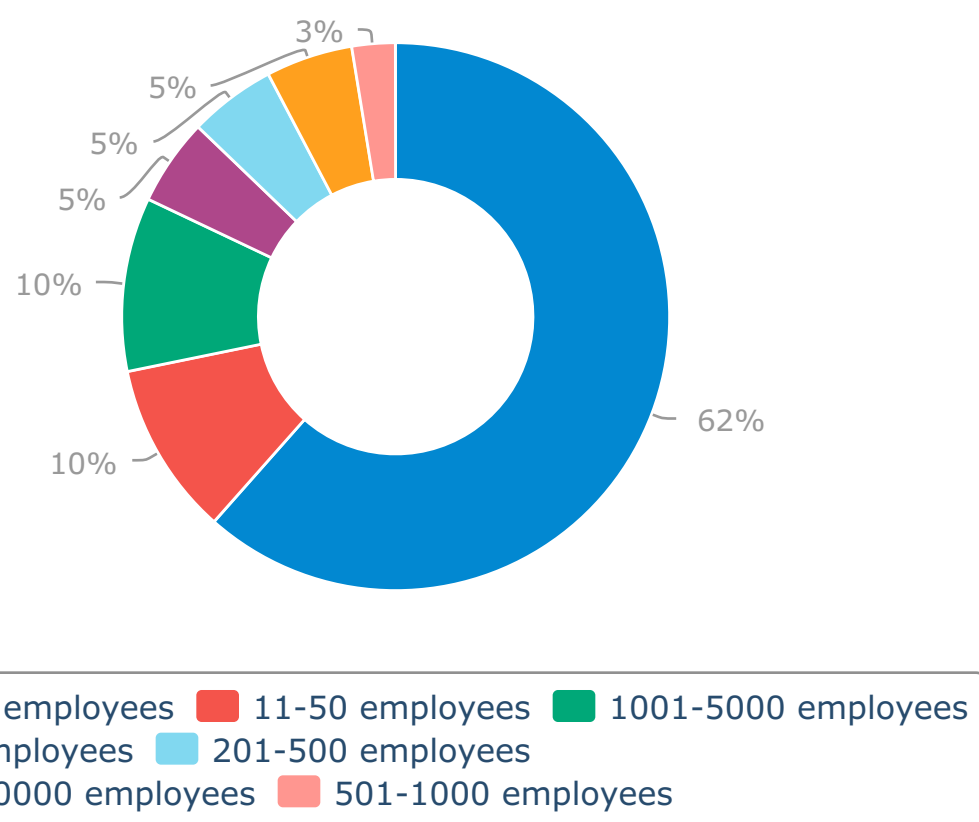


Updates	8	Likes	9	Shares	2
Clicks	23	Impressions	390	Total Followers	56

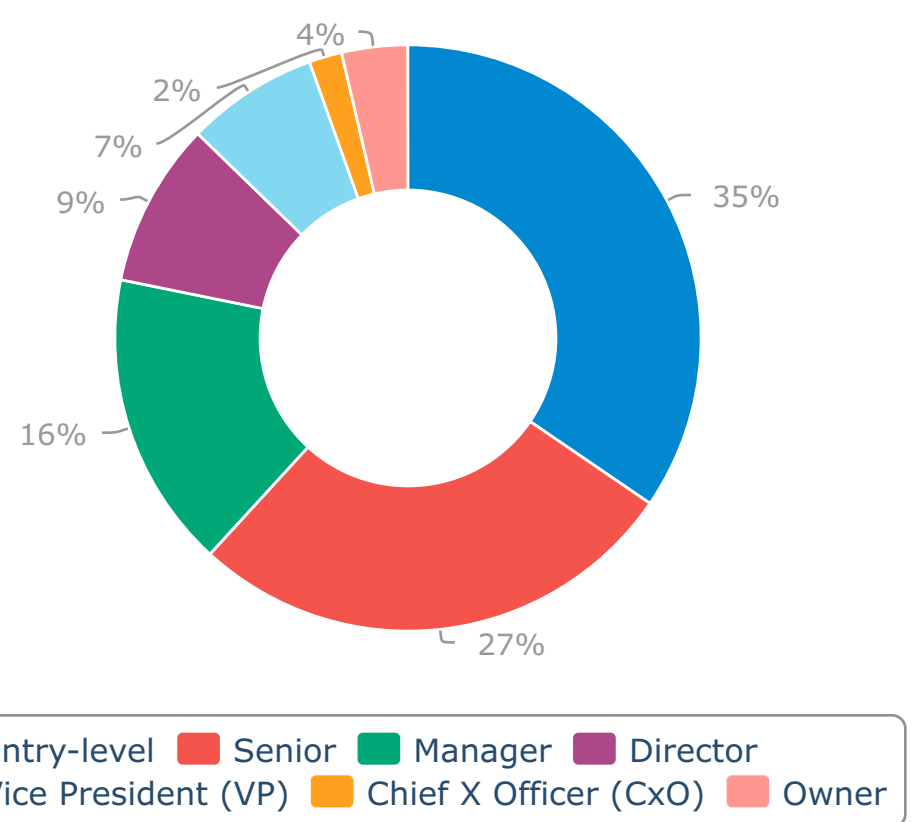
Companies

Company name	Industry	Employees	Followers
Enertec Batteries (PTY) LTD Enertec Batteries (PTY) LTD		51-200	56

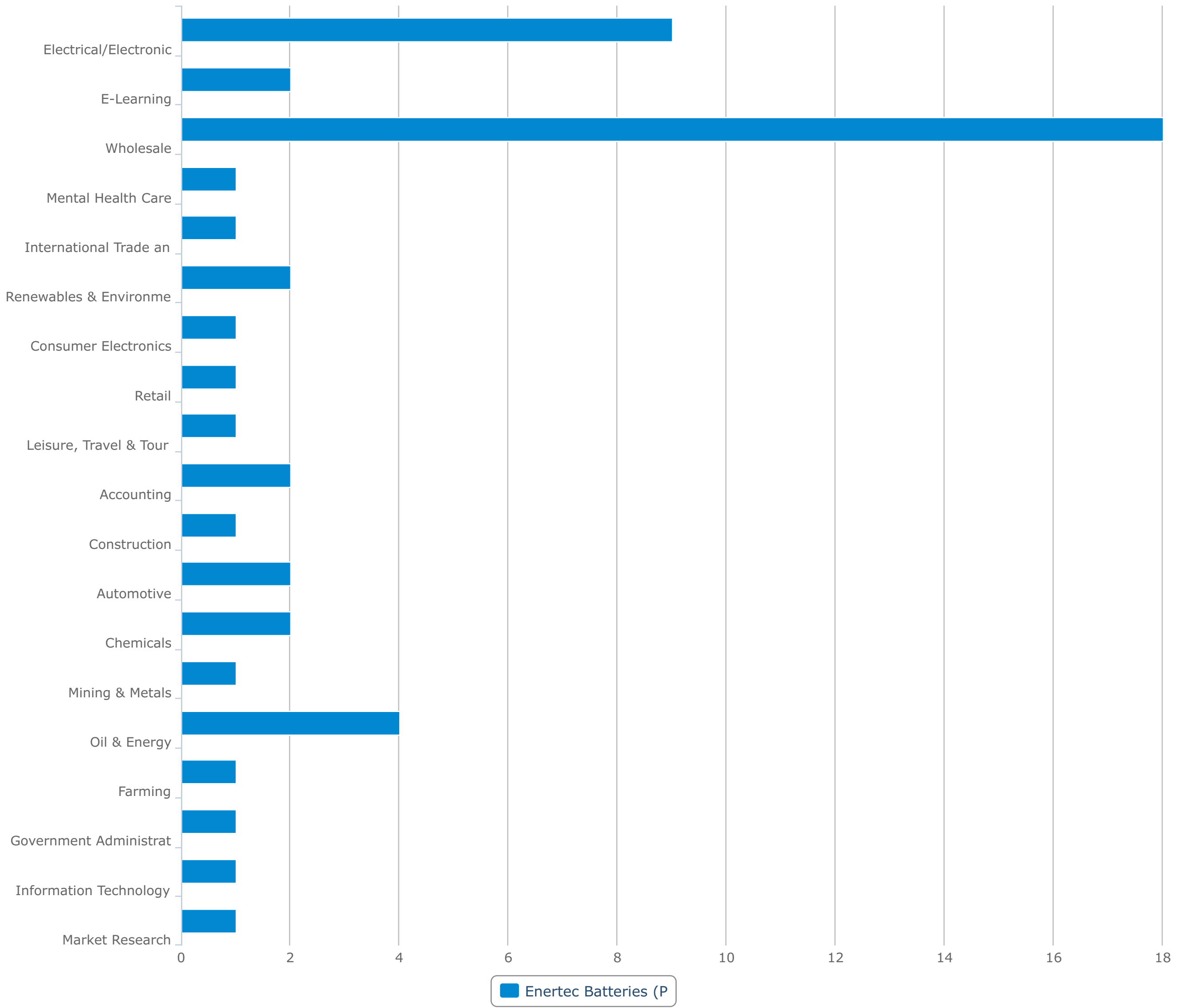
By Company Size



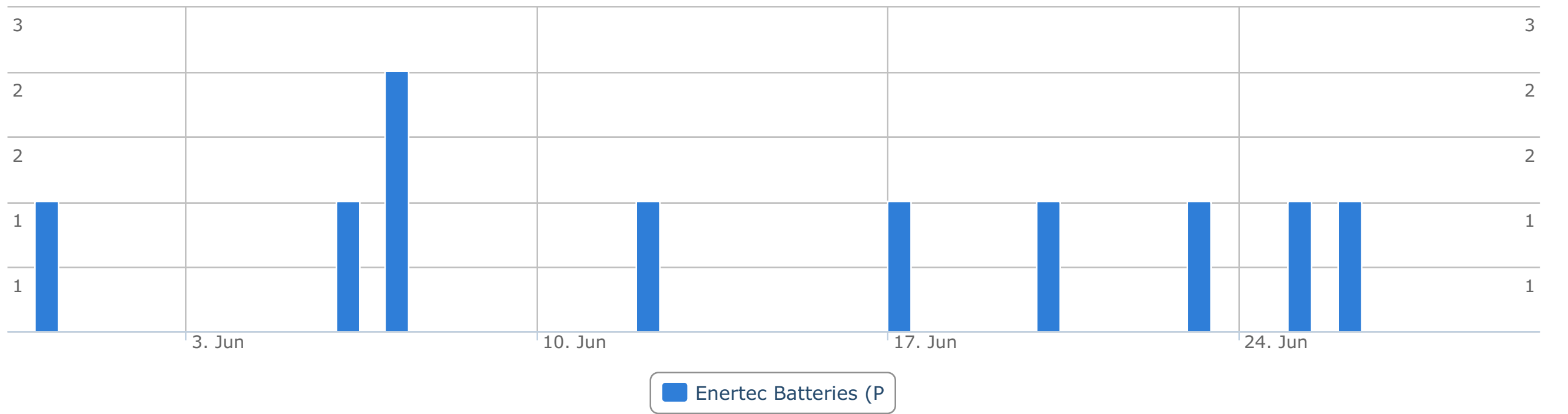
By Seniority Level



Company Followers By Industries



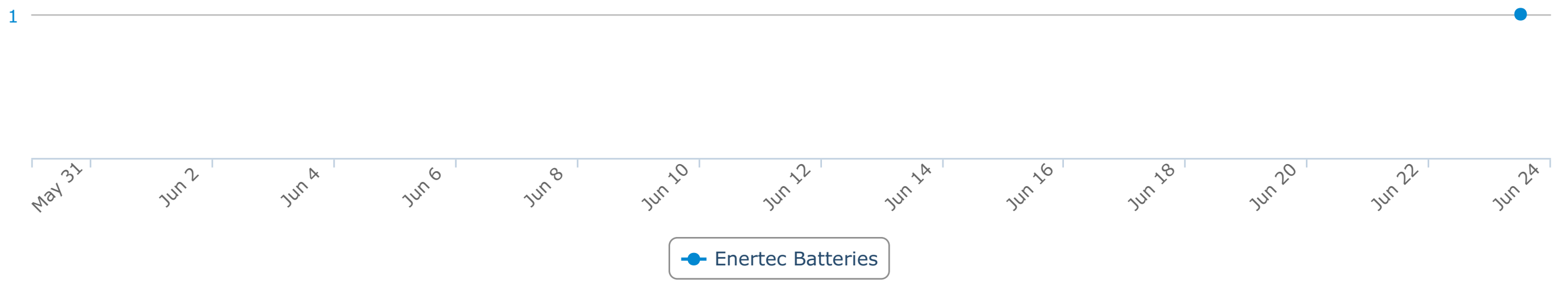
New Followers



Followers	14	Following	1	Tweets	1
Impressions	39	Reach	14		

Overall Twitter Activity Timeline

Daily activity (tweets, mentions, follows, unfollows, replies, etc) within your Twitter networks.



Your tweets get an average 2 impressions per day.

Tweets

1