

# Monthly Social Media Report

January 2017

A review of social media analytics from Jan. 1-31 for Facebook, Twitter, LinkedIn, & Instagram.

## Facebook

### Facebook Activity Overview



**211,130**  
IMPRESSIONS



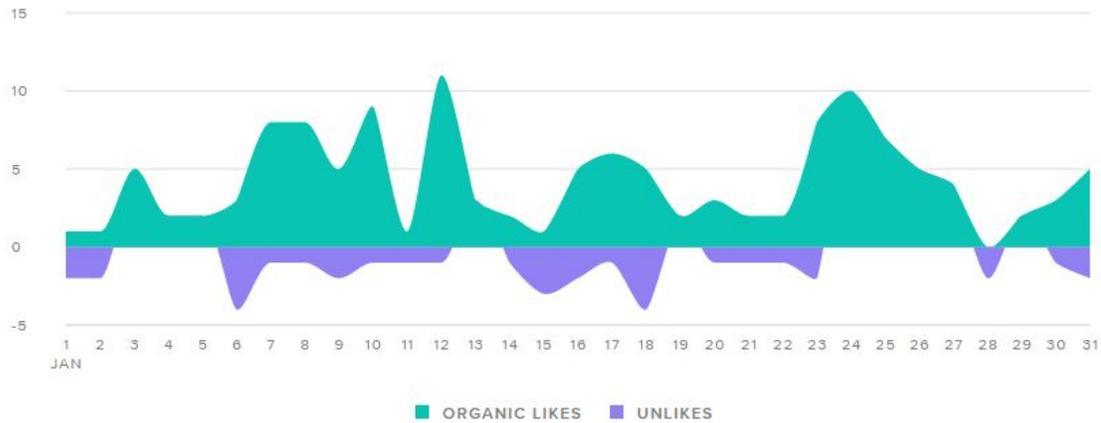
**3,138**  
POST ENGAGEMENTS



**3,134**  
LINK CLICKS

### Audience Growth

LIKES BREAKDOWN, BY DAY



#### AUDIENCE GROWTH METRICS

#### TOTALS

<b>Total Fans</b>	<b>8,460</b>
Organic Likes	131
Unlikes	36
Net Likes	95

Total fans increased by

**▲ 1.1%**

since previous month

- 44 posts compared to 42 in Dec.
- 95 new net followers compared to 70 in Dec.
- 211k impressions compared to 130k in Dec.
- 3.1k engagements compared to 1.6k in Dec.

### Top Performing Posts by Reach

Post	Reactions	Comments	Engagement	Reach ▼
<p><b>LeadingAge</b></p> <p>"This is a model that has the staying power to go into the future."</p> <p><a href="#">Rebooting the nursing home</a></p> <p>(Post) January 12, 2017 7:22 pm</p>	303	49	8.6%	12,647
<p><b>LeadingAge</b></p> <p>"I like getting up in the morning with something to do that's important to me. The more important it is to me, the more exciting getting up is." <b>#fridayinspiration</b></p> <p><a href="#">Creative Until You Die: 10 Hollywood Legends, 90 and Older, Who Refuse to Gult</a></p> <p>(Post) January 06, 2017 1:49 pm</p>	150	8	5.6%	8,686
<p><b>LeadingAge</b></p> <p>ALZHEIMER'S: EVERY MINUTE COUNTS, premiering TONIGHT 10/9c on PBS, is an urgent wake-up call about the national threat posed by Alzheimer's disease. Many know the unique tragedy of this disease, but few know that Alzheimer's is one of the most critical public health crises facing America. This powerful documentary illuminates the social and economic consequences for the country unless a medical breakthrough is discovered for this currently incurable disease. <b>#EveryMinuteCountsPBS</b></p> <p><a href="#">Watch Full Episodes Online of Alzheimers: Every Minute Counts on PBS   Alzheimer's: Every Minute Counts Preview</a></p> <p>(Post) January 25, 2017 11:48 am</p>	121	9	4.0%	7,476

### Global Ageing Network Facebook Page

- 1,310 followers, gained 12 in Jan., up 0.8% from Dec.
- 2,894 impressions, down 68% from Dec.
- Top 3 posts by reach:
  - Excellence in Research Award promotion - 14 reactions, 3.6% engagement, 699 reach.
  - New Zealand volunteers - 5 reactions, 5.8% engagement, 258 reach.
  - Elders caring for grandchildren - 6 reactions, 5.1% engagement, 197 reach.

# Twitter

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @LeadingAge	24,321	0.9%	151	151,838	6.24	1,573	0.06	272	629

## Engagements

Showing 31 days with daily frequency

Engagement rate

1.0%



Retweets

281



On average, you earned **9 Retweets** per day

Link clicks

629



On average, you earned **20 link clicks** per day

Likes

338



On average, you earned **11 likes** per day

- 151 tweets compared to 137 in Dec.
- 218 new followers compared to 137 in Dec.
- 151k impressions compared to 126k in Dec.
- 224 mentions compared to 207 in Dec.

## Top Performing Tweets

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>LeadingAge</b> @LeadingAge · Jan 5 We have spent the last year working on a new <a href="https://ldng.ag/Zr6N2L">ldng.ag/Zr6N2L</a> website experience and are finally able to share it. Take a look! <a href="https://pic.twitter.com/zBsDCh9vLt">pic.twitter.com/zBsDCh9vLt</a> <a href="#">View Tweet activity</a>			3,437	45	1.3%
	<b>LeadingAge</b> @LeadingAge · Jan 27 Evidence builds that dirty air causes <b>#Alzheimers</b> , <b>#dementia</b> . <b>#pollution</b> <a href="https://ldng.ag/2kbV2T8">ldng.ag/2kbV2T8</a> via <b>@NewsfromScience</b> <a href="#">View Tweet activity</a>			2,226	40	1.8%
	<b>LeadingAge</b> @LeadingAge · Jan 17 Home-based primary care: Making health systems more <b>#agefriendly</b> . <a href="https://ldng.ag/2jHvV7g">ldng.ag/2jHvV7g</a> via <b>@HuffPost50</b> <a href="#">View Tweet activity</a>			2,005	38	1.9%

- New website - 9 likes, 5 retweets.
- Alzheimer's and pollution - 6 likes, 12 retweets.
- Age-friendly health systems - 6 likes, 9 retweets.

## LinkedIn

### LinkedIn Activity Overview



**65,857**

IMPRESSIONS



**938**

ENGAGEMENTS



**562**

CLICKS

AUDIENCE GROWTH METRICS

TOTALS

Total Followers

7,866

Organic Followers Gained

52

Total followers increased by

**▲ 0.7%**

since previous month

- 20 posts compared to 18 in Dec.
- 52 new followers compared to 44 in Dec.
- 66k impressions compared to 51k in Dec.
- 938 engagements compared to 619 in Dec.

## Top Performing Posts by Reach

Post	Impressions	Engagement	Clicks	Likes
<p><b>LeadingAge</b></p> <p>Dr. Carson said he would take actions to increase the supply of affordable, accessible rental housing for lower income seniors. <a href="https://lnkd.in/dPzttw">https://lnkd.in/dPzttw</a></p>  <p>(Update) January 26, 2017 4:02 pm</p>	6,350	1.29%	42	33
<p><b>LeadingAge</b></p> <p>We have spent the last year quietly working on a brand new <a href="http://www.LeadingAge.org">www.LeadingAge.org</a> experience, and we are finally able to share it with the world. Take a look!</p>  <p>(Update) January 05, 2017 12:56 pm</p>	6,065	1.57%	54	37
<p><b>LeadingAge</b></p> <p>How has the aging services sector growth evolved? How can we ensure that growth continues well into the future?</p>  <p>(Update) January 17, 2017 4:35 pm</p>	3,316	2.05%	51	12

## Instagram

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 leadingage	844	2.8%	23	3	—	103	34.3	0.12

FOLLOWER METRICS	TOTALS
Total Followers	844
Followers Gained	23
People that you Followed	20

Total followers increased by  
**▲ 2.8%**  
 since previous month

- 3 posts, same as Dec.
- 20 new followers compared to 24 in Dec.
- 103 engagements compared to 76 in Dec.



@leadingage  
48 Engagements



@leadingage  
31 Engagements



@leadingage  
30 Engagements

## Conclusions

**Overall-** Good upticks in growth, impressions, and engagement across the board. Will be posting LeadingAge content more regularly and tracking if that increases traffic to the website.

- **Facebook**
  - We had a big bounce back from the holidays, 62% increase in impressions and 93% increase in engagements over last month.
- **Twitter**
  - We had a bump in impressions (9%) and engagements (11%) over last month.
- **LinkedIn**
  - We had a big bounce back from the holidays, 28% increase in impressions and 51% increase in engagements over last month.
- **Instagram**
  - We had a 36% bump in engagements over last month.