



Facebook Pages for **Thermal Belt Rail Trail**

October 1, 2020 - September 11, 2021

Determine your impact on Facebook by analyzing your Facebook Page activity.





Performance Summary

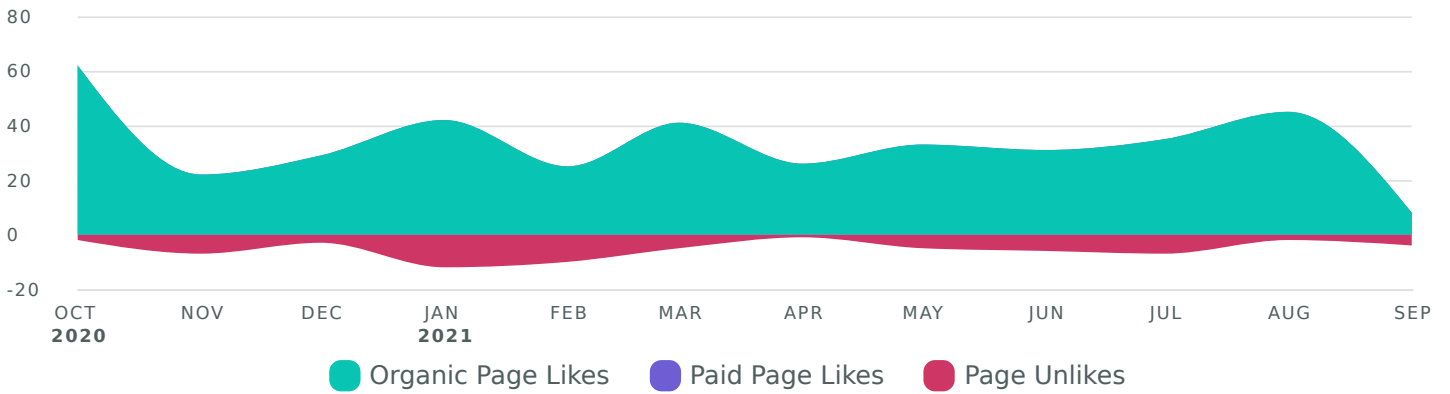
View your key profile performance metrics from the reporting period.

Impressions 175,523 ↘ 18.3%	Engagements 12,245 ↘ 53.6%	Post Link Clicks 315 ↘ 76.2%
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Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Month



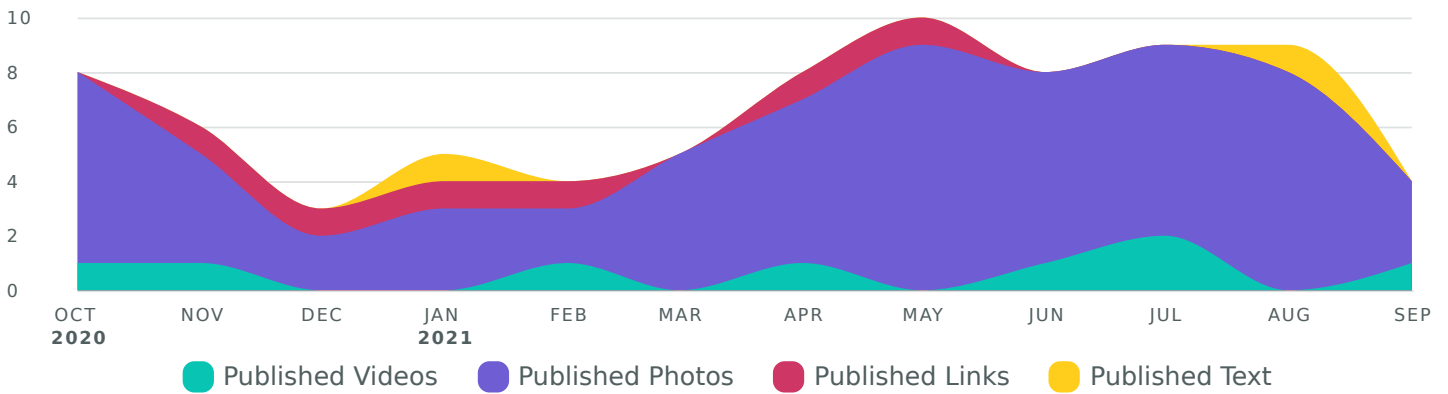
Audience Metrics	Totals	% Change
Fans	2,683	↗ 14.12%
Net Page Likes	335	↘ 56.38%
Organic Page Likes	399	↘ 51.75%
Paid Page Likes	0	→ 0.00%
Page Unlikes	64	↗ 8.47%



Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Month



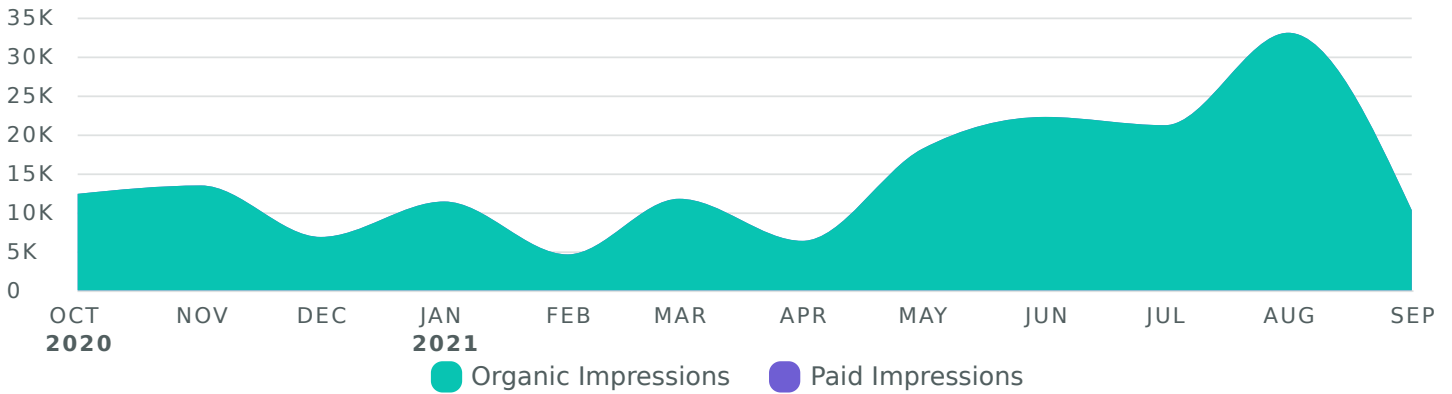
Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	79	↘ 24.8%
Published Videos	8	↗ 300%
Published Photos	63	↘ 23.2%
Published Links	6	↘ 68.4%
Published Text	2	→ 0%



Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Month



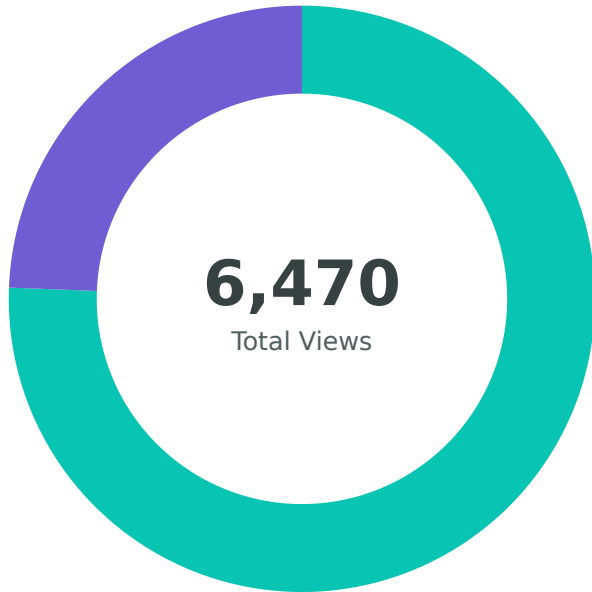
Impression Metrics	Totals	% Change
Total Impressions	175,523	↘ 18.3%
Organic Impressions	171,599	↘ 17.3%
Paid Impressions	0	→ 0%
Average Daily Impressions per Page	507.29	↘ 18.3%
Average Daily Reach per Page	354.56	↘ 20.3%



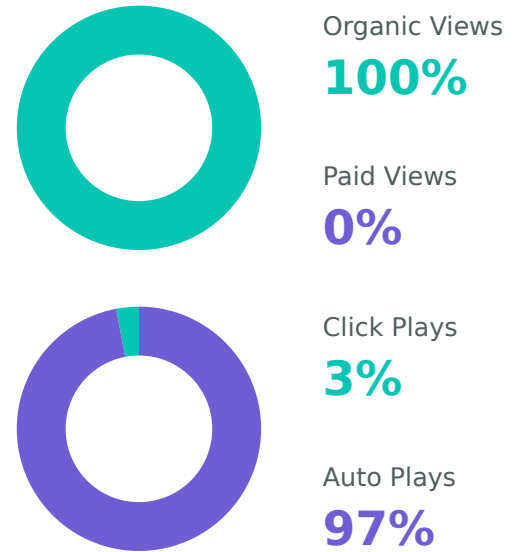
Video Performance

View your aggregate video performance during the reporting period.

View Metrics



Viewing Breakdown

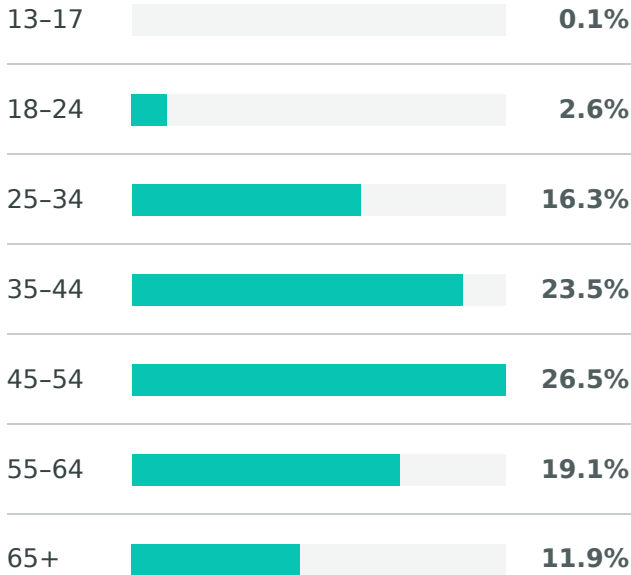




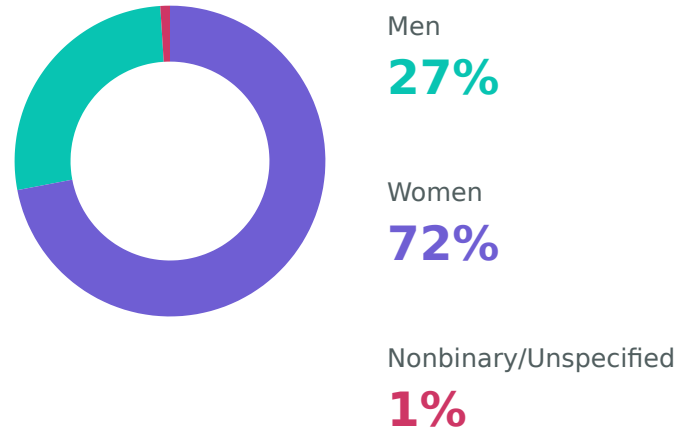
Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ



Audience by Gender ⓘ



Women between the ages of **45-54** appear to be the leading force among your fans.

Audience Top Countries

United States	2,676
Botswana	2
Canada	1
Spain	1
United Kingdom	1

Audience Top Cities

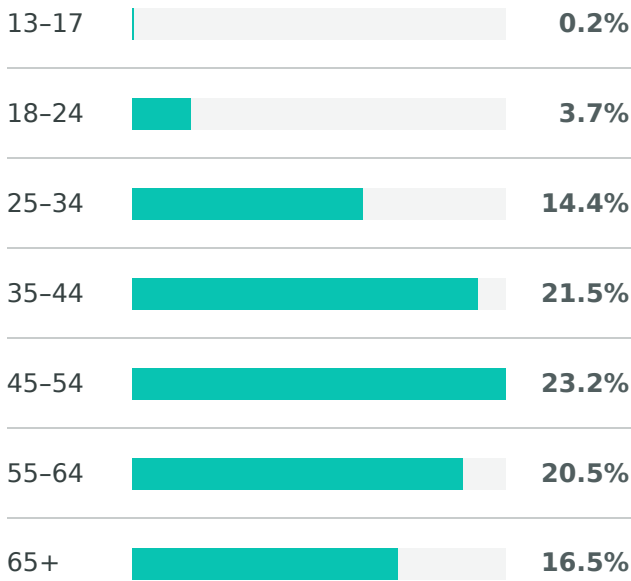
Forest City, NC	552
Rutherfordton, NC	457
Ellenboro, NC	116
Shelby, NC	105
Spindale, NC	97



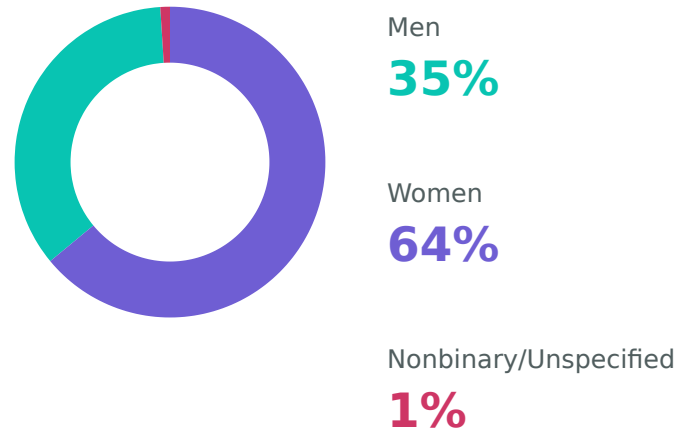
People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age ?



People Reached by Gender ?



Women between the ages of **45-54** have a higher potential to see your content and visit your Page.

People Reached Top Countries

Daily Average

United States	547.35
Canada	0.81
United Kingdom	0.64
Spain	0.39
Philippines	0.22

People Reached Top Cities

Daily Average

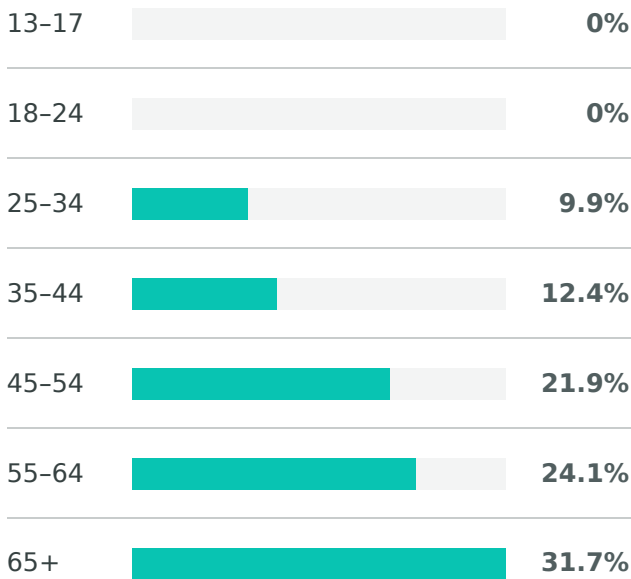
Forest City, NC	100.18
Rutherfordton, NC	78.59
Shelby, NC	17.93
Ellenboro, NC	17.44
Spindale, NC	16.8



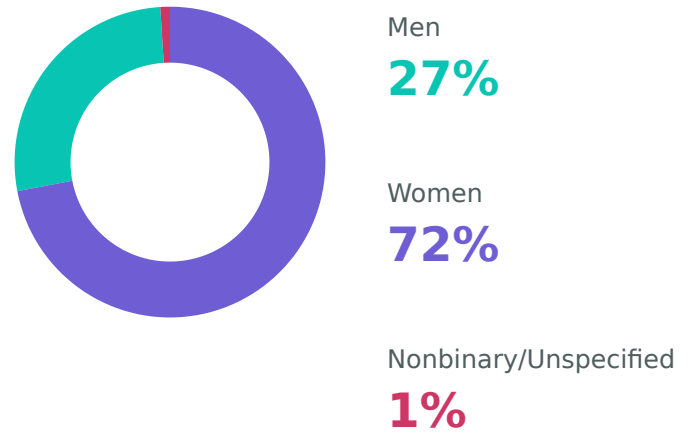
People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reporting period.

People Engaged by Age 📄



People Engaged by Gender 📄



Women between the ages of **65+** are most likely to engage with your content.

People Engaged Top Countries	Daily Average
United States	136.5
India	0.5

People Engaged Top Cities	Daily Average
Forest City, NC	23.5
Rutherfordton, NC	22
Spindale, NC	9.5
Bostic, NC	6
Ellenboro, NC	6