

# Online Media Report

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*September 01, 2017 - September 30, 2017*



The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

# Web Stats

<i>Site Visits</i>	<i>Page Views</i>	<i>Bounce Rate</i>	<i>Contacts</i>
<b>507</b>	<b>837</b>	<b>73.18%</b>	<b>27</b>

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# Newsletter Stats




<i>Subscribers</i>	<i>Reads</i>	<i>Avg Clicks</i>
<b>110</b>	<b>46.00%</b>	<b>4.00%</b>

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# Social / Followers

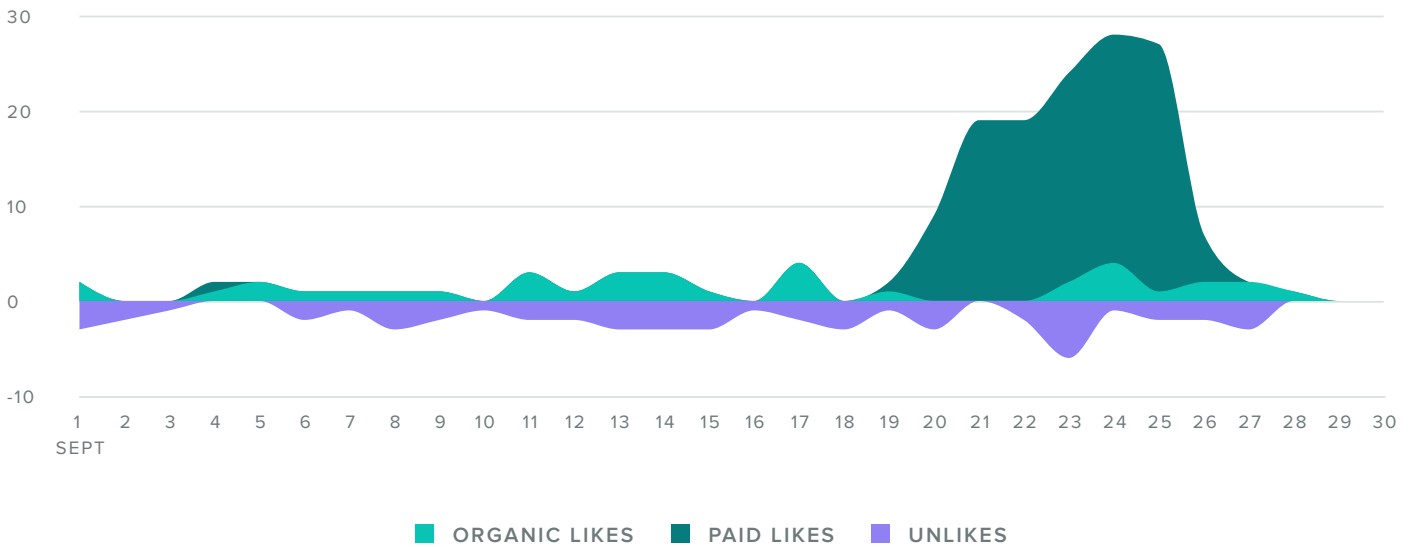
<i>Facebook</i>	<i>Instagram</i>
<b>21254</b>	<b>6</b>

## Facebook Activity Overview

 <b>41,607</b> Impressions	 <b>4,434</b> Post Engagements	 <b>38</b> Link Clicks
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## Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

Totals

<b>Total Fans</b>	<b>21,212</b>
Paid Likes	126
Organic Likes	37
Unlikes	54
Net Likes	109

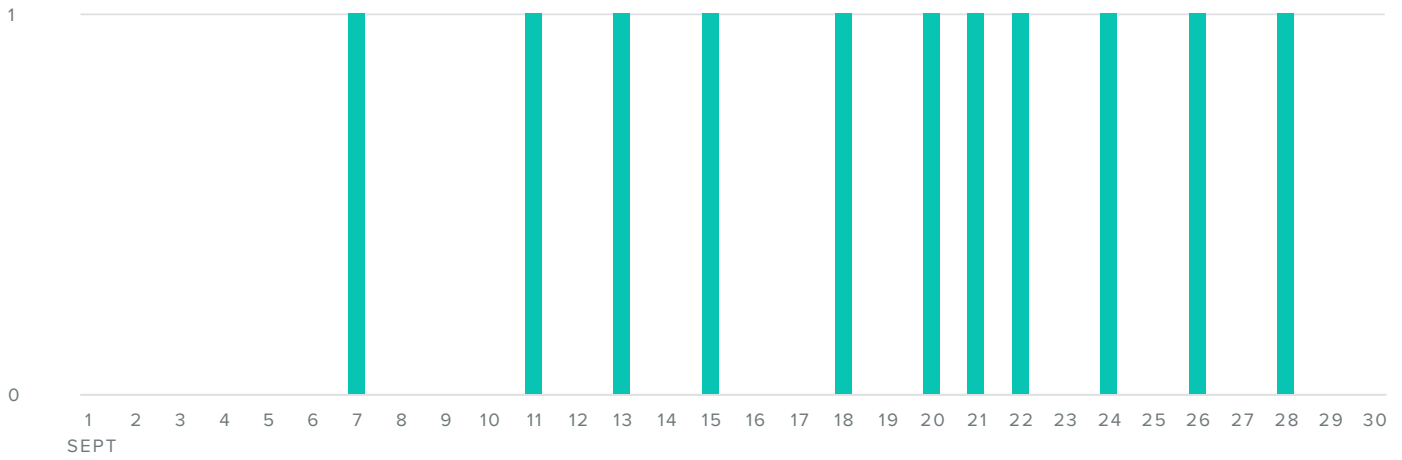
Total fans increased by

**▲ 0.5%**

since previous date range

## Publishing Behavior

### POSTS, BY DAY



■ POSTS SENT







Publishing Metrics	Totals
Photos	10
Videos	–
Posts	1
Notes	–
<b>Total Posts</b>	<b>11</b>

The number of posts you sent increased by



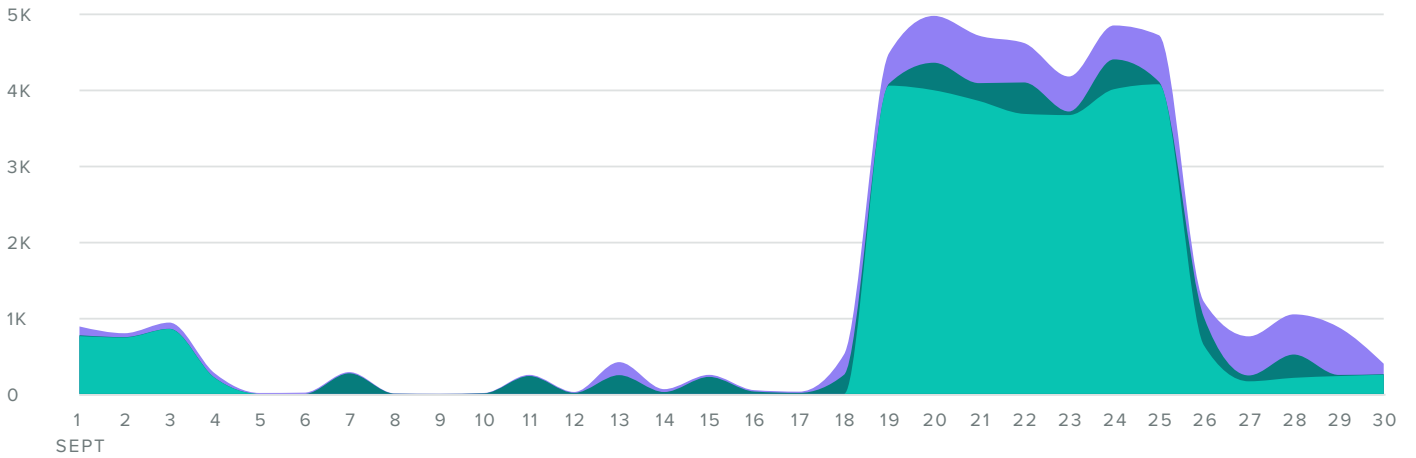
since previous date range

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p><b>Vacation Ownership Association of Southern Africa</b></p> <p>Half-a-million shared vacation owners in South Africa are re-defining the way they spend their holidays at more than two-hundred VOASA member resorts! These resorts include golf villas, chalets, apartments and all-suite properties. <a href="http://bit.ly/2pfranR">http://bit.ly/2pfranR</a></p>   <p>(Post) September 11, 2017 9:00 am</p>	896	–	28.5%	3,255
<p><b>Vacation Ownership Association of Southern Africa</b></p> <p>This means we celebrate tourism and focus on its importance to the economy of South Africa! This month we want to encourage South Africans to travel locally and get a better understanding of the affordable, world class attractions that are available to them. <b>#TourismForAll #MeetSouthAfrica</b></p>   <p>(Post) September 07, 2017 9:32 am</p>	1,101	–	19.9%	5,651
<p><b>Vacation Ownership Association of Southern Africa</b></p> <p>With vacation shared ownership, you're not limited to one holiday home, you have many! <a href="http://bit.ly/2qy52Z0">http://bit.ly/2qy52Z0</a></p>   <p>Holiday wherever, wherever with all the luxuries and amenities of home! VOASA</p> <p>(Post) September 15, 2017 9:00 am</p>	2,087	–	13.3%	17,404

## Page Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

Impressions Metrics	Totals
Organic Impressions	3,623
Viral Impressions	6,608
Paid Impressions	31,376
<b>Total Impressions</b>	<b>41,607</b>
<b>Users Reached</b>	<b>36,463</b>

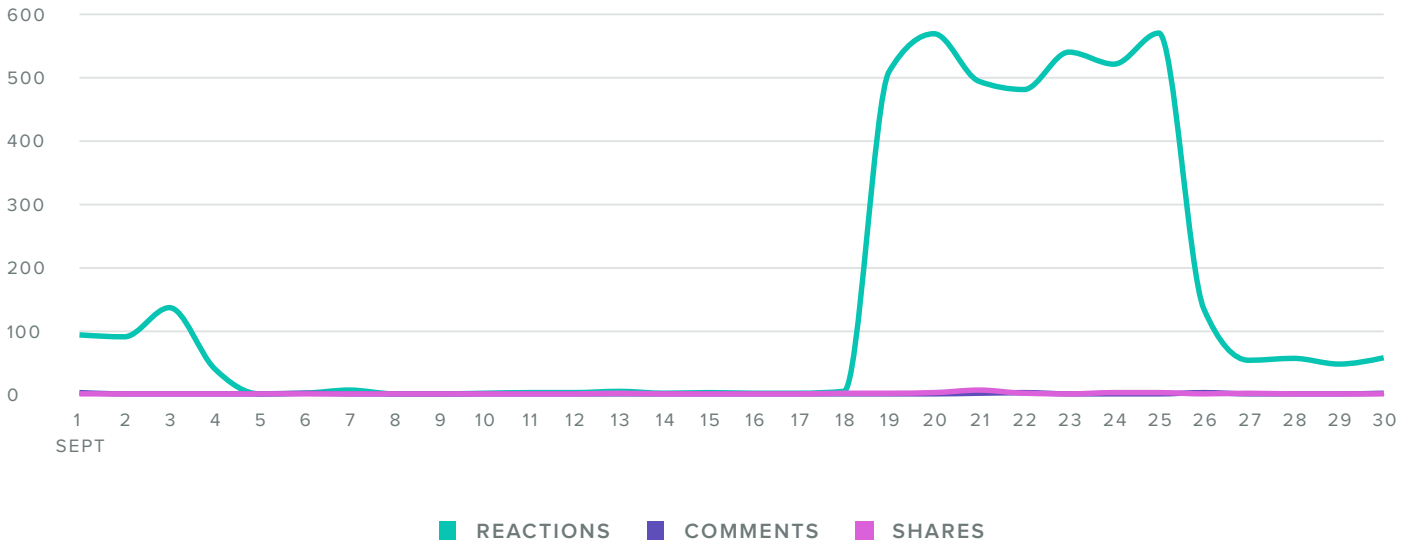
Total Impressions decreased by

**-10.6%**

since previous date range

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	4,408
Comments	9
Shares	17
<b>Total Engagements</b>	<b>4,434</b>

Total Engagements decreased by **-17.5%** since previous date range

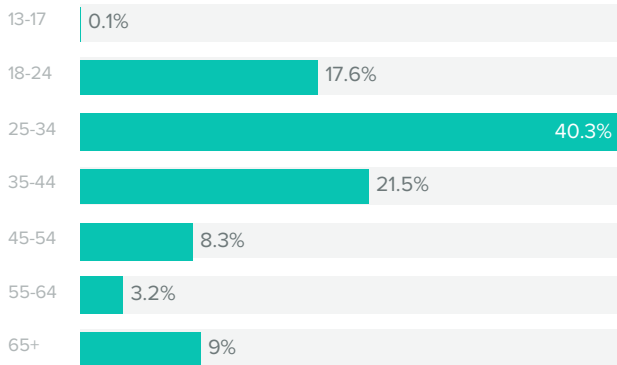
## Demographics

## Page Fans

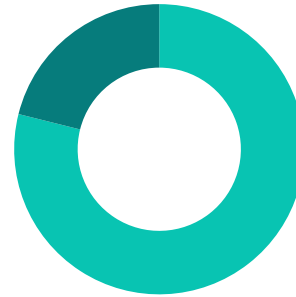
## People Reached

## People Engaged

## BY AGE



## BY GENDER



78.9%






FEMALE

21.1%

MALE

**Women** between the ages of **25-34** appear to be the leading force among your fans.


## Top Countries

 South Africa	21,031
 United States	19
 Botswana	15
 India	13
 Nigeria	11

## Top Cities

Johannesburg, Gauteng, South Africa	4,494
Pretoria, Gauteng, South Africa	4,276
Cape Town, Western Cape, South Africa	2,458
Ethekwini, KwaZulu-Natal, South Africa	1,788
Durban, KwaZulu-Natal, South Africa	917

## Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Vacation Ownership A...	21,212	0.51%	11	41,607	3,782	4,434	403.1	38

# Thank You

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