



# FaceBook Analytics Report

10/8/2018 - 4/1/2019

## Avg. reach

link:208.65

photo:307.7

video:842

status:108

shared

video:11.8

## Viral reach

link:52.75

photo:96.81

video:385.4

status:11.54

shared

video:13.66

Average reach

305

Viral reach

104

Average engagement rate

9.81 %

## Average engagement rate by emoji

According to the pivot data emojis don't seem to affect the engagement rate positively or negatively so I think its okay to use them, maybe not too excessively.

## brief analysis

It seems like common experience gets more engagement on their posted videos. I would suggest posting more videos as it seems like their facebook audience seems to really enjoy them. the second best happens to be photos. for more engagement and reach I would suggest on focusing on posting videos and photos more often to keep the audience engaged.