



Hämeentien uudistus  
for **Hämeentien uudistus**

January 1, 2019 - December 31, 2020

## Facebook Performance Summary

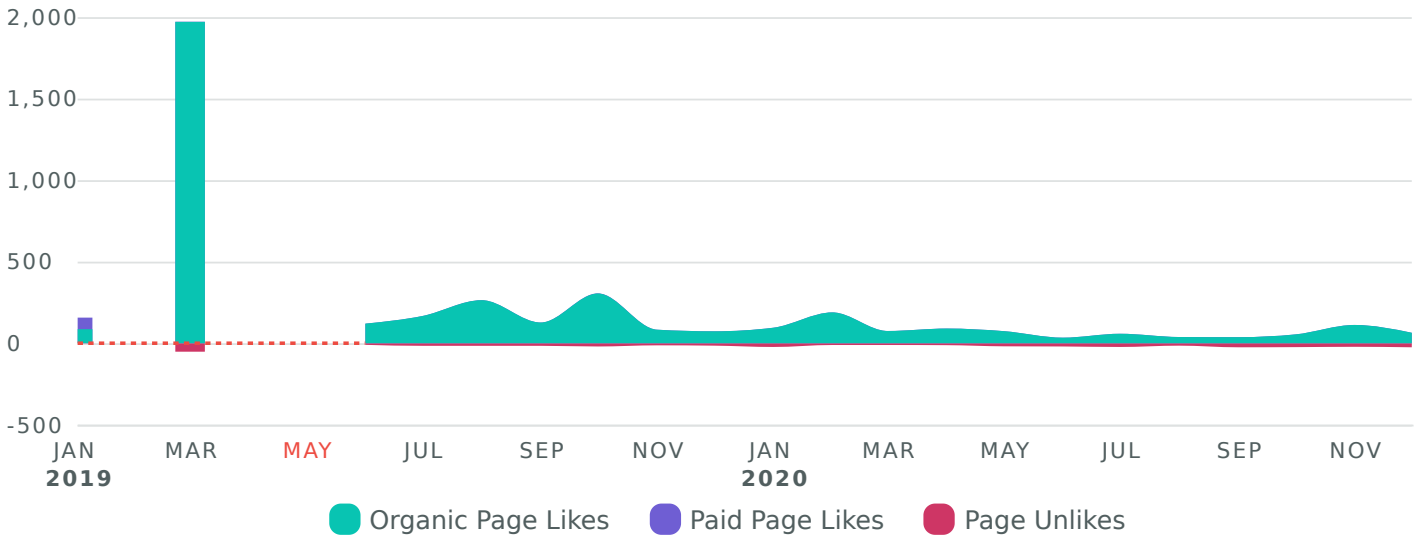
View your key profile performance metrics from the reporting period.

Impressions <b>3,566,164</b> ↗790,624%	Engagements <b>407,340</b> ↗2,545,775%	Post Link Clicks <b>14,640</b> ↗-
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## Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Month

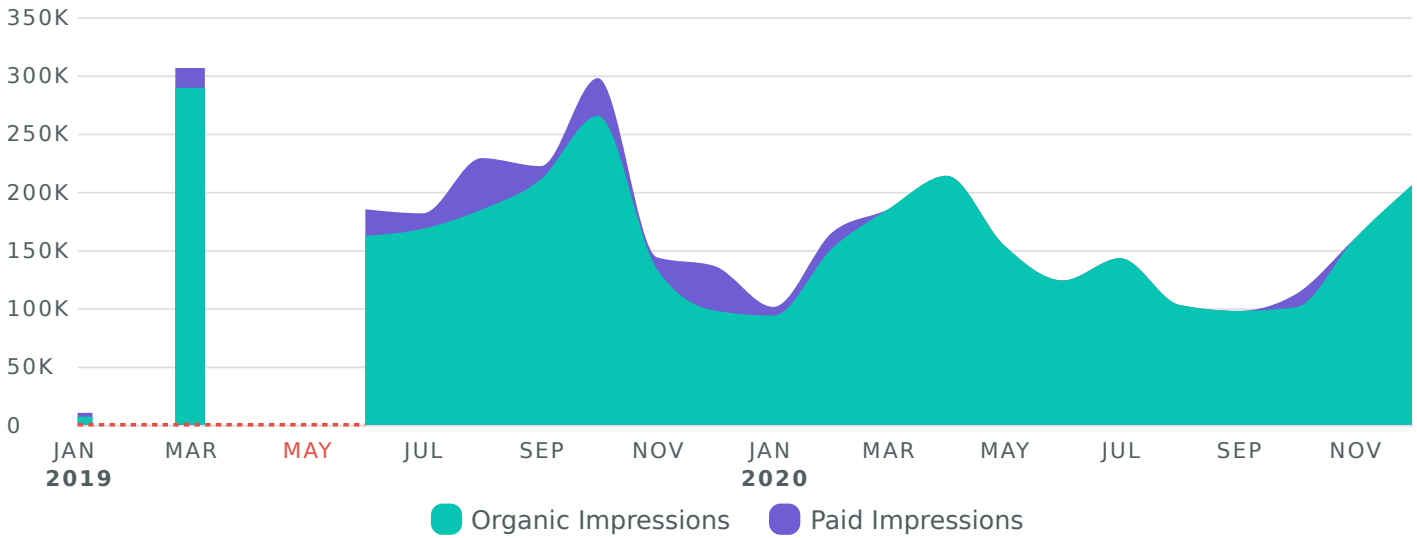


Audience Metrics	Totals	% Change
<b>Fans</b>	<b>8,975</b>	-
<b>Net Page Likes</b>	<b>3,802</b>	<b>↗ 16,430.43%</b>
Organic Page Likes	<b>4,116</b>	<b>↗ 17,795.65%</b>
Paid Page Likes	<b>73</b>	<b>↗ 100.00%</b>
Page Unlikes	<b>389</b>	<b>↗ 100.00%</b>

## Facebook Impressions

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

### Impressions Breakdown, by Month

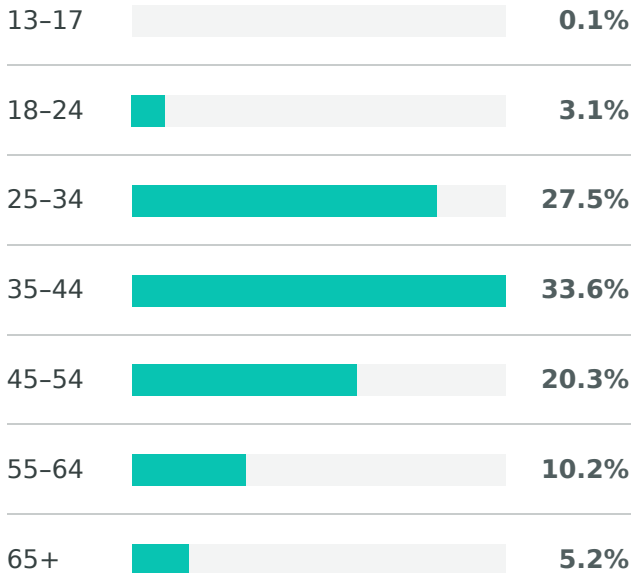


Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>3,566,164</b>	<b>↗ 790,623.73%</b>
Organic Impressions	3,250,521	↗ 978,972.59%
Paid Impressions	225,705	↗ 100.00%
<b>Average Daily Impressions per Page</b>	<b>4,878.47</b>	<b>↗ 790,623.73%</b>
<b>Average Daily Reach per Page</b>	<b>2,924.25</b>	<b>↗ 2,401,731.46%</b>

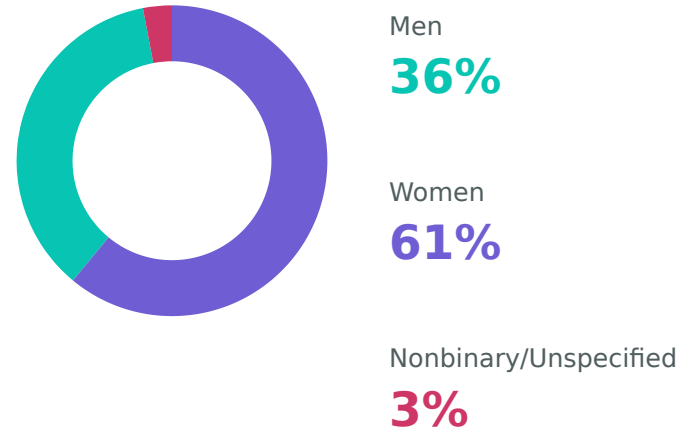
## Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

### Audience by Age 📘



### Audience by Gender 📘



**Women** between the ages of **35-44** appear to be the leading force among your fans.

### Audience Top Countries

Finland	8,855
Estonia	15
Germany	11
United States	10
Belgium	8

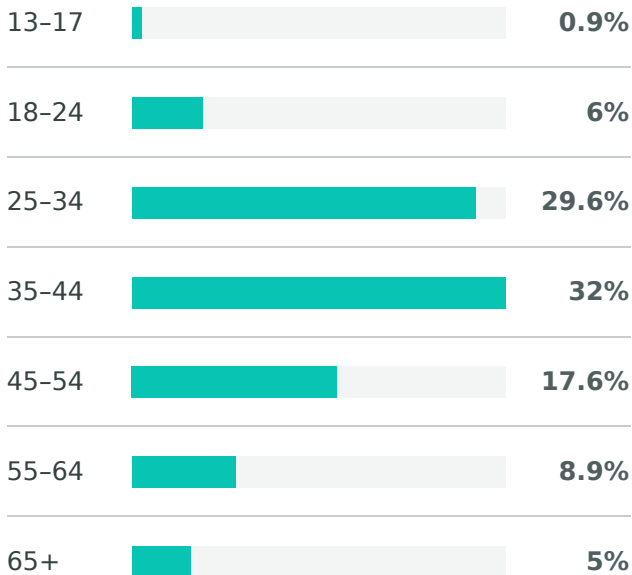
### Audience Top Cities

Helsinki, Finland	7,430
Vantaa, Finland	376
Espoo, Finland	293
Tampere, Finland	99
Turku, Finland	50

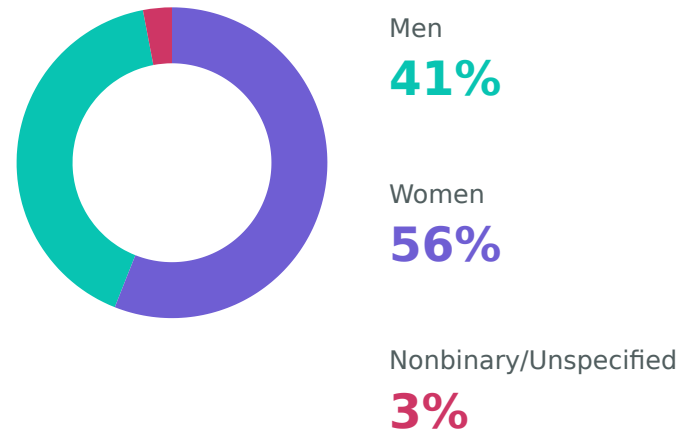
## Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

### People Reached by Age 📘



### People Reached by Gender 📘



**Women** between the ages of **35-44** have a higher potential to see your content and visit your Page.

### People Reached Top Countries

	Daily Average
<b>Finland</b>	<b>3,490.71</b>
Sweden	6.02
Germany	5.89
United States	5.56
United Kingdom	4.08

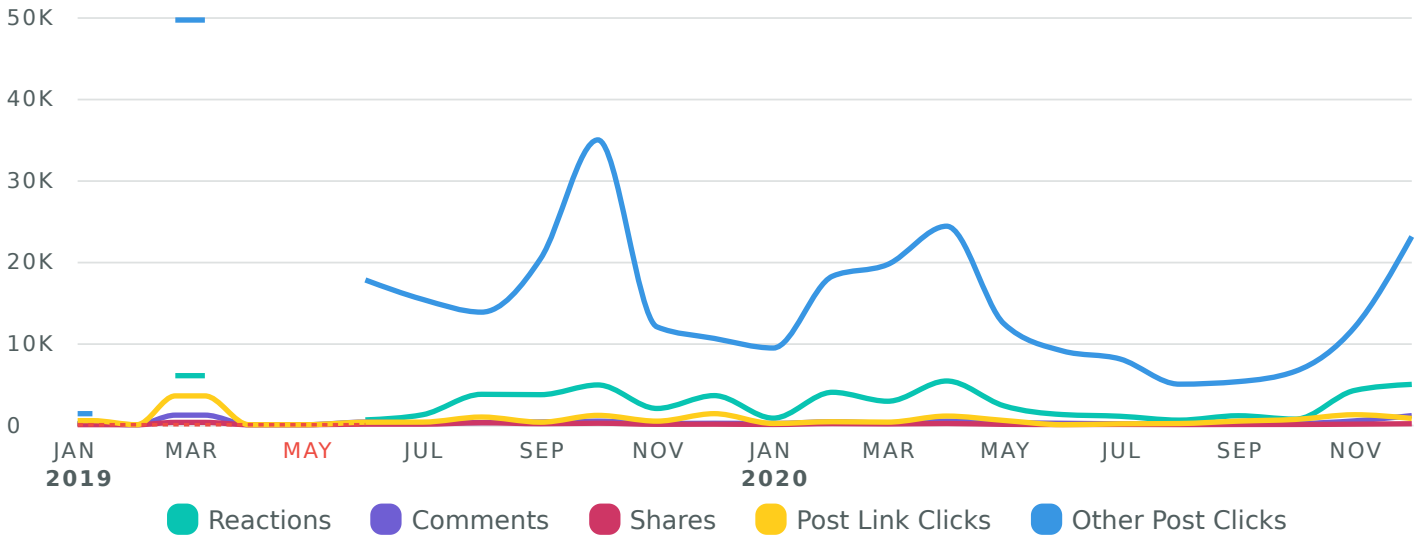
### People Reached Top Cities

	Daily Average
<b>Helsinki, Finland</b>	<b>2,822.03</b>
Vantaa, Finland	132.21
Espoo, Finland	108.59
Tampere, Finland	36.07
Helsinki, Uusimaa, Finland	29.96

## Facebook Engagement

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

Engagements Comparison, by Month



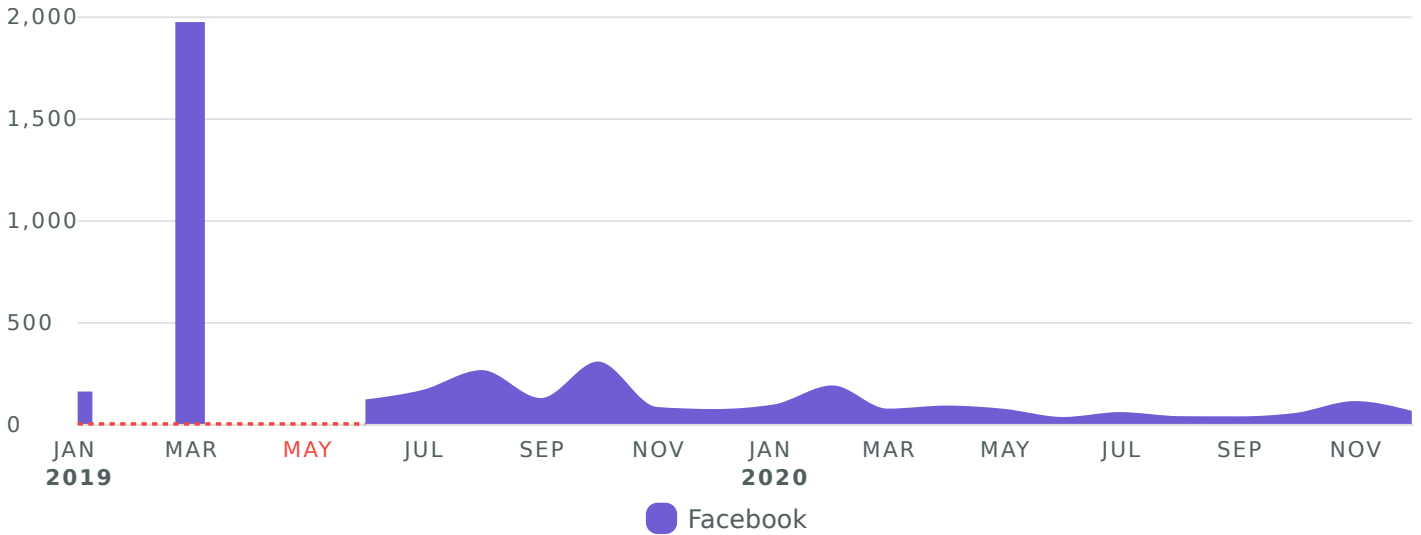
Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>407,340</b>	<b>↗ 2,545,775.00%</b>
Reactions	54,987	↗ 2,749,250.00%
Comments	6,907	↗ 690,600.00%
Shares	1,902	↗ 37,940.00%
Post Link Clicks	14,640	↗ 100.00%
Other Post Clicks	328,904	↗ 4,111,200.00%
<b>Engagement Rate (per Impression)</b>	<b>11.4%</b>	<b>↗ 221.97%</b>

## Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Month

⚠ We are unable to retrieve all of your data at this time.



Audience Metrics	Totals	% Change
<b>Total Audience</b> ⓘ	<b>8,975</b>	-
<b>Total Net Audience Growth</b> ⓘ	<b>3,802</b>	<b>↗ 16,430%</b>
Facebook Page Likes	4,191	↗ 18,122%

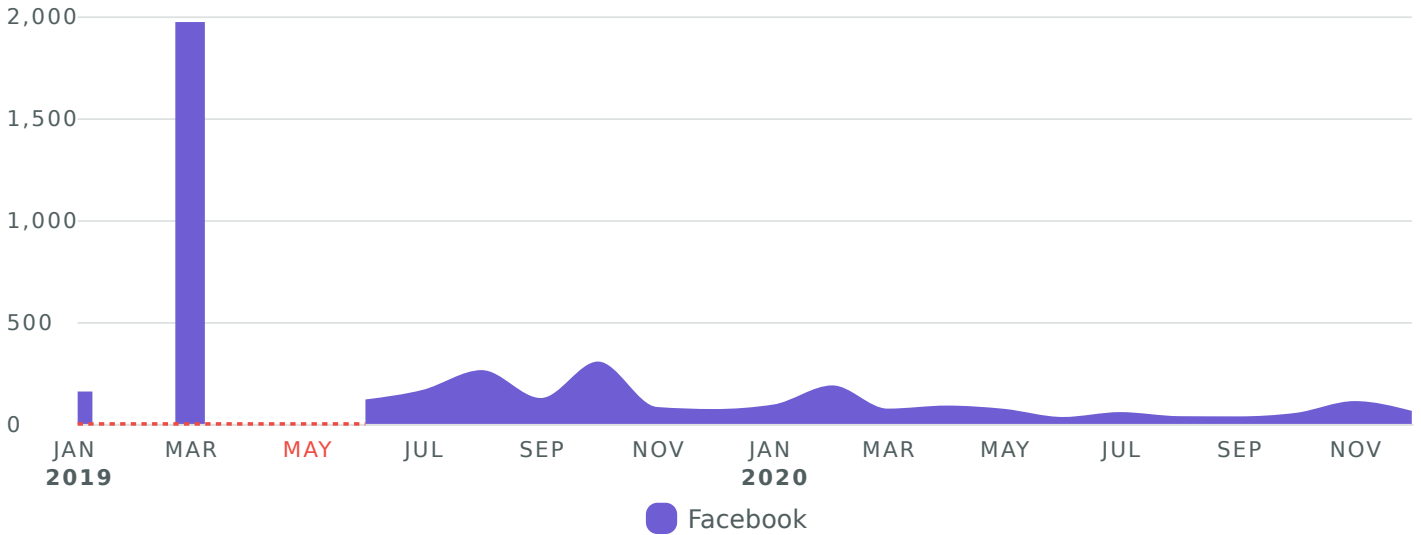


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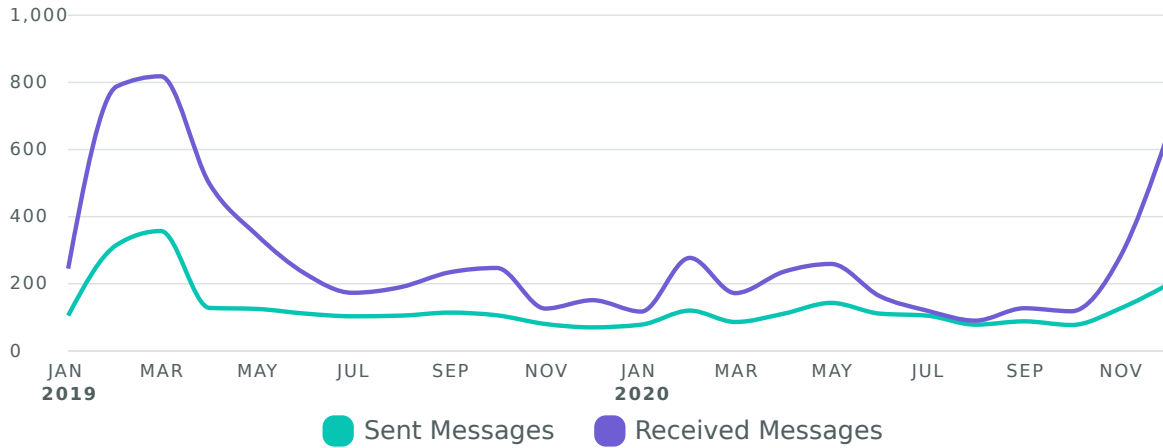


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<b>Total Audience</b> ⓘ	<b>8,975</b>	<b>-</b>
<b>Total Net Audience Growth</b> ⓘ	<b>3,802</b>	<b>↗ 16,430%</b>
Facebook Page Likes	4,191	↗ 18,122%

## Cross-Network Message Volume

Review the volume of sent and received messages across networks during the selected time period.

### Messages per Month



#### Sent Messages Metrics

Totals

% Change

**Total Sent Messages** ⓘ

**2,991** ↗ **22,908%**

Facebook Sent Messages

2,991 ↗ 22,908%

#### Received Messages Metrics

Totals

% Change

**Total Received Messages** ⓘ

**6,593** ↗ -

Facebook Received Messages

6,593 ↗ -

## Facebook Top Posts

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


By Lifetime Engagements



f **Hämeentien uu...**  
 Tue 4/23/2019 5:29 PDT

Pölyt pussiin! Viimeksi selvitimme keltaisten laatikoiden perimmäistä





<b>Total Engageme...</b>	<b>22,101</b>
Reactions	180
Comments	19
Shares	5
Post Link Clicks	-
Other Post Clicks	<b>21,897</b>


f **Hämeentien uu...**  
 Sun 2/10/2019 1:42 PST



<b>Total Engageme...</b>	<b>13,552</b>
Reactions	1,594
Comments	214
Shares	115
Post Link Clicks	1
Other Post Clicks	<b>11,628</b>


f **Hämeentien uu...**  
 Sun 2/10/2019 1:42 PST



<b>Total Engageme...</b>	<b>13,552</b>
Reactions	1,594
Comments	214
Shares	115
Post Link Clicks	1
Other Post Clicks	<b>11,628</b>