Social Media Rapport

JANUARI
2020

1 SAMENVATTING

2 DOELPUBLIEK

3 BERICHTEN & ENGAGEMENT

4 PRESTATIES

5 BEREIK & IMPRESSIES

Facebook: Samenvatting

Jan 2020, 01 – Jan 2020, 31

Samenvatting doelpubliek

TOTAAL PAGINA LIKES

3.2k

NIEUWE LIKES

111 ↑ 208.33%

Gem. per dag: 4

VERLOREN LIKES

3

Gem. per dag: <1

ORGANISCH VS BETAALDE LIKES

46.85% Organisch
53.15% Betalend

Posts & Engagement Samenvatting

TOTAAL AANTAL POSTS

11 ↑ 22.22%

Gem. per dag: <1

TOTAAL ENGAGEMENT

334

Gem. per dag: 11

TOP POST

Via Facebook
19 Jan 2020 05:04 PM

Geen tijd, kennis of inspiratie?
Wij beheren jouw social media vanaf €16 per week!

Reacties	61
Comments	3
Shares	1
Engagement	65
Engagement Rate	5%

ENGAGEMENT PER POST TYPE

TYPE	ENGAGEMENT	%
Afbeelding	269	80.54%
Video	65	19.46%
Tekst	0	0%
Link	0	0%

Prestatie Samenvatting

AANTAL VIEWS PROFIELPAGINA

715 ↑ 48.34%

Gem. per dag: 23

TOP EXTERNE REFERRER

URL	VIEWS	%
https://www.google.com/	49	79.03%

PAGINA CLICKS

2k ↑ 88.01%

Gem. per dag: 71

POSITIEVE VS NEGATIEVE FEEDBACK

99.05% Positief
0.95% Negatief

Samenvatting Impressies

PAGINA IMPRESSIES

45k ↑ 56.5%

Gem. per dag: 1,453

PAGINABEREIK

38k ↑ 56.58%

Gem. per dag: 1,222

ORGANISCH VS BETALEND BEREIK

24.89% Organisch
75.11% Betalend

TOP LANDEN

LANDEN	AANTAL	%
België	23k	98.88%

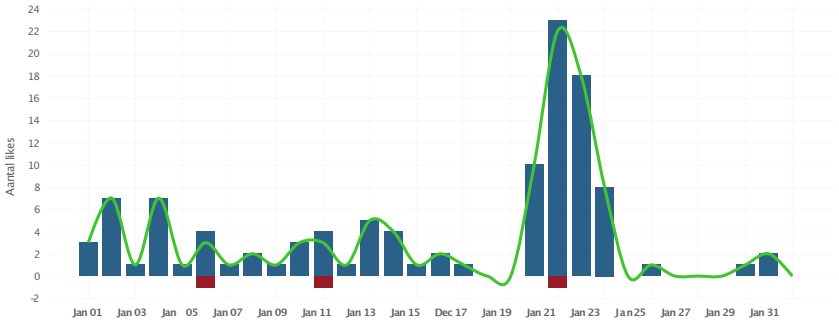
Facebook: Doelpubliek

Jan 2020, 01 – Jan 2020, 31

Groei pagina likes

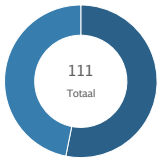
Aantal volgers: 1.2k

Gem. aantal nieuwe volgers per dag: 3



● 111 nieuwe likes ● 3 likes verloren ● 108 net likes

Organische vs Betaalde Page Likes



TYPE	LIKES	LIKES %
Betalend	59	53.15%
Organisch	52	46.85%

Pagina Likes per Bron

BRON	LIKES	LIKES %
Jouw pagina	34	60.71%
Page_profile	11	19.64%
Feed_story	3	5.36%
News Feed	2	3.57%
Mobile_app	2	3.57%
Andere	2	3.57%
Search	1	1.79%

Pagina Unlikes per Bron

BRON	UNLIKES	UNLIKES %
Unlikes vanuit Pagina, Posts, of News Feed	1	50%
Account Removals	1	50%

Pagina Likes per Land

Top 5 Landen

LAND	LIKES	LIKES %
België	1.2k	97.21%
Nederland	12	0.98%
Frankrijk	3	0.25%
Duitsland	2	0.16%
Verenigd Koninkrijk	2	0.16%
Andere landen	15	1.23%

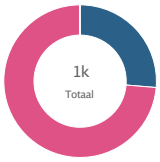
Pagina Likes per Taal

TAAL	LIKES	LIKES %
Nederlands	1.1k	86.3%
Engels	100	8.2%
Frans	29	2.38%
Spaans	6	0.49%
Duits	5	0.41%
Andere talen	27	2.21%

Pagina Likes per Stad

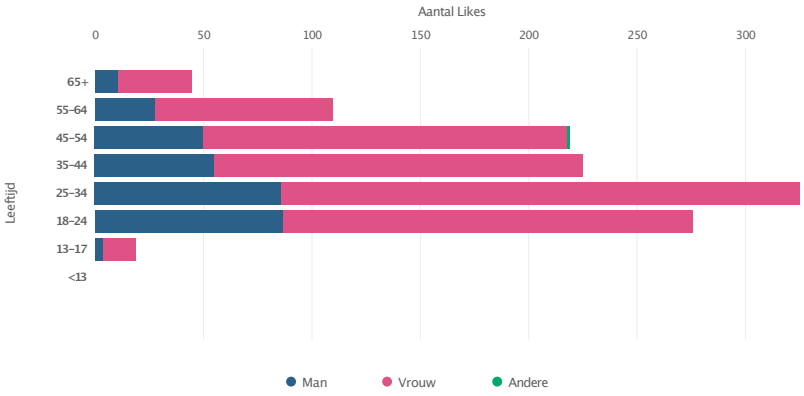
STAD	LIKES	LIKES %
Brugge	550	52.33%
Blankenberge	77	7.33%
Oostkamp	45	4.28%
Zedelgem	29	2.76%
Oostende	29	2.76%
Andere steden	321	30.54%

Pagina Likes per Geslacht



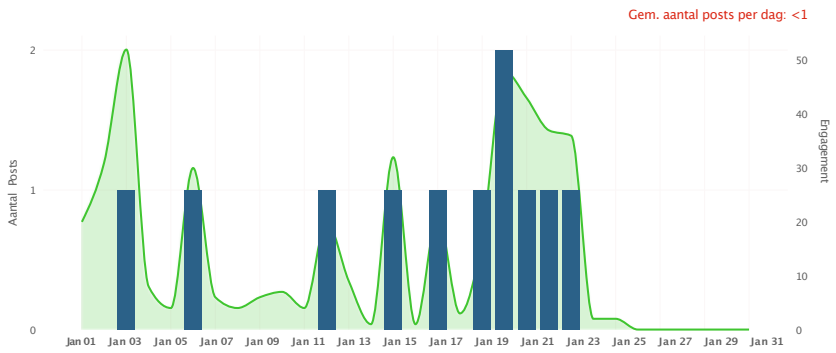
GESLACHT	LIKES	%
Man	321	26.33%
Vrouw	897	73.58%
Andere	1	0.08%

Pagina Likes per Leeftijdsgroep

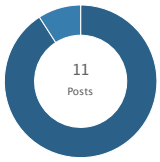


Facebook: Posts & Engagement (Jan 2020, 01 – Jan 2020, 31)

Aantal Posts vs Engagement



Posts per Type



TYPE	POSTS	POST %
Afbeelding	10	90.91%
Video	1	9.09%
Tekst	0	0%
Link	0	0%

Top Posts per Engagement Rate

Via Facebook
19 Jan 2020 05:04PM

Geen tijd, kennis of inspiratie? Wij beheren jouw social media vanaf €16 per week!

Reacties	61
Comments	3
Shares	1
Engagement	65
Engagement Rate	5%

Via Facebook
2 Jan 2020 07:09AM

Wij nemen social media van je to do-lijst en posten elke week nieuwe, originele en vooral kwalitatieve berichten op je ....

Reacties	42
Comments	0
Shares	0
Engagement	42
Engagement Rate	3%

Via Facebook
14 Jan 2020 11:47AM

Social Hippo

Stel een pakket samen dat helemaal past bij de behoeften van jouw bedrijf: kies hoeveel posts per ...

Reacties	30
Comments	2
Shares	3
Engagement	35
Engagement Rate	3%

via Facebook
20 Jan 2020 05:47PM

Geen idee welke sociale kanalen het meest geschikt zijn voor jouw bedrijf? Of je twijfelt nog hoeveel ...

Reacties	30
Comments	3
Shares	2
Engagement	35
Engagement Rate	3%

Via Facebook
19 Jan 2020 06:51PM

Onze klanten sparen gemiddeld tot 10u per maand uit.

Reacties	29
Comments	0
Shares	1
Engagement	30
Engagement Rate	2%

Top Connecties

Harvey de hippo

Like	12
Comment	3
Wall Posts	1
Privébericht	4
Totaal Engagement	20

Drukbezette zaakvoerder Piet

Like	12
Comment	6
Wall Posts	0
Privébericht	0
Totaal Engagement	20

Hotelmanager Jan

Like	10
Comment	1
Wall Posts	0
Privébericht	2
Totaal Engagement	13

Oprichter van een veelbelovende start-up

Like	9
Comment	1
Wall Posts	0
Privébericht	1
Totaal Engagement	11

Schoonheidsspecialiste Els

Like	8
Comment	2
Wall Posts	0
Privébericht	0
Totaal Engagement	10

Posts per Platform

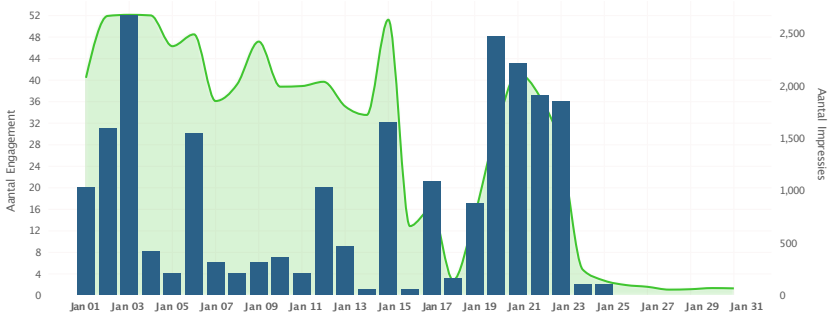
APPS	POSTS	SPLIT %	REACTIES	COMMENTS	SHARES
Facebook	10	90.91%	252	87	34
Hootsuite	1	9.09%	61	29	18

Social Hippo

Optimale tijd om te posten

	12am	1am	2am	3am	4am	5am	6am	7am	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm
Zon					1	2	2	1	5	1	4	3	4	7	2	5	16	4	3	2	1	2	2	
Maa	1		1				10	5	8	5	16	7	4	1	4	5	1	2	4	3	2	1		
Din						1	2		1		2	3				3	1	1	1	1		1	1	
Woe							2				1	2		1	2	5	5	5	2	6	2	1		
Don								2	2		2		1		7	7	5	9	10	6	3	1	1	1
Vri					1			1	1	1	1		5				3	11	7	4	3	3	5	
Zat			2	1	1				6	3	10	12	2	5	2	2	8	8	6	3	6	5	1	4

Post Engagement vs Impressies

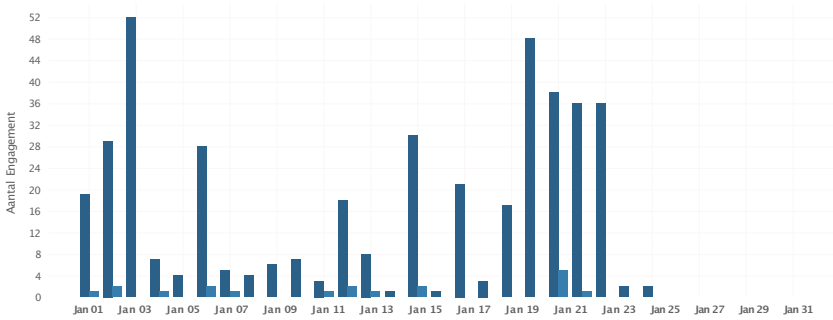


● 444 Engagement ● 43.6k Impressies

Engagement per Post Type

TYPE	ENGAGEMENT	%
Afbeelding	269	80.54%
Video	65	19.46%
Tekst	0	0%
Link	0	0%

Types Engagement Acties



● 425 Reacties ● 19 Comments ● 0 Shares

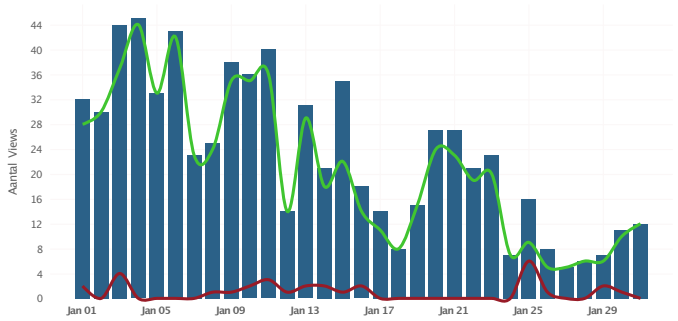
Post Reacties per Type

TYPE	TOTAAL	%
Likes	485	87.23%
Love	67	12.05%
HaHa	2	0.36%
Wow	2	0.36%
Anger	0	0%
Sad	0	0%

Facebook: Prestaties

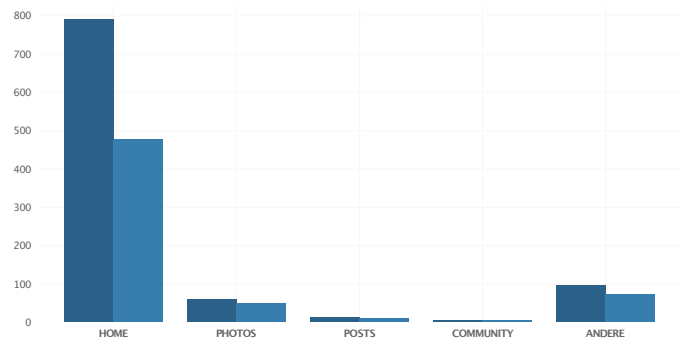
Jan 2020, 01 – Jan 2020, 31

Pagina Profile Views



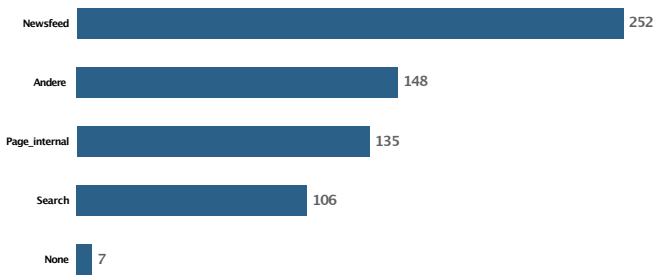
- **715** Pagina Views
- **644** Ingelogd op FB
- **31** Niet ingelogd op FB

Pagina Tab Views



- **955** Pagina Tab Views
- **608** Unieke Views

Pagina Views via Interne Referrers

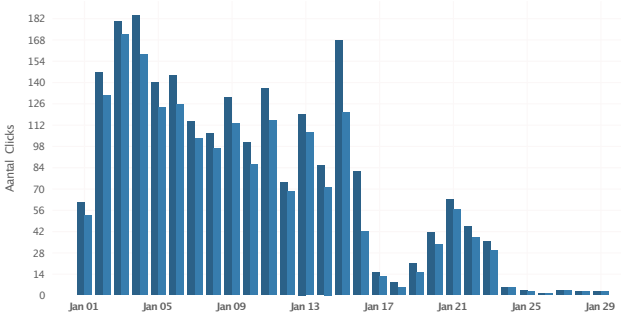


Pagina Views via Externe Referrers

URL	VIEWS	VIEW %
https://www.google.com/	49	79.03%
https://www.google.be/	10	16.13%
https://socialhippo.be/c...	1	1.61%
https://socialhippo.be/i...	1	1.61%
https://socialhippo.be/	1	1.61%

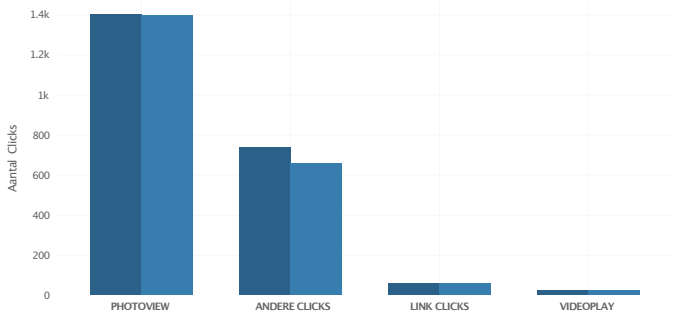
Social Hippo

Pagina Clicks



● **2.2k** Clicks ● **1.9k** Unieke Clicks

Pagina Clicks per Post Type



● **2.2k** Clicks ● **2.1k** Unieke Clicks

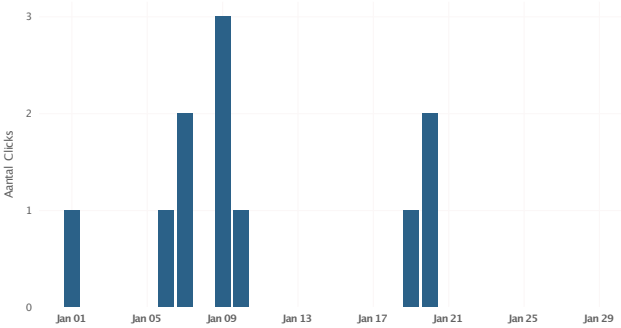
Positieve Feedback

TYPE	AANTAL	%
Like	556	75.96%
Andere	123	16.8%
Comment	30	4.1%
Link	23	3.14%

Negatieve Feedbac

TYPE	AANTAL	%
Verberg alle p	4	57.14%
Verberg fi	3	42.86%

Pagina CTA Clicks



● **11** Totaal aantal clicks ● **0** Ingelogd op FB ● **0** Unieke logins op FB

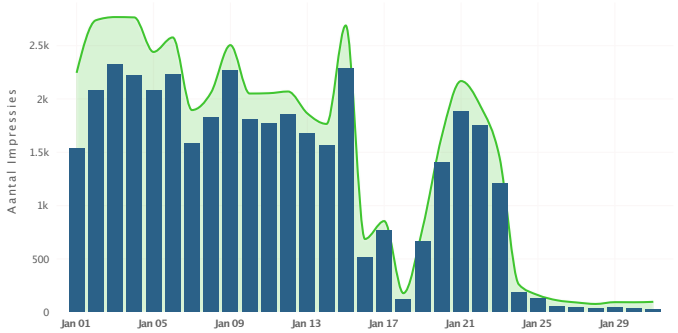
CTA Clicks per Type

CLICK TYPE	CLICKS	%
Website	8	100%
Get Dire...	0	0%
Call Pho...	0	0%

Facebook: Bereik & Impressies

Jan 2020, 01 – Jan 2020, 31

Pagina Impressies vs Reach

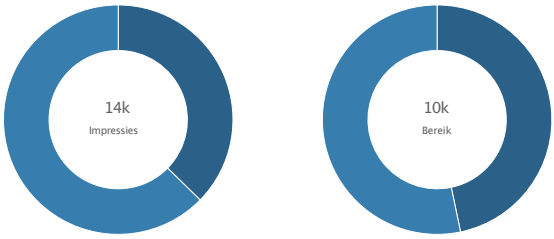


● **45.1k** Impressies ● **37.9k** Bereik

Organische & Betaalde Pagina Impressies vs Bereik

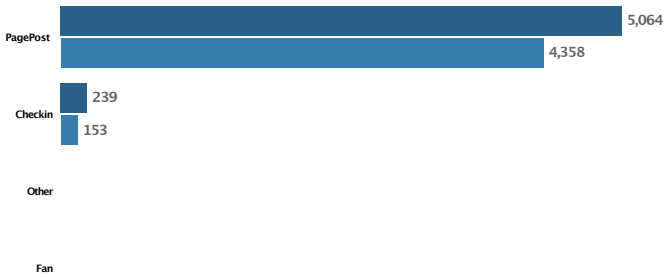
TYPE	IMPRESSIES	BEREIK
Betalend	30k	29k
Organisch	14k	10k

Virale & Niet-virale Pagina Impressies vs Bereik

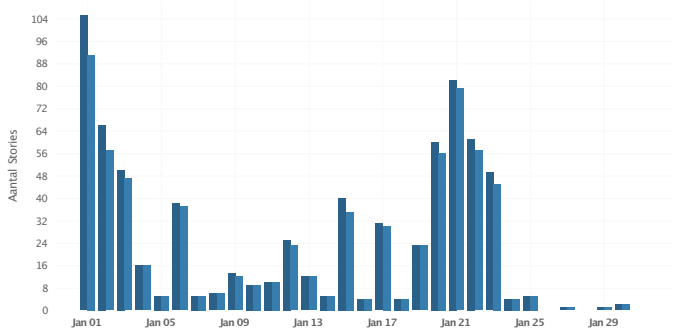


TYPE	IMPRESSIES	BEREIK
Viraal	5k	5k
Niet-Viraal	9k	5k

Pagina Share Impressies per Type

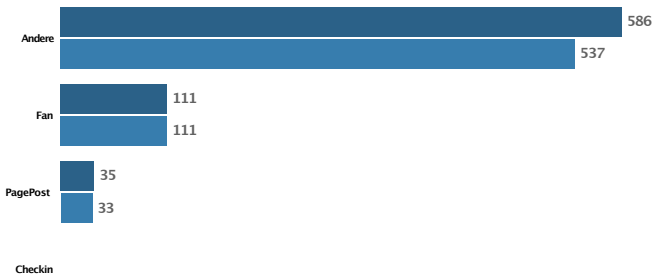


Pagina Shares



● **732** Totaal ● **681** Uniek

Pagina Shares per Type



Social Hippo

Paginabereik per Land

Top 5 Landen

LAND	BEREIK	BEREIK %
België	22.5k	98.88%
Nederland	84	0.37%
Frankrijk	20	0.09%
Verenigd Koninkrijk	17	0.07%
Duitsland	14	0.06%
Andere landen	119	0.52%

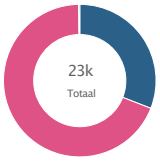
Paginabereik per Taal

TAAL	BEREIK	BEREIK %
Nederlands	19.1k	83.71%
Engels	1.9k	8.37%
Frans	825	3.62%
Duits	183	0.8%
Spaans	123	0.54%
Andere talen	671	2.95%

Paginabereik per Stad

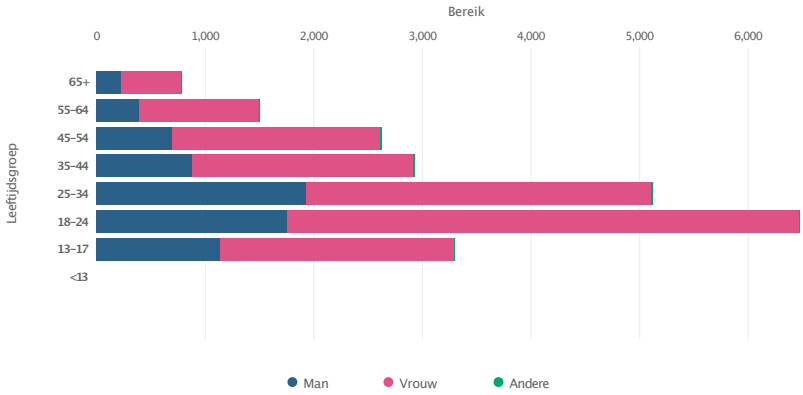
STAD	BEREIK	BEREIK %
Brugge	9.8k	47.24%
Blankenberge	1.3k	6.05%
Knokke-heist	1k	5%
Oostkamp	889	4.29%
Maldegem	784	3.79%
Andere steden	7k	33.62%

Paginabereik per Geslacht



GESLACHT	BEREIK	%
Man	7k	30.92%
Vrouw	16k	68.82%
Andere	59	0.26%

Paginabereik per Leeftijdsgroep



Dit evaluatierapport werd ter illustratie opgemaakt en bevat enkel fictieve data.