Profiles
Profiles included in this report.

Fitter Today FB
Facebook

Fitter Today IG
Instagram

Fitter Today TW
Twitter

Fitter Today LI
Linkedin
Combined data of all selected profiles for a top-level overview.

1 October 2020 - 31 October 2020
Overview
Key performance metrics for the selected period.

- Fans: 311 (0.6% increase)
- Engagement: 53 (0% increase)
- Impressions: 915 (64.9% increase)
- Publishing: 94 (17.5% increase)
**Audience growth**

Number of new fans/followers gained during the selected period.

The total audience is **311 fans / followers** representing a variation of **+0.6 %** compared to **1 Sep. 2020 - 30 Sep. 2020**

<table>
<thead>
<tr>
<th>Platform</th>
<th>New Fans / Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitter Today FB</td>
<td>1</td>
</tr>
<tr>
<td>Fitter Today IG</td>
<td>3</td>
</tr>
<tr>
<td>Fitter Today LI</td>
<td>0</td>
</tr>
<tr>
<td>Fitter Today TW</td>
<td>-1</td>
</tr>
<tr>
<td><strong>New Fans / Followers</strong></td>
<td><strong>3</strong></td>
</tr>
</tbody>
</table>
Engagement
Number of audience’s interactions with your social profiles during the selected period.

The total engagement is 53 interactions representing a variation of 0% compared to 1 Sep. 2020 - 30 Sep. 2020

<table>
<thead>
<tr>
<th>Platform</th>
<th>Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitter Today FB</td>
<td>37</td>
</tr>
<tr>
<td>Fitter Today IG</td>
<td>7</td>
</tr>
<tr>
<td>Fitter Today LI</td>
<td>5</td>
</tr>
<tr>
<td>Fitter Today TW</td>
<td>4</td>
</tr>
<tr>
<td>Total interactions</td>
<td>53</td>
</tr>
</tbody>
</table>
Impressions

Number of times a content of your social profiles has been viewed during the selected period.

The total impressions are 915, representing a variation of +64.9% compared to 1 Sep. 2020 - 30 Sep. 2020.

<table>
<thead>
<tr>
<th>Social Profile</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitter Today FB</td>
<td>648</td>
</tr>
<tr>
<td>Fitter Today IG</td>
<td>212</td>
</tr>
<tr>
<td>Fitter Today LI</td>
<td>55</td>
</tr>
<tr>
<td><strong>Total impressions</strong></td>
<td><strong>915</strong></td>
</tr>
</tbody>
</table>
Publishing

Number of posts published during the selected period.

The total posts published is **94**

representing a variation of **+17.5 %**

compared to 1 Sep. 2020 - 30 Sep. 2020

<table>
<thead>
<tr>
<th>Platform</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitter Today FB</td>
<td>26</td>
</tr>
<tr>
<td>Fitter Today IG</td>
<td>23</td>
</tr>
<tr>
<td>Fitter Today LI</td>
<td>12</td>
</tr>
<tr>
<td>Fitter Today TW</td>
<td>33</td>
</tr>
<tr>
<td><strong>Total items published</strong></td>
<td><strong>94</strong></td>
</tr>
</tbody>
</table>
Label distribution
Distribution of labels applied to inbox items and published items (publishing).

Labels applied to inbox items (your audience's content)
Label distribution
Distribution of labels applied to inbox items and published items (publishing).

Labels applied to publishing items (your content)
Top content - Fitter Today FB
Best performing content published during the selected period. Based on engagement.

15 Oct. 2020
Swimming is always fun
Reach 27
Engaged Users 5
Clicks 4

7 Oct. 2020
Nice day for a swim
Reach 11
Engaged Users 5
Clicks 2

1 Oct. 2020
It’s a beautiful day to get Fitter Today!
Reach 25
Engaged Users 5
Clicks 3
Top content - Fitter Today IG
Best performing content published during the selected period. Based on engagement.

18 Oct. 2020

It's time to get Fitter Today! @agorapulse

Reach 6
Comments 0
Likes 2
Saved 0
Engagement 2

19 Oct. 2020

Who is ready to get Fitter today!? @agorapulse

Reach 6
Comments 0
Likes 1
Saved 0
Engagement 1

18 Oct. 2020

It's time to get Fitter Today! @agorapulse

Reach 13
Comments 0
Likes 1
Saved 0
Engagement 1
Top content - Fitter Today LI

Best performing content published during the selected period. Based on engagement.

- **Nice day for a swim**
  - 5 Oct. 2020
  - Impressions: 23
  - Clicks: 1
  - Likes: 1
  - Shares: 0
  - Comments: 2
  - Engagement: 4

- **Create a post! #socialmedialab**
  - 27 Oct. 2020
  - Impressions: 0
  - Clicks: 0
  - Likes: 0
  - Shares: 0
  - Comments: 0
  - Engagement: 0

- **Who is ready to get Fitter Today!? #socialmedia...**
  - 21 Oct. 2020
  - Impressions: 1
  - Clicks: 0
  - Likes: 0
  - Shares: 0
  - Comments: 0
  - Engagement: 0
Top content - Fitter Today TW

Best performing content published during the selected period. Based on engagement.

10 Oct. 2020

Who is ready to get Fitter today?! #socialmedia...

Likes 1
Retweets 0
Engagement 1

3 Oct. 2020

It's a beautiful day to get Fitter Today! #soci...

Likes 1
Retweets 0
Engagement 1

30 Oct. 2020

Train like… you: Tap into Your Workout Motivation ...

Likes 0
Retweets 0
Engagement 0

This post had no picture linked.
Replies sent
Number of replies to comments sent during the selected period.

The total number of replies is 18
representing a variation of -45.5% compared to 1 Sep. 2020 - 30 Sep. 2020
Reviewed items

Number of times “Review” or “Delete” actions have been performed on items received during the selected period.

The total number of reviewed items is **30**
representing a variation of **0 %**
compared to **1 Sep. 2020 - 30 Sep. 2020**