

August 2018

Overview of All Accounts

View the progress of all of your accounts on social media. Post engagement and impressions are broken down by day and graphed over time.

805

Followers

▲ 1.6%

13

Change

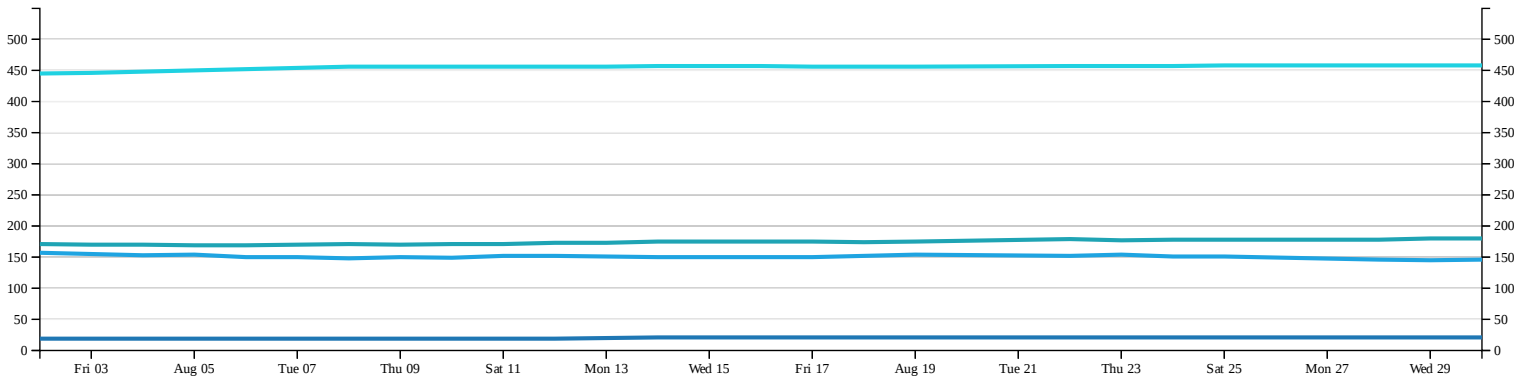
44

New Followers

-31

Lost Followers

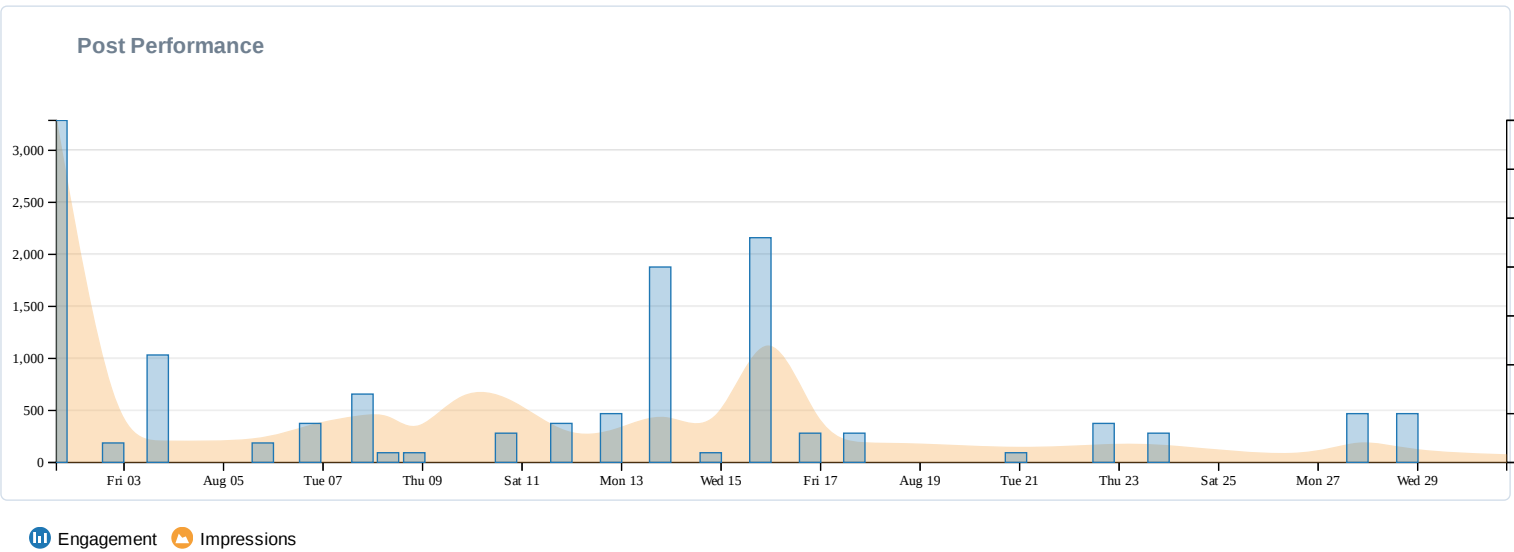
Followers



● Cloud Campaign (LinkedIn) ● Cloud Campaign (Twitter) ● Cloud Campaign (Instagram) ● Cloud Campaign (Facebook)

This Period

<h1>218</h1> <p>Total Posts</p>	<h1>49</h1> <p>Likes</p>	<h1>0</h1> <p>Comments</p>	<h1>8</h1> <p>Shares</p>
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Historical Information

2.1k

Total Posts

3766

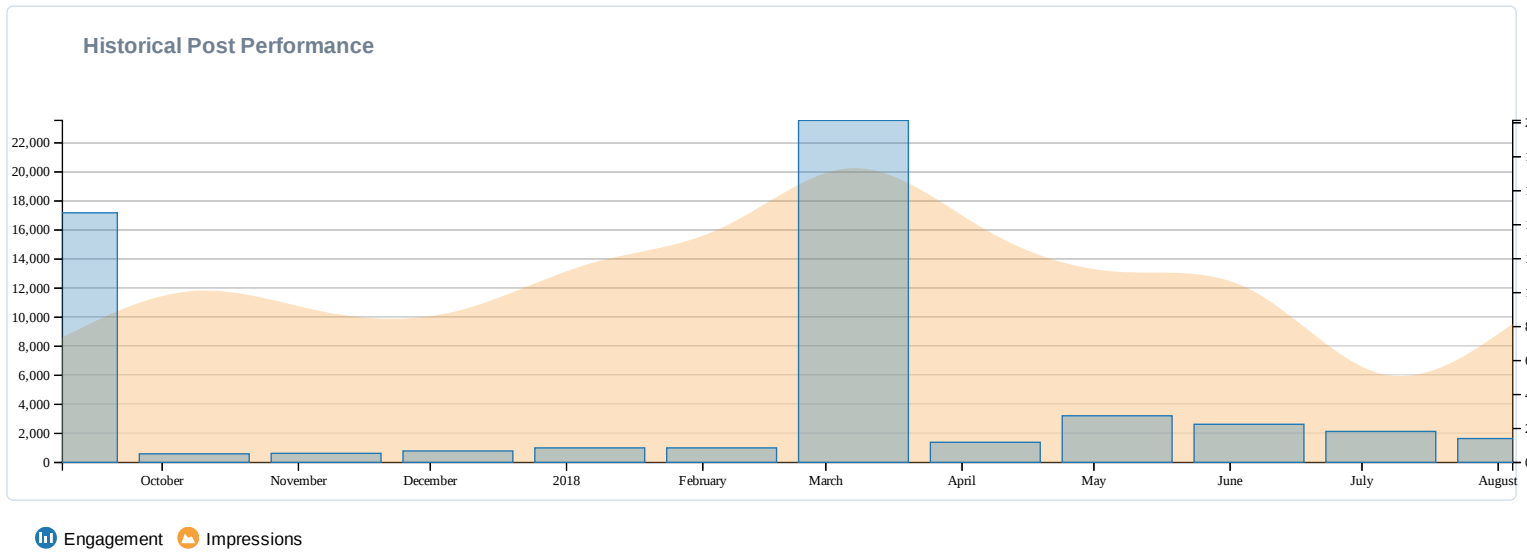
Likes

219

Comments

199

Shares





Followers ▲ 10.5%

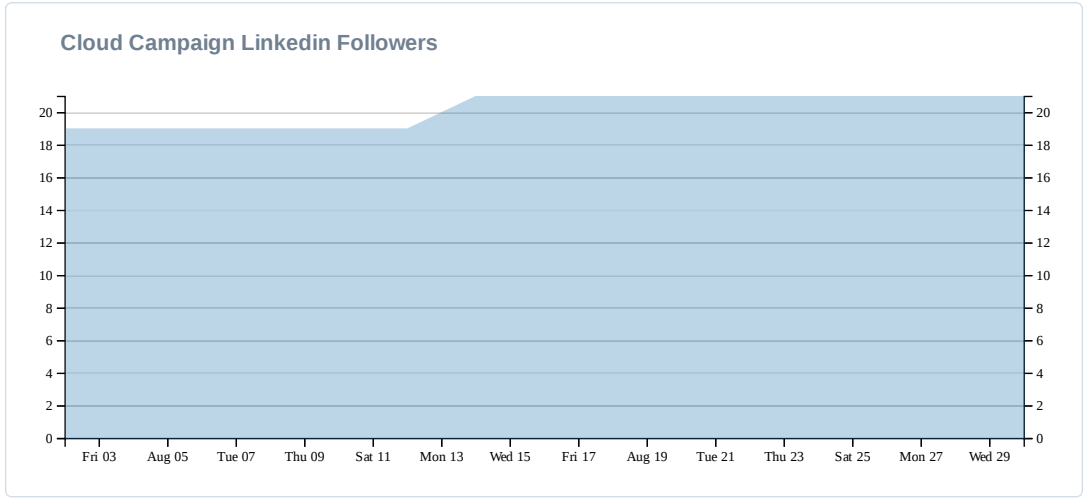
21

Deltas

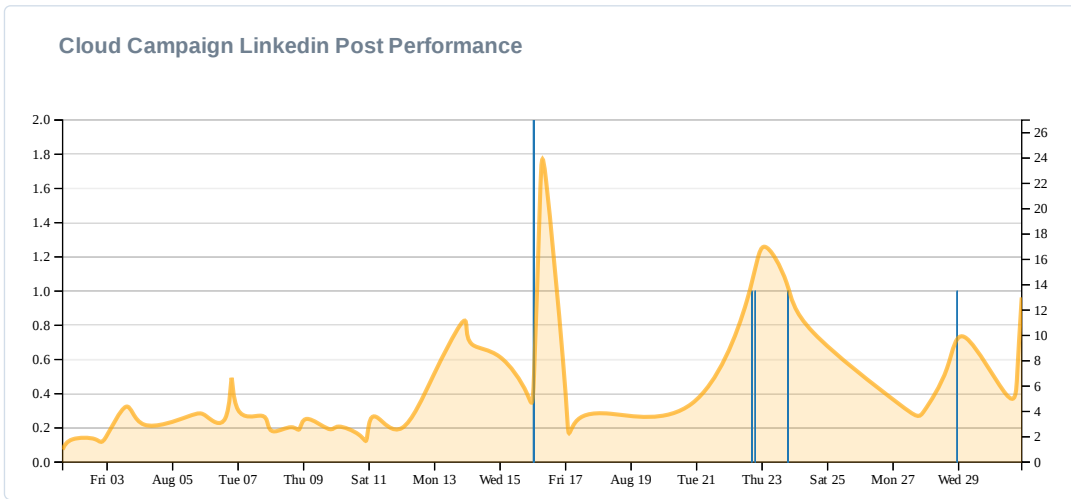
Delta: 2

New Followers: 2

Lost Followers: 0



■ Delta Followers
 ■ Followers
 ■ Following



■ Likes
 ■ Comments
 ■ Shares
 ■ Impressions

Total Posts

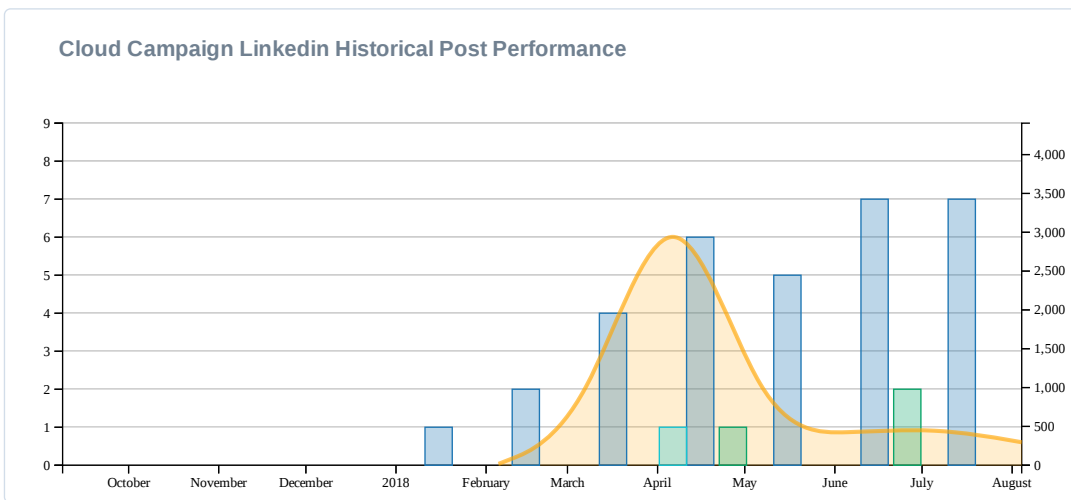
59

Engagement

Likes: 9

Comments: 0

Shares: 0



■ Likes
 ■ Comments
 ■ Shares
 ■ Impressions

Total Posts

540

Engagement

Likes: 41

Comments: 1

Shares: 3

Insights






-  **Image posts with long caption containing a link** perform better than any other post type.
-  **Between 5PM and 8PM (PT)** is the optimal post time for this account and post type.
-  This post type is **212.1%** more engaging.
-  You've posted this type of content **27 times** since Dec 21, 2017.

Image posts with short caption containing a link




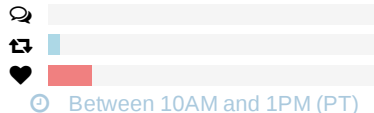
 Between 6AM and 9AM (PT)

Image posts with short caption containing hashtags and a link




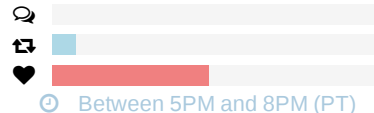

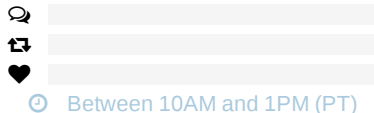
 Between 10AM and 1PM (PT)

Image posts with long caption containing a link



 Between 5PM and 8PM (PT)

Short text posts containing a link




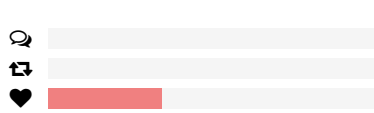

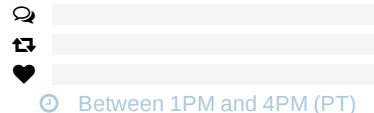
 Between 10AM and 1PM (PT)


Image posts with long caption containing hashtags and a link



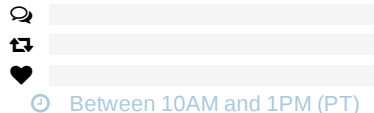
 Between 5PM and 8PM (PT)


Long text posts



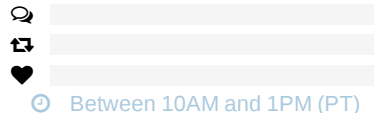
 Between 1PM and 4PM (PT)


Short text posts



 Between 10AM and 1PM (PT)

Short text posts containing hashtags



 Between 10AM and 1PM (PT)



Cloud Campaign
Twitter Account

Followers ▲ 5.3%

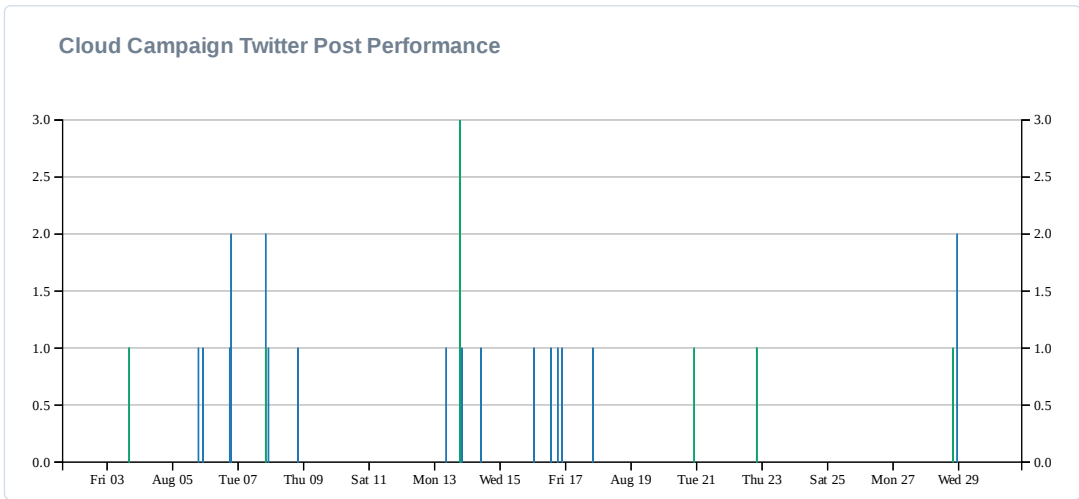
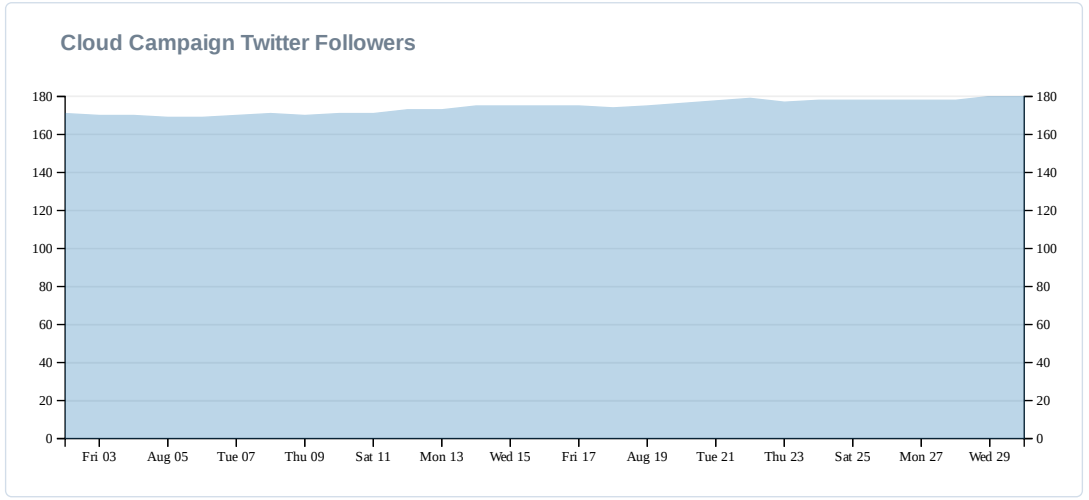
180

Deltas

Delta: 9

New Followers: 15

Lost Followers: -6



Total Posts

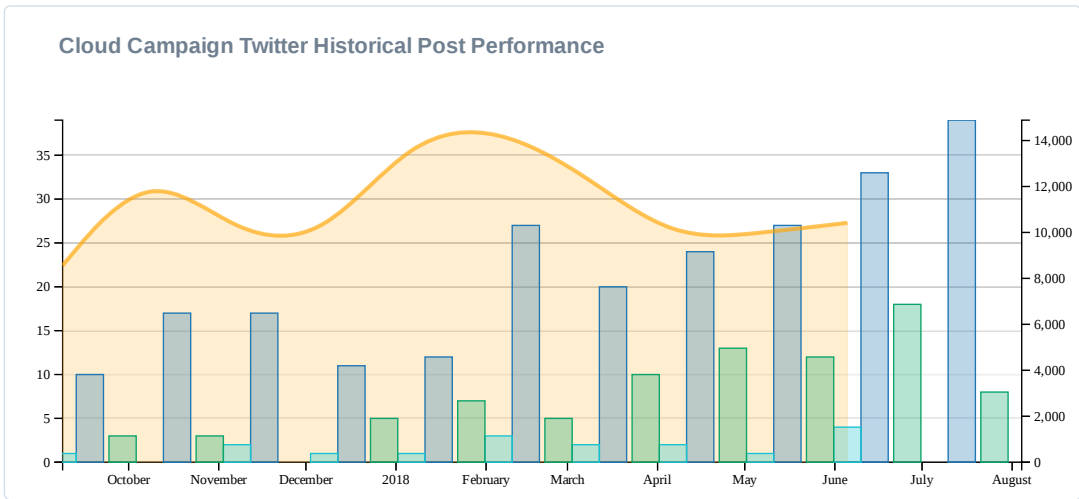
103

Engagement

Likes: 24

Comments: 0

Shares: 8



Total Posts

907

Engagement

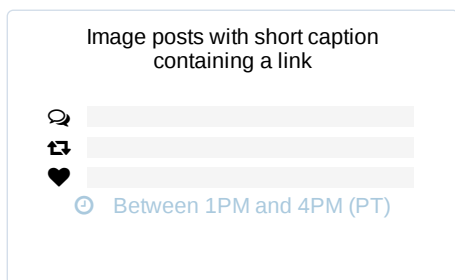
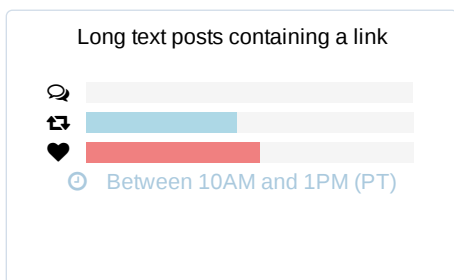
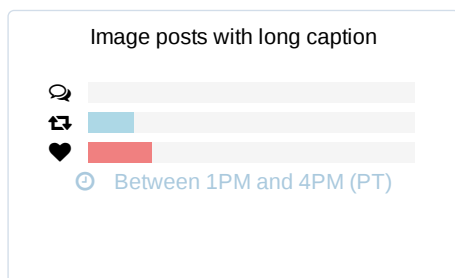
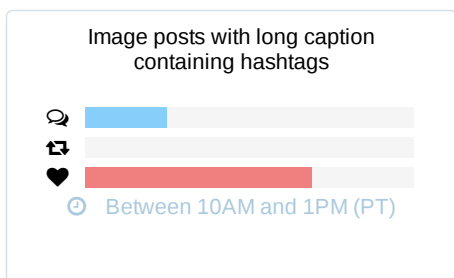
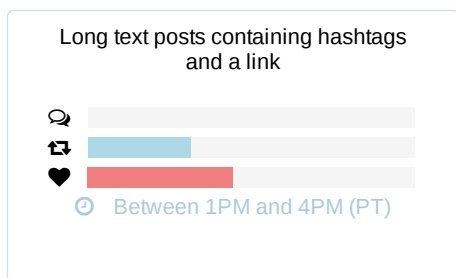
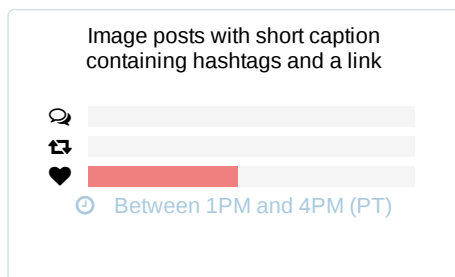
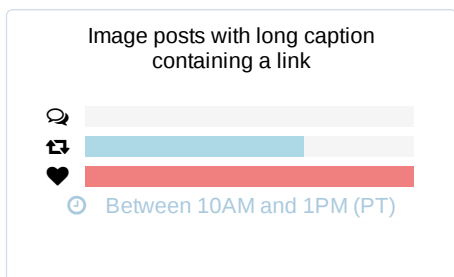
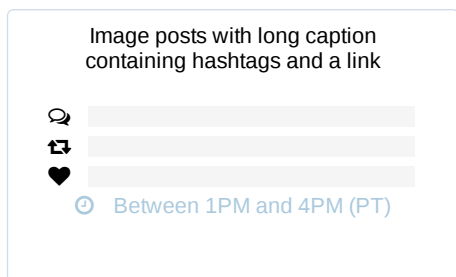
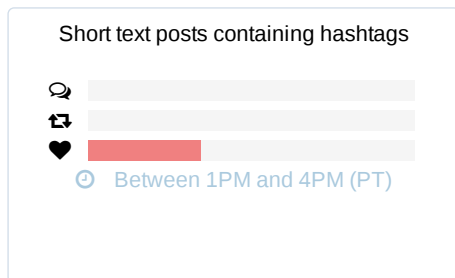
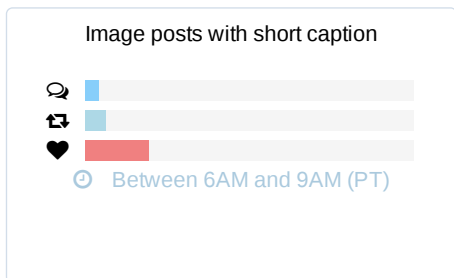
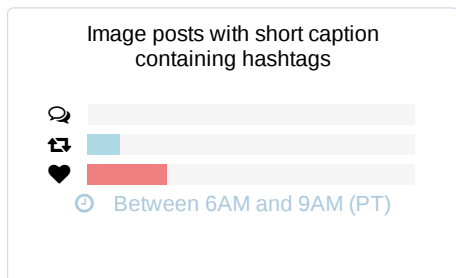
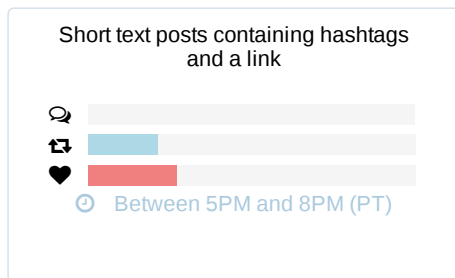
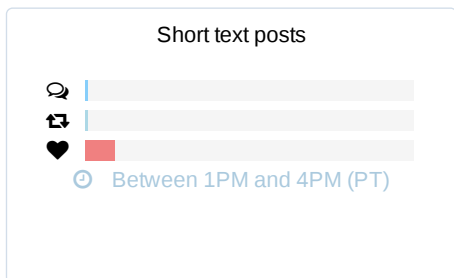
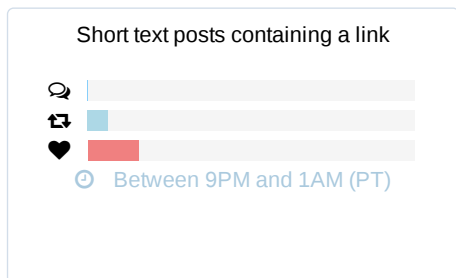
Likes: 261

Comments: 17

Shares: 86

Insights

- Image posts with long caption containing a link** perform better than any other post type.
- Between 10AM and 1PM (PT)** is the optimal post time for this account and post type.
- This post type is **239.1%** more engaging.
- You've posted this type of content **9 times** since Oct 13, 2017.





Cloud Campaign
Instagram Account

Followers

▼ -7.0%

146

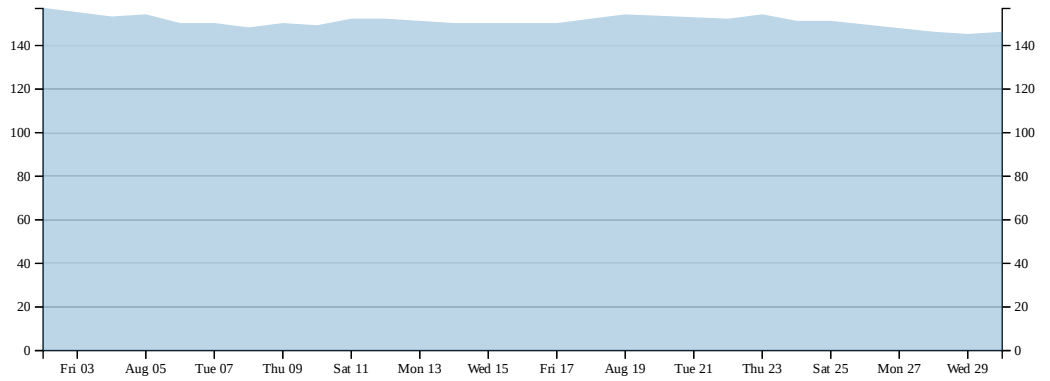
Deltas

Delta: -11

New Followers: 13





Lost Followers: -24

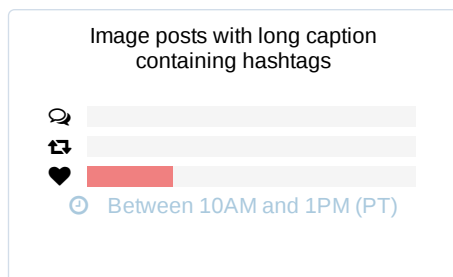
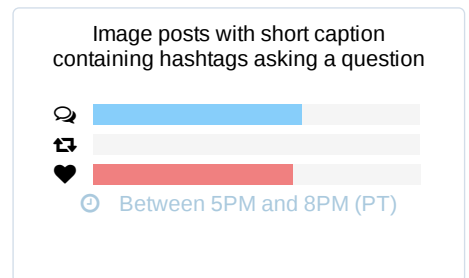
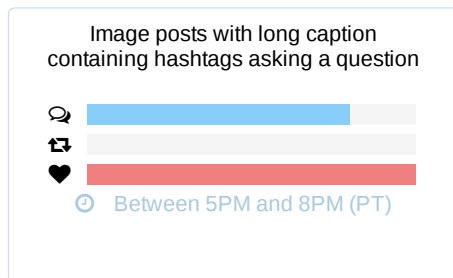
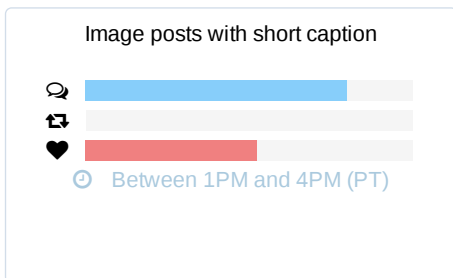
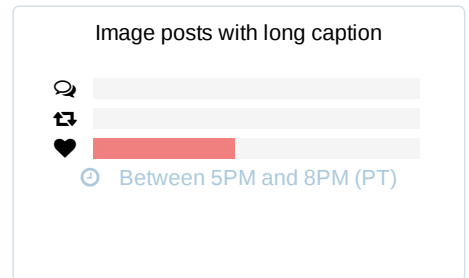
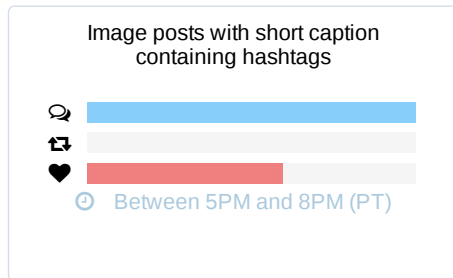
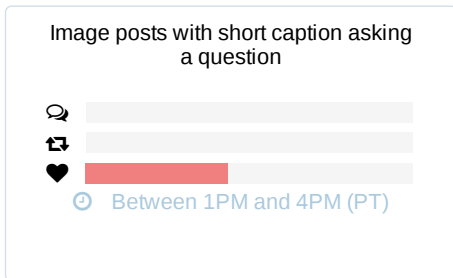
Cloud Campaign Instagram Followers



Delta Followers Followers Following

Insights

-  **Image posts with long caption containing hashtags asking a question** perform better than any other post type.
-  **Between 5PM and 8PM (PT)** is the optimal post time for this account and post type.
-  This post type is **53.8%** more engaging.
-  You've posted this type of content **3 times** since Feb 28, 2018.





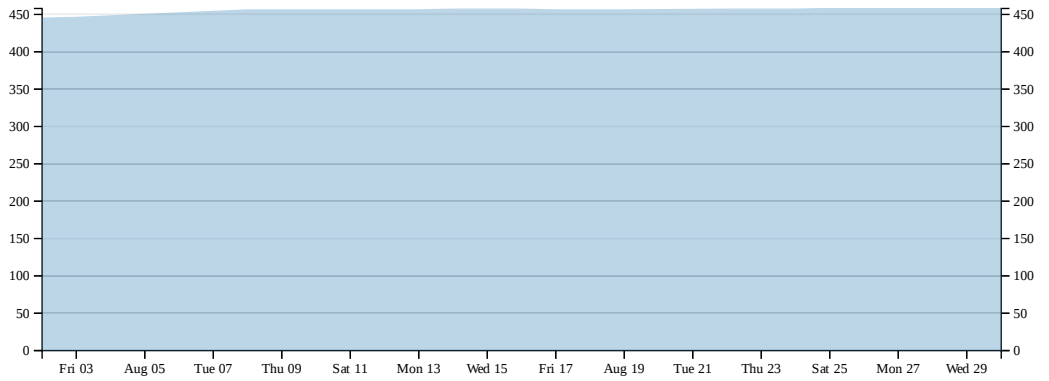
Cloud Campaign
Facebook Account

Followers

▲ 2.9%

458

Cloud Campaign Facebook Followers



Delta Followers Followers Following

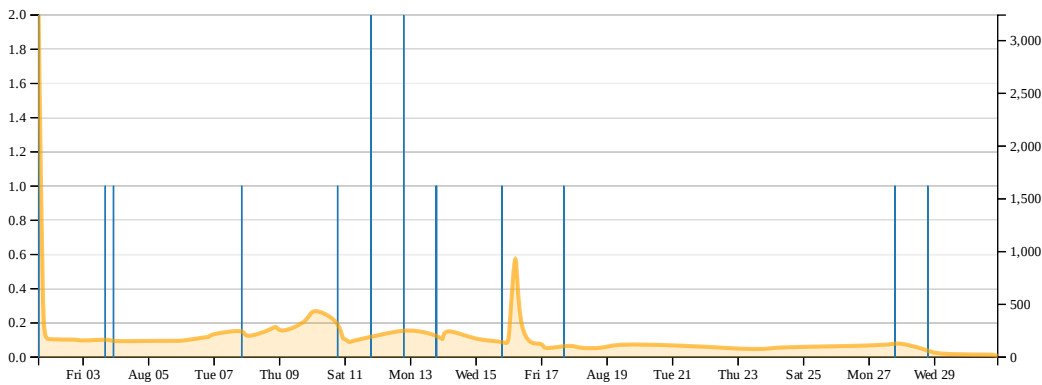
Deltas

Delta: 13

New Followers: 14

Lost Followers: -1

Cloud Campaign Facebook Post Performance



Likes Comments Shares Impressions

Total Posts

56

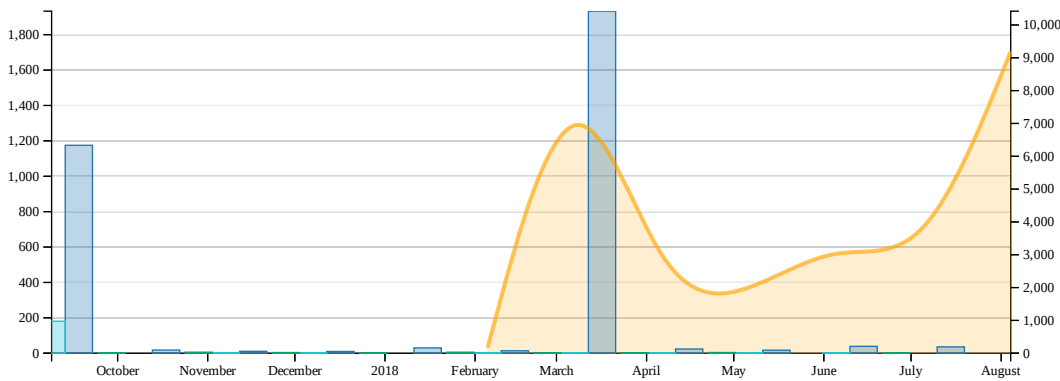
Engagement

Likes: 16

Comments: 0

Shares: 0

Cloud Campaign Facebook Historical Post Performance



Likes Comments Shares Impressions

Total Posts

692

Engagement

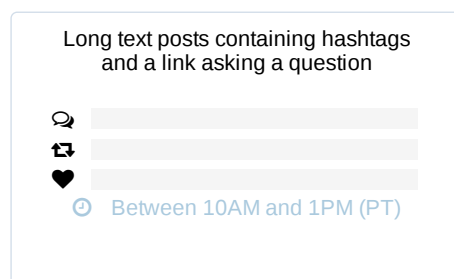
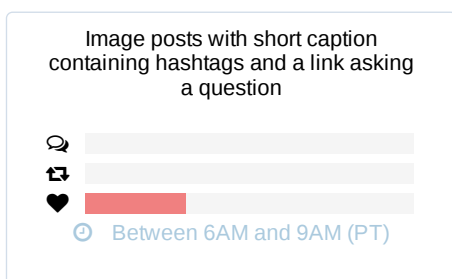
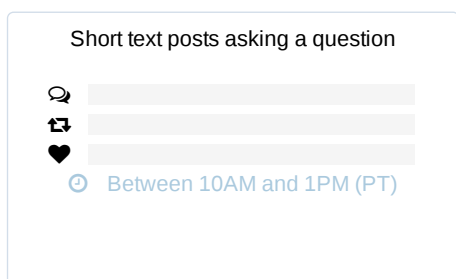
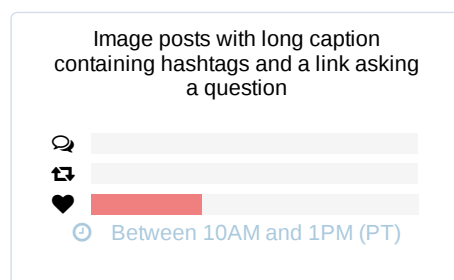
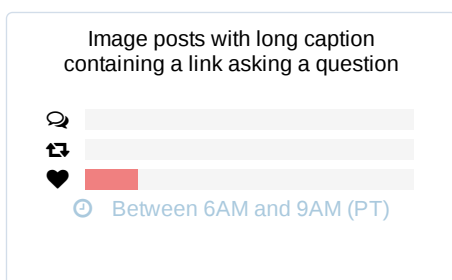
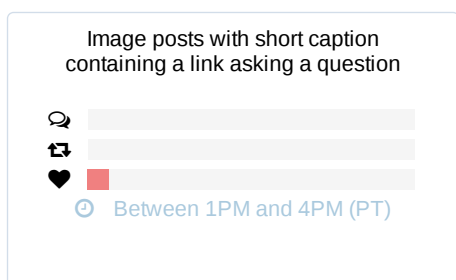
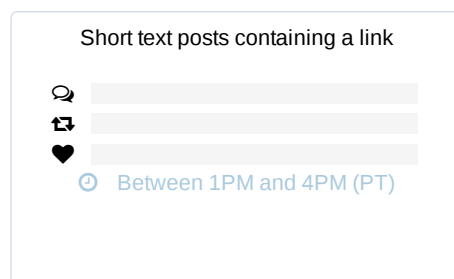
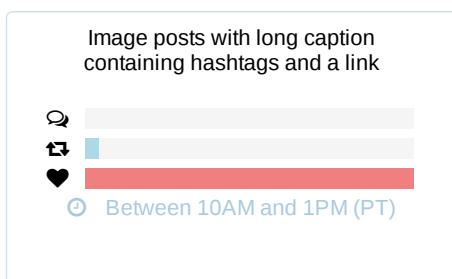
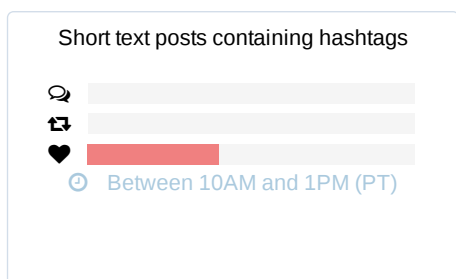
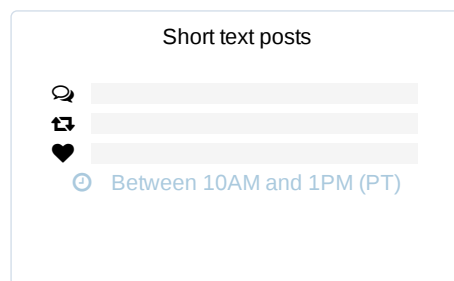
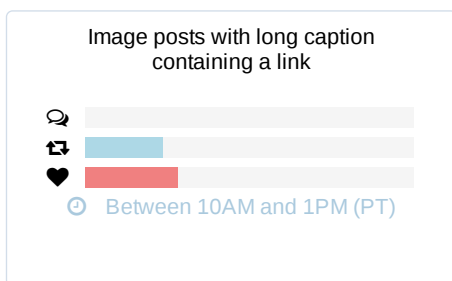
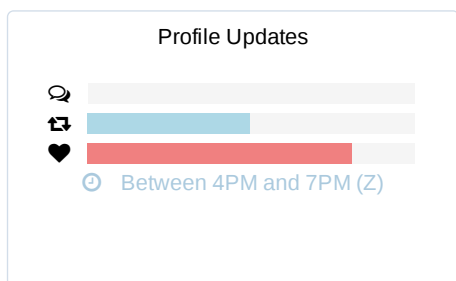
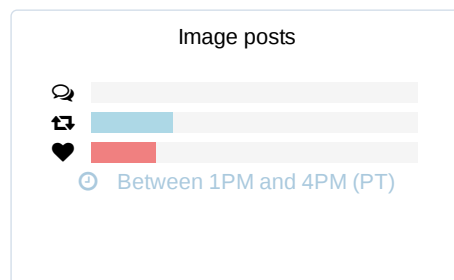
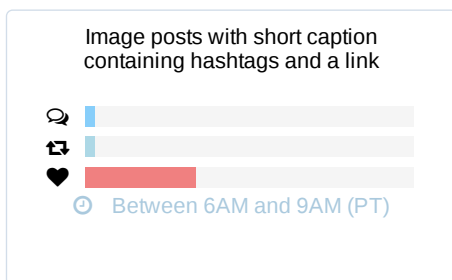
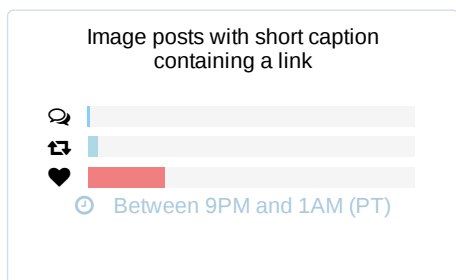
Likes: 3323

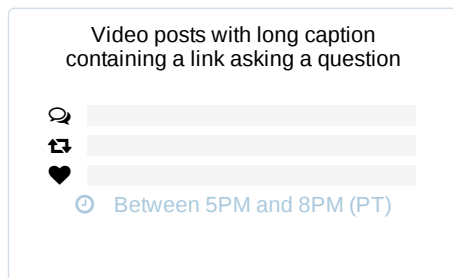
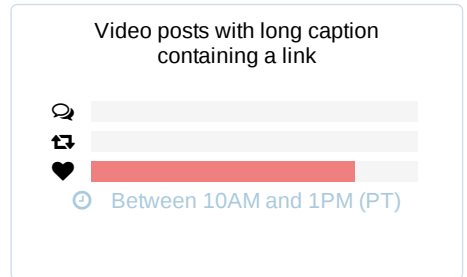
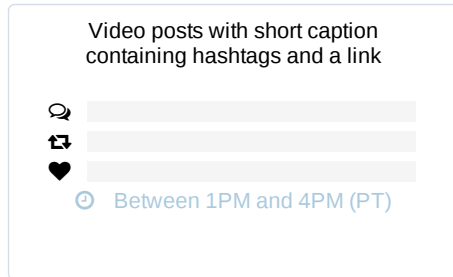
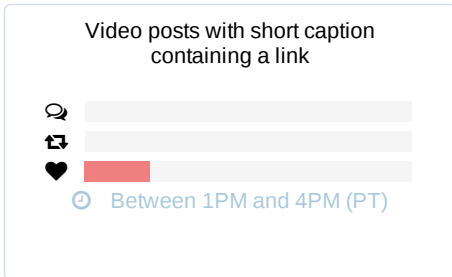
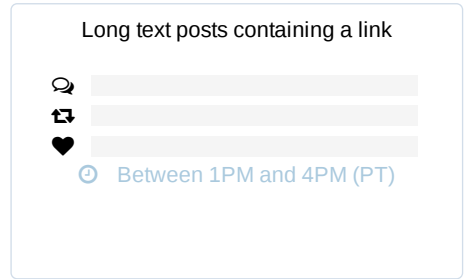
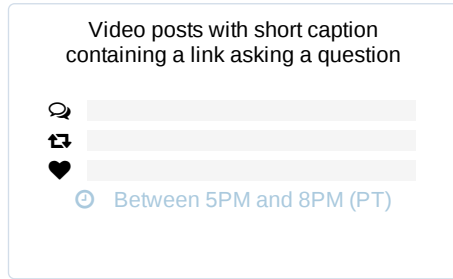
Comments: 192

Shares: 110

Insights

- Image posts with long caption containing hashtags and a link** perform better than any other post type.
- Between 10AM and 1PM (PT)** is the optimal post time for this account and post type.
- This post type is **60.3%** more engaging.
- You've posted this type of content **25 times** since Oct 15, 2017.





Website Analytics

From a high-level, understand how social media is affecting your overall website traffic. Track core metrics month over month.

5967

Pageviews ▲ 51.33%

2237

Sessions ▲ 61.63%

1430

Users ▲ 50.21%

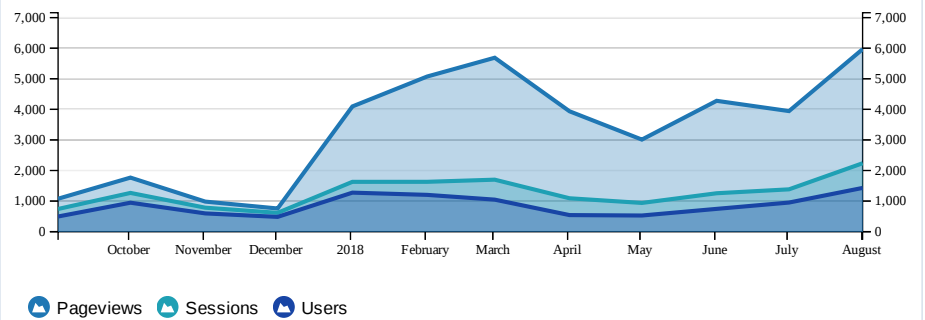
2:58

Session Duration (min) ▼ -8.29%

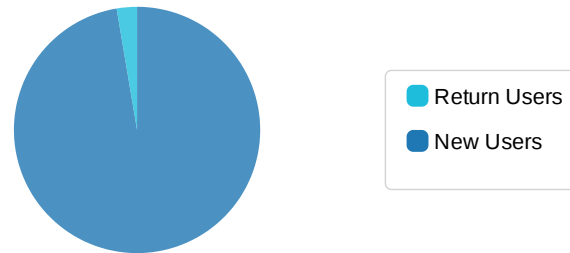
Traffic Stats

Metric	This Period	Last Period	Change
Pageviews	5967	3943	51.33%
Sessions	2237	1384	61.63%
Users	1430	952	50.21%
New Users	1392	922	50.98%
Session Duration	2:58	3:15	-8.29%
Bounce Rate	39.1%	32.2%	21.65%
% New Sessions	62.2%	66.6%	-6.59%

Website Traffic



New vs Returning Users



Social Acquisition

View total website traffic and analyze sessions directly attributed to social media. See which channels are driving the most traffic and analyze the health of your social traffic.

602

Social ▲ 6.74%

714

Direct ▲ 87.40%

293

Organic ▲ 1.03%

Social Acquisition

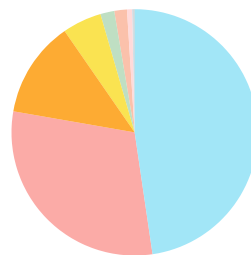
Channel	This Period	Last Period	Change
Facebook	287	312	-8.01%
LinkedIn	181	157	15.29%
Twitter	76	31	145.16%
reddit	31	44	-29.55%
Quora	11	8	37.50%
HootSuite	10	9	11.11%
Instagram	4	0	100.00%
Pocket	1	0	100.00%
Instapaper	1	0	100.00%

Social Traffic Score



- ✓ Social media visitors view multiple pages before leaving.
- ✓ Most social media visitors don't bounce from your site.
- ✗ Direct and organic traffic tend to stick around longer than social traffic.

Social Channels



- Instapaper
- Pocket
- Instagram
- HootSuite
- Quora
- reddit
- Twitter
- LinkedIn
- Facebook