



Facebook Analytics Report



Gettysburg Wire

2019-03-26 to 2019-06-23
(Timezone: PST)

Overview



Total Likes

7.7K

Hooray!



Total Reach

692.9K

↑ 9% in last 3 months



Post Engagement

256.2K

↑ 63% in last 3 months



Page Clicks

211.3K

↑ 87370% in last 3 months



Total Fans

1K

↑ 21% in last 3 months



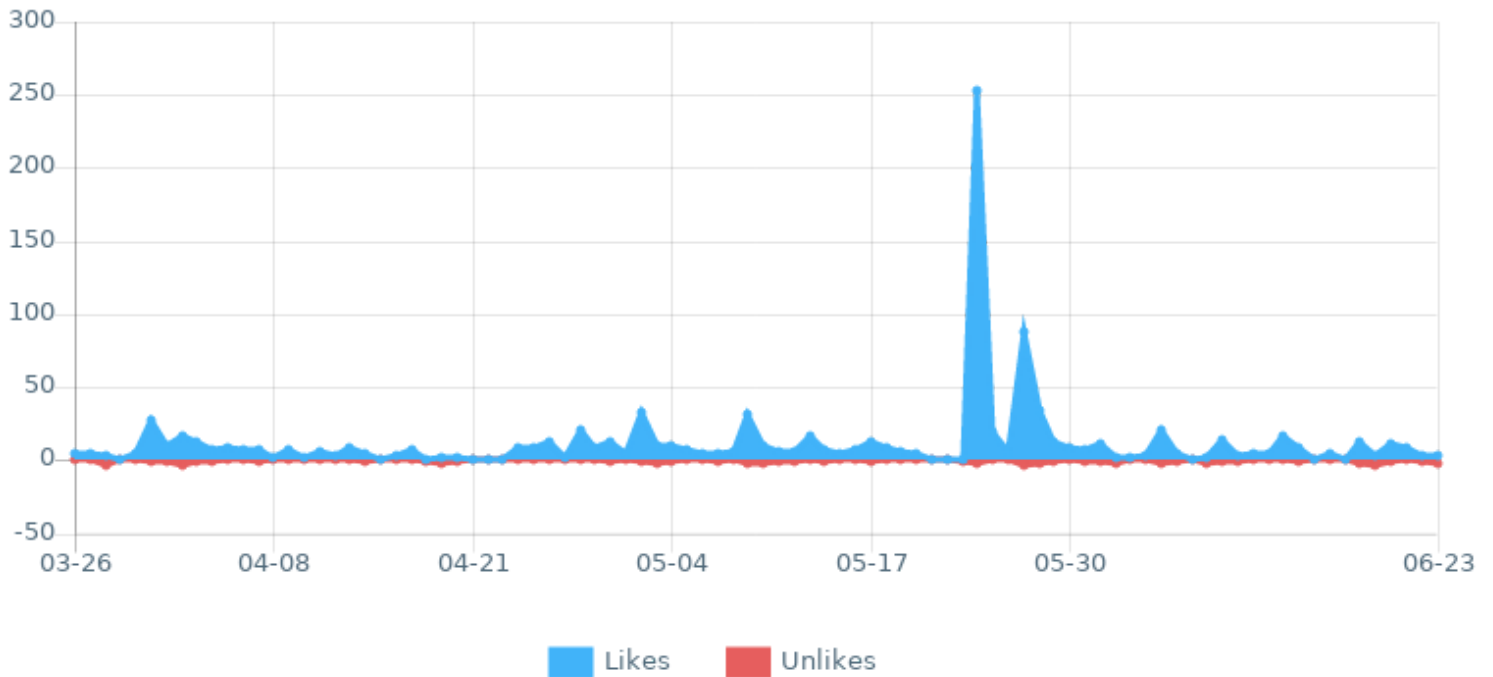
Post Published

210

Great Going!

Audience Growth

Audience Growth shows the number of fans (likes on your page) that you have gained and lost each day



Audience Insights

Since Previous Period



Total Likes

7716



Net New Likes

945



Organic Likes

1007



Paid Likes

0



Unlikes

62

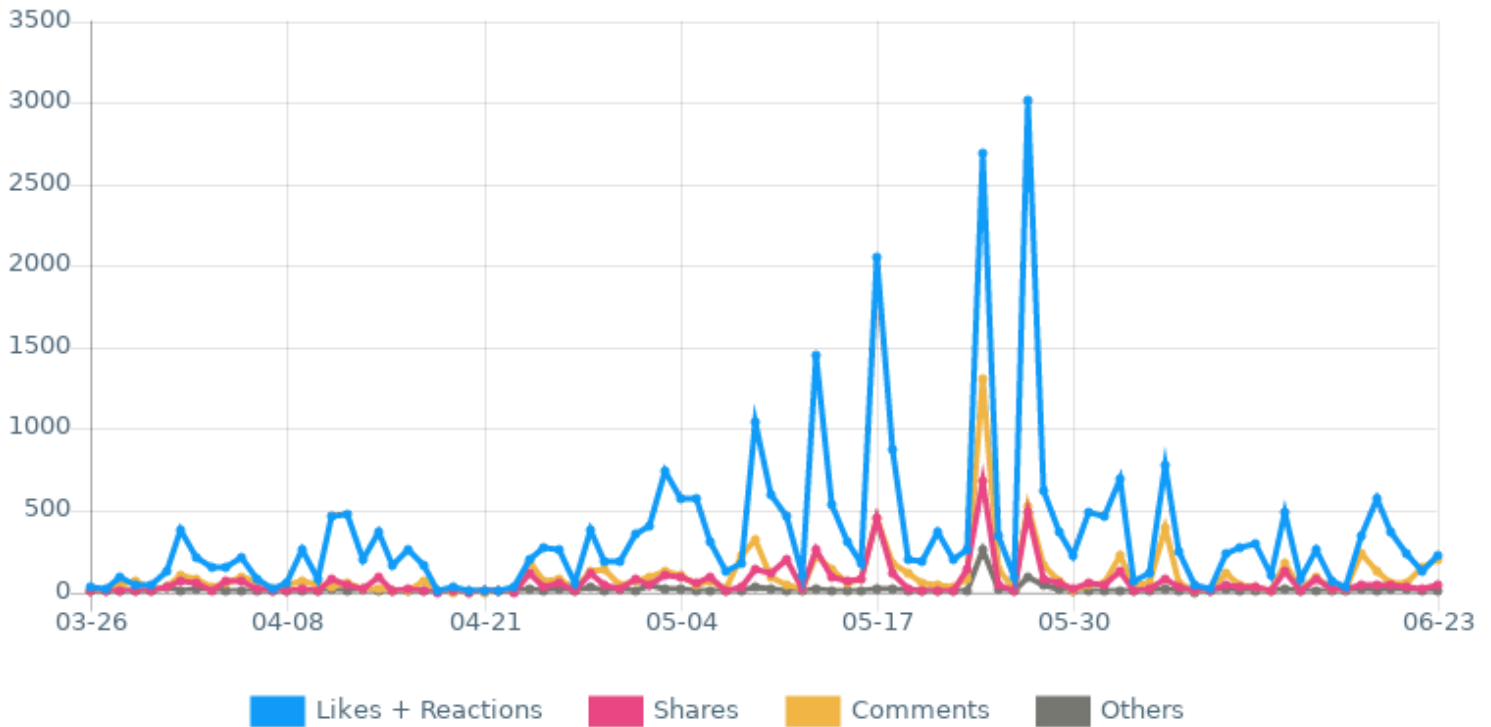


13.96%

Total Fans Increased

Audience Engagement

Audience Engagement shows the number of likes, comments and shares on your posts



Engagement Insights

Since Previous Period



Likes + Reactions

30583



Shares

5569



Comments

8724



Others

1200

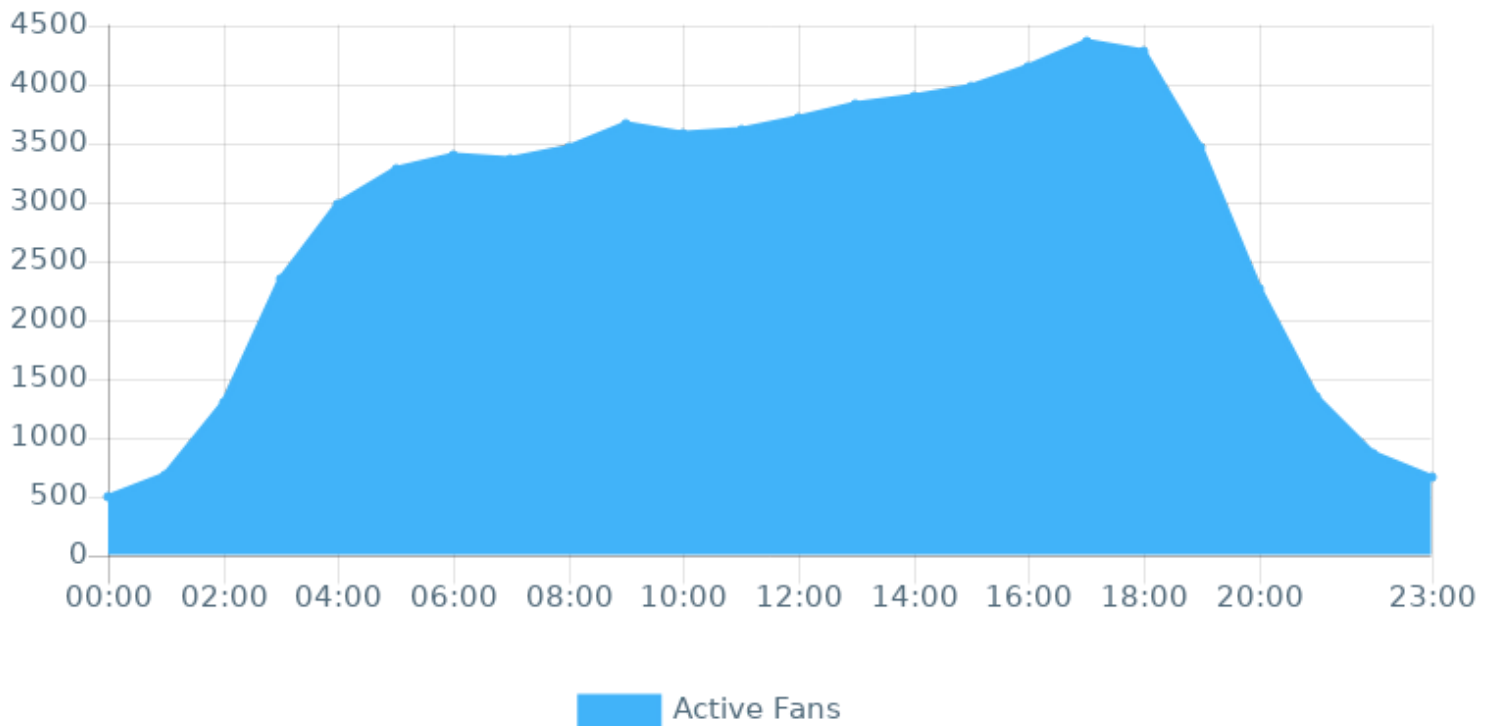


34%

Total engagement Increased

Active Fans

Number of fans active on Facebook at each hour of the day

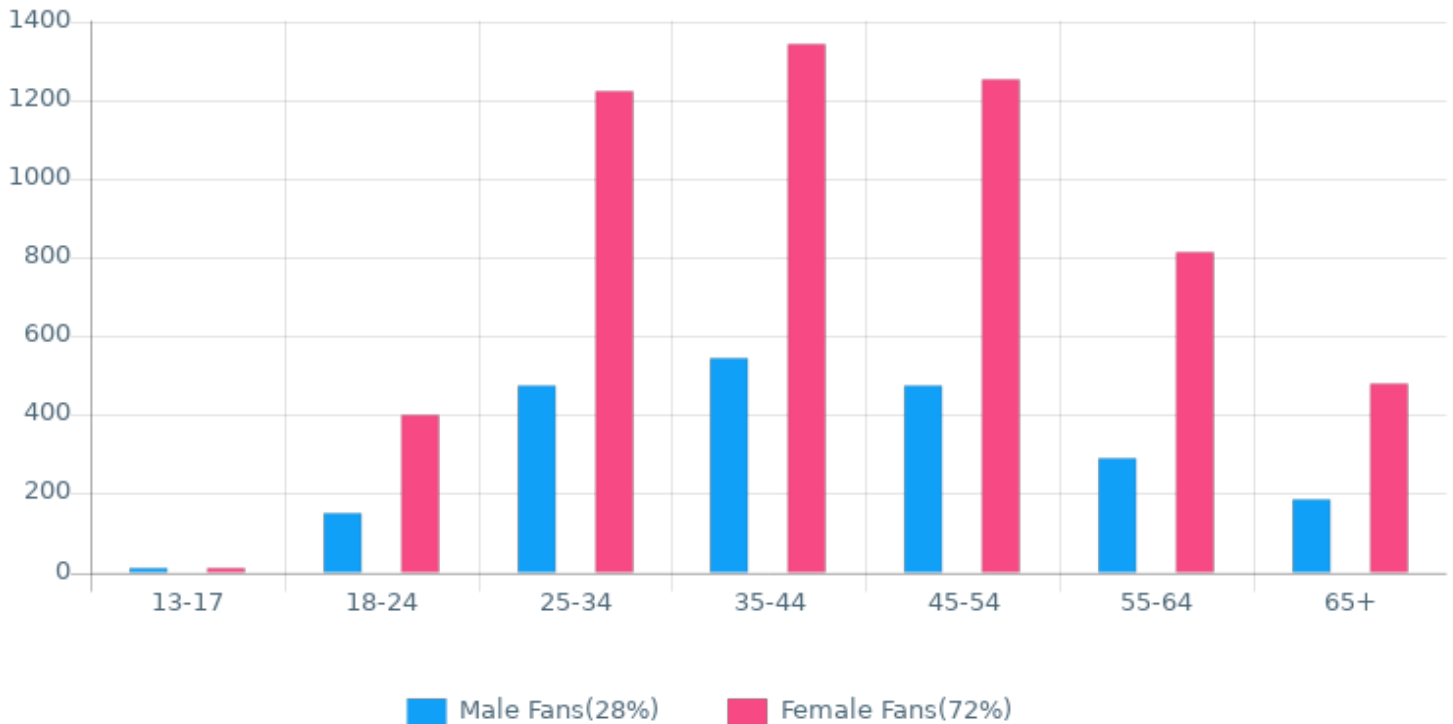


Fans Online



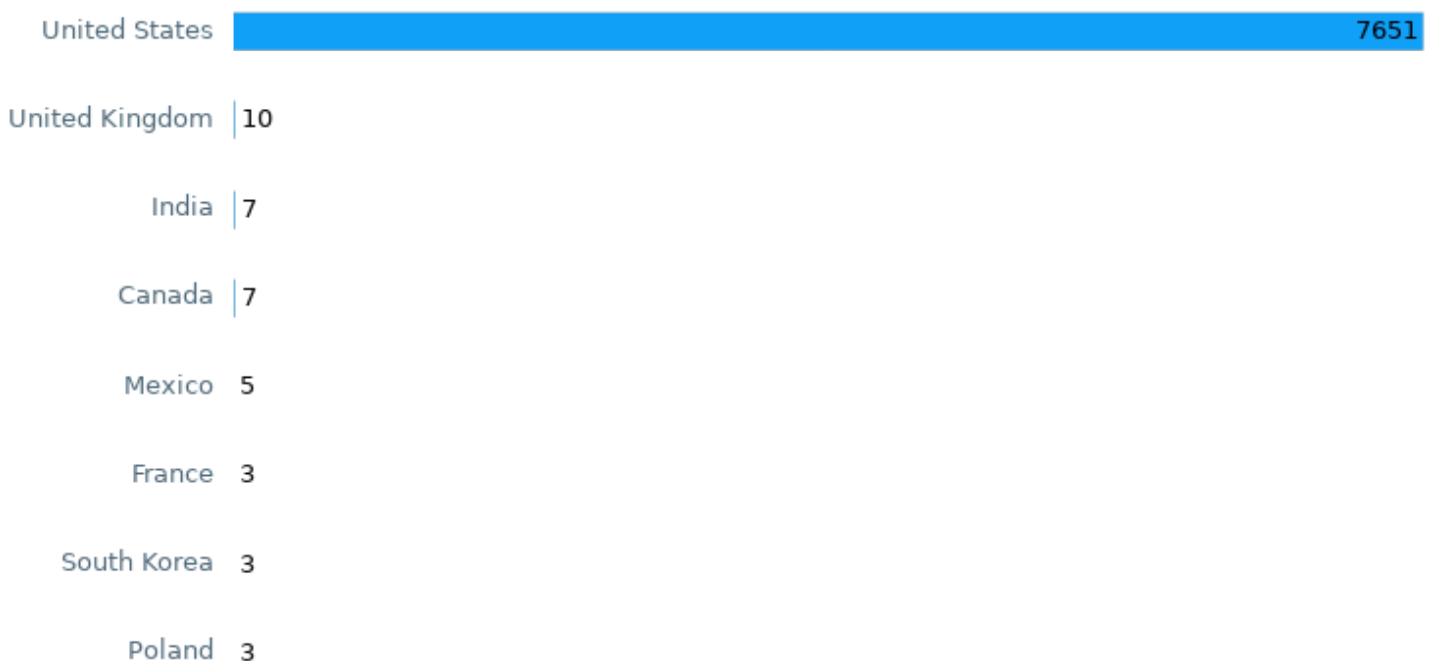
Audience Demographics(Fans)

Demography breaks down the composition of your fans and audience



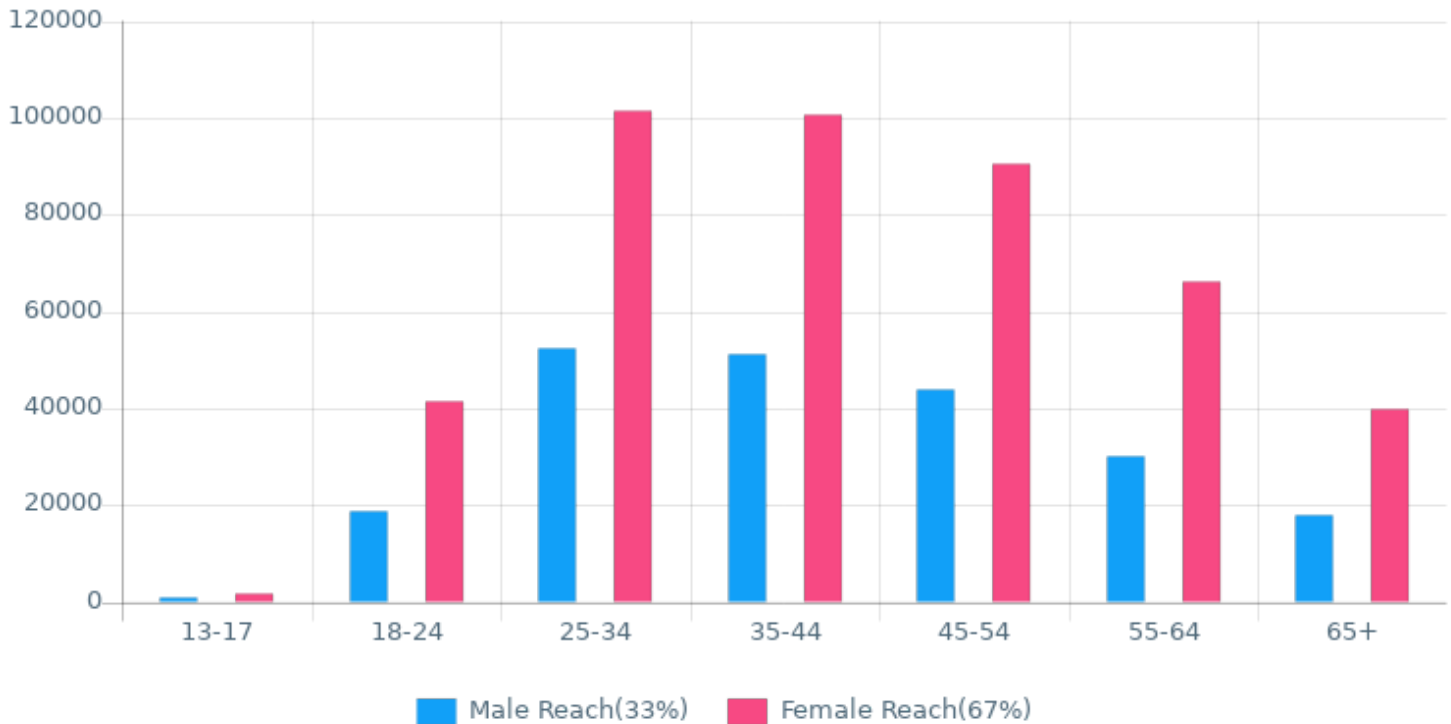
Your Fans

Audience Location



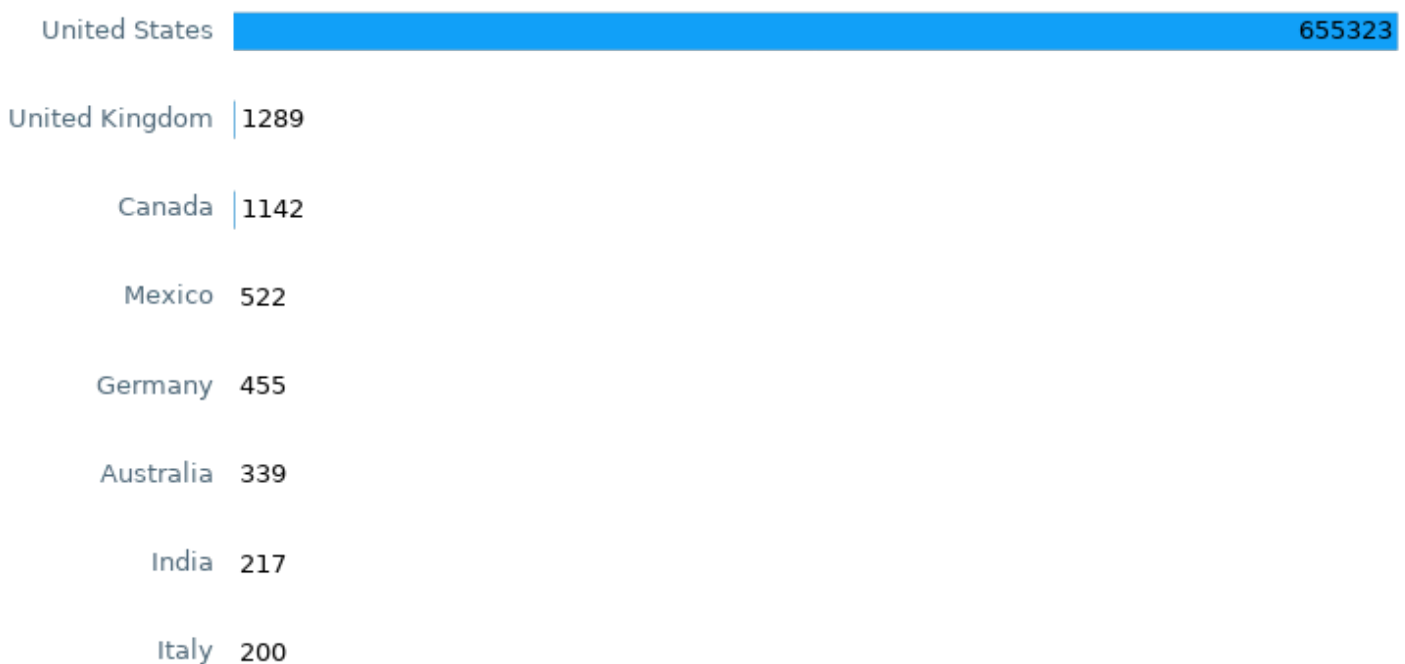
Audience Demographics(Reach)

Demography breaks down the composition of your fans and audience




People Reached

Reach by Country







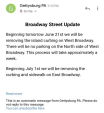






Post Performance

Post performance is the total number of likes, shares, reach and engagement on your post

Last 14 posts					
Post Details	Like	Share	Reach	Engagement	
  <p>Posted On: 2019-06-22 23:28</p>	49	6	3264	10%	
  <p>If you hear something you think would be good for us to post, have a question, o Posted On: 2019-06-22 19:54</p>	11	7	2366	5%	
 <p>Woo, hope you got your tickets in advance :) Posted On: 2019-06-22 18:27</p>	8	1	1386	2%	
  <p>I'll be honest, most of us here at Gettysburg Wire are transplants to #AdamsCoun Posted On: 2019-06-22 16:14</p>	16	2	5208	22%	
  <p>I totally missed that this happened https://fox43.com/2019/06/21/portion-of-rou Posted On: 2019-06-21 20:00</p>	57	18	4487	20%	
  <p>#Repost @rmzajko (@get_repost) · · · Codori sunset. #gettysburg #gettysburgnation Posted On: 2019-06-21 13:36</p>	79	4	2434	4%	
  <p>#Repost @wildherbalism https://thewildherbalist.blogspot.com/?m=1 · · · Hello fr Posted On: 2019-06-21 13:36</p>	18	4	2332	4%	

Post Performance







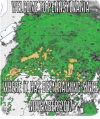








Post performance is the total number of likes, shares, reach and engagement on your post

Last 14 posts					
Post Details	Like	Share	Reach	Engagement	
  <p>What's going on around the county this weekend? Here's a starter list! As always</p> <p>Posted On: 2019-06-21 12:38</p>	18	8	3702	12%	
  <p>Posted On: 2019-06-20 21:05</p>	7	0	1758	3%	
  <p>Just an FYI</p> <p>Posted On: 2019-06-20 19:53</p>	5	6	2347	4%	
  <p>Interested in seeing what folks are talking about, recommending, or concerns fro</p> <p>Posted On: 2019-06-20 17:43</p>	7	1	1554	6%	
  <p>In case you missed it, there's a new vape shop downtown called Mother Vapors. Ch</p> <p>Posted On: 2019-06-20 13:56</p>	39	25	4478	12%	
  <p>#Repost @hillcrest_dairy (@get_repost) · · · Laying out our work for tomorrow!</p> <p>Posted On: 2019-06-20 02:39</p>	42	2	1946	3%	
  <p>#Repost @jgoellnitz (@get_repost) · · · The Angle. #gettysburg #gettysburgpa #suns</p> <p>Posted On: 2019-06-20 01:23</p>	367	31	6738	9%	

Post Performance

Post performance is the total number of likes, shares, reach and engagement on your post








Top 14 Popular post

Post Details	Like	Share	Reach	Engagement
   <p>Posted On: 2019-05-17 23:29</p>	2131	508	5674	86%
  <p>Sent to us from a reader: Boy flown from PA monument about 45 minutes ago after</p> <p>Posted On: 2019-05-24 14:21</p>	1710	601	82113	23%
  <p>Posted On: 2019-05-13 16:52</p>	1058	281	32604	8%
  <p>Photo by Priscilla Stoll The crew of the USS Gettysburg (CG 64) raising our fl</p> <p>Posted On: 2019-05-27 13:07</p>	857	193	25760	9%
  <p>Photo by Christian Escobar, right in front of our office :/</p> <p>Posted On: 2019-05-27 19:43</p>	719	182	27459	22%
  <p>Posted On: 2019-04-24 12:04</p>	25	553	23744	14%
  <p>Reader sent this over, going where the Staples is now #Gettysburg #AdamsCountyPA</p> <p>Posted On: 2019-05-09 09:06</p>	409	112	16678	15%

Post Performance

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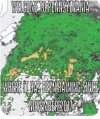








Top 14 Popular post

Post Details	Like	Share	Reach	Engagement
 <p>Posted On: 2019-05-03 23:59</p>	390	108	12447	7%
 <p>Unfortunately, Survivors Inc. has announced they are closing. Until further no</p> <p>Posted On: 2019-06-13 15:21</p>	374	109	12923	24%
 <p>#Gettysburg #AdamsCountyPA</p> <p>Posted On: 2019-05-31 11:37</p>	349	78	8392	10%
 <p>Posted On: 2019-05-11 00:47</p>	78	341	6607	22%
 <p>Posted On: 2019-05-21 20:37</p>	360	53	4704	17%
 <p>#Repost @vipul.singh_ (@get_repost) · · · Drama along the Eisenhower Farm The sun</p> <p>Posted On: 2019-06-05 23:39</p>	364	41	6569	11%
 <p>#Repost @jgoellnitz (@get_repost) · · · The Angle. #gettysburg #gettysburgpa #suns</p> <p>Posted On: 2019-06-20 01:23</p>	367	31	6738	9%

Post Performance

Post performance is the total number of likes, shares, reach and engagement on your post

Last 14 favorite posts

Post Details	Like	Share	Reach	Engagement
   <p>Posted On: 2019-05-17 23:29</p>	2131	508	5674	86%
  <p>Sent to us from a reader: Boy flown from PA monument about 45 minutes ago after</p> <p>Posted On: 2019-05-24 14:21</p>	1710	601	82113	23%
  <p>□</p> <p>Posted On: 2019-05-13 16:52</p>	1058	281	32604	8%
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  <p>Unfortunately, Survivors Inc. has announced they are closing. Until further no</p> <p>Posted On: 2019-06-13 15:21</p>	374	109	12923	24%
  <p>#Repost @jgoellnitz (@get_repost) · · · The Angle. #gettysburg #gettysburgpa #suns</p> <p>Posted On: 2019-06-20 01:23</p>	367	31	6738	9%
  <p>#Repost @vipul.singh_ (@get_repost) · · · Drama along the Eisenhower Farm The sun</p> <p>Posted On: 2019-06-05 23:39</p>	364	41	6569	11%
  <p>Posted On: 2019-05-21 20:37</p>	360	53	4704	17%
  <p>#Repost @debbiewivell (@get_repost) · · · Many mornings I find a ground fog in cer</p> <p>Posted On: 2019-05-05 10:50</p>	351	37	6519	9%
  <p>#Gettysburg #AdamsCountyPA</p> <p>Posted On: 2019-05-31 11:37</p>	349	78	8392	10%
  <p>These guys put a lot of work into this place. Looking forward to the day it open</p> <p>Posted On: 2019-06-01 11:04</p>	298	13	6077	16%

Post Performance

Post performance is the total number of likes, shares, reach and engagement on your post















Last 14 Reshare posts

Post Details	Like	Share	Reach	Engagement
  <p>Sent to us from a reader: Boy flown from PA monument about 45 minutes ago after</p> <p>Posted On: 2019-05-24 14:21</p>	1710	601	82113	23%
  <p>Posted On: 2019-04-24 12:04</p>	25	553	23744	14%
  <p>☹️ ☹️ ☹️</p> <p>Posted On: 2019-05-17 23:29</p>	2131	508	5674	86%
  <p>Posted On: 2019-05-11 00:47</p>	78	341	6607	22%
  <p>□</p> <p>Posted On: 2019-05-13 16:52</p>	1058	281	32604	8%
  <p>Photo by Priscilla Stoll The crew of the USS Gettysburg (CG 64) raising our fl</p> <p>Posted On: 2019-05-27 13:07</p>	857	193	25760	9%
  <p>Photo by Christian Escobar, right in front of our office :/</p> <p>Posted On: 2019-05-27 19:43</p>	719	182	27459	22%

Post Performance

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Last 14 Reshare posts

Post Details	Like	Share	Reach	Engagement
  <p>Posted On: 2019-05-06 15:33</p>	207	156	14261	14%
  <p>Fyi Posted On: 2019-05-23 18:15</p>	98	125	4880	21%
  <p>New Gettysburg Walmart hours effective yesterday :) Posted On: 2019-04-28 13:39</p>	74	120	12896	12%
  <p>Posted On: 2019-04-04 23:52</p>	224	117	11793	16%
  <p>Reader sent this over, going where the Staples is now #Gettysburg #AdamsCountyPA Posted On: 2019-05-09 09:06</p>	409	112	16678	15%
  <p>Unfortunately, Survivors Inc. has announced they are closing. Until further no Posted On: 2019-06-13 15:21</p>	374	109	12923	24%
  <p>Posted On: 2019-05-03 23:59</p>	390	108	12447	7%

Most Active Commenters



Adam Misamore
Comments:13



Susanna Stockman Murphy
Comments:12



Michelle Thomas
Comments:8



Marie Beasley
Comments:7



Rebecca Boo
Comments:7



Jane Diamond Cooper
Comments:7



Julie Yeagy Hower
Comments:6



Wendy Donton
Comments:6



Chris Esgar
Comments:6



Colin Eyler
Comments:6

Most Active Likers



Kirsten Orndorff
Likes:46



Tasha Gables
Likes:44



Karen Rang
Likes:29



Jane Keilholtz
Likes:29



David Cortina
Likes:24



Cathy Ankerbrand
Likes:23



Tina Louise Price
Likes:20



Tammi Hall
Likes:20



Janet A Jackson
Likes:19



Teresa Ashby Johnson
Likes:17

Most Active Sharers



Gettysburg Wire
Shares:22



Quality Inn & Suites
Shares:11



South Central PA Mom's
Network
Shares:4



Gettysburg Civil War Battle
Reenactment - Annual
Reenactment
Shares:4



Inn at Cemetery Hill
Shares:3



Breaktime Massage
Shares:2



South Central PA/Carroll Co
MD Alerts
Shares:2



Environmental Enhancements
Shares:2



Doug Mastriano Fighting for
Freedom
Shares:1



Thrive Ministry
Shares:1

Popular #Hashtags

Most popular hashtags in used in your posts

