Reporting & Analytics

sproutsocial

Reports Overview

Your Reports

Report Builder

Internal Reports

Engagement Report

Team Report

Task Performance Report

Cross-Channel Reports

Group Report

Sent Messages Report

Tag Report

Google Analytics Report

Twitter Reports

Twitter Profiles Report

Twitter Trends Report

Twitter Comparison Report

Twitter Keyword Report

Twitter Bot Engagement

Facebook Reports

Facebook Pages Report

Facebook Competitor Report

Facebook Bot Engagement

Instagram Reports

Instagram Profiles Report

Instagram Competitor Report

LinkedIn Reports

LinkedIn Company Pages Report

Advocacy Reports

Advocacy by Bambu

GETTING STARTED WITH THE

Report Builder

Create custom reports specific to your business needs
and showcase the metrics that matter most.

sproutsocial

Reports Home
Your Reports
Build Report
Custom Twitter Report
Internal Reports
Cross-Channel
Twitter
Facebook
Instagram
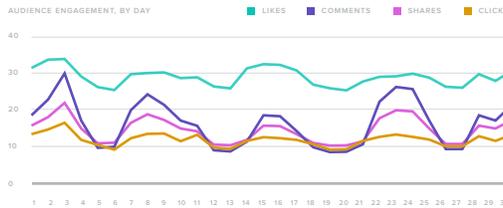LinkedIn Pages
Customize Branding

Custom Report Title
Description of your custom report.

Facebook Activity Overview

3,746,926	**3,246**	**5,456**
Total Impressions	Total Engagements	Link Clicks

LinkedIn Engagement

AUDIENCE ENGAGEMENT, BY DAY   LIKES   COMMENTS   SHARES   CLICKS

ENGAGEMENT METRICS	TOTALS
Likes	994
Comments	256
Shares	427
Other	22
Total Engagements	**1,699**

The number of engagements increased by
▲ 0.8%
Since Last Month

Engagements per Follower	48
Engagements per Share	23

The number of engagements per share decreased by
▼ 4.5%
Since Last Month

H1 H3 H4 H4   Bold Italic

Here is a description about this section...

Twitter Engagement

ENGAGEMENTS PER DAY   REPLIES

Customize
Chart   ✓
Engagement Table   ✓
Engagement Percentage Change   ✓
Engagement Rate Table   ✓
Engagement Percentage Rate Change ✓
Close

ENGAGEMENT METRICS	TOTALS
Replies	2,081
Retweets	917
Favorites	2,081

The number of engagements increased by
▲ 0.8%
Since Last Month

Engagements per follower	0.1
Impressions per follower	9.4
Engagements per Tweet	8.3
Impressions per Tweet	759.9
Engagements per Impression	0.0

The number of impressions per Tweet decreased by
▼ 0.6%
Since Last Month

DATE RANGE
Last Month | This Month | Last Week | This Week
05/01/2017   05/31/2017
CHOOSE PROFILES
Twitter
Facebook
PROFILES
Sprout Coffee Co.
Sprout Coffee Su...
Sprou Coffee Co.
Instagram
LinkedIn
Export

ADD WIDGETS
Twitter
Facebook
  + Facebook Activity Overview
  + Audience Growth
  + Publishing Behavior
  + Top Posts
  + Page Impressions
  + Video Performance
  + Audience Engagement
  + Demographics
  + Facebook Stats by Page
Instagram
LinkedIn
Group
More
Save
Cancel

GETTING STARTED WITH THE

Engagement Report

Dig into how well your company is engaging
with Fans and Followers.

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◉ All Profiles   ◯ Customize Report

20th   50th   75th   90th

faster

Response Time

All Accounts

slower

fewer responses   Response Rate   more responses

you rank in the

78th
Percentile

for Response Rate

Inbound vs. Replies

50
40
30
20
10

Feb 24   Mar 03   Mar 10   Mar 17   Mar 25
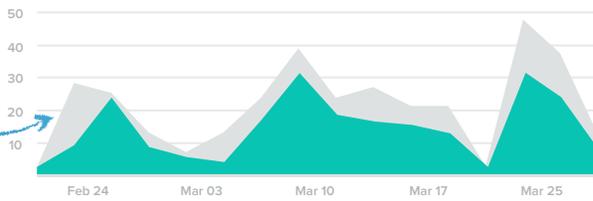
1,440
Estimated Inbound

1,246
Replies Sent

Inbound vs. Replies

50
40
30
20
10

Feb 24   Mar 03   Mar 10   Mar 17   Mar 25

62%
Response Rate

Daily Response Time

750 min
500 min
250 min
0 min

Feb 24   Mar 03   Mar 10   Mar 17   Mar 25

67min
Avg Response Time

Time Distribution

Under 24 Hours   100%

Under 12 Hours   98%

Under 6 Hours   92%

Under 3 Hours   86%

Under 1 Hours   85%

Under 30 Mins   67%

By Day of Week

Response Rate

Mon	Tue	Wed	Thu	Fri	Sat	Sun
70%	73%	43%	64%	61%	45%	84%

Response Time

Mon	Tue	Wed	Thu	Fri	Sat	Sun
51 min	25 min	81 min	59 min	86 min	229 min	244 min

Compare the messages you should have responded to against those you actually did.

By the Hour

from **8 am to 5 pm** response rate is **66%**

from **8 am to 5 pm** response rate is **43 min**

12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11

Pinpoint the times of day that you need to step up your responsiveness...
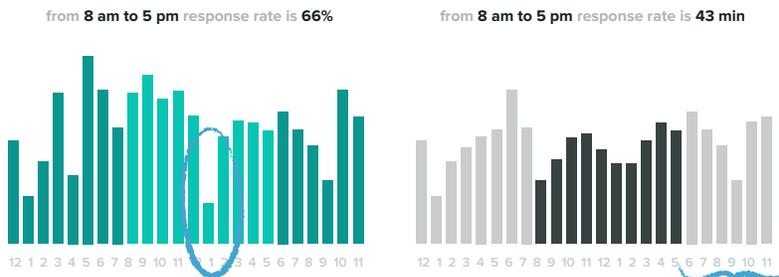
...so you can allocate resources and manage workflow accordingly.

GETTING STARTED WITH THE

Team Report

Gather insights about your team's
performance on social media.

sproutsocial

Use the profile picker to analyze team members assigned to specific accounts.

Team Report

About this Report

Replies, by Team Member

	ALL HOURS		BUSINESS HOURS		OFF HOURS	

Business Hours are dynamically calculated based on each user's set time zone to understand how each agent is performing during their shift.

Use this table to better evaluate an agent's response efforts.

Profile / Team Member	Total Replies	Reply Thread Size	Avg. Reply Time	Median Reply Time	Quickest Reply	Slowest Reply
Darryl V.	31	3.4	6.6h	36 min	6 min	96 min
Keenan S.	360	2.3	10.6h	36 min	6 min	96 min
Kristin J.	31	3	6.6h	36 min	6 min	96 min
Tiffany B.	22	6	48.2h	36 min	6 min	96 min

Had an after-hours crisis? The Off Hours filter shows how team members handled communication.

Replies, by Profile, by Team Member

Analyze overall profile response totals and times...

	ALL HOURS		BUSINESS HOURS		OFF HOURS	

Profile / Team Member	Total Replies	Reply Thread Size	Avg. Reply Time	Median Reply Time	Quickest Reply	Slowest Reply
Sprout Coffee Co. Company Page	31	3.4	6.6h	36 min	6 min	96 min
Keenan S.	360	2.3	10.6h	36 min	6 min	96 min
Darryl V.	31	3	6.6h	36 min	6 min	96 min
Tiffany B.	22	6	48.2h	36 min	6 min	96 min

...and dig into metrics at the agent-level to pinpoint opportunities for improvement.

Profile / Team Member	Total Replies	Reply Thread Size	Avg. Reply Time	Median Reply Time	Quickest Reply	Slowest Reply
Sprout Coffee Co. @MySproutCoffee	31	3.4	6.6h	36 min	6 min	96 min
Darryl V.	360	2.3	10.6h	36 min	6 min	96 min
Keenan S.	31	3	6.6h	36 min	6 min	96 min
Kristin J.	22	6	48.2h	36 min	6 min	96 min

Measure how efficiently each agent arrives at a resolution by tracking reply thread size.

Publishing, by Team Member

Publishing focuses on preemptive (service announcements) and proactive (surprise and delight) messages.

Team Member	Total Posts	Daily Avg.	Replies	Rely to Post Ratio
Darryl V.	1,169	38.97	697	82%
Keenan S.	864	21.8	354	43%
Kristin J.	804	18.74	206	27%
Tiffany B.	602	14.3	98	13%

Use the publishing section to keep track of which agents are handling this type of communication.

Task Performance Report

Measure team and user productivity around
the use of Tasks in the Smart Inbox.

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Task Performance

About this Report

Assigned vs. Completed

TASKS BY DAY   ■ ASSIGNED   ■ COMPLETED
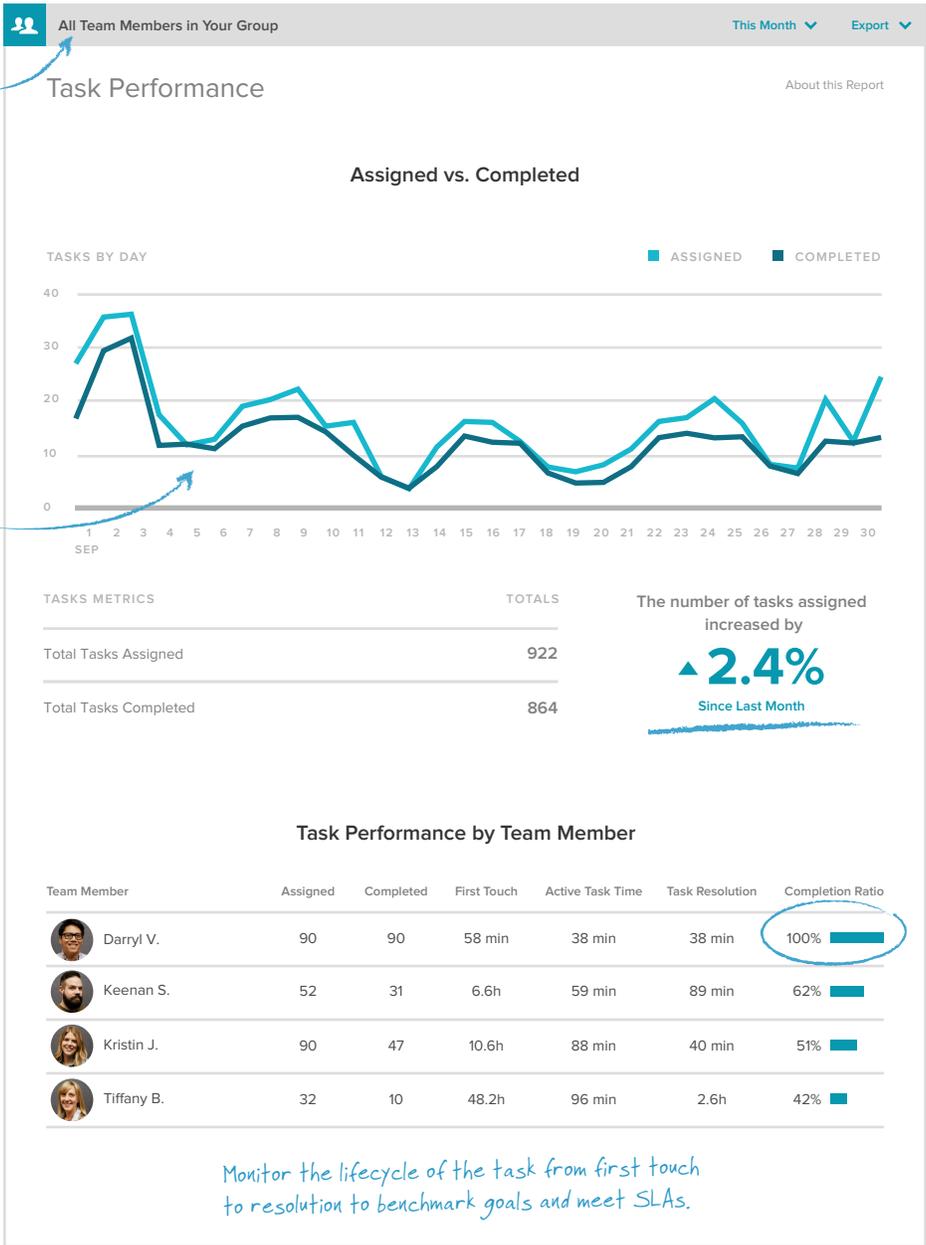
Analyze users across your account for a team-wide overview of productivity.

Quickly compare how many tasks are being assigned versus completed on a daily basis using the chart.

40
30
20
10
0

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
SEP

TASKS METRICS	TOTALS
Total Tasks Assigned	922
Total Tasks Completed	864

The number of tasks assigned increased by

▲ 2.4%

Since Last Month

Is your business affected by seasonality? Use Tasks to understand if your team was more or less busy, comparatively. Understand if your team is delegating more or fewer Tasks in the Smart Inbox.

Task Performance by Team Member

Team Member	Assigned	Completed	First Touch	Active Task Time	Task Resolution	Completion Ratio
Darryl V.	90	90	58 min	38 min	38 min	100% ■■■
Keenan S.	52	31	6.6h	59 min	89 min	62% ■■
Kristin J.	90	47	10.6h	88 min	40 min	51% ■■
Tiffany B.	32	10	48.2h	96 min	2.6h	42% ■

Track task performance at the user level to understand which team members are most—or least—efficient.

Monitor the lifecycle of the task from first touch to resolution to benchmark goals and meet SLAs.

GETTING STARTED WITH THE

Group Report

Use this at-a-glance report to gain insight on the overall health of your Twitter, Facebook, Instagram and Linkedin profiles.

sprout social

Group Report Activity Overview

👁 **3,431,458**	💬 **1,328,104**	➤ **10,456**
Total Impressions	Total Engagements	Link Clicks

Review key metrics across Twitter, Facebook, Instagram and LinkedIn!

Audience Growth

AUDIENCE GROWTH, BY DAY   ■ FACEBOOK   ■ TWITTER   ■ INSTAGRAM   ■ LINKEDIN

Quickly view the breakdown of how audience growth is trending across individual networks to determine how each is impacting the overall growth of your social community.

AUDIENCE GROWTH METRICS	TOTALS	TREND
Total Fans	145,764	▲ 0.3%
New Facebook Fans	319	▼ 6.2%
New Twitter Followers	1,227	▲ 1.5%
New Instagram Followers	218	▲ 0.5%
New LinkedIn Followers	324	▲ 1.2%
Total Fans Gained	2,088	▼ 4.2%

Number of Net Likes increased by
▲ **0.4%**
Since Last Month

Compare published content from the Sent Messages Report to peaks and valleys in this chart to infer how your content influenced audience growth.

Message Volumes

MESSAGES PER DAY   ■ SENT MESSAGES   ■ RECEIVED MESSAGES

Visualize message volume across all networks.

Understand your overall publishing habits...

...and how your outgoing content impacts engagement from your audiences.

SENT MESSAGES METRICS	TOTALS	TREND
Facebook Posts Sent	97	▼ 6.2%
Twitter Messages Sent	1,541	▲ 1.9%
Instagram Media Sent	71	▲ 1.5%
Linkedin Media Sent	34	▲ 1.7%
Total Messages Sent	1,651	▼ 4.2%

The number of messages you sent increased by
▲ **2.4%**
Since Last Month

RECEIVED MESSAGES METRICS	TOTALS	TREND
Facebook Messages Received	467	▼ 6.2%
Twitter Messages Received	15,673	▲ 1.2%
Instagram Comments Received	231	▲ 2.5%
Linkedin Comments Received	165	▲ 1.5%
Total Messages Received	**16,536**	▼ 4.2%

The number of messages you received increased by

▲ **0.3%**

Since Last Month

Impressions
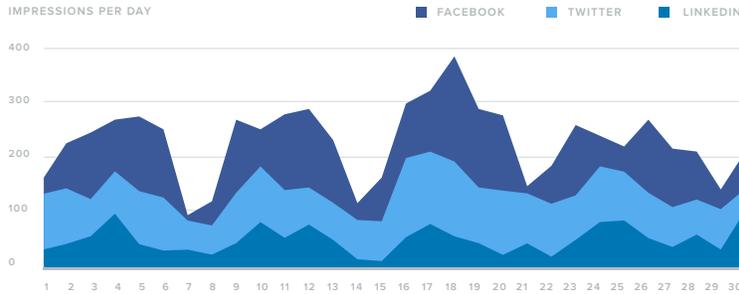
IMPRESSIONS PER DAY   ■ FACEBOOK   ■ TWITTER   ■ LINKEDIN

IMPRESSIONS METRICS	TOTALS	TREND
Facebook Impressions	62,081	▼ 6.2%
Twitter Impressions	78,917	▲ 1.5%
Linkedin Impressions	34,913	▲ 1.0%
Total Impressions	**189,559**	▼ 4.2%

The number of impressions decreased by

▼ **1.5%**

Since Last Month

Engagements
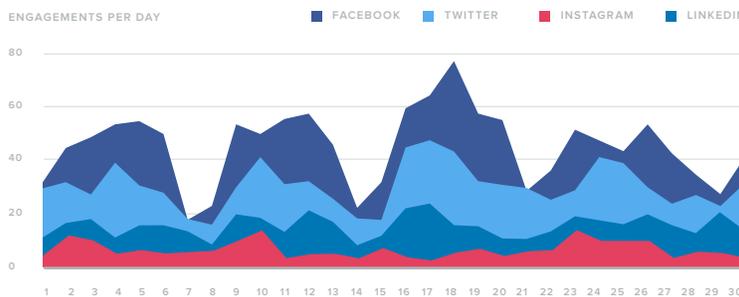
ENGAGEMENTS PER DAY   ■ FACEBOOK   ■ TWITTER   ■ INSTAGRAM   ■ LINKEDIN

ENGAGEMENT METRICS	TOTALS	TREND
Facebook Engagements	2,081	▼ 6.2%
Twitter Engagements	2,317	▲ 1.5%
Instagram Engagements	917	▲ 0.5%
LinkedIn Engagements	1,104	▲ 1.2%
Total Engagements	**6,419**	▼ 4.2%

The number of engagements decreased by

▼ **1.5%**

Since Last Month

Stats by Profile/Page

Profile/Page		Total Fans/Followers	Fan/Follower Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Post Clicks
Sprout Coffee Co. Facebook Page		44,425	6.5%	56	439,425	7,847	2,081	37	210
Sprout Coffee @MySproutCoffee		108,275	2.1%	265	1,005,675	3,795	2,317	9	47
Sprout Coffee MySproutCoffee		24,643	8.3%	135	337,423	2,499	917	7	34
Sprout Coffee Co. Company Page		38,675	3.2%	30	20,425	680	1,104	37	70

Compare metrics by individual profile to quickly identify your healthiest networks.

GETTING STARTED WITH THE

Sent Messages Report

This report tells you how every message performed so you can gain insight from your great (and not so great) content.

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This Week ▾

Export ▾

Twitter ◉
✉ Include DMs ☑
🐦 @MySproutCoffee ☑
🐦 @MySproutCoffeeNYC ☑

Facebook ○
💬 Include PMs ☐
💬 Include Comments ☐
🕐 Unpublished Posts ☐
f Sprout Coffee Co. ☐
f Sprout Coffee NYC ☐

Instagram ○
💬 Include Comments ☐
📷 MySprout Coffee ☐
📷 MySproutCoffeeNYC ☐

LinkedIn ○
💬 Include Comments ☐
in Sprout Coffee Co. ☐
in Sprout Coffee Co. NYC ☐

Google+ ○
💬 Include Comments ☐
G+ Sprout Coffee Co. ☐
G+ Sprout Coffee NYC ☐

Totals for This Week

Clicks	13,000
Impressions	354
Engagements	3,400,000

Date Sent ▼	Clicks	Responses	Reach
MySproutCoffee Bring a buddy and get 10% off both your coffees every **#TGIFriday** (Tweet) by Darryl V. Mar 29 at 10:29 am	500k	250k	1m ⌄
MySproutCoffee @JohnMayer will be playing out our SF coffee house bit.ly/aFSD83/ (Tweet) by Darryl V. Mar 28 at 6:29 pm	467k	100k	899k ⌄
MySproutCoffee It's **#SpringSale** time! All mugs and travel cups on sale now. (Tweet) by Sarah M. Mar 28 at 1:15 pm	567k	126k	880k ⌄
MySproutCoffee ...ning more about our CEO. Read this bit.ly/ASFD89 (Tweet) by Darryl V. Mar 27 at 10:29 am	345k	89k	785k ⌄

Holiday Campaign

MySproutCoffee 2 for on pastries all this week at your local Sprout **#BOGO** (Tweet) by Darryl V. Mar 26 at 5:45 pm	129k	120k	456k ⌄

Clicks	129k
Favorites	4k
Responses	120k
Retweets	115k
Replies	34k
Reach	456k

Send Again | Remove from Twitter

MySproutCoffee We just opened a store in London. Check out @MySproutCoffeeUK (Tweet) by Sarah M. Mar 26 at 8:29 am	223k	45k	201k ⌄
MySproutCoffee Tea Tuesdays are back! Buy a 16 oz tea and get 10% off. (Tweet) by Darryl V. Mar 25 at 10:29 am	77k	67k	178k ⌄
MySproutCoffee Stop by after 2pm this Wed and get 15% off your coffee drink. (Tweet) by Darryl V. Mar 24 at 4:57 pm	23k	3k	90k ⌄
MySproutCoffee Interested in helping your community? We can help bit.ly/asf6HJK (Tweet) by Darryl V. Mar 24 at 9:29 am	4k	2k	16k ⌄
MySproutCoffee Bring a buddy and get 10% off both your coffees every #TGIFriday	1k	2k	2k ⌄

Tags help you understand how categorized content performed.

Easily send a high performing message or remove a sensitive message with the click of the mouse.

Use the timestamp to benchmark audience patterns.

sproutsocial.com

GETTING STARTED WITH THE

Tag Report

Use this report to monitor trends and analyze
performance of tagged messages.

sproutsocial

Use the picker to select tags—both active and archived—specific to each Sprout group.

Sent Metrics

IMPRESSIONS	ENGAGEMENTS	CLICKS

VOLUME, BY DAY

Visualize and filter which tags received the highest engagement; ideal for campaign-specific content.

Holiday Campaign	Memorial Day Sale	Fourth Flash Sale	Summer Short Sales
Shipping Issue	Happy Customer	FAQs	

Received Messages

VOLUME, BY DAY

View all tags for broad view of incoming message volume over time...

Holiday Campaign	Memorial Day Sale	Fourth Flash Sale	Summer Short Sales
Shipping Issue	Happy Customer	FAQs	

...or filter to concentrate on a specific combination—like sentiment following a campaign or product launch.

Stats by Tag

Are you using the same tag for incoming and published messages? The Stats by Tag section separates stats so you can compare sent and received message data.

Tag	Avg. Sent per Day	Total Sent	Avg. Received per Day	Total Received	Growth Trend	
Memorial Day Sale	103	957	256	7,680	10.5%	⌄
Fourth Flash Sale	45	321	67	2,010	-0.1%	⌄
Summer Short Sales	70	784	89	2,670	1.4%	⌄
Shipping Issue	99	862	104	3,120	3.9%	⌄
Happy Customer	80	862	104	2,730	3.9%	⌄
FAQs	116	456	68	2,040	-18%	⌄

View additional stats by keyword by clicking the arrow to expand the section.

Tag	Avg. Sent per Day	Total Sent	Avg. Received per Day	Total Received	Growth Trend
🏷️ Holiday Campaign	76	1,251	519	15,596	4.8% ⌃

Tagged Message Volume

VOLUME, BY DAY ■ SENT ■ RECEIVED

40
30
20
10
0

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

ALL	TWITTER	FACEBOOK	INSTAGRAM	GOOGLE+

SENT METRICS	TOTALS
Total Sent	**1,251**
Impressions	200,456
Retweets	4,005
Likes	3,780
Clicks	4,788

The number of engagements increased by

▲**4.8%**
Since Last Month

...and quickly understand if engagement is up or down.

RECEIVED METRICS	TOTALS
Direct Messages Received	567
Mentions Received	7,044
Retweets	6,230
Retweets with Comments	1,755
New Follower Alerts	907
Total Received	**15,596**

Total received volume has increased by

▲**0.4%**
Since Last Month

Holiday Campaign Most Commonly Used With

HOLIDAY CAMPAIGN USED WITH	USED TOGETHER
🏷️ Shipping Issue	639
🏷️ Happy Customers	563
🏷️ FAQs	316

Did you run a campaign? Experience a PR crisis or technical issue? Tagged Messages Volume helps you quickly pinpoint surges in tagged messages.

Dynamically update the chart by selecting a specific network or view volume across all networks.

Analyze aggregate engagement data across marketing campaigns and other published content in Sent Metrics...

Received Metrics shows the breakdown of various message types to which you're applying tags in the Smart Inbox.

DYK you can apply up to 20 tags to each message? Use this section to gain insight into tags commonly used together—great for tracking and determining sentiment!
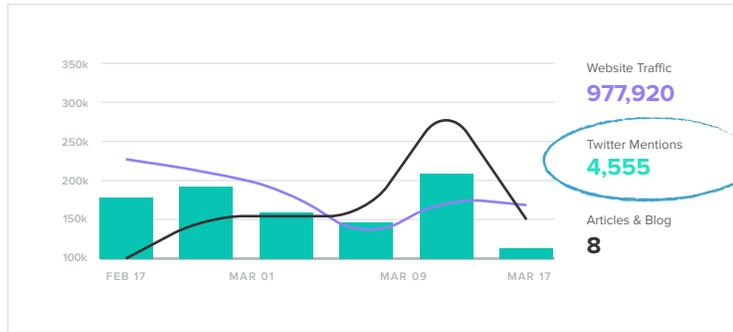
GETTING STARTED WITH THE

Google Analytics Report

View website traffic from a social lens for deeper insight on messages that drive acquisition.

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Website vs. Social Report

Compare traffic driven by social and organic traffic.

Twitter Mentions only include Tweets with a link to your site.

Website Traffic
977,920

Twitter Mentions
4,555

Articles & Blog
8

350k
300k
250k
200k
150k
100k

FEB 17   MAR 01   MAR 09   MAR 17

A chronological list of all your sent messages with a link to your site.

See what other sites are sending referral traffic!

ALL POSTS   MY POSTS   WEB

Social Traffic Sources

Facebook	11,386
Twitter	11,287
Others	5,363
YouTube	463
Blogs	149
Q&A Sites	140
Yelp	134

See which of your networks bring in the most clicks.

Refers to LinkedIn, Foursquare, reddit, Digg and more.

MySproutCoffee
Bring a buddy and get 10% off both your coffees
bit.ly/aFSD83
(Tweet) by Darryl V. Mar 29 at 10:29 am

MySproutCoffee
@JohnMayer will be playing out our SF coffee house
bit.ly/aFSD83
(Tweet) by Darryl V. Mar 28 at 6:29 pm

MySproutCoffee
It's sale time! All mugs and travel cups on sale now
bit.ly/aFSD83
(Tweet) by Sarah M. Mar 28 at 1:15 pm

MySproutCoffee
Interested in learning about our CEO? Read this:
bit.ly/ASFD89
(Tweet) by Darryl V. Mar 27 at 10:29 am

MySproutCoffee
2 for on pastries all this week at your local Sprout
bit.ly/ASFD89
(Tweet) by Darryl V. Mar 26 at 5:45 pm

MySproutCoffee
We just opened a store in London. Check it out
bit.ly/ASFD89
(Tweet) by Sarah M. Mar 26 at 8:29 am

MySproutCoffee
Tea Tuesdays are back! Buy a tea and get 10% off
bit.ly/ASFD89
(Tweet) by Darryl V. Mar 25 at 10:29 am

MySproutCoffee
Stop by after 2pm and get 15% off your coffee
bit.ly/ASFD89
(Tweet) by Darryl V. Mar 24 at 4:57 pm

MySproutCoffee
Interested in helping your community? We can help
bit.ly/asf6HJK
(Tweet) by Darryl V. Mar 24 at 9:29 am

Twitter Profiles Report

Track how well you communicate with your audience to determine Twitter performance.

sproutsocial

Add multiple profiles for big-picture insight into Twitter content and social performance.

See the number of times your content was actually seen on Twitter.

Determine the real value of a Tweet through a more holistic look into how your followers engage with your content.

Twitter Activity Overview

👁 **8,431,458** Total Impressions	💬 **6,328,104** Total Engagements	↖ **4,456** Link Clicks

Audience Growth

AUDIENCE GROWTH, BY DAY   ■ NEW FOLLOWER ALERTS   ■ ACTUAL FOLLOWERS GAINED

Pinpoint content that drives audience growth (or decline) to adjust your strategy accordingly.

FOLLOWER METRICS	TOTALS
Total Followers	**47,723**
New Follower alerts	1,483
Actual Followers gained	1,201
People That You Followed	121

Your Followers increased by
▲**2.4%**
Since Last Month

The net number of new follower alerts and unfollows shows true audience growth.

Posts & Conversations

MESSAGES PER DAY   ■ SENT   ■ RECEIVED

Hover over the line graphs to see the data breakdown on a given day.

SENT/RECEIVED METRICS	TOTALS
Tweets sent	922
Direct Messages sent	84
Total Sent	**1,006**
Mentions received	1,243
Direct Messages received	1,243
Total Received	**2,486**

The number of messages you sent increased by
▲**2.4%**
Since Last Month

The number of messages you received decreased by
▼**4.5%**
Since Last Month

Analyze the number of Tweets sent and received against your content strategy to drive growth and conversations.

Your Content & Engagement Habits

922
TWEETS SENT

677
PLAIN TEXT

184
PAGE LINKS

61
PHOTO LINKS

YOUR TWEETING BEHAVIOR

90% CONVERSATION

10% UPDATES

35% NEW CONTACTS

65% EXISTING CONTACTS
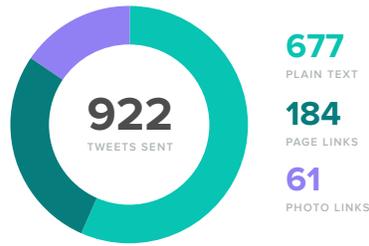
Audience Engagement
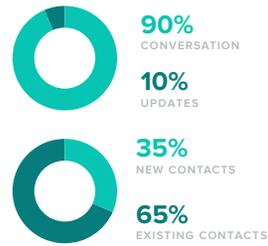
Visualize trends in how your followers engage with your content.
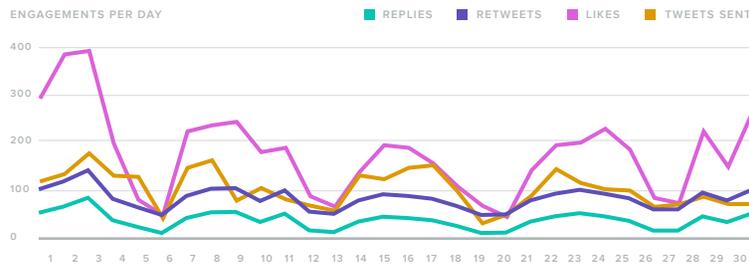
ENGAGEMENTS PER DAY

■ REPLIES ■ RETWEETS ■ LIKES ■ TWEETS SENT

ENGAGEMENT METRICS	TOTALS
Replies	2,081
Retweets	917
Favorites	2,081

The number of engagements increased by

▲ **0.8%**

Since Last Month

Use breakdowns by follower to compare performance across date ranges and profiles with varying follower counts.

Engagements per follower	0.1
Impressions per follower	9.4
Engagements per Tweet	8.3
Impressions per Tweet	759.9
Engagements per Impression	0.0

The number of impressions per Tweet decreased by

▼ **0.6%**

Since Last Month

Hold yourself accountable to always engage with followers to give the best social experience.

Audience Demographics

FOLLOWERS BY AGE

13–17	5%
18–24	51%
25–34	96%
35–44	78%
45–54	43%
55–64	31%
65+	12%

FOLLOWERS BY GENDER

41% FEMALE FOLLOWERS

59% MALE FOLLOWERS
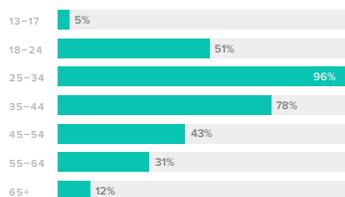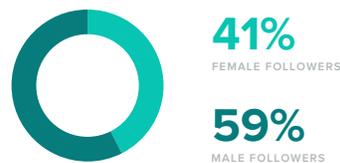
Men between ages of **25-34** appear to be the leading force among your recent followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Growth	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
@MySproutCoffee	44,425	6.5%	69,425	3.7	986	4.2	78	986
@ChiSproutCoffee	4,425	-4.4%	34,425	6.7	986	1.2	758	66
@BosSproutCoffee	34,425	9.5%	54,425	3.7	36	9.9	34	986
@NYCSproutCoffee	78,425	18.1%	34,425	6.7	486	52.5	478	56
@SFSproutCoffee	14,425	-2.2%	67,425	3.3	686	85.5	489	986

Evaluate and benchmark efforts by comparing performance of individual profiles.

sproutsocial.com

GETTING STARTED WITH THE

Trends Report

Gain insight to what is being said about
your brand and who is saying it.

sproutsocial

A report for each of your handles!

Uncover products or services your customers are talking about.

Identify possible service issues.

Cafe Sprout Chicago
@CafeSprout_Chi

Based on 3,032 @mentions to @MySproutCoffee

Topics Mentioned with @MySproutCoffee

coffee	**567**
hot delicious amazing perfect best	
order	**489**
wrong fast finally late messed	
morning	**405**
start great perfect better worse	
almond	**398**
milk latte delicious capp finally	

Hashtags Mentioned with @MySproutCoffee

#sproutblend	**586**
coffee dark new flavorful delish	
#sproutfail	**544**
wrong order coffee today wake	
#tired	**535**
fix caffeine need coffee addict	
#daylightsavings	**489**
sucks hard tired dark sleep	

See which hashtags gained traction!

Discover hashtags people are using organically...

...and identify opportunities to tie into timely events that align with your brand.

SHOW ALL

Topics & Hashtags Frequently Mentioned

See spikes around popular topics and hashtags associated with your brand to pinpoint correlations and relationships.
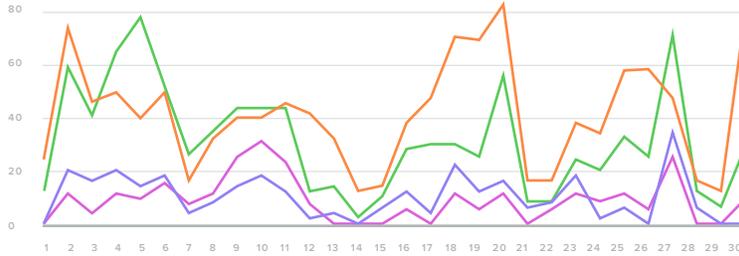
CHOOSE TOPICS

● coffee	● order
● morning	● almond

CHOOSE HASHTAGS

● #sproutblend	● #goodmorning
● #daylightsavings	● #tired

People & Brands Frequently Talking

Identify advocates and cultivate new social relationships.

250 @khkristin 2,631 Followers

78 @smalladi 1,448 Followers

54 @dada2three 1,448 Followers

13 @sevdalija 1,448 Followers

10

9

65 @rebecca 523 Followers

32 @janedoe 523 Followers

11 @jondoe 523 Followers

10

10

10

10

8

People & Brands Frequently Mentioned

Uncover new competitors or partners to monitor on an ongoing basis through your brand keywords.

567 @Intelligentsia 32.5k Followers

89 @Starbucks 5.91m Followers

32 @janedoe 523 Followers

19 @jondoe 523 Followers

10

9

77 @DunkinDo... 522k Followers

20 @McDonalds 2.24m Followers

13 @sevdalija 1,448 Followers

10

9

10

8

VS

Twitter Comparison Report

Keep tabs on your performance compared to competitors or other company profiles.

sproutsocial

@MySproutCoffee vs @AcmeCoffee

Feb 28–Mar 29

Sprout Coffee Co.
MySproutCoffee

Acme Coffee Inc.
AcmeCoffee

ENGAGEMENT

ENGAGEMENT

86%

67%

INFLUENCE

INFLUENCE

100%

89%

Followers Gained	1,076

Followers Gained	706

Twitter Followers

SPROUT COFFEE CO 57.3K

ACME COFFEE INC 25.9K

65K
55K
45K
35K
25K
15K

FEB 28   MAR 05   MAR 10   MAR 14   MAR 18   MAR 22   MAR 26

Twitter Mentions

SPROUT COFFEE CO 3.3K

ACME COFFEE INC 3.4K

300
250
200
150
100
50

FEB 28   MAR 05   MAR 10   MAR 14   MAR 18   MAR 22   MAR 26
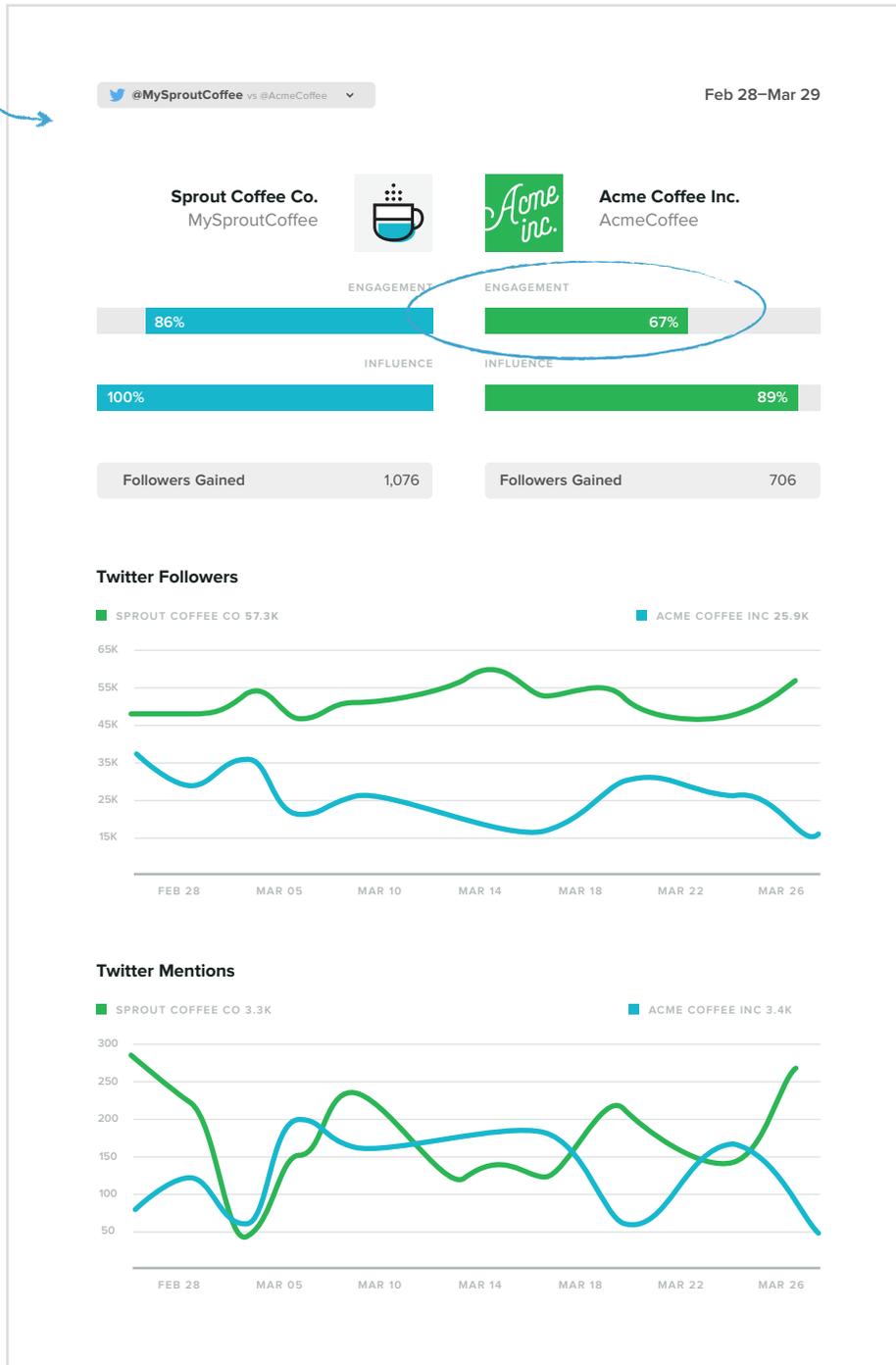
Twitter Keyword Report

This report uncovers trends in Twitter traffic for any keyword, hashtag or complex query.

sproutsocial

sproutlife coffeetime sproutcoffee 3 More... ⌄   This Month ⌄   Export ⌄

Add keywords for your brand, your products, hashtag campaigns and more.
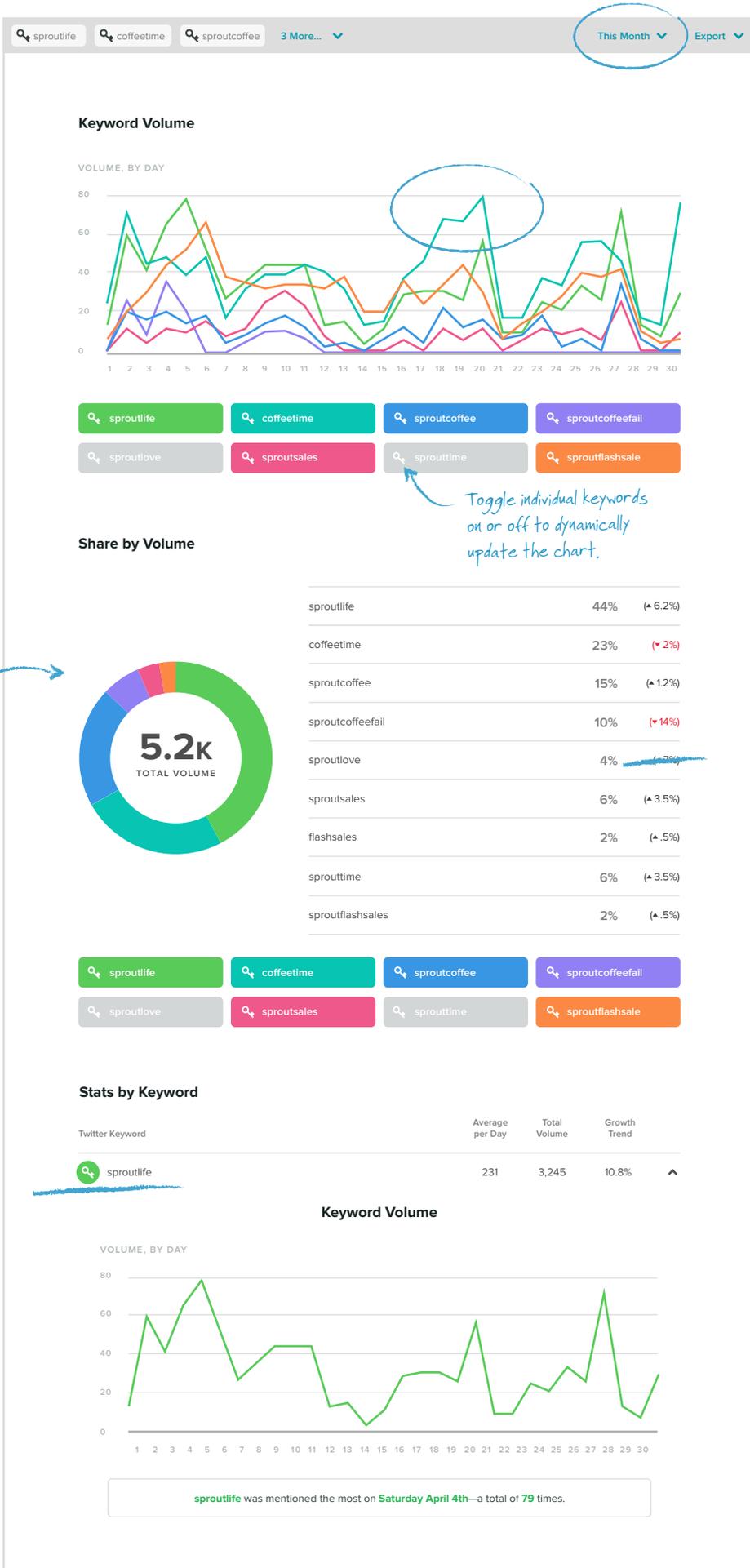
Select a date range whether current or further back in time.

Keyword Volume

VOLUME, BY DAY

80
60
40
20
0

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Analyze volume by day to determine peak usage or trends over time.

sproutlife coffeetime sproutcoffee sproutcoffeefail
sproutlove sproutsales sprouttime sproutflashsale

Toggle individual keywords on or off to dynamically update the chart.

Share by Volume

Understand how a collection of keywords perform relative to each other.

5.2K
TOTAL VOLUME

sproutlife	44%	(▲ 6.2%)
coffeetime	23%	(▼ 2%)
sproutcoffee	15%	(▲ 1.2%)
sproutcoffeefail	10%	(▼ 14%)
sproutlove	4%	(▲ 7%)
sproutsales	6%	(▲ 3.5%)
flashsales	2%	(▲ .5%)
sprouttime	6%	(▲ 3.5%)
sproutflashsales	2%	(▲ .5%)

See if share increased or decreased during the report period with trend data.

sproutlife coffeetime sproutcoffee sproutcoffeefail
sproutlove sproutsales sprouttime sproutflashsale

Stats by Keyword

Twitter Keyword	Average per Day	Total Volume	Growth Trend	
sproutlife	231	3,245	10.8%	⌃

Dig into individual stats per keyword and easily compare them all.

Keyword Volume

VOLUME, BY DAY

80
60
40
20
0

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

sproutlife was mentioned the most on Saturday April 4th—a total of 79 times.

Stats by Keyword, Continued

Sample Peak Day Tweets

Get a quick glimpse into what people were Tweeting about with your keywords.

Darryl V. @themiddle Best part of waking up is saying "hi" to everyone at my local Sprout Coffee #sproutlife April 4 at 10:32 am	**468,934** Followers	**306** Likes	**214** Retweets
Tiffany B. @tiffany_sprout Mocha white chocolate lattes from @MySproutCoffee are heavenly #sproutlife #myfav April 4 at 10:32 am	**302,675** Followers	**306** Likes	**214** Retweets
Patrick C. @pcutty Really into the new @MySproutCoffee sandwiches. The BLT is the perfect companion for my afternoon cofee #sproutlife April 3 at 3:45 pm	**2,973** Followers	**14** Likes	**3** Retweets
Kristin J. @khkristin Can't decide if I should be proud or ashamed that everyone at my local @MySproutCoffee knows my name...#sproutlife April 2 at 9:03 am	**205,680** Followers	**26** Likes	**36** Retweets
Patrick C. @pcutty Pretty sure that I'm not fully alive until I've had my morning coffee #sproutlife April 1 at 8:55 am	**556,500** Followers	**109** Likes	**87** Retweets

coffeetime	34	1,005	2.1%	⌄
sproutcoffee	343	5,689	12.3%	⌄
sproutcoffeefail	3	56	.8%	⌄
sproutlove	700	10,876	14.2%	⌄
sproutsales	405	7,809	9.3%	⌄
sprouttime	700	10,876	14.2%	⌄
sproutflashsales	405	7,809	9.3%	⌄

Click to expand for more in-depth stats of how keywords performed.

Twitter Bot Engagement

Analyze Twitter bot engagement and performance metrics to validate your strategy and identify opportunities to enhance workflows.

Twitter Bots

Analyze Twitter bots data at a granular level for deeper insights.

CHOOSE PROFILES

Twitter

PROFILES

Sprout Coffee Co.
Sprout Coffee Chicago
Sprout Coffee SF
Sprout Coffee NYC
Sprout Coffee Boston

Interactions

INTERACTIONS BY DAY

■ INTERACTIONS   ■ USERS

Total Iteractions	994
Unique Users	156

The number of users increased by

▲ **1.8%**

since previous month

Determine peak usage or trends over time and plan for spikes accordingly.

Duplicate & Edit

EXPORT

Maintain visibility on bot activity by sending or scheduling PDFs of report data to stakeholders.

Bot Message Volumes

SENT MESSAGES BY DAY

NOV

■ BOT MESSAGES SENT   ■ BOT MESSAGES RECEIVED

Sent Messages	Totals
Bot Message Sent	**10**
Welcome Messages	5
Auto Responses	5

Sent Messages	Totals
All Received Messages	**20**
Quick Replies Clicked	10
Restart Command	10

The number of users increased by

▲ **1.8%**

since previous month

The number of users increased by

▲ **25.0%**

since previous month

Measure the breakdown of received messages - Quick Replies vs. Restart Commands vs. Restart Button Clicks to uncover gaps in bot workflow.

Track how often users are restarting conversations with your chatbot.

Start to discern how share increases or decreases over time.

Bot Message Volumes

SENT MESSAGES BY DAY

🐻 I'd like to buy beans!	2
Dark Roast	1
Blends	1
Tea	▲ 1
My order was damaged.	0
My order was wrong.	0
My promo code didn't apply.	0

Understand which topics and content drive the most engagement for bot conversations through Quick Reply performance analysis.

GETTING STARTED WITH THE

Facebook Pages Report

Analyze Facebook data to better understand
the overall health of Pages.

sproutsocial

Use the profile picker to analyze multiple Facebook Pages for a big picture look at social efforts.

Want to share Facebook analytics and published content with your team? Export the report into a PDF with all messages included.

Facebook Activity Overview

3,746,926
Total Impressions

3,246
Total Engagements

5,456
Link Clicks

The Facebook Activity Overview section gives you a quick snapshot at content performance.

Audience Growth

LIKES BREAKDOWN, BY DAY   ■ PAID LIKES   ■ ORGANIC LIKES   ■ UNLIKES
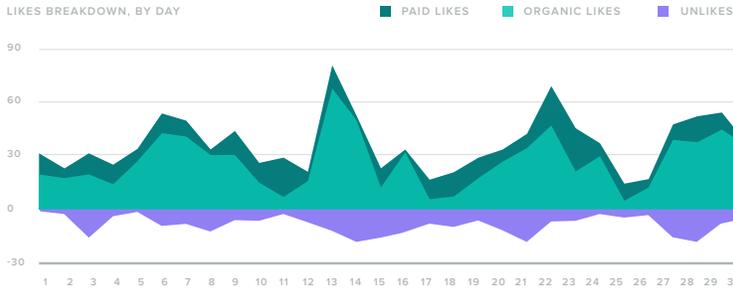
Understand how your audience is growing by analyzing paid versus organic likes, and comparing trends to the previous time period.

AUDIENCE GROWTH METRICS	TOTALS
Total Fans	**247,723**
Paid Likes	639
Organic Likes	568
Unlikes	132
Net Likes	1,075

Number of Net Likes increased by
▲ **0.4%**
Since Last Month

Publishing Behavior

POST PER DAY   ■ POSTS SENT
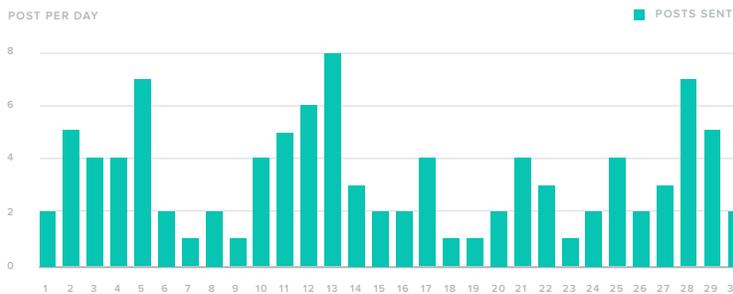
PUBLISHING METRICS	TOTALS
Links	74
Photos	53
Videos	8
Plain Text	18
Total Posts	**153**

Use Publishing Metrics roundup to understand the types of content your team is pushing out.

The number of posts you sent increased by
▲ **2.4%**
Since Last Month

Top Performing Posts

POST	REACTIONS	COMMENTS	ENGAGE	REACH
Sprout Coffee Co. Curious about the caffeine content in various bean roasts? We've created a handy chart: http://bit.ly/Nn7lkV Post by Darryl V. May 12 at 10:29 am	159	59	354	15,947
Sprout Coffee Chicago Our annual latte art competition is going on this weekend in Lincoln Park. Stop by! Post by Darryl V. May 14 at 8:09 am	300	99	456	17,002
Sprout Coffee Co. Guess what? The bring a buddy sale is back on! Check out the link below for all the details. http://bit.ly/Nn7lkV Post by Darryl V. May 15 at 4:45 pm	34	13	102	2,097
Sprout Coffee NYC New York fashion week is upon us. Make sure that you have the fuel you need to make it through all of the upcoming... http://bit.ly/Nn7lkV Post by Darryl V. May 20 at 3:21 pm	278	89	555	20,947
Sprout Coffee SF We're hiring! That's right, we've opened a wave of new stores throughout the San Francisco area. Check the link below for... http://bit.ly/Nn7lkV Post by Darryl V. May 29 at 11:05 am	87	26	112	10,113

VIEW FULL SENT MESSAGES REPORT

Analyze your top published content or go straight to the full Sent Messages Report to view more messages.

Page Impressions

PAGE IMPRESSIONS, BY DAY — PAID · ORGANIC · VIRAL
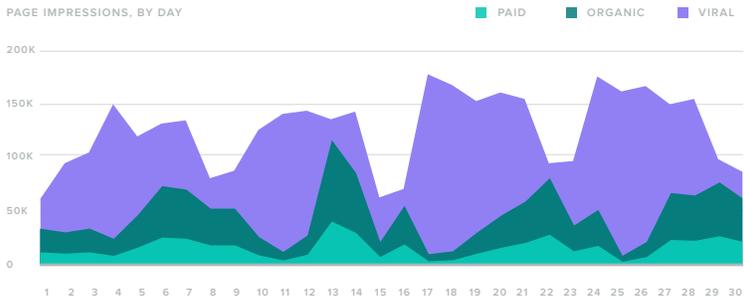
IMPRESSION METRICS	TOTALS
Organic Impressions	31,224
Viral Impressions	33,979
Paid Impressions	3,679,469
Total Impressions	**3,746,926**

Total Impressions Decreased by
▼ **1.5%**
Since Last Month

Viral impressions: The number of times any organic content associated with your page was shared by third parties and subsequently generated impressions of your page.

Video Performance

VIEW METRICS

9.6k
TOTAL VIEWS

4.2k
ORGANIC FULL

2.3k
ORGANIC PARTIAL

2.1k
PAID FULL

993
PAID PARTIAL

Is your audience actually watching your videos? Use Video Performance data to find out.

A full view is 30 seconds or complete.

VIEWING BREAKDOWN

68%
ORGANIC VIEWS

32%
PAID VIEWS

83%
CLICK PLAYS

17%
AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

■ REACTIONS   ■ COMMENTS   ■ SHARES
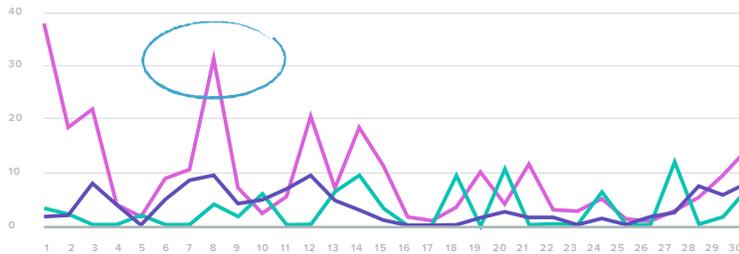
Monitor peaks and valleys to keep track of content that generates—or doesn't—engagement from your audience.

ACTION METRICS	TOTALS
Reactions	1,270
Comments	120
Shares	340
Total Engagements	**1,730**

Total Engagements decreased by

▼ **1.9%**

Since Last Month

Demographics

PAGE FANS	PEOPLE REACHED	PEOPLE ENGAGED
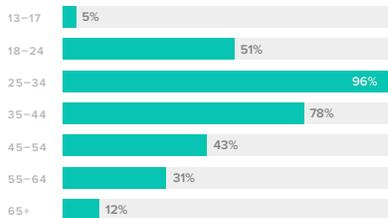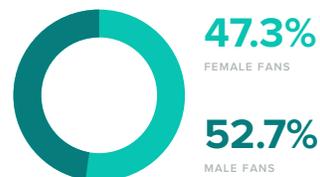
Click the filters of specific audience types for more targeted demographic analysis.

BY AGE

13–17	5%
18–24	51%
25–34	96%
35–44	78%
45–54	43%
55–64	31%
65+	12%

BY GENDER

47.3%
FEMALE FANS

52.7%
MALE FANS

Men between ages of 25-34 have a higher potential to see your content or visit your Page.

Demographics, continued

🇺🇸	**United States**	**365,943**
🇬🇧	United Kingdom	**2,965**
🇨🇦	Canada	**2,547**
🇦🇺	Australia	**1,698**
🇲🇽	Mexico	**1,361**

Chicago, IL	**1,647**
London, England, United Kingdom	**801**
Los Angeles, CA	**687**
New York, NY	**681**
Mexico City, Mexico	**469**

SHOW MORE RESULTS

Looking for additional geographic data? Click here.

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Post Clicks
Sprout Coffee Co.	104,175	6.5%	235	1,036,731	4,411	2,986	12.7	986
Sprout Coffee NYC	44,425	8.7%	267	945,001	3,539	1,891	13.2	873
Sprout Coffee SF	35,118	3.2%	212	609,425	2,874	1,502	7.1	333
Sprout Coffee Chi	64,005	4.9%	306	1,155,769	3,777	1,899	6.2	556

Evaluate and benchmark efforts by comparing performance across multiple Pages.

VS

Facebook
Competitor Report

Keep tabs on your Page's performance compared to competitors or other company Pages.

sproutsocial

Add competitor Pages or Pages from a portfolio of related brands.

Sprout Coffee Co. | Acme Coffee | Donuts & Coffee | The Coffee Shack | 3 More... ▼ | This Month ▼ | Export ▼

Facebook Competitors Report

Audience Growth

FANS GAINED, BY DAY

80
60
40
20
0

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Toggle filters on and off to target your Page's growth compared to primary or secondary competitors.

| Competitor Average | Sprout Coffee Co. Company Page | Acme Coffee Company Page | Donuts & Coffee Company Page |
| The Coffee Shack Company Page | Cafe Society Company Page | Coffee First Company Page | Free Coffee Company Page |

Quickly compare fan growth to understand how your Page stacks up against others.

Facebook Page	Total Fans	Fans Gained	Fan Growth
Competitor Average	43,091	154	3.5%
Sprout Coffee Co.	44,425	203	6.5%
Acme Coffee	48,425	85	-4.4%
Donuts & Coffee	34,425	123	9.5%
The Coffee Shack	78,425	307	18.1%
Cafe Society	14,425	165	-2.2%
Coffee First	4,425	73	6.2%
Free Coffee	3,874	71	1.2%

Message Volumes

| SENT MESSAGES | RECEIVED MESSAGES |

Visualize inbound and outbound message trends using the Sent Messages and Received Messages filters.

MESSAGES, BY DAY

80
60
40
20
0

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

WEDNESDAY SEP 18
Competitor Average 36
Sprout Coffee Co. 48
Acme Coffee 75
Donuts & Coffee 23

Hover over the chart to view metrics for a specific day.

| Competitor Average | Sprout Coffee Co. Company Page | Acme Coffee Company Page | Donuts & Coffee Company Page |
| The Coffee Shack Company Page | Cafe Society Company Page | Coffee First Company Page | Free Coffee Company Page |

Stats by Page

Facebook Page	Messages Sent	Messages Received	Post Breakdown	Engagements	Engagements Per Post
Competitor Average	48,425	32,542	T 203 / 268 / ▶ 145	43,986	43,986
Sprout Coffee Co.	44,425	35,982	T 451 / 478 / ▶ 222	39,986	39,986

Top Posts, by Reactions

Post	Reactions	Comments	Shares
Sprout Coffee Co. Guess what? The annual #FlashSale is upon us! That means that everything on our website is 20% off. (Post) September 4 at 10:32 am	891	290	781
Sprout Coffee Co. Are you looking for a vibrant and successful career in coffee? We are hiring in all of our NYC offices bit.ly/Nn7lkV (Post) September 10 at 3:05 pm	678	283	600
Sprout Coffee Co. We are excited to announce our new line of premium coffees. Rich and bold tastes from South America: bit.ly/Nn7lkV (Post) September 6 at 9:45 am	561	106	433
Sprout Coffee Co. Bring a friend after 3pm and get 30% off a second coffee when you purchase a large coffee and pastry. (Post) September 23 at 12:03 pm	399	63	340
Sprout Coffee Co. Do you know what pairs well with a beautiful sunny day? A nice ice cold coffee from Sprout Coffee Co. Stop by for 15% off today. (Post) September 21 at 3:06 am	237	104	214

	Messages Sent	Messages Received	Post Breakdown	Engagements	Engagements Per Post
Acme Coffee	48,425	42,091	T 104 / 277 / ▶ 143	43,986	43,986
Donuts & Coffee	34,425	28,982	T 270 / 341 / ▶ 203	33,36	33,36
The Coffee Shack	78,425	105,092	T 401 / 456 / ▶ 300	65,486	65,486
Cafe Society	14,425	13,941	T 389 / 302 / ▶ 225	10,686	10,686
Coffee First	4,425	5,872	T 98 / 197 / ▶ 87	2,987	2,987
Free Coffee	3,874	2,542	T 76 / 66 / ▶ 100	2,352	2,352

Facebook Bot Engagement

Analyze Facebook bot engagement and performance metrics to validate your strategy and identify opportunities to enhance workflows.
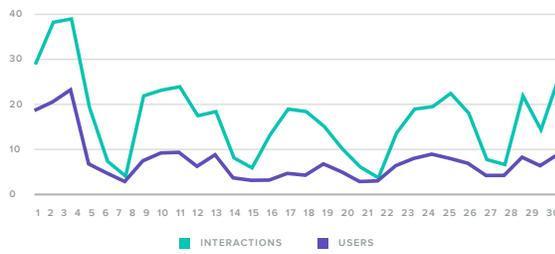
sprout social

Facebook Bots

Analyze Facebook bots data at a granular level for deeper insights.

CHOOSE PROFILES

🔍

f **Facebook** ⌃

PROFILES

Sprout Coffee Co.	○
Sprout Coffee Chicago	●
Sprout Coffee SF	○
Sprout Coffee NYC	○
Sprout Coffee Boston	○

Duplicate & Edit

EXPORT

Interactions

INTERACTIONS BY DAY

Determine peak usage or trends over time and plan for spikes accordingly.

40
30
20
10
0

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

■ INTERACTIONS   ■ USERS

Total Iteractions	994
Unique Users	156

The number of users increased by

▲**1.8%**

since previous month

Maintain visibility on bot activity by sending or scheduling PDFs of report data to stakeholders.

Bot Message Volumes

SENT MESSAGES BY DAY

2

1

0

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
NOV

■ BOT MESSAGES SENT   ■ BOT MESSAGES RECEIVED
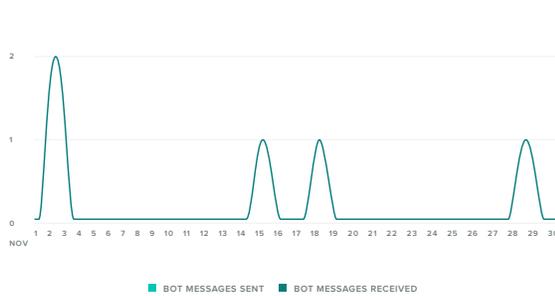
Measure the breakdown of received messages – Quick Replies vs. Restart Commands vs. Restart Button Clicks to uncover gaps in bot workflow.

Sent Messages	Totals
Bot Message Sent	**10**
Welcome Messages	5
Auto Responses	5

Sent Messages	Totals
All Received Messages	**20**
Quick Replies Clicked	10
Restart Command	9
Restart Button Clicks	10
Get Started Button Clicks	9

The number of users increased by

▲**1.8%**

since previous month

The number of users increased by

▲**25.0%**

since previous month

Start to discern how share increases or decreases over time.

Track how often users are restarting conversations with your chatbot.

Bot Message Volumes

SENT MESSAGES BY DAY

👤 I'd like to buy beans!	2
Dark Roast	1
Blends	1
Tea	▲ 1
My order was damaged.	0
My order was wrong.	0
My promo code didn't apply.	0

Understand which topics and content drive the most engagement for bot conversations through Quick Reply performance analysis.

Instagram
Profiles Report

Determine the success of your content and make
informed strategy decisions.

sproutsocial

SproutSocial | Bambu | SproutSocial | SproutSupport | 3 More... ⌄   This Month ⌄   Export ⌄

Instagram Activity Overview

👥 **8,431,458**
Total Followers

💜 **6,328,104**
Likes Received

💬 **4,456**
Comments Received

Audience Growth

AUDIENCE GROWTH, BY DAY   ■ FOLLOWERS GAINED

120

60

30

0

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

FOLLOWER METRICS	TOTALS
Total Followers	47,723
Followers Gained	1,483
People That You Followed	121

Your Followers
increased by
▲**2.4%**
Since Last Month

Publishing Behavior

MEDIA PER DAY   ■ MEDIA SENT

4

3

2

1

0

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

PUBLISHING METRICS	TOTALS
Photos	50
Videos	8
Total Media	58

The number of media you
sent increased by
▲**4.1%**
Since Last Month

SproutSocial | Bambu | SproutSocial | SproutSupport | 3 More... ⌄   This Month ⌄   Export ⌄

Top Instagram Posts

@SproutCoffee
425 Engagements

@SproutCoffeeNYC
312 Engagements
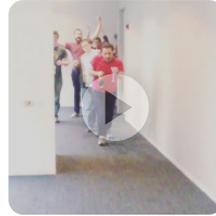
@SproutCoffeeCHI
153 Engagements

Get a snapshot of your most engaged media then review the comprehensive list from the Sent Messages Report.

Outbound Hashtag Performance

Compare which hashtags you use the most to the ones that get the most attention.

MOST USED HASHTAGS	
#sproutcoffeeco	154
#dobreakfastright	130
#mysproutcoffee	122
#sproutcoffee	93
#latteart	67
#sproutjava	32
#sprout	13
#sproutperks	6

MOST ENGAGED HASHTAGS	
#sproutcoffee	1167
#sproutcoffeeco	1126
#mysproutcoffee	1117
#dobreakfastright	168
#sproutperks	160
#sprout	144
#latteart	106
#sproutsundays	102

Audience Engagement

MEDIA / ENGAGEMENTS PER DAY   ■ LIKES   ■ COMMENTS   ■ MEDIA SENT
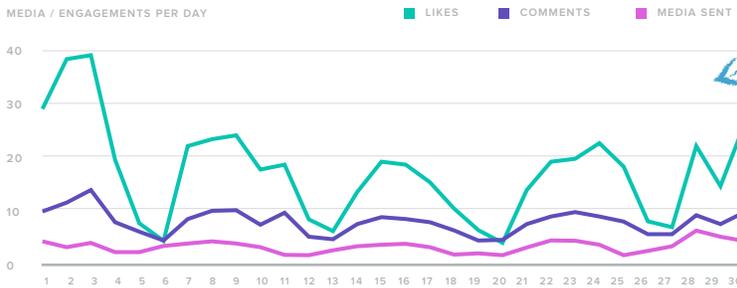
Understand how and when your audience is engaging with your content to maximize results.

ENGAGEMENT METRICS	TOTALS
Likes Received	994
Comments Received	156
Total Engagements	**1,150**
Engagements per Follower	48
Engagements per Media	23

The number of engagements increased by

▲ **0.8%**

Since Last Month

The number of engagements per media decreased by

▼ **4.5%**

Since Last Month

Top Influencers Engaged

Keep tabs on top users that are interacting with your content.

| 250 |
| @khkristin |
| 2,631 Followers |

@smalladi 1,448 Followers — 78
@dada2three 1,448 Followers — 54
@sevdalija 1,448 Followers — 13
— 10 — 9
@rebecca 523 Followers — 65
@janedoe 523 Followers — 32
@jondoe 523 Followers — 11
— 10 — 9
— 10 — 8

Instagram Stats by Profile

Compare profiles to uncover opportunities for improved content and engagement for overall success.

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Follower	Engagements per Media
@MySproutCoffee	34,421	18%	34	34	5	879	45	3.85
@SproutCoffeeNYC	33,453	18%	46	45	4	901	101	9.65
@SproutCoffeeCHI	56,425	18%	47	35	18	700	67	9.85
@SproutCoffeeBOS	34,425	18%	79	46	13	651	80	7.85
@SproutCoffeeSF	94,427	18%	135	69	4	879	45	9.65

VS

Instagram Competitor Report

Keep tabs on your profile's performance compared to competitors or other company profiles.

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Add competitor profiles or profiles from a portfolio of related brands.

Instagram Competitors Activity Overview

14,876
Your Followers

8,328,104
Most Followers
(Acme Coffee)

12,456
Competitor Avg.
Followers

Get a peek into follower health with this comparison snapshot...

Audience Growth

FANS GAINED, BY DAY

...then dig in using the Audience Growth section.

Toggle filters on and off to target your profile's growth compared to primary or secondary competitors.

Competitor Average | Sprout Coffee Co. @mysproutsocial | Acme Coffee @acmecoffee | Donuts & Coffee @donutscoffee

The Coffee Shack @thecoffeeshack | Cafe Society @cafesociety | Coffee First @coffeefirst | Free Coffee @freecoffee

Instagram Profile	Followers	Following	New Users Followed	Followers Gained	Follower Growth
Competitor Average	43,091	3,874	154	78	3.5%
Sprout Coffee Co.	44,425	24,405	203	203	6.5%
Acme Coffee	48,425	78,425	85	67	-4.4%
Donuts & Coffee	34,425	64,425	123	40	9.5%
The Coffee Shack	78,425	78,425	307	307	18.1%
Cafe Society	14,425	10,425	165	165	-2.2%
Coffee First	4,425	4,425	73	44	6.2%
Free Coffee	3,874	4.555	76	71	1.2%

Quickly compare follower growth to understand how your profile stacks up against others.

Media Sent

MEDIA SENT, BY DAY

WEDNESDAY SEP 18
Competitor Average **36**
Sprout Coffee Co. **48**
Acme Coffee **75**
Donuts & Coffee **23**

Competitor Average | Sprout Coffee Co. @mysproutsocial | Acme Coffee @acmecoffee | Donuts & Coffee @donutscoffee

The Coffee Shack @thecoffeeshack | Cafe Society @cafesociety | Coffee First @coffeefirst | Free Coffee @freecoffee

Sprout Tip: Hover over the chart to view metrics for a specific day.

Stats by Profile

Instagram Profile	Media Sent	Media Breakdown	Comments	Likes	Most Used Hashtags
Competitor Average	48,425	32,542	268 / 145	43,986	#pumpkinspice #PSL #coffeelove
Sprout Coffee Co.	44,425	35,982	451 / 478	39,986	#coffeelove #freefriday #sproutlove

Most Popular Media by Sprout Coffee Co.

@MySproutCoffee
425 Engagements

@MySproutCoffee
312 Engagements

@MySproutCoffee
153 Engagements

	Media Sent	Media Breakdown	Comments	Likes	Most Used Hashtags
Acme Coffee	48,425	42,091	104 / 277	43,986	#acmecoffee #coffeeaddict #PSL
Donuts & Coffee	34,425	28,982	270 / 341	33,36	#donutscoffee #dodonuts #coffeeaddict
The Coffee Shack	78,425	105,092	401 / 456	65,486	#theshack #coffeeshack #yumcoffee
Cafe Society	14,425	13,941	389 / 302	10,686	#cafesociety #societygal #coffeefriend
Coffee First	4,425	5,872	98 / 197	2,987	#coffeefirst #coffeetime #coffee
Free Coffee	3,874	2,542	76 / 66	2,352	#freefriday #freecoffee #discount

Visualize published media trends to keep tabs on social campaigns, promotions and more.

Benchmark your engagement goals with a roll-up average of Comments and Likes for the selected set of competitors.

View most popular media to understand which posts drove the highest audience engagement.

Gain insight into your competitors' campaigns or promotions with their most used hashtags.

GETTING STARTED WITH THE

LinkedIn Company Pages Report
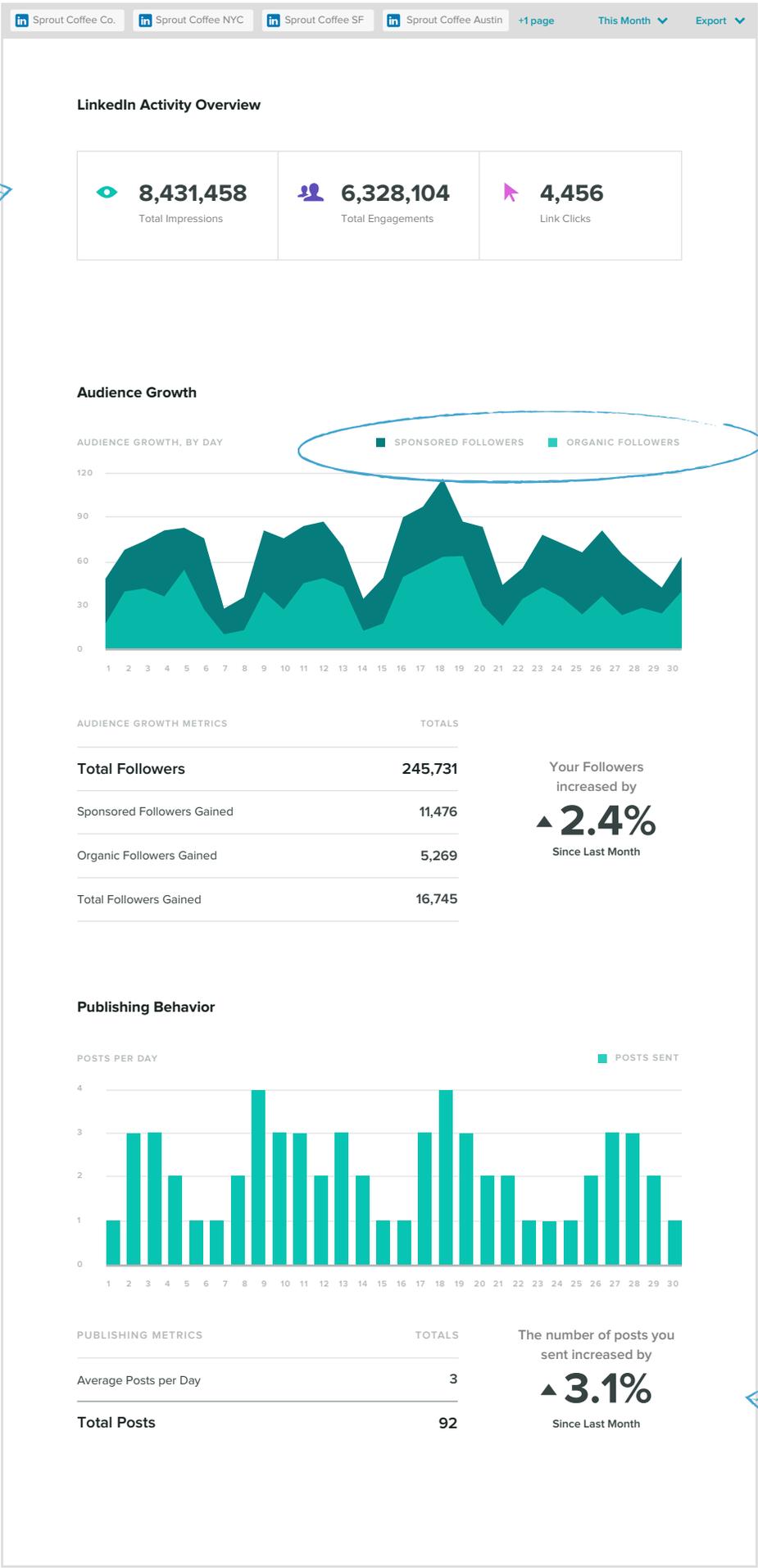
Analyze performance across your
Company Pages with page-level data.

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LinkedIn Activity Overview

👁 **8,431,458**
Total Impressions

👥 **6,328,104**
Total Engagements

➤ **4,456**
Link Clicks

View a quick snapshot of your Company Page's engagement activity.

Audience Growth

AUDIENCE GROWTH, BY DAY   ■ SPONSORED FOLLOWERS   ■ ORGANIC FOLLOWERS

120
90
60
30
0
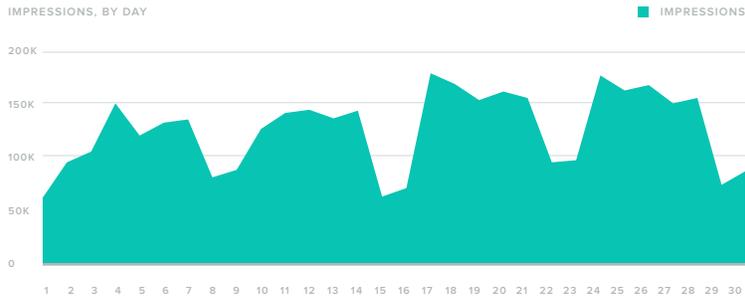1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Visualize how your paid efforts—including Sponsored content—impacts growth by comparing Sponsored to organic followers gained.

AUDIENCE GROWTH METRICS	TOTALS
Total Followers	**245,731**
Sponsored Followers Gained	11,476
Organic Followers Gained	5,269
Total Followers Gained	16,745

Your Followers increased by
▲**2.4%**
Since Last Month

Publishing Behavior

POSTS PER DAY   ■ POSTS SENT

4
3
2
1
0
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Are you consistently sharing content? Quickly gain insight to your publishing behavior with daily volume.

PUBLISHING METRICS	TOTALS
Average Posts per Day	3
Total Posts	**92**

The number of posts you sent increased by
▲**3.1%**
Since Last Month

Benchmark your publishing goals by comparing to the previous time period.

Impressions

IMPRESSIONS, BY DAY

IMPRESSION METRICS	TOTALS
Average Impressions per Day	8,004
Organic Impressions	136,070
Users Reached	44,789

Total Impressions
increased by

▲ 0.8%

Since Last Month

Compare impressions to publishing behavior to draw conclusions around how shared content impacts audience views.

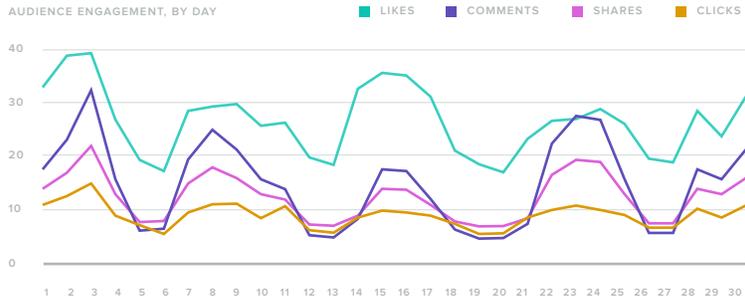*Impressions include visits to your Company Page and shares viewed by your audience.*

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY   ■ LIKES ■ COMMENTS ■ SHARES ■ CLICKS

Understand how your audience is interacting with your content...

ENGAGEMENT METRICS	TOTALS
Likes	994
Comments	256
Shares	427
Clicks	22
Total Engagements	1,699
Engagements per Follower	48
Engagements per Post	23
Engagements per Impression	2.08

The number of
engagements increased by

▲ 0.8%

Since Last Month

The number of
engagements per share
decreased by

▼ 4.5%

Since Last Month

...and if engagement is trending up or down.

Demographics

Senior	**6,179**
Entry-Level	**5,189**
Manager	**2,782**
Director	**1,521**
Owner	**1,365**
Chief X Officer (CXO)	**768**
Training	**545**
Vice President (VP)	**530**
Partner	**345**
Upaid	**34**

POSITION

Media & Communications	**3,853**
Marketing	**3,834**
Sales	**2,472**
Entrepreneurship	**1,384**
Business Development	**1,254**
Information Technology	**1,123**
Consulting	**1,012**
Arts and Design	**951**
Operations	**882**
Education	**770**

Are your posts relevant to your audience? Use demographics to understand the types of professionals following your page, then tailor and target your content for maximum engagement.

Linkedin Stats by Page

Linkedin Company Page	Total Followers	Follower Increase	Shares Sent	Impressions	Impressions per Share	Total Engagements	Engagements pre Share	Clicks
Sprout Coffee Co.	94,427	18%	34	100,901	1.75	1,782	55	76
Sprout Coffee Chicago	33,453	9%	45	45,683	2.25	479	10	34
Sprout Coffee NYC	56,425	5%	35	78,913	1.75	879	25	56
Sprout Coffee SF	34,425	12%	46	49,000	1.85	389	8	34
Sprout Coffee Austin	23,577	5%	69	34,132	2.95	302	4	12

Compare multiple Company Pages at-a-glance to quickly spot where more effort is needed.

GETTING STARTED WITH THE

Advocacy by Bambu Report

Gain insight into how brand messages are
amplified by employees.

sproutsocial

Advocacy by Bambu

Analyze advocacy efforts and benchmark team performance.

Surface Bambu's employee advocacy metrics right in Sprout!

Advocacy Overview

Twitter Shares	**1,483**	Twitter Engagements	**2,009**
Facebook Shares	**1,201**	Facebook Engagements	**1,867**
LinkedIn Shares	**121**	**Total Engagements**	**3,876**
Total Shares	**2,805**		

View the total number of shares and engagements by network here. Then head over to the corresponding network report to compare advocacy metrics to your organic social metrics.
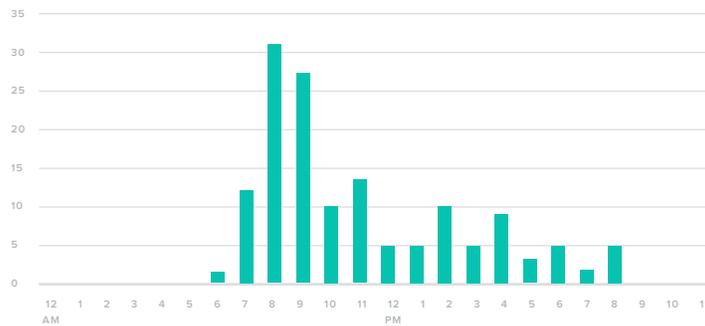
Sharing Trends

AVERAGE SHARES PER DAY OF THE WEEK

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

Uncover patterns in employees' sharing habits or find opportunities to encourage sharing.

Highest Volume of Sharing Activity is on **Thursdays**

THURSDAY, TOTAL SHARES PER HOUR

12 AM 1 2 3 4 5 6 7 8 9 10 11 12 PM 1 2 3 4 5 6 7 8 9 10 11

Top Users

BY SHARES

1	Helene W.	95 Shares
2	Marcellus S.	41 Shares
3	Roselyn W.	36 Shares
4	Kieran Z.	22 Shares
5	Elisabeth H.	21 Shares

BY ENGAGEMENTS

1	Helene W.	77 Engagements
2	Marcellus S.	71 Engagements
3	Monica R.	56 Engagements
4	Angeline T.	44 Engagements
5	Christophe R.	43 Engagements

Quickly gain insight into which employees share content most and which employees generate the most engagements from their shared content.