

— SOUTHERN *Charm*



*Modern* VIBE —

THE **RETREAT**  
— AT MOUNTAIN BROOK —



THE RETREAT AT MOUNTAIN BROOK

FACEBOOK STATISTICS REPORT

PERIOD: LAST 30 DAYS



# Key Metrics

552



Total fans

+4



New fans

3,042



Organic impressions

5.9K



Impressions

21



Posts

5



Comments

3



Shares

61



Likes

# Audience

# Fan Growth

552



Total fans

+7



Fan added

-3



Fan removed

+4



Net fan growth



# Page Impressions

3,042



Organic impressions

2,706

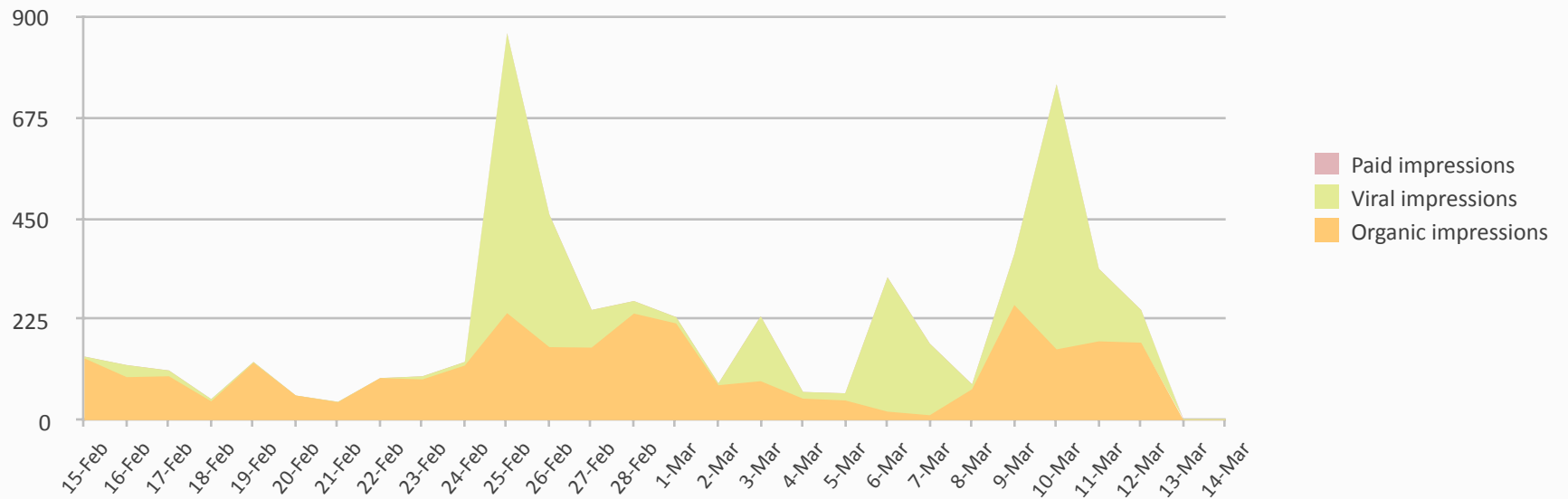


Viral impressions

0



Paid impressions

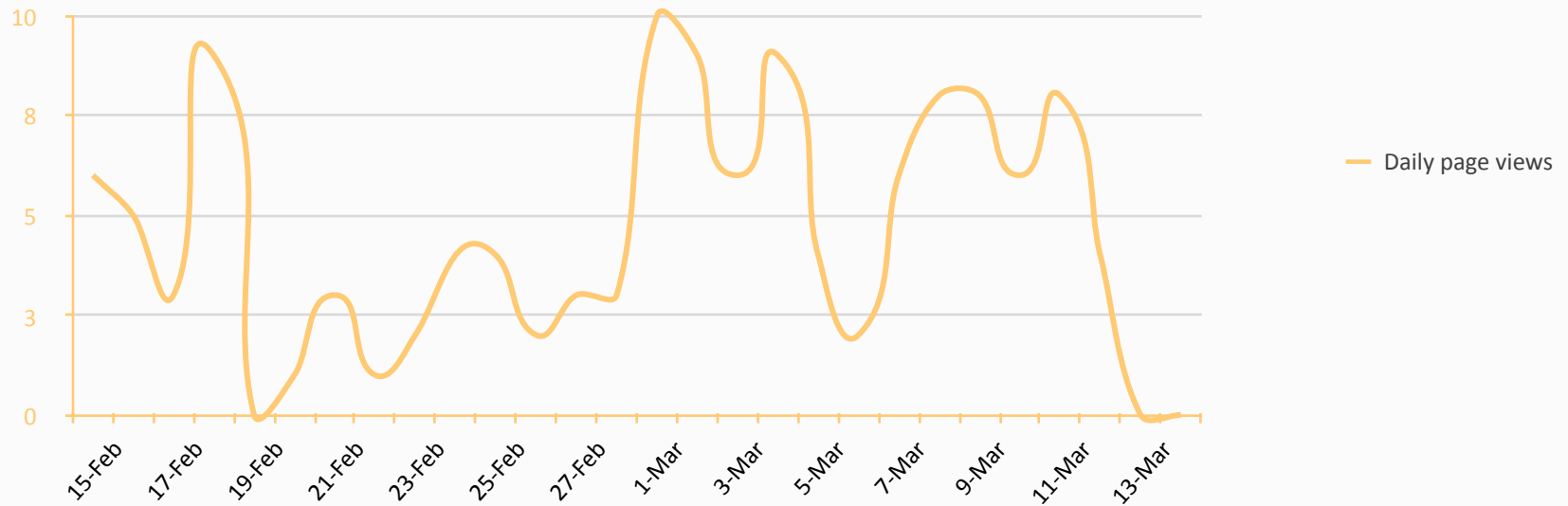


# Page visits

126

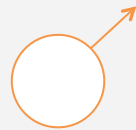


Page views



# Fan demographic (gender & age)

23%

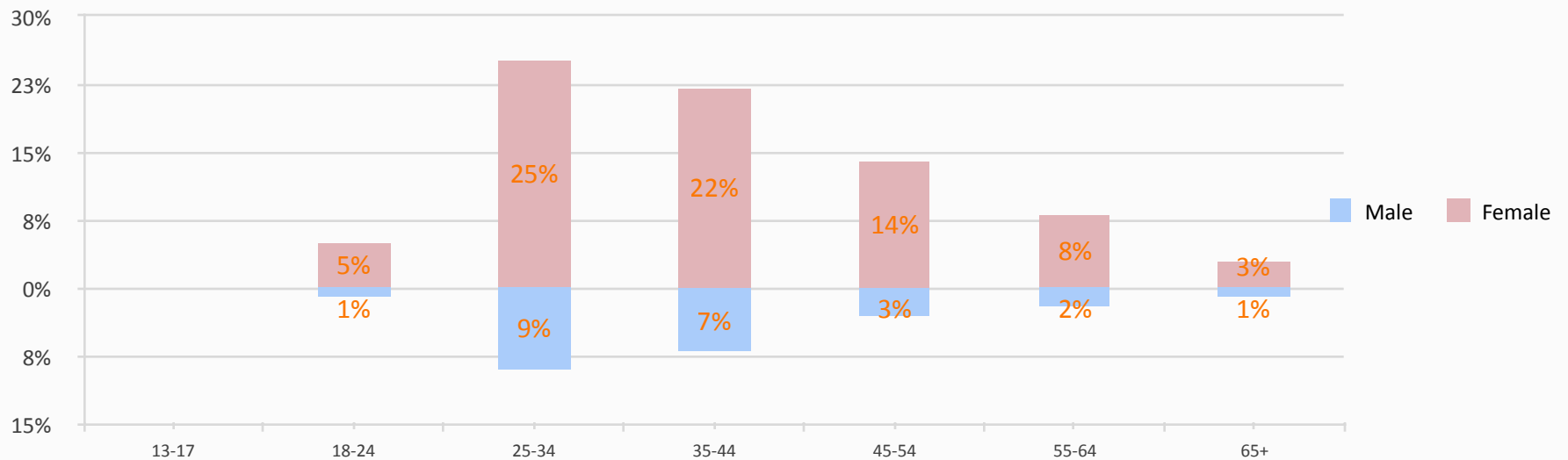


Male

77%

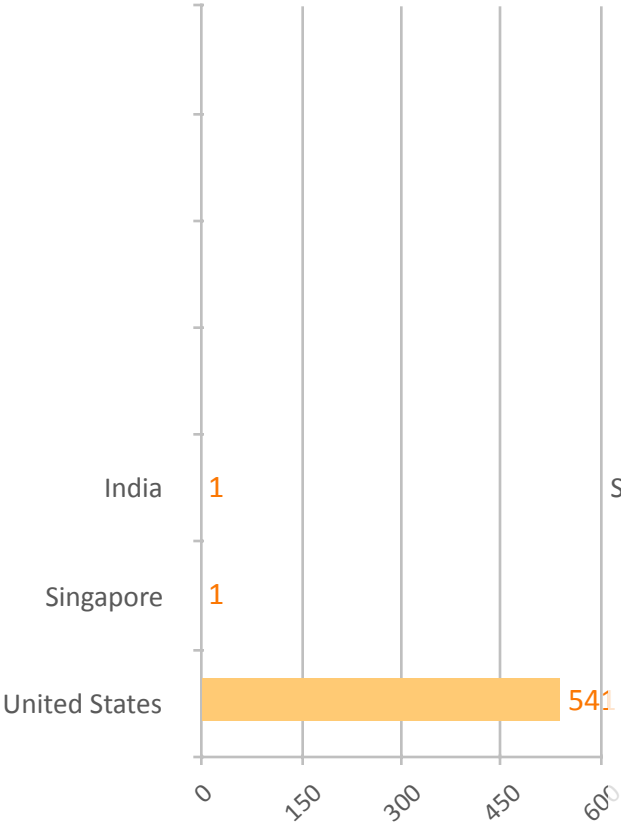


Female

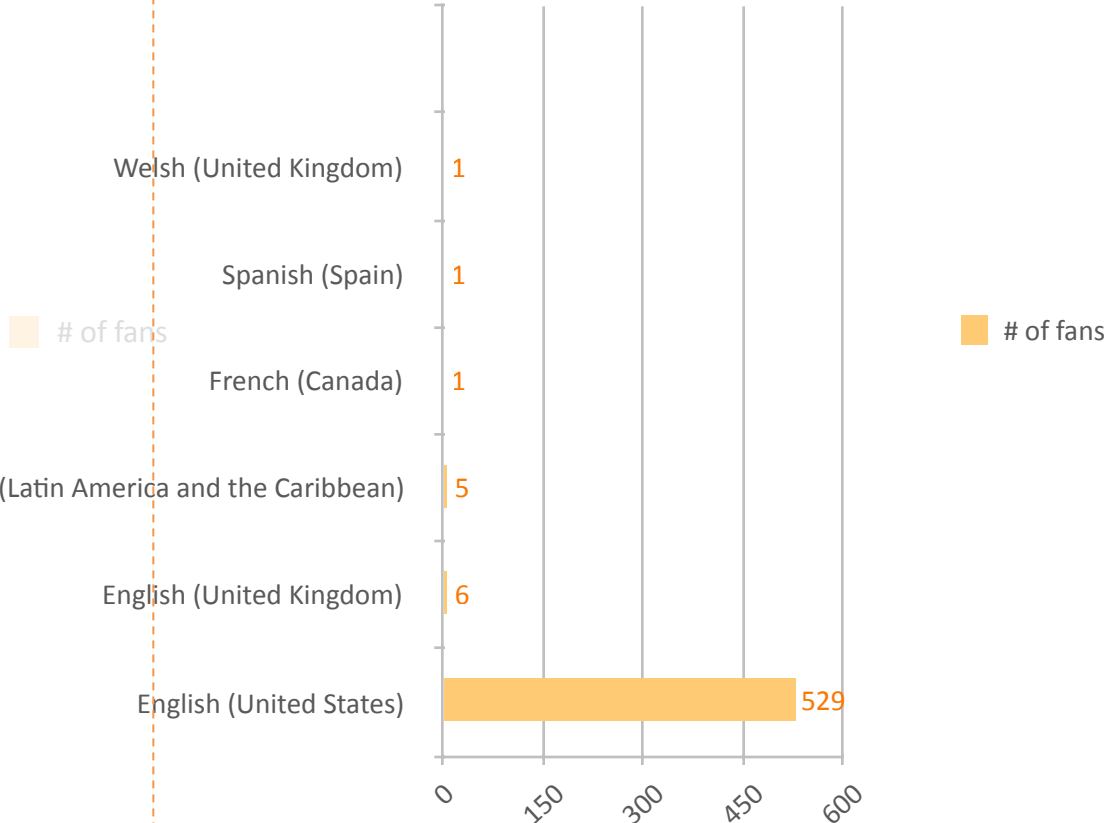


# Fan demographic (languages & countries)

Top countries



Top languages





# Publishing & Engagement

# Page & Fan activity



Page activity

21



Posts

2



Comments

0



Messages



Fan activity

0



Posts

3



Comments

0



Messages

3



Shares

61



Likes

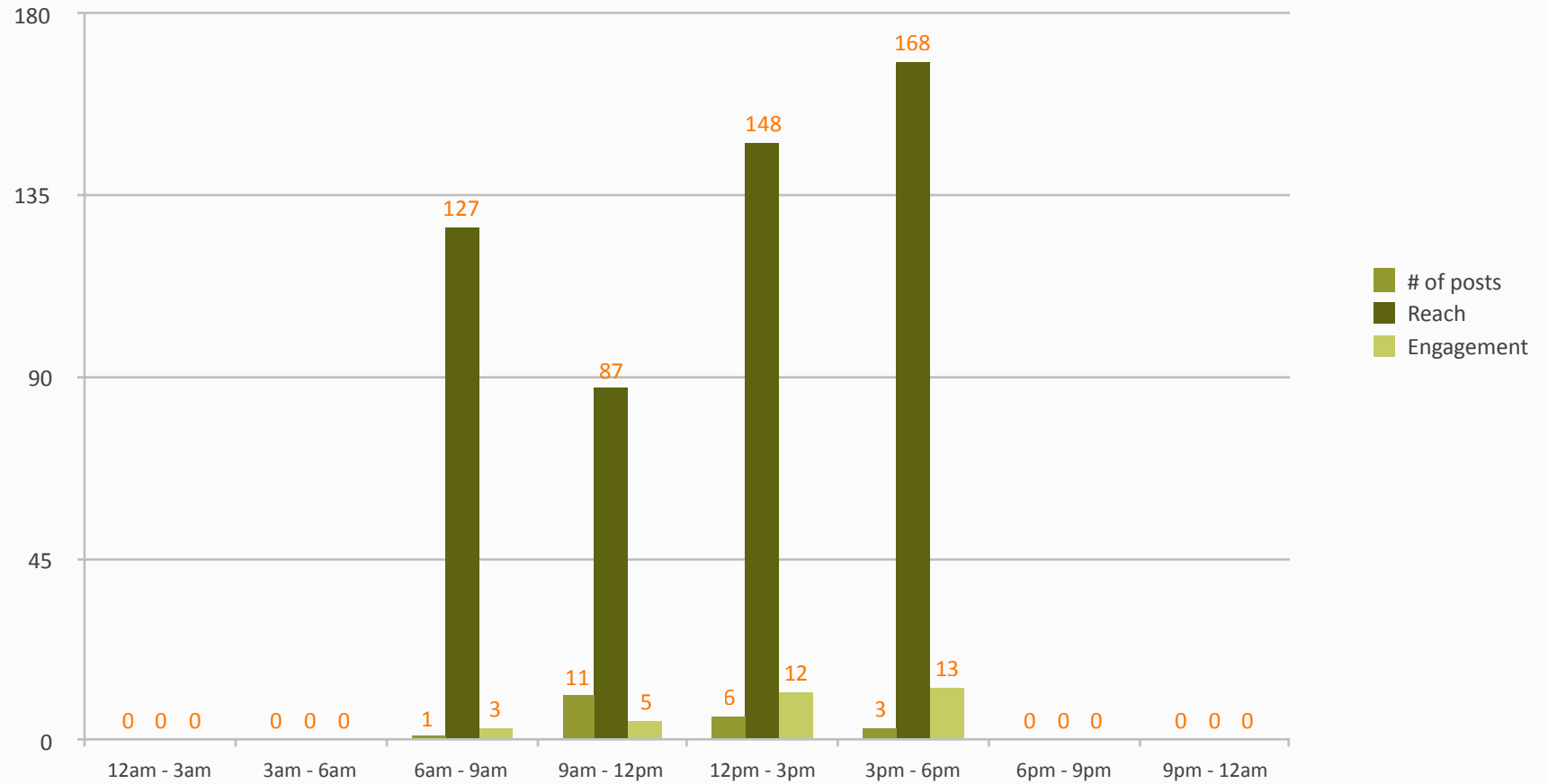
# Best posts

POST	Organic reach	Fan reach	Engagement
Meet Koty Ray, one of our extremely friendly Leasing Consultants. Favorite Quote: "A journey of..."	26.81%	22.28%	12.5%
Planting season is here and it's time to sow those eggplant, broccoli, cauliflower, leek, lettuce...	23.91%	20.83%	9.24%
Working on a property shoot with Anthony from Crimson Homes magazine and the models are being s...	23.73%	19.57%	8.84%
Meet the faces of The Retreat at Mountain Brook who love to make living fun!	23.37%	19.2%	7.46%
We believe that s...			
We hope you are having a great day! What's your favorite thing about today?	22.64%	17.75%	2.36%
The average family in the United States washes 8-10 loads of laundry every week. Isn't it nice...	21.56%	19.38%	1.84%

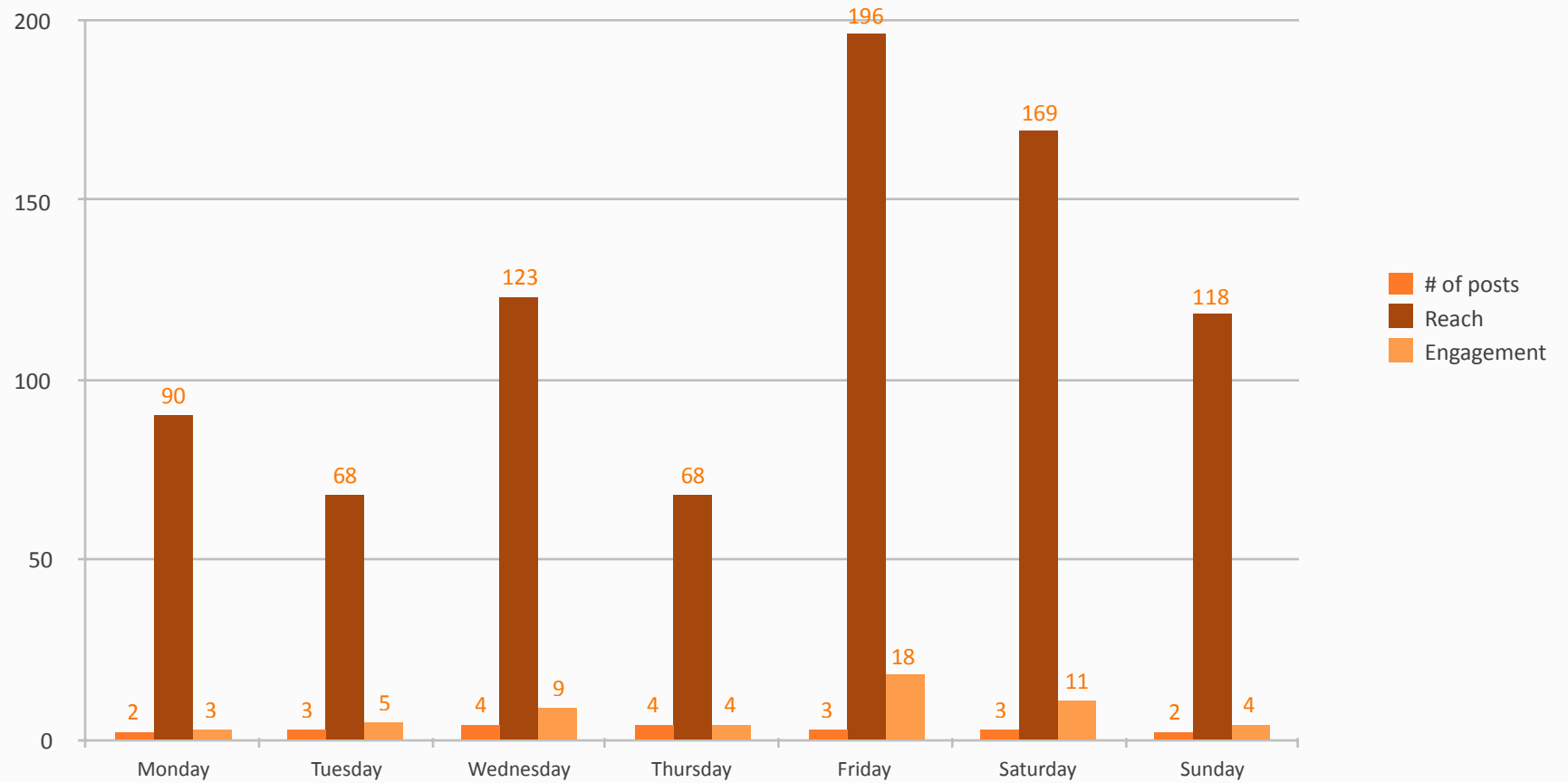
# Worst posts

POST	Organic reach	Fan reach	Engagement
Meet Brandon Conaway, one of our incredible leasing consultants who has been around the world t...	2.17%	2.17%	9.38%
SirKenRobinson, who has famously appeared on Ted talks discussing topics such as "Bring on the ...	5.8%	5.62%	0.0%
Only two days left to sign up and join nearly 1,000 fellow runners for this fun-filled trot thr...	7.07%	6.7%	10.26%
Come and support the beloved The Emmet O'Neal Library and find some bargains at the same time. ...	8.51%	8.51%	2.13%
Among local pet lovers the top eatery pics are Chez Lulu & Black Market Bar & Grill- 5 Points S...	9.06%	8.88%	6.56%
Where is home for you?	11.59%	11.23%	3.13%

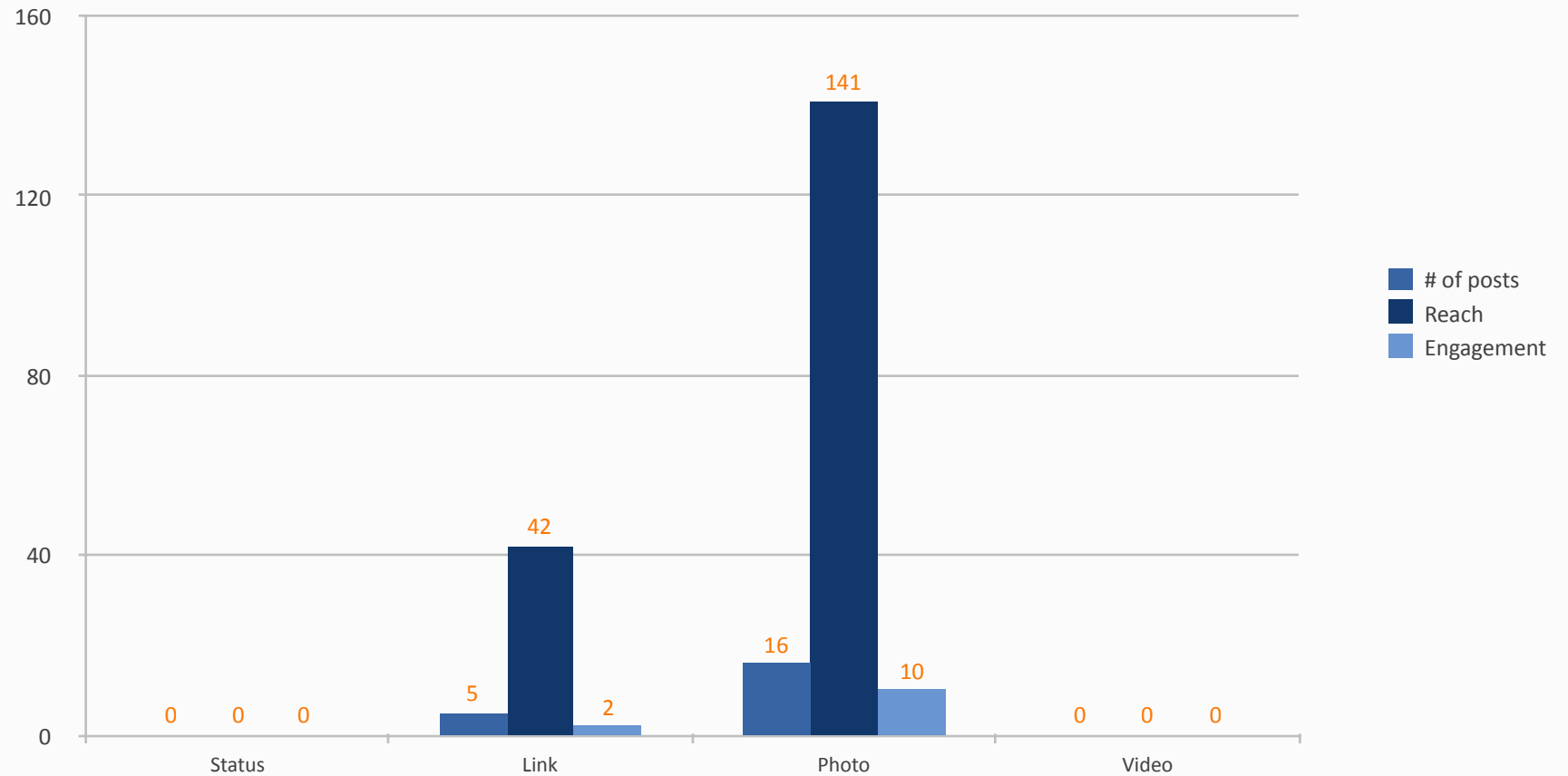
# Best time to post



# Best day to post



# Best type to post



# Best subject to post





# Top page items tags

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Tags	Total	Posts	Comments	Message
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# Top fan items tags

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Tags	Total	Posts	Comments	Message
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# Monitoring & Awareness

# Top Ambassadors

Fan	Badges / user category	Mentions
Greater Birmingham Apartment Association	Ambassador	2
Ashley Rowland	Ambassador	1

# Community Management

# Community management & moderation

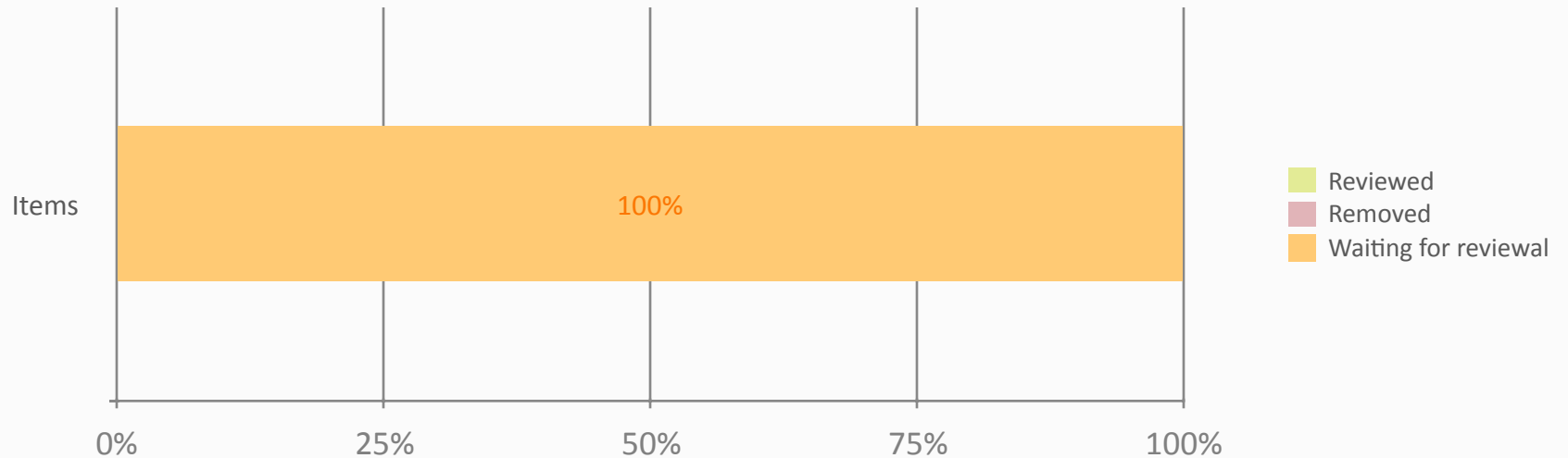
0  
Posts reviewed

0  
Comments reviewed

0  
Messages reviewed

Average response time

1h59



# Manager activity

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Manager

Reviews

Removals

Comments

Messages

Response time

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# Competitors



# Competitors

Metrics	The Retreat at Mountain Brook	Park35 on Clairmont	District at the Summit Apartments	Tapestry Park at Montclair Apartments		
Fans	552	1,508	616	363		
Talking about this	24	31	7	9		
Fans posts	0	0	0	0		
Page posts	21	3	0	17		
Interactions	67	9	0	6		
Engagement	12.2%	0.6%	0%	1.7%		