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SOCIAL MARKETING PROGRAM

Monthly Social Report - September 2017

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Social Networks in Program	URL
 Facebook	https://www.facebook.com/seniorcareauthority2/
 Twitter	https://twitter.com/_SeniorCare_
 LinkedIn	https://www.linkedin.com/company/senior-care-authority



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Project & Contacts

Monthly Unique Updates

20 unique updates (min.)

Monthly Unique Updates

500 monthly posts (up to)

Language

English

Billing / Reporting

Monthly

Senior Care Authority Contacts

Managing Partner
Jenn Fullerton
jenn@seniorcareauthority.com

SeoSamba Contacts

Project Manager
Ilya Ostapenko
ilya@seosamba.com

Social Manager
Mariya Lashcheva
mariya@seosamba.com

SEO
SAMB

www.seosamba.com



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Activity Log - September 2017

Facebook Activity for September 2017



- ★ We ran video-based campaigns to increase the number of fans (+53.7%). We will run more in September.
- ★ Organic Post Views have **tripled over the past month**, and **Views per Post are 10 times higher** than at program start.
- ★ We have started **organic social campaigns** promoting most recent **content additions to the website** (FAQ, new TSA section).
- ★ Most KPI's are **way up** for the past month (Impressions, Reach, Visitors...).



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Activity Log - September 2017

Twitter Activity for September 2017



- ★ We are pleased to report more tremendous progress for your social brand, our strategy yielding over 32k tweet views this month (+72%).
- ★ We are still gaining ground with major influencers (up to 120k followers) in news and travel-related markets.
- ★ Link clicks are also on the rise with 78 clicks on linked content (+36%).
- ★ Overall, with an increased number of tweets (+60), engagement rate is slightly down (-0.22%) but raw engagement is also very much on the rise (+35%).



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Activity Log - September 2017

LinkedIn Activity for September 2017



- ★ We are pleased to report more tremendous progress for your social brand, our strategy yielding over 32k tweet views this month (+72%).
- ★ We are still gaining ground with major influencers (up to 120k followers) in news and travel-related markets.
- ★ Link clicks are also on the rise with 78 clicks on linked content (+36%).
- ★ Overall, with an increased number of tweets (+60), engagement rate is slightly down (-0.22%) but raw engagement is also very much on the rise (+35%).



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Updates & Posts Summary

KPI	6 Months Trend	Apr	May	Jun	Jul	Aug	Sep	MONTH	MONTHLY AVERAGE	TOTAL
Unique Updates	 -85% +201% -3%	115	30	64	265	367	364	↓ -3	↑ +201	↑ +1,205
Social Posts	 -110% +102% +98%	152	42	128	230	266	364	↑ +98	↑ +197	↑ +1,182
Facebook Posts	 -59% +91% -8%	77	18	29	120	135	127	↓ -8	↑ +84	↑ +506
Tweets	 -51% +11% -5%	75	24	99	110	131	126	↓ -5	↑ +94	↑ +565
Page Visits	 -55% +17% +61%	142	87	145	162	88	149	↑ +61	↑ +129	↑ +773
Fans & Followers	 +2109% +19% 0%	1,215	3,324	3,325	3,344	3,249	3,249	↑ +0	↑ +2,951	↑ +17,706
Total Views	 +14823% +2673% +32478%	12,153	26,976	13,529	16,202	17,381	49,859	↑ +32,478	↑ +22,683	↑ +136,100
Link Clicks	 -23% +30% -35%	31	8	58	88	52	17	↓ -35	↑ +42	↑ +254
Engagement	 -264% +105% -30%	308	44	162	267	186	156	↓ -30	↑ +187	↑ +1,123



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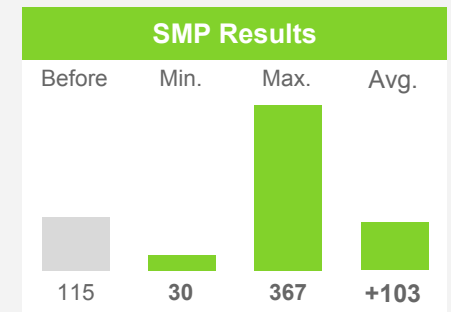
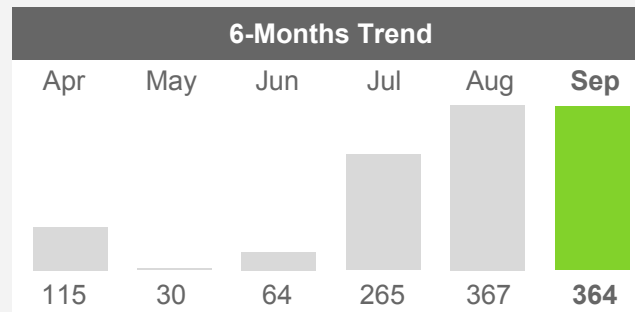
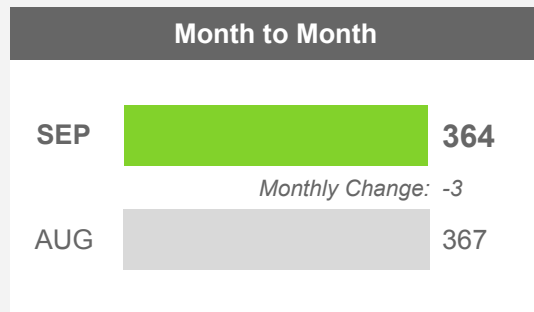
Unique Updates & Social Posts



Unique Updates



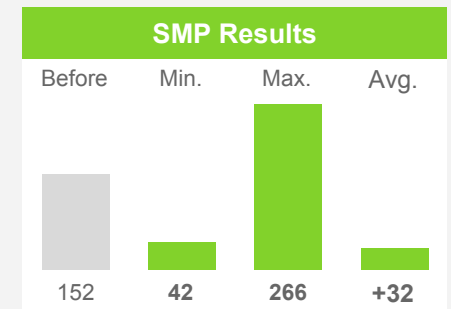
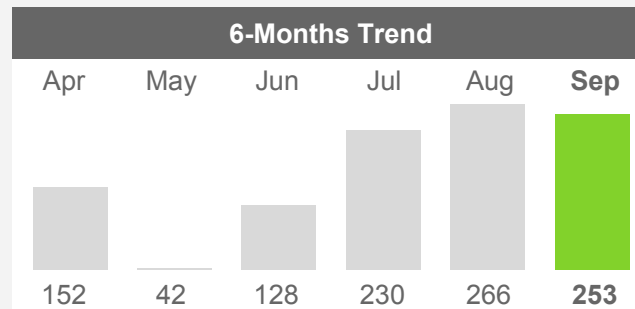
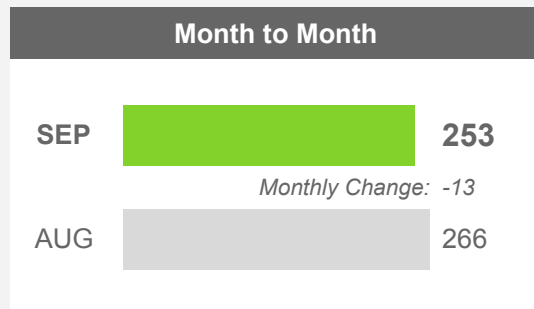
Total social posts published on your social networks



Social Posts



Total visits to your social networks' pages and profiles





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Facebook Posts Digest



Top 10 Facebook Posts

Top Performing Facebook Posts for the Month

Date	Content	Views	Reach (Users)	Engagement
Sep 8	Seniors: Walking Program to keep active #SeniorCare #Health	3189	2704	6
Sep 8	Knowing How to Get Help When an Elder Shows Signs of Abuse #Safety #Support #Resource #elderlycare #seniorcare #eldersupport	2956	2549	3
Sep 8	New Program to Help Early Stage Dementia #SeniorCare #Health	2868	2457	3
Sep 8	Osteoporosis and Bone Loss Prevention #SeniorCare #Health	2624	2291	3
Sep 9	20 amazing facts about the human body #SeniorCare #Health	2551	2219	3
Sep 8	8 Things Not to Say to Your Aging Parents #SeniorCare #Health #Senior http://www.nextavenue.org/slideshow/not-say-aging-parents/	2480	2118	3
Sep 9	7 Brain Games To Make You Smarter #SeniorCare #Health	2246	1959	3
Sep 7	Future Alternatives to Senior Living #SeniorCare #Health	1900	1634	2
Sep 9	Dementia–Are We Ready for What’s Coming? #SeniorCare #Health	1791	1537	2
Sep 9	Music Therapy and the Elderly #SeniorCare #Health	1589	1372	2



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Tweets Digest



Top 10 Tweets

Top Performing Facebook Posts for the Month

Date	Content	Views	Engagement	Eng. Rate
Sep 13	Best Diets for Seniors	184	8	4.3%
Sep 22	Dance Exercise for Seniors	165	0	0.0%
Sep 20	How to Care for the Emotional Needs of the Elderly	94	2	2.1%
Sep 24	Preventing Injuries AFTER a Fall	88	2	2.3%
Sep 8	Future Alternatives to Senior Living	75	10	13.3%
Sep 17	Latest Research on Alzheimer's and Down Syndrome	69	1	1.4%
Sep 5	Protect Personal & Financial Information	66	0	0.0%
Sep 2	15 Brain Exercises to Keep Your Mind Sharp	61	1	1.6%
Sep 23	San Diego Opera begins building new adult day care center for those facing Alzheimer's	53	0	0.0%
Sep 17	Therapy Band Exercises for Elderly People	52	1	1.9%

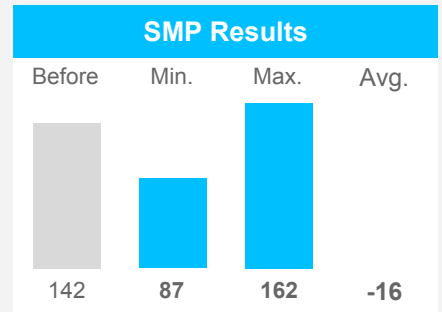
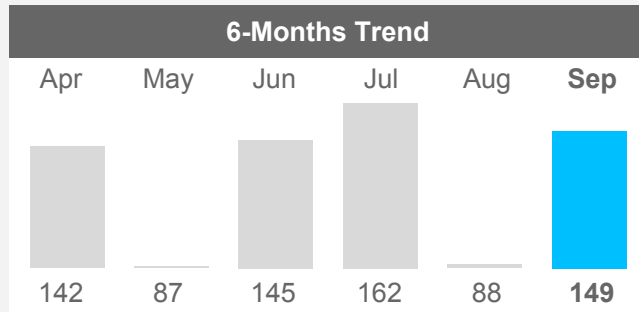
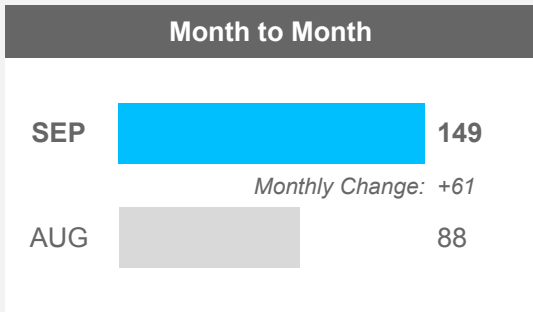


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Page Visits & Followers

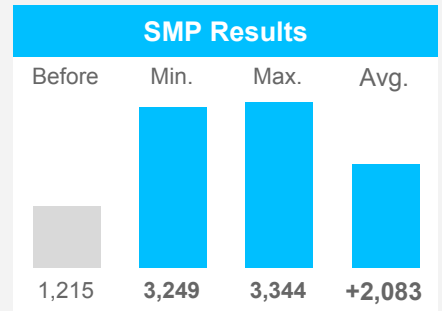
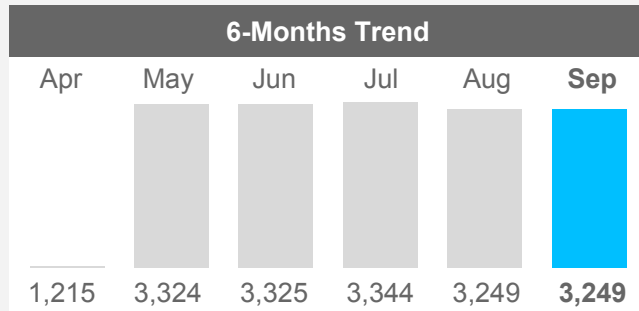
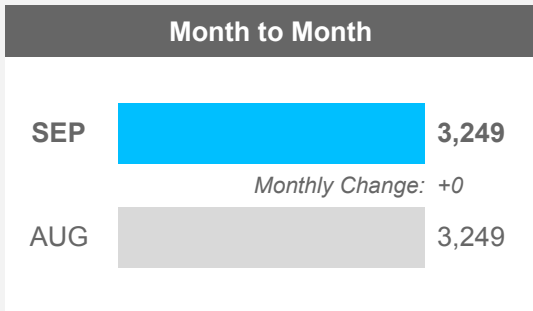
Page Visits

Total visits to your social networks' pages and profiles



Fans & Followers

Total new Facebook fans and Twitter followers





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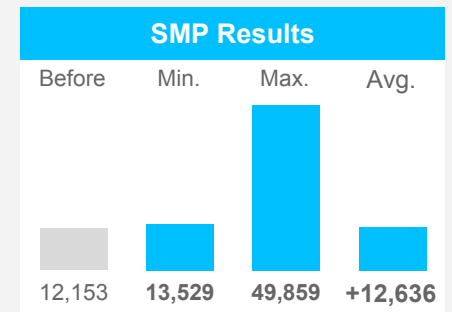
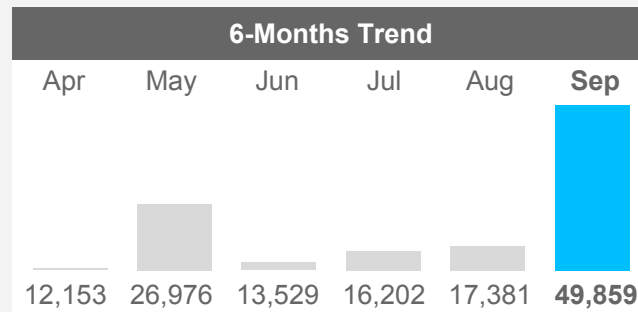
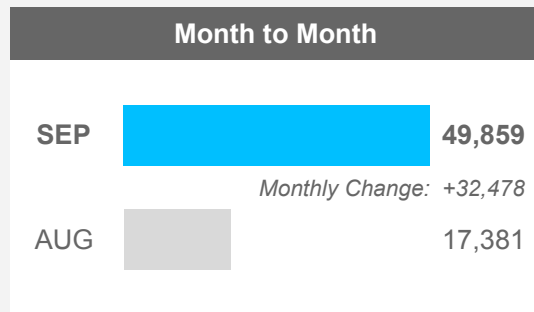
Content Views



Total Views



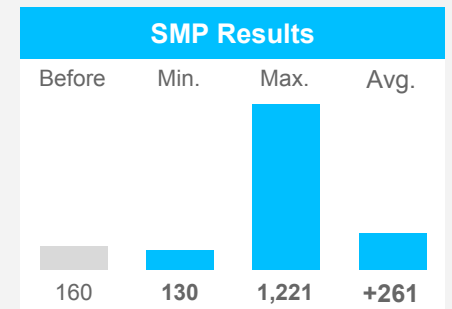
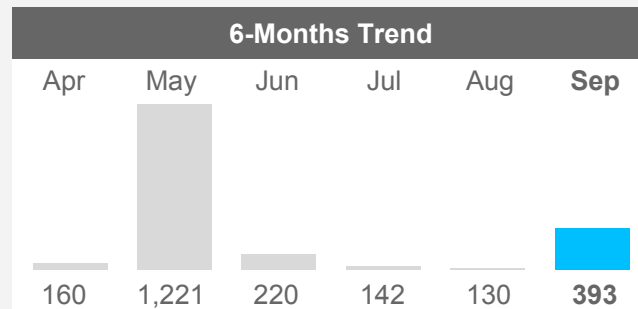
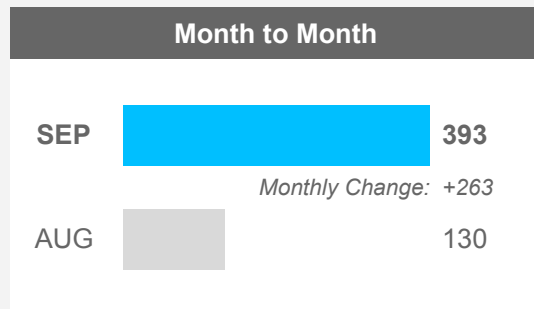
Total views for content published on your social networks



Views / Post



Average number of views for each post published on your social networks





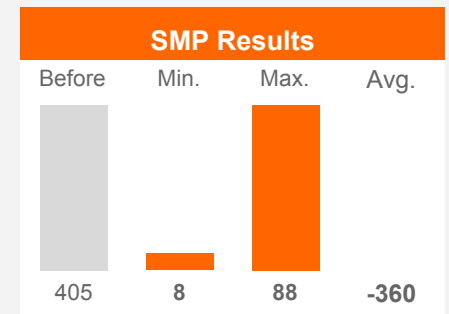
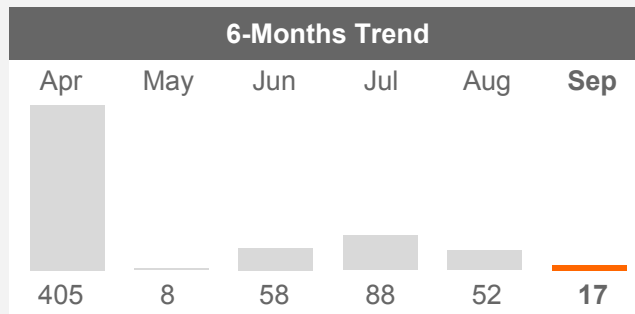
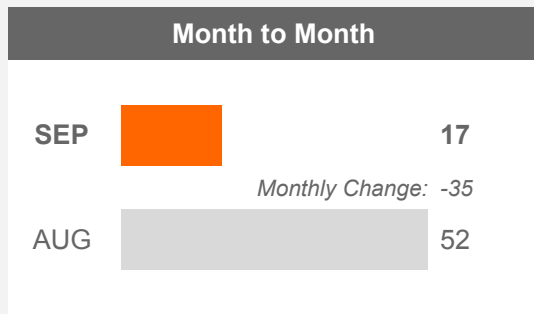
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Link Clicks & CTR



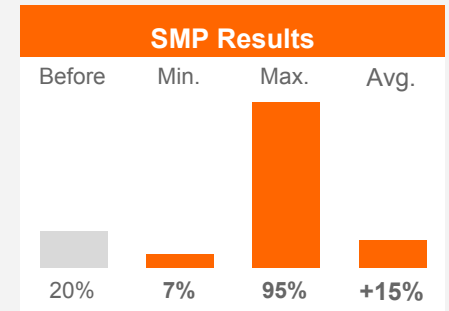
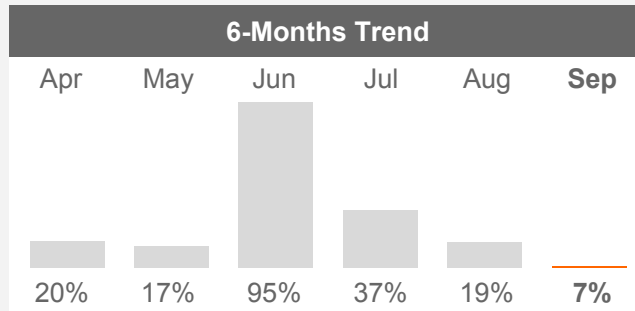
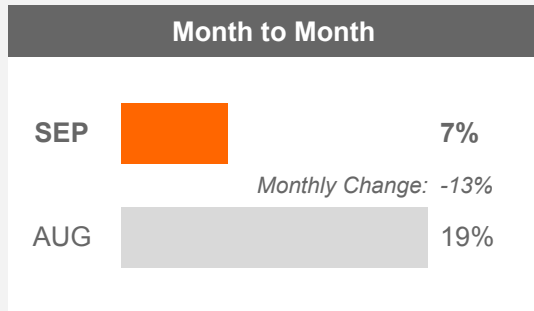
Link Clicks

i Total clicks to web links included in social posts



CTR

i Average click-through rate (CTR) for clicks to web links included in social posts



* Click-through rate shown only for periods with significant number of posts



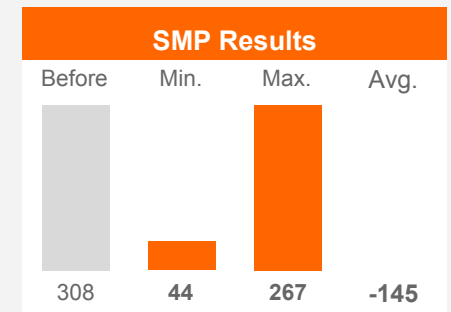
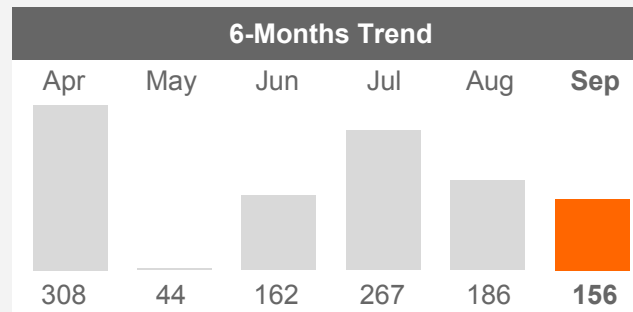
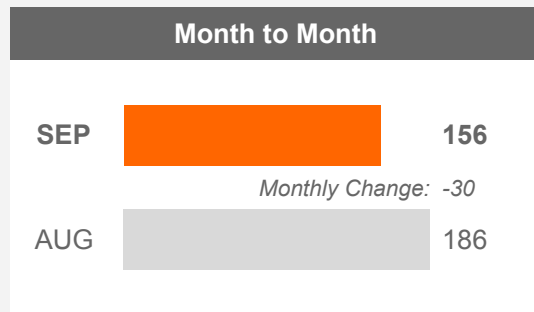
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Audience Engagement



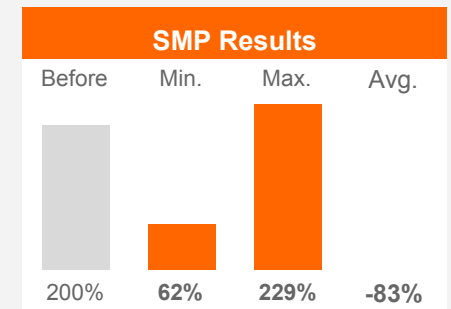
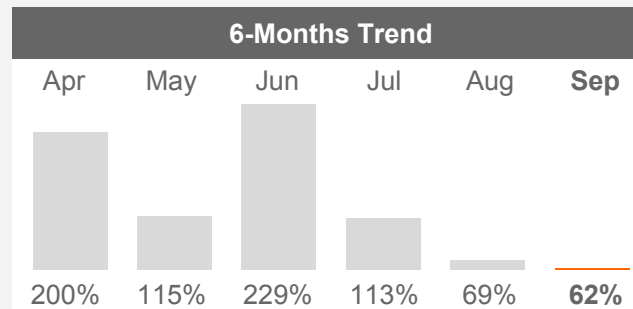
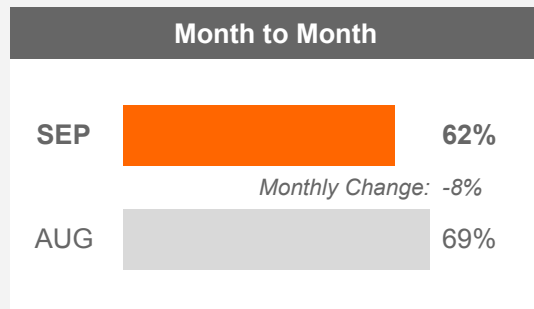
Engagement

i Total user actions on your social content, page or profile



Engagement Rate

i Average % of user actions for social content



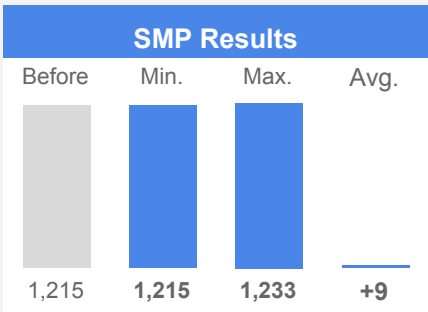
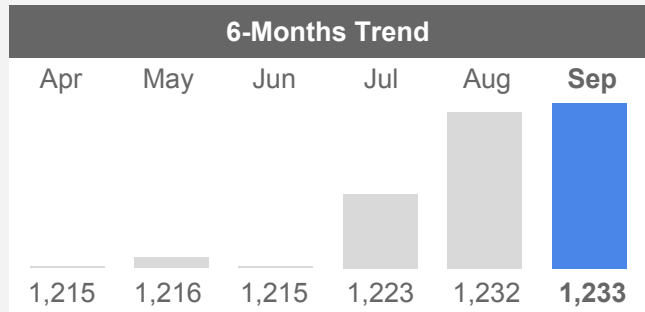
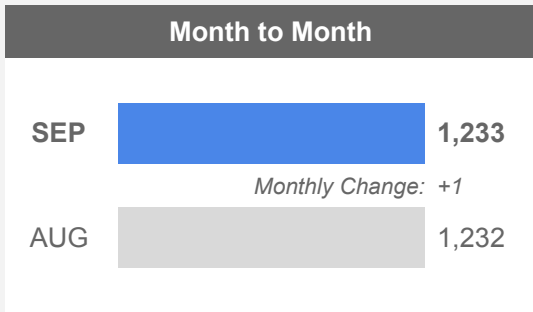
* Engagement rate shown only for periods with significant number of posts



Facebook Fans & Page Visits

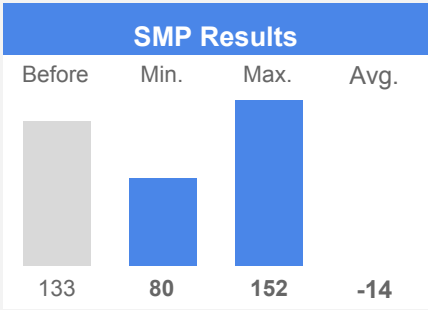
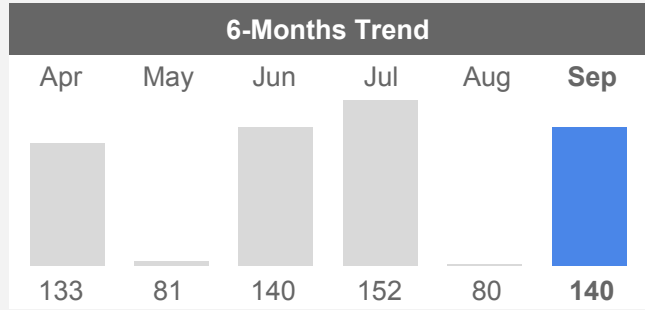
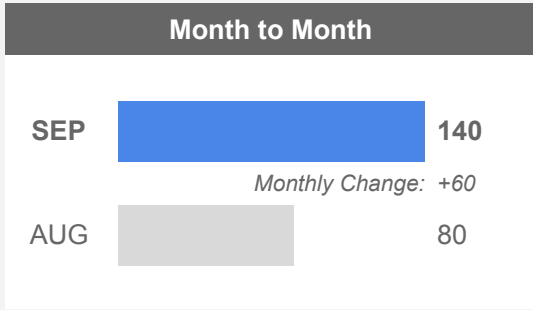
Facebook Fans

Total fans following your Facebook page



Facebook Page Visits

Total visits to your Facebook page



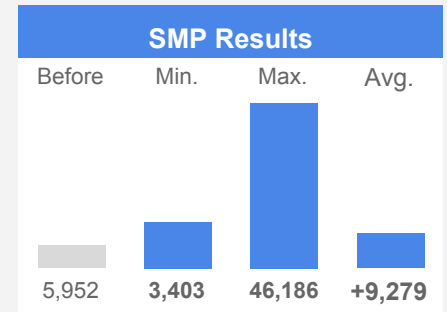
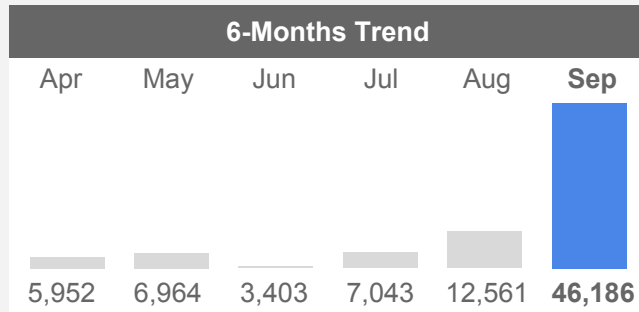
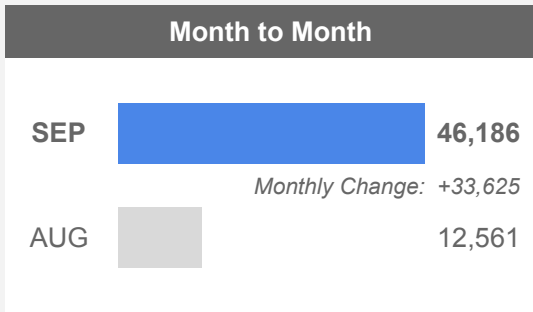


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Facebook Post Views & Reach

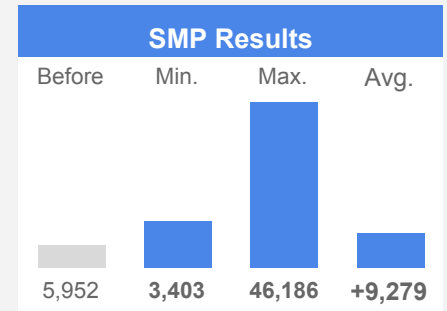
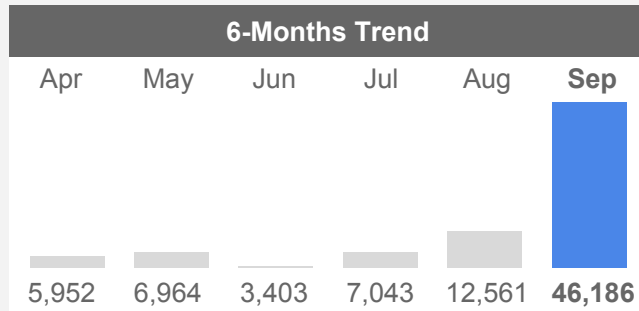
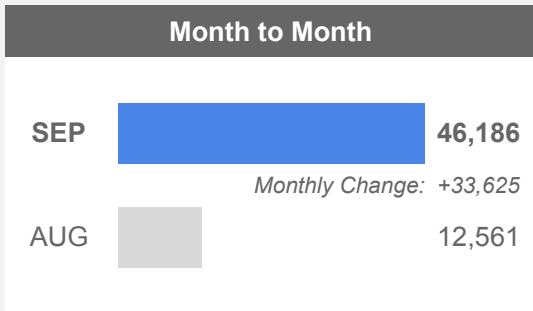
Facebook Post Views

Total views for content published on your Facebook page



Facebook Views / Post

Average number of views for each post published on your Facebook page



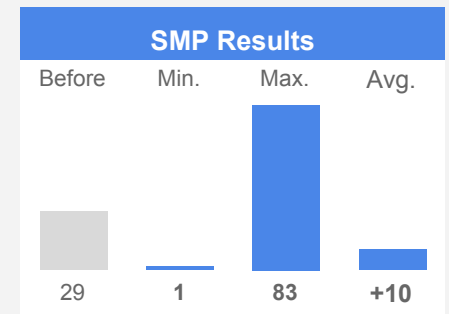
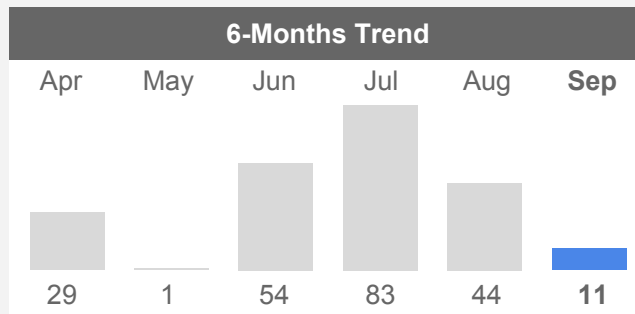
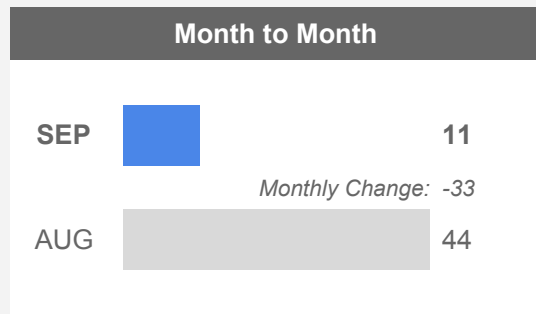


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Facebook Clicks & CTR

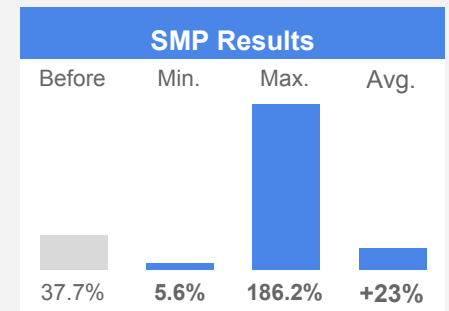
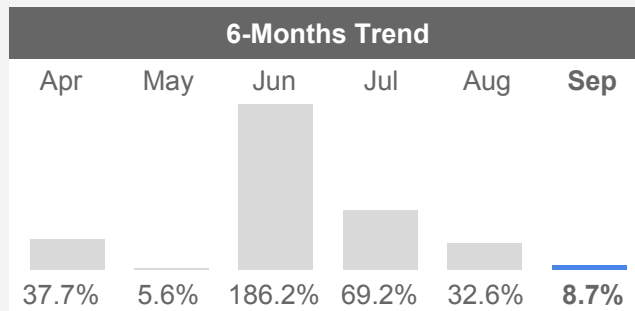
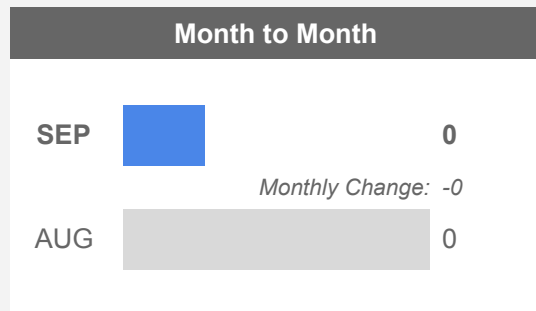
Facebook Link Clicks

Total clicks to web links included in Facebook posts



Facebook CTR

Average click-through rate (CTR) for clicks to web links included in Facebook posts



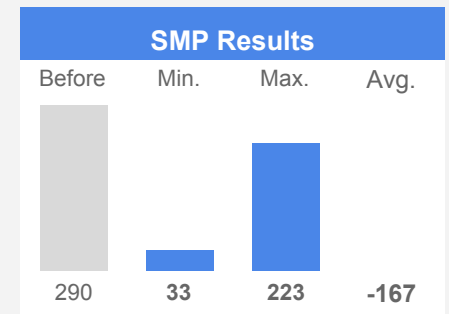
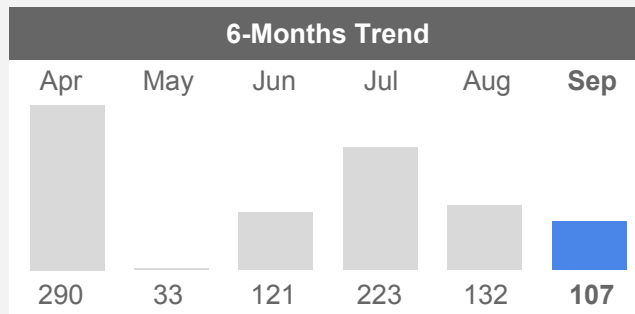
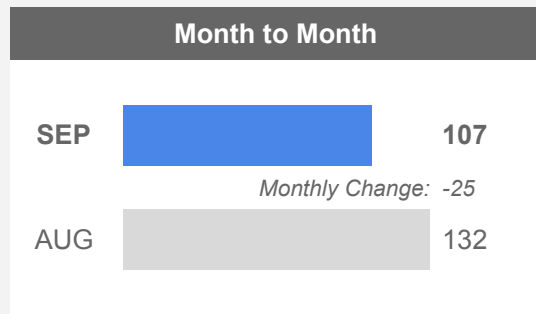


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Facebook Engagement

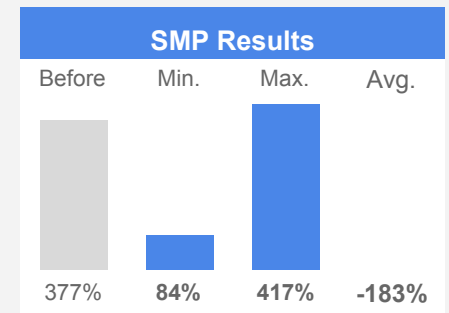
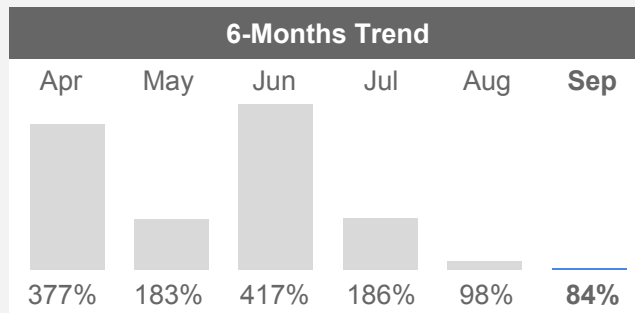
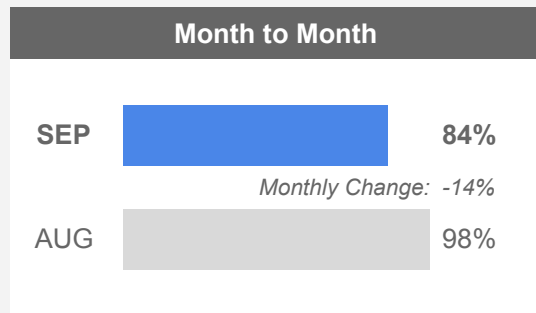
Facebook Engagement

Total user actions on your social content, page or profile



Facebook Engagement Rate

Average % of user actions for social content



* Engagement rate shown only for periods with significant number of posts



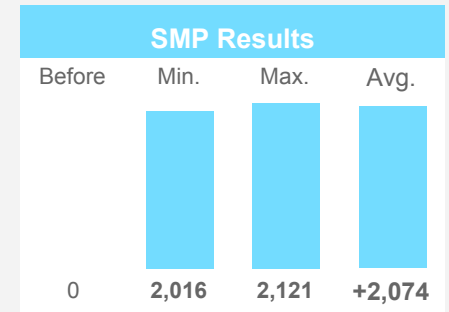
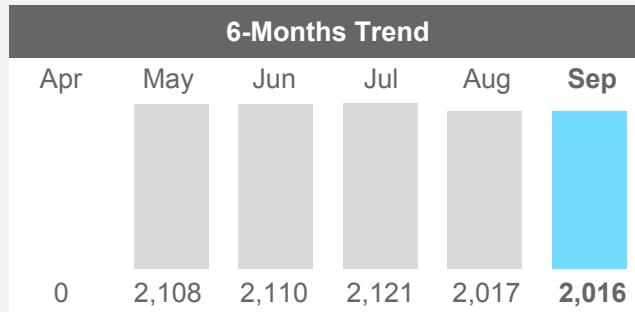
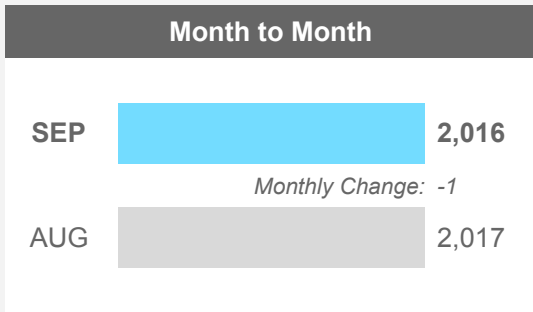
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Twitter Followers & Profile Visits



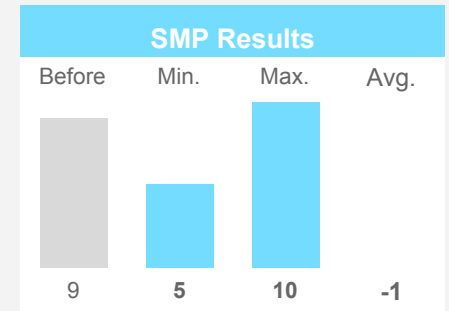
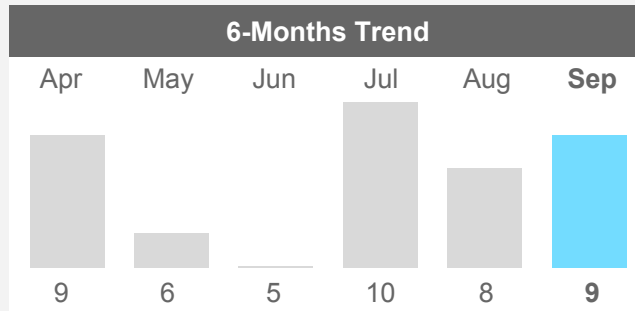
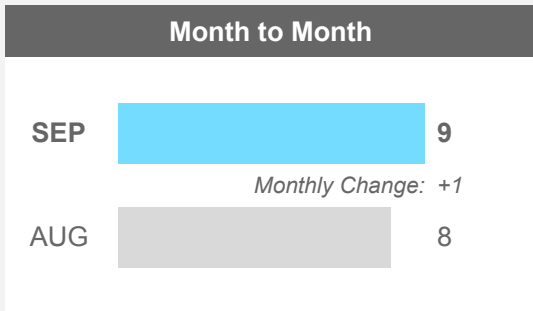
Twitter Followers

i Total followers of your Twitter newsfeed



Twitter Profile Visits

i Total visits to your Twitter profile



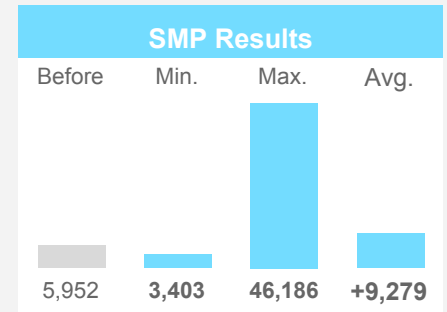
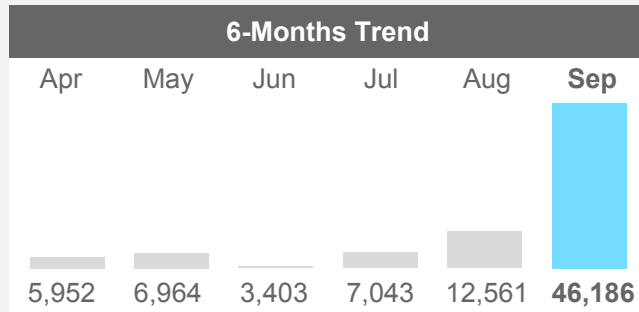
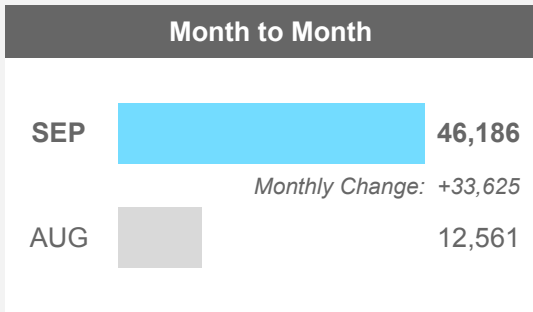


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Twitter Post Views & Reach

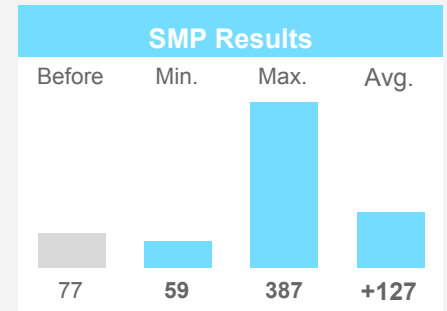
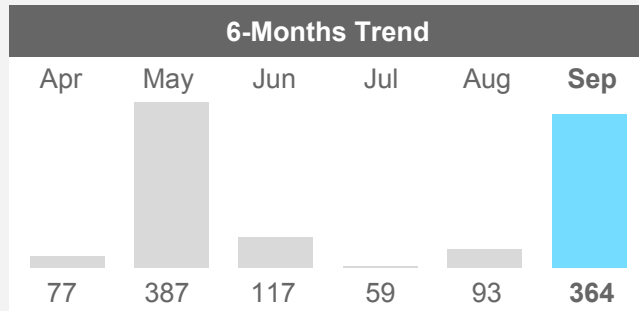
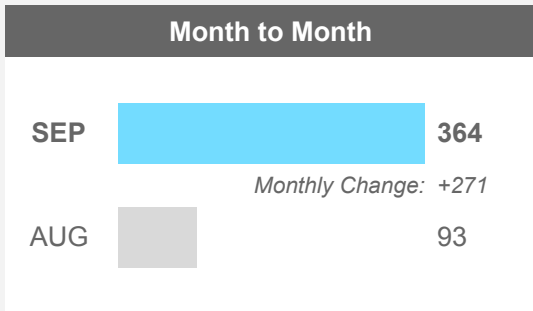
Tweet Views

Total views for content published on your Twitter newsfeed



Views / Tweet

Average number of views for each Tweet posted on your Twitter newsfeed





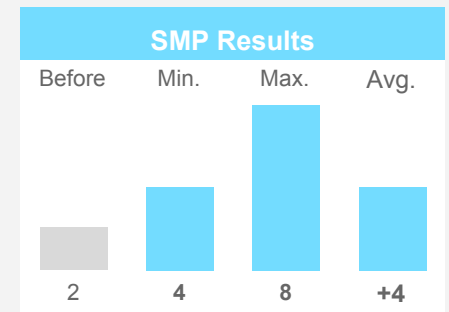
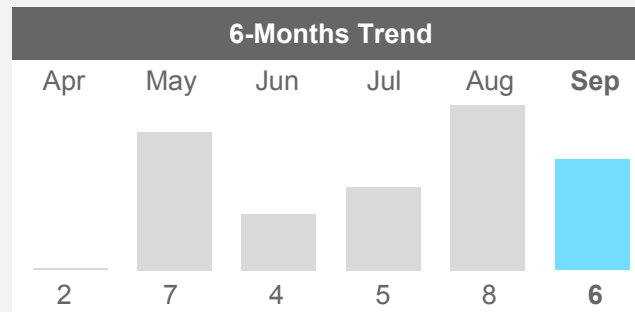
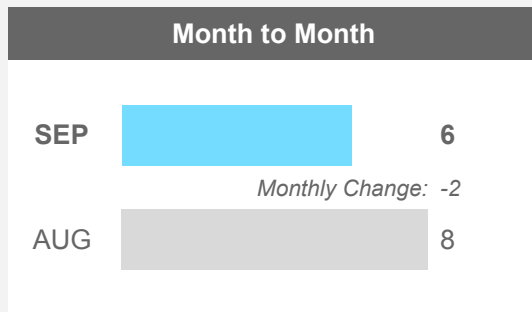
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Twitter Clicks & CTR



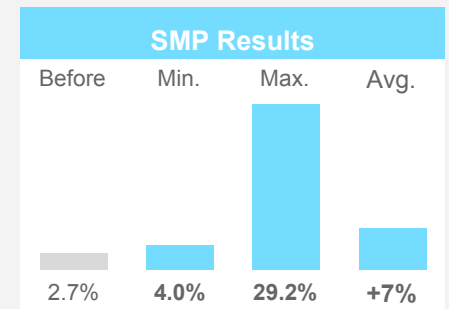
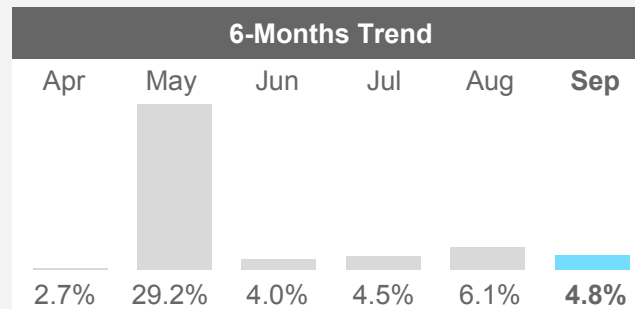
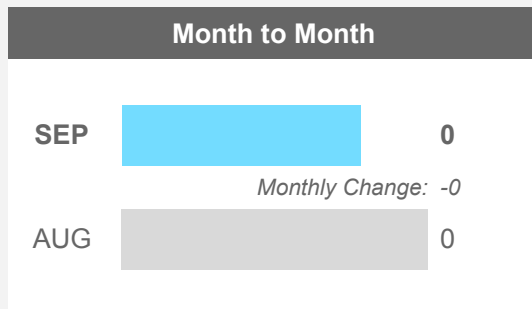
Tweets Link Clicks

i Total clicks to web links included in Tweets



Tweets CTR

i Average click-through rate (CTR) for clicks to web links included in Tweets





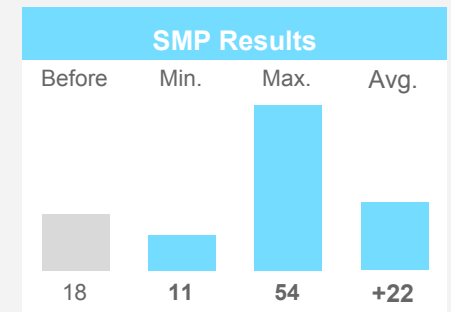
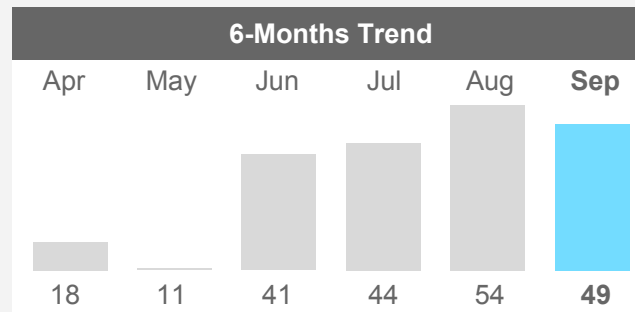
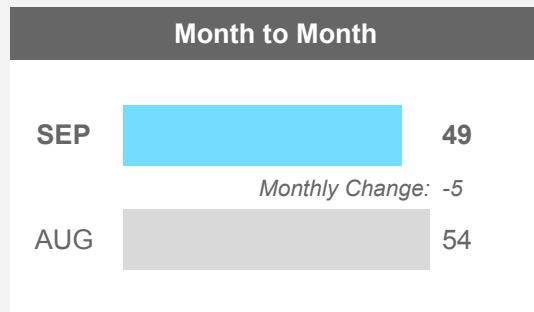
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Twitter Engagement



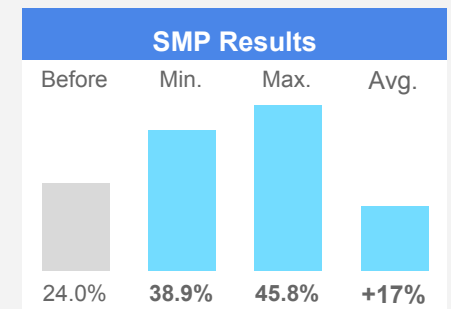
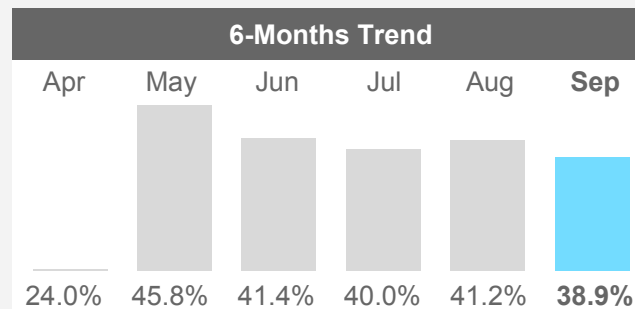
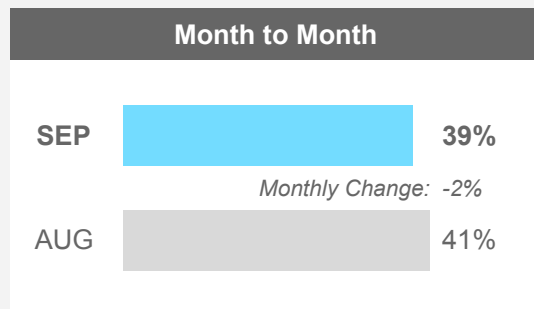
Twitter Engagement

i Total user actions on your social content, profile or newsfeed



Twitter Engagement Rate

i Average % of user actions for social content



* Engagement rate shown only for periods with significant number of posts