



Studiothink Social Report Multichannel

September 2020

Studiothink Custom Report Facebook + LinkedIn

REPORT BY:
studioth!nk


Included in this Report

 Golden Rule Charity

 Golden Rule Charity

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page [▲]	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Sep 1, 2020 - Sep 30, 2020	473 ↘ 0.2%	-1 ↘ 125%	6 ↗ 500%	1,698 ↗ 171%	185 ↗ 1,582%	10.9% ↗ 521%
Compare to Aug 1, 2020 - Aug 31, 2020	474	4	1	627	11	1.8%
 Golden Rule Charity	473	-1	6	1,698	185	10.9%

Facebook Performance Summary

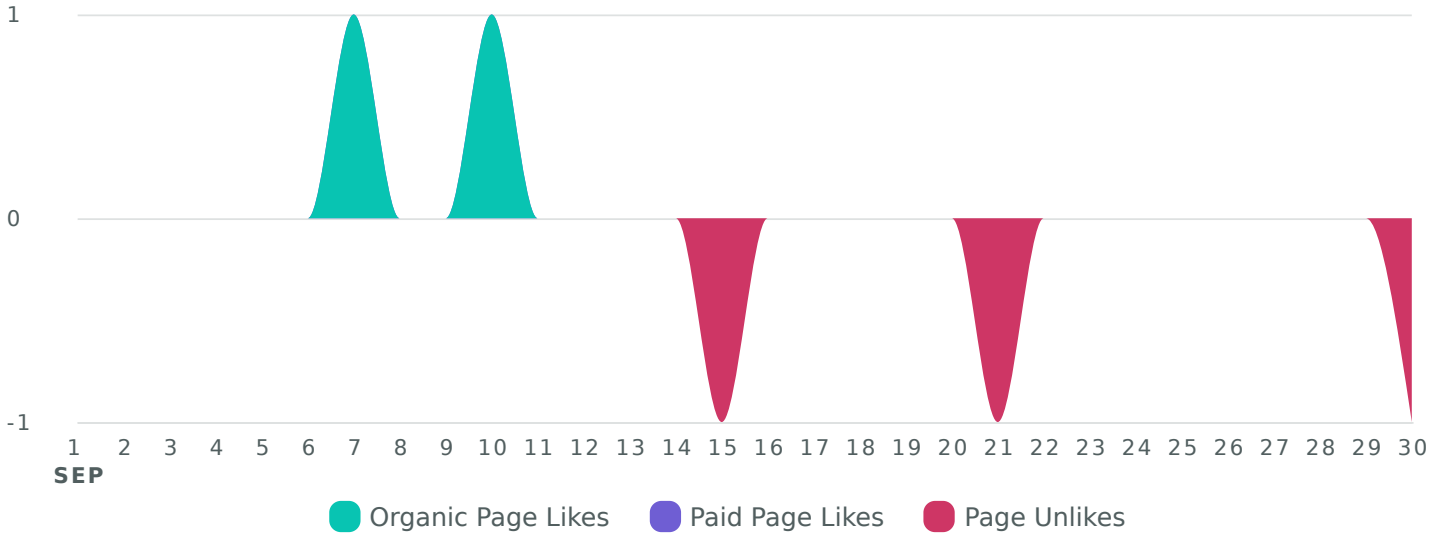
View your key profile performance metrics from the reporting period.

Impressions 1,698 ↗ 171%	Engagements 185 ↗ 1,582%	Post Link Clicks 6 ↗ 200%
------------------------------------	------------------------------------	-------------------------------------

Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
Fans	473	↘0.21%
Net Page Likes	-1	↘125.00%
Organic Page Likes	2	↘60.00%
Paid Page Likes	0	→0.00%
Page Unlikes	3	↗200.00%

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements






Golden Rule Ch...
 Mon 9/21/2020 12:43 p...

Celebrating our founder, Judy Walker, even more as today would have been her 57th




Total Engagements	103
Reactions	55
Comments	9
Shares	0
Post Link Clicks	4
Other Post Clicks	35






Golden Rule Ch...
 Fri 9/11/2020 9:06 am PDT

According to the National Restaurant Association, nearly 2 out of 3 restaurant




Total Engagements	32
Reactions	4
Comments	4
Shares	1
Post Link Clicks	-
Other Post Clicks	23




Golden Rule Ch...
 Mon 9/28/2020 9:09 am ...

Golden Rule Charity offers grants to individuals nationally in the service industry

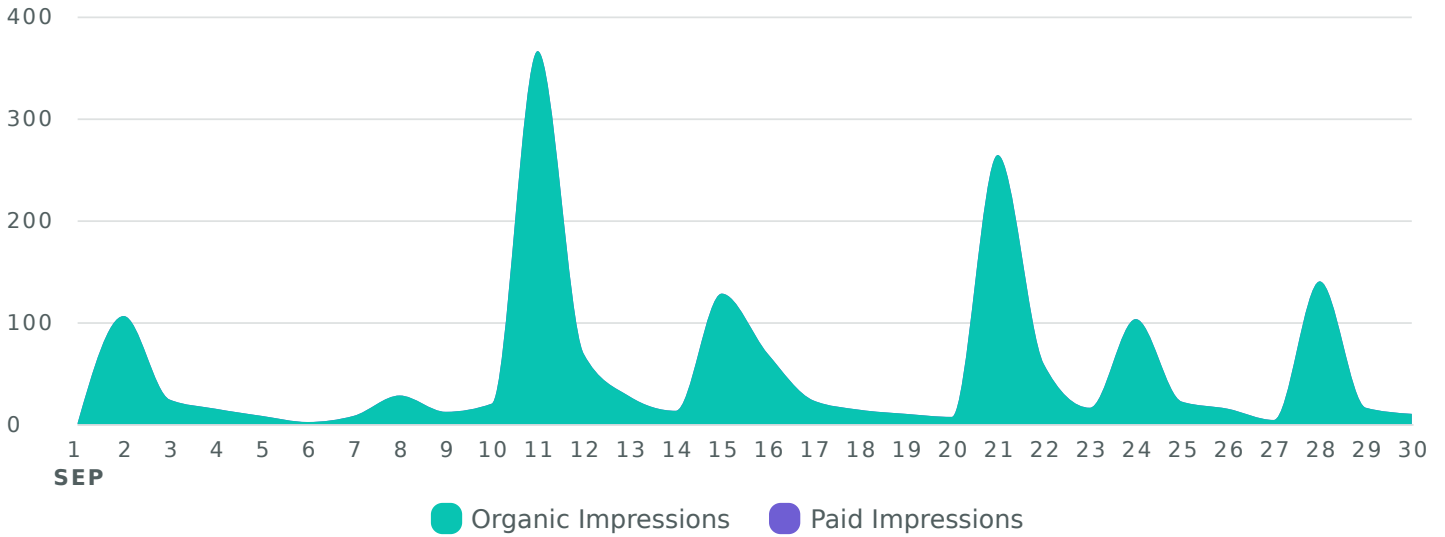


Total Engagements	12
Reactions	10
Comments	0
Shares	1
Post Link Clicks	-
Other Post Clicks	1

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

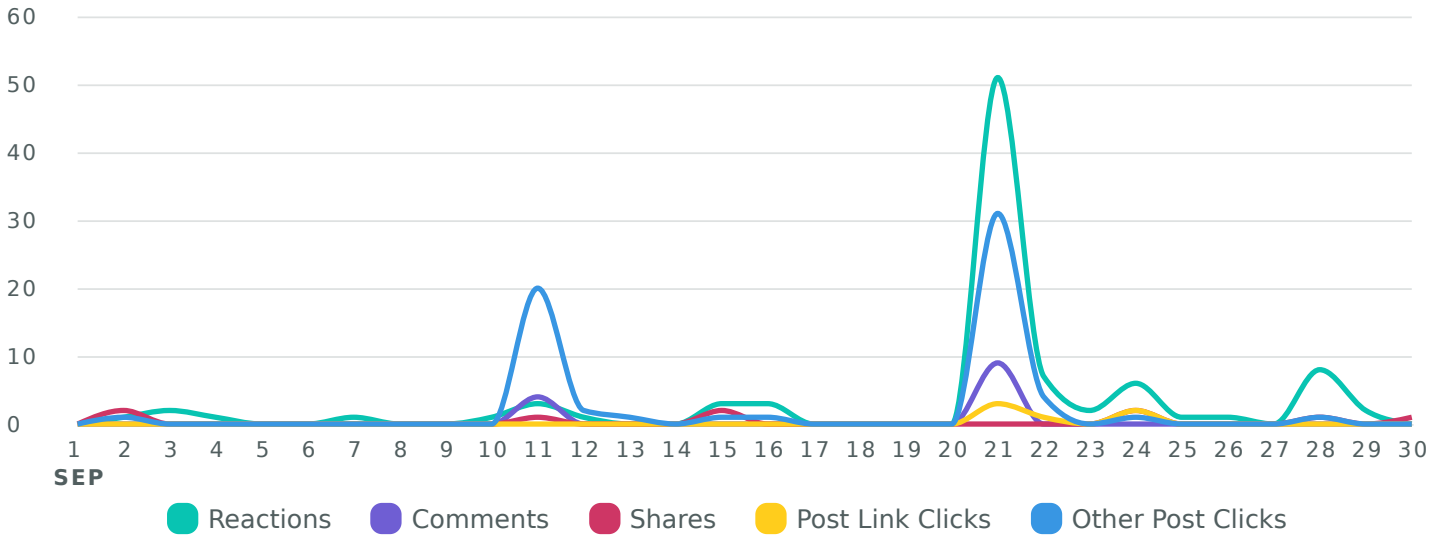


Impression Metrics	Totals	% Change
Total Impressions	1,698	↗ 170.81%
Organic Impressions	1,599	↗ 206.32%
Paid Impressions	0	→ 0.00%
Average Daily Impressions per Page	56.6	↗ 179.84%
Average Daily Reach per Page	43.73	↗ 606.11%

Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day



Engagement Metrics	Totals	% Change
Total Engagements	185	↗ 1,581.82%
Reactions	94	↗ 1,780.00%
Comments	13	↗ 100.00%
Shares	9	↗ 800.00%
Post Link Clicks	6	↗ 200.00%
Other Post Clicks	63	↗ 2,000.00%
Engagement Rate (per Impression)	10.9%	↗ 521.02%

LinkedIn Performance Summary

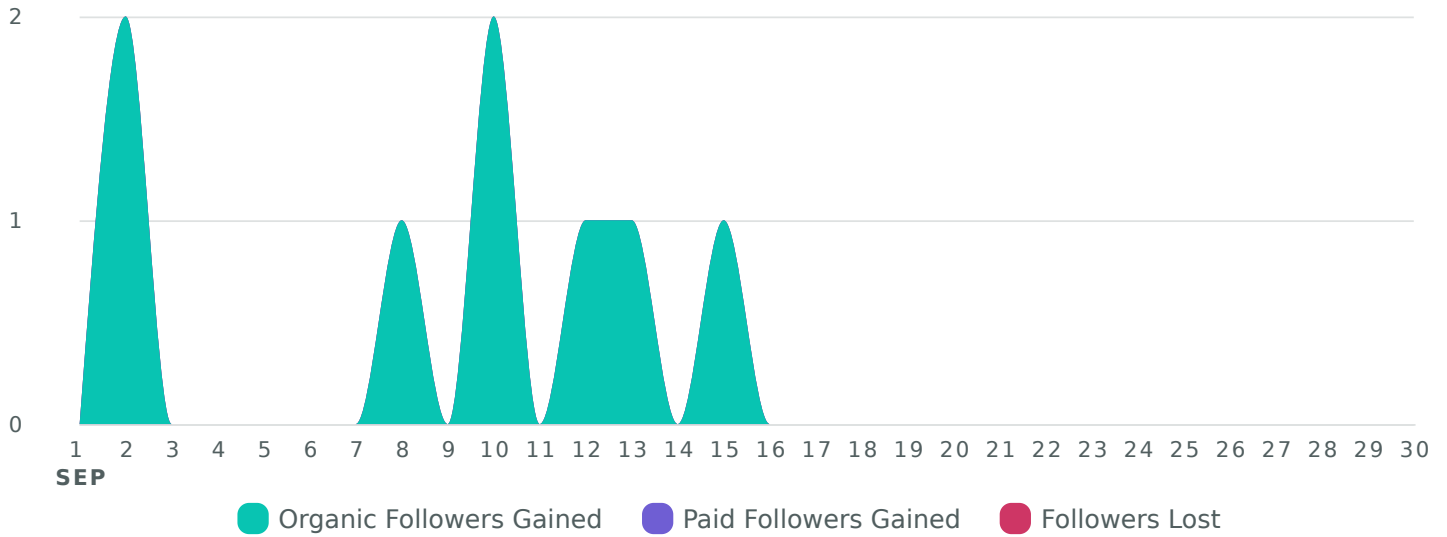
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>722 ↗310%</p>	<p>Engagements</p> <p>60 ↗650%</p>	<p>Post Clicks (All)</p> <p>20 ↗400%</p>
--------------------------------------------	-------------------------------------------	-------------------------------------------------

LinkedIn Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

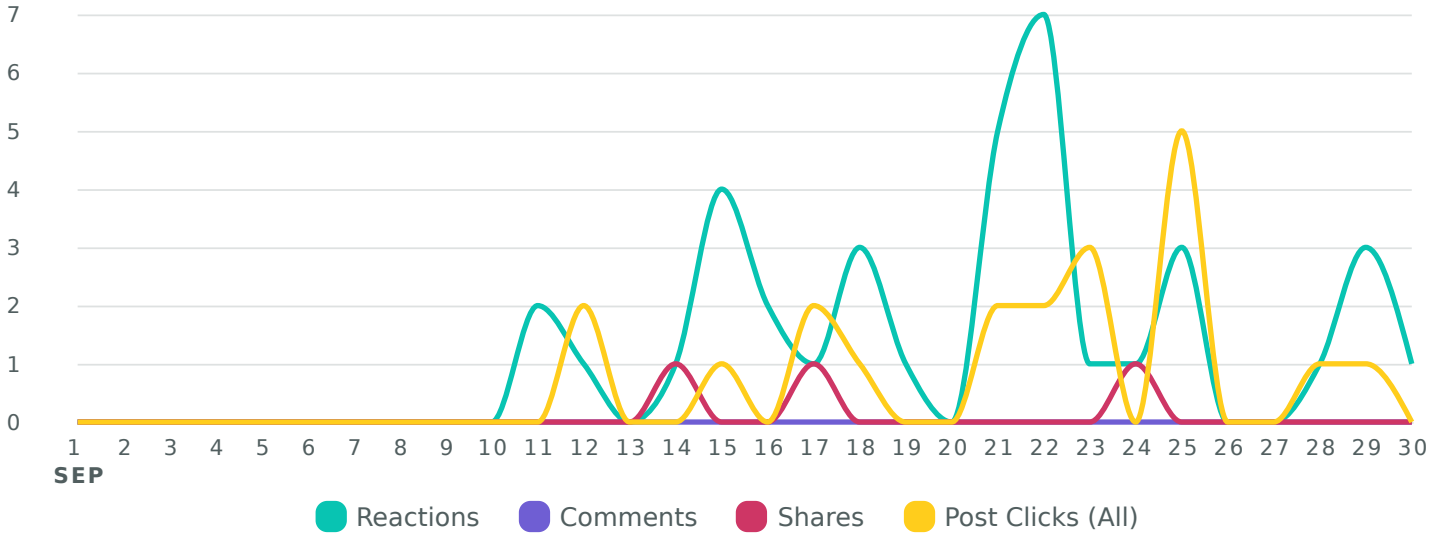


Audience Metrics	Totals	% Change
Followers	102	↗8.5%
Net Follower Growth	8	↘81.8%
Organic Followers Gained	8	↘82.2%
Paid Followers Gained	0	→0%
Followers Lost	0	↘100%

LinkedIn Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day





Engagement Metrics	Totals	% Change
Total Engagements	60	↗ 650%
Reactions	37	↗ 825%
Comments	0	→ 0%
Shares	3	↗ -
Post Clicks (All)	20	↗ 400%
Engagement Rate (per Impression)	8.3%	↗ 82.8%

LinkedIn Top Posts


Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements






Golden Rule Ch...
 Mon 9/21/2020 7:57 pm ...

Celebrating our founder, Judy Walker, even more as today would have been her 57th




Total Engagements	15
Reactions	8
Comments	0
Shares	0
Post Clicks (All)	7





Golden Rule Ch...
 Tue 9/15/2020 3:25 pm ...


"Restaurants continue to lay off at a clip that would be unprecedented during normal

Strained by the Pand...




Total Engagements	10
Reactions	6
Comments	0
Shares	0
Post Clicks (All)	4




Golden Rule Ch...
 Fri 9/11/2020 8:23 pm UTC

According to the National Restaurant Association, nearly 2 out of 3 restaurant



Total Engagements	9
Reactions	4
Comments	0
Shares	2
Post Clicks (All)	3