



Facebook Pages
Youthland Academy

July 1, 2022 - September 30, 2022

Determine your impact on Facebook by analyzing your Facebook Page activity.

Performance Summary

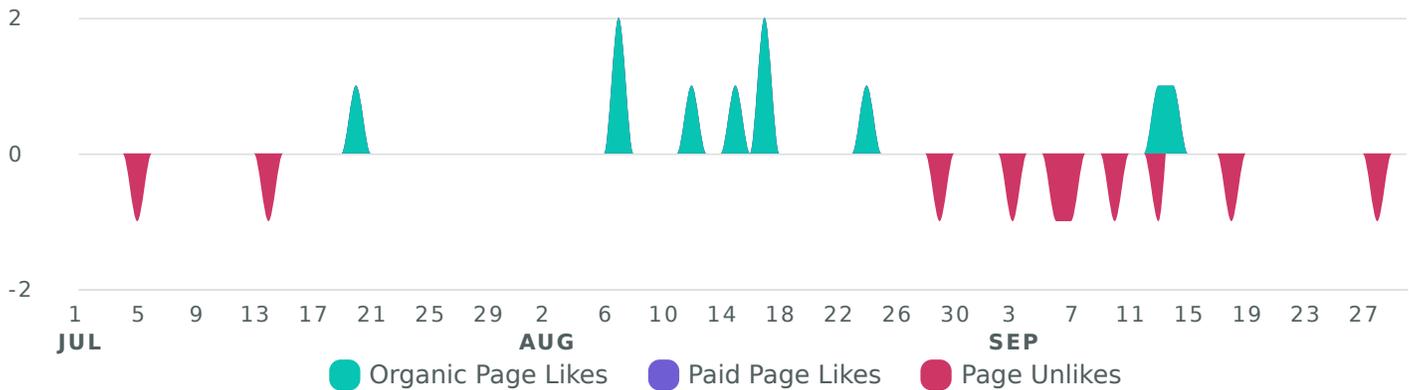
View your key profile performance metrics from the reporting period.

| | | |
|--|---------------------------------|--------------------------------------|
| Impressions 4,769 ↗18.8% | Engagements 183 ↘2.1% | Post Link Clicks 13 ↘31.6% |
| Engagement Rate (per Impression) 3.8% ↘17.6% | | |

Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

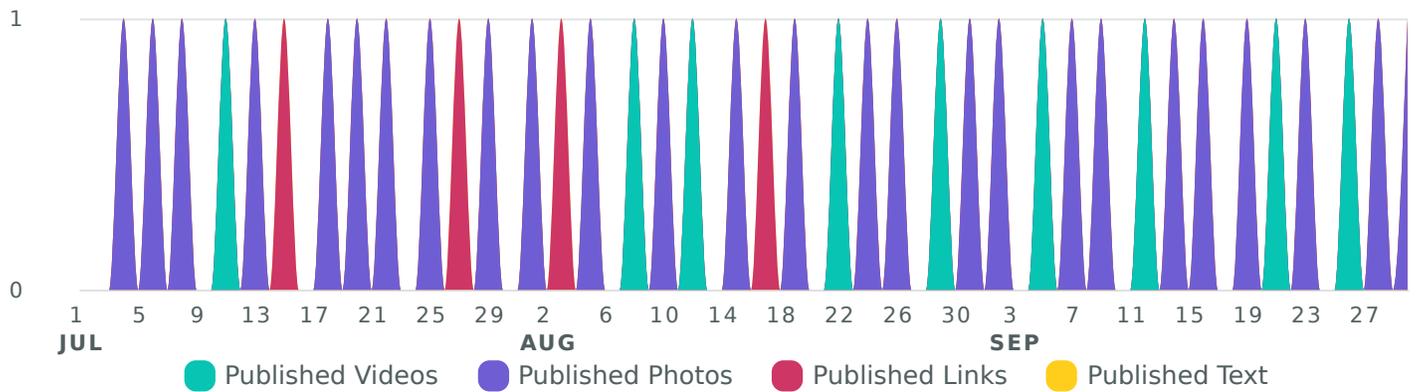


| Audience Metrics | Totals | % Change |
|-----------------------|--------------|--------------|
| Fans | 3,586 | ↘0.1% |
| Net Page Likes | 0 | ↗100% |
| Organic Page Likes | 10 | ↘16.7% |
| Paid Page Likes | 0 | →0% |
| Page Unlikes | 10 | ↘37.5% |

Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day



| Publishing Behavior by Content Type | Totals | % Change |
|-------------------------------------|-----------|----------|
| Total Published Posts | 39 | →0% |
| Published Videos | 9 | ↗50% |
| Published Photos | 26 | ↘10.3% |
| Published Links | 4 | →0% |
| Published Text | 0 | →0% |

Top Posts

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

Descending by Lifetime Engagements

 **Youthland Aca...**
 Mon 9/26/2022 6:00 am ...

Youthland Academy offers local Cincinnati, Dayton, and Northern Ohio. Visit our website to find the pe



| | |
|--------------------------|-----------|
| Total Engagements | 14 |
| Reactions | 0 |
| Comments | 0 |
| Shares | 0 |
| Post Link Clicks | — |
| Other Post Clicks | 14 |

 **Youthland Aca...**
 Wed 7/6/2022 5:28 pm ...

It has been an absolute pleasure watching Kayden and Kayla grow. Thank you for...



| | |
|--------------------------|-----------|
| Total Engagements | 13 |
| Reactions | 4 |
| Comments | 0 |
| Shares | 1 |
| Post Link Clicks | — |
| Other Post Clicks | 8 |

 **Youthland Aca...**
 Fri 8/12/2022 7:53 am PDT

Youthland Academy offers programs dedicated to children at each stage of development. Whether you are



| | |
|--------------------------|----------|
| Total Engagements | 8 |
| Reactions | 2 |
| Comments | 0 |
| Shares | 0 |
| Post Link Clicks | — |
| Other Post Clicks | 6 |

Top Posts

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

Descending by Lifetime Engagements





Youthland Aca...

Mon 8/8/2022 8:49 am P...

Much more than just another daycare, Youthland is a place w your child can thrive. We aim t



| | |
|--------------------------|----------|
| Total Engagements | 8 |
| Reactions | 1 |
| Comments | 0 |
| Shares | 0 |
| Post Link Clicks | — |
| Other Post Clicks | 7 |





Youthland Aca...

Wed 9/21/2022 6:00 am...

Dolly Parton has long been an advocate for children. Her Imagination Library progra...



| | |
|--------------------------|----------|
| Total Engagements | 7 |
| Reactions | 0 |
| Comments | 0 |
| Shares | 0 |
| Post Link Clicks | — |
| Other Post Clicks | 7 |





Youthland Aca...

Fri 8/26/2022 12:11 pm ...

Here's what people are saying about Youthland Academy! Thank you, Stacie, for the...



| | |
|--------------------------|----------|
| Total Engagements | 6 |
| Reactions | 4 |
| Comments | 0 |
| Shares | 1 |
| Post Link Clicks | — |
| Other Post Clicks | 1 |

Top Posts

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

Descending by Lifetime Engagements

 **Youthland Aca...**
 Mon 7/18/2022 5:50 pm ...

Youthland Academy is looking for part-time support at ALL of our locations! If you love working



| | |
|--------------------------|----------|
| Total Engagements | 6 |
| Reactions | 2 |
| Comments | 0 |
| Shares | 0 |
| Post Link Clicks | 3 |
| Other Post Clicks | 1 |

 **Youthland Aca...**
 Mon 7/11/2022 5:35 am ...

Each one of our 19 locations is the growth, care, and happiness in our communities. Visit our



| | |
|--------------------------|----------|
| Total Engagements | 6 |
| Reactions | 0 |
| Comments | 0 |
| Shares | 0 |
| Post Link Clicks | 1 |
| Other Post Clicks | 5 |

 **Youthland Aca...**
 Mon 9/12/2022 6:00 am ...

Do you have a love of learning to make a difference in the lives of children throughout Dayton, Cincinnati,



| | |
|--------------------------|----------|
| Total Engagements | 5 |
| Reactions | 1 |
| Comments | 0 |
| Shares | 0 |
| Post Link Clicks | — |
| Other Post Clicks | 4 |

Top Posts

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

Descending by Lifetime Engagements



f Youthland Aca...

Mon 9/5/2022 6:00 am P...

Just a reminder that our centers are CLOSED today in honor of Labor Day! We hop...



| | |
|--------------------------|----------|
| Total Engagements | 5 |
| Reactions | 0 |
| Comments | 0 |
| Shares | 0 |
| Post Link Clicks | — |
| Other Post Clicks | 5 |



f Youthland Aca...

Wed 8/31/2022 12:14 p...

We know that each and every child is different, offering something special to this...



| | |
|--------------------------|----------|
| Total Engagements | 5 |
| Reactions | 0 |
| Comments | 1 |
| Shares | 0 |
| Post Link Clicks | — |
| Other Post Clicks | 4 |



f Youthland Aca...

Fri 9/30/2022 6:00 am PDT

Have you seen our new website? Find your nearest location, learn about our age-specific program

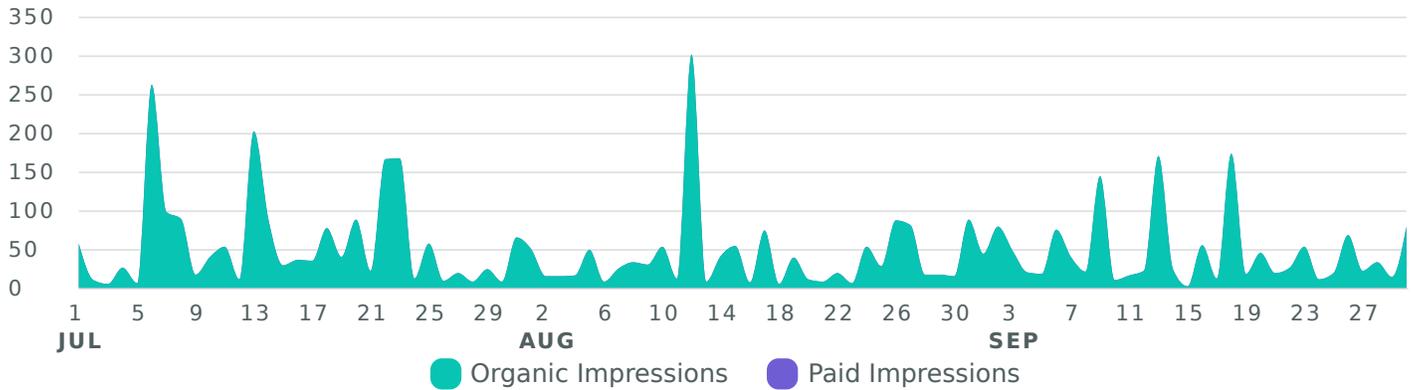


| | |
|--------------------------|----------|
| Total Engagements | 3 |
| Reactions | 0 |
| Comments | 0 |
| Shares | 0 |
| Post Link Clicks | 1 |
| Other Post Clicks | 2 |

Impressions

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

Impressions Breakdown, by Day

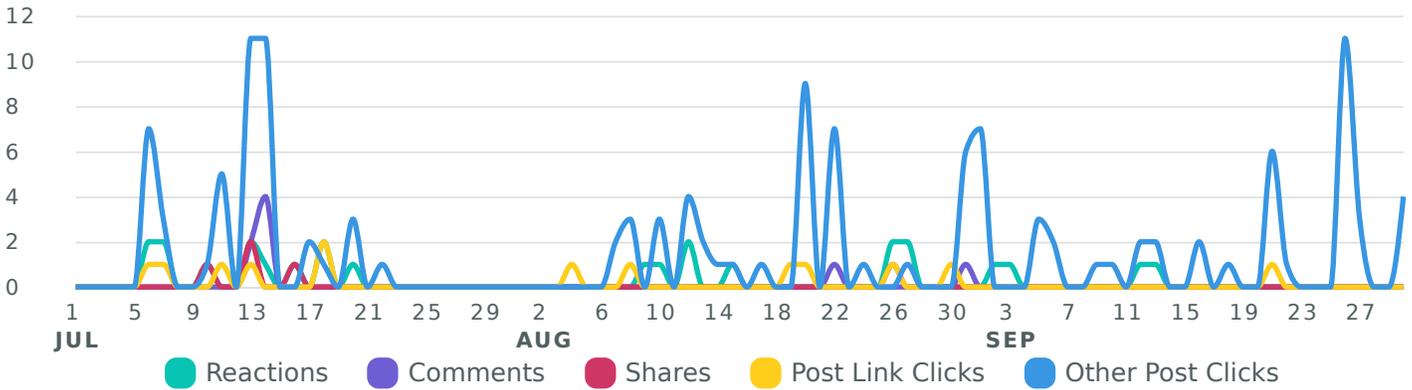


| Impression Metrics | Totals | % Change |
|---|--------------|---------------|
| Total Impressions | 4,769 | ↗18.8% |
| Organic Impressions | 4,471 | ↗18% |
| Paid Impressions | 0 | →0% |
| Average Daily Impressions per Page | 51.84 | ↗18.8% |
| Average Daily Reach per Page | 22.80 | ↘16.8% |

Engagement

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

Engagements Comparison, by Day

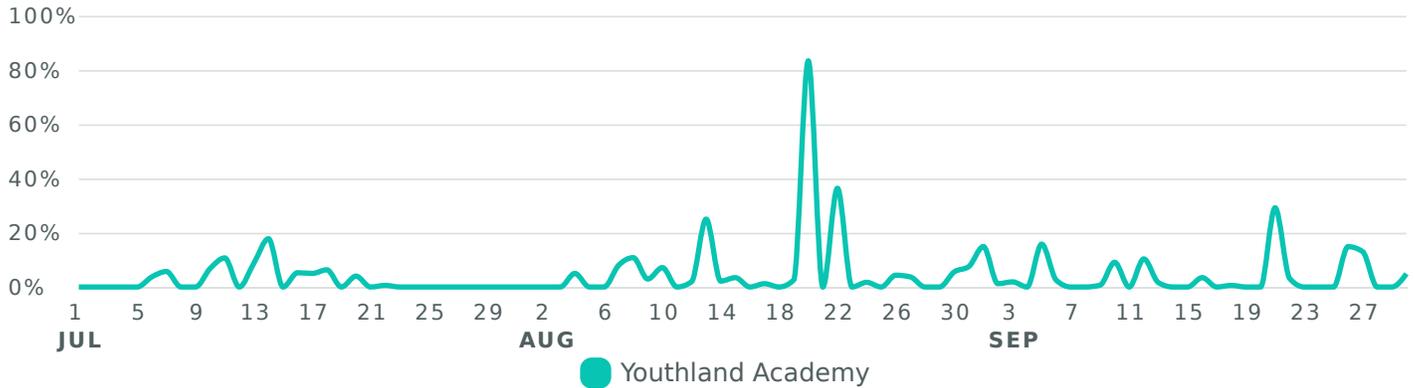


| Engagement Metrics | Totals | % Change |
|--------------------------|------------|--------------|
| Total Engagements | 183 | ↘2.1% |
| Reactions | 25 | ↘43.2% |
| Comments | 8 | →0% |
| Shares | 5 | ↘44.4% |
| Post Link Clicks | 13 | ↘31.6% |
| Other Post Clicks | 132 | ↗23.4% |

Engagement Rate

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

Engagement Rate (per Impression) Comparison, by Day

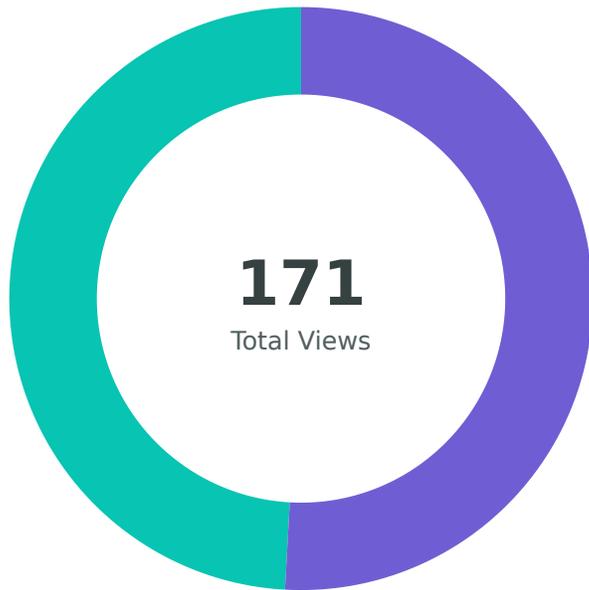


| Engagement Rate Metrics | Rate | % Change |
|---|-------------|---------------|
| Engagement Rate (per Impression) | 3.8% | ↘17.6% |
| Youthland Academy | 3.8% | ↘17.6% |

Video Performance

View your aggregate video performance during the reporting period.

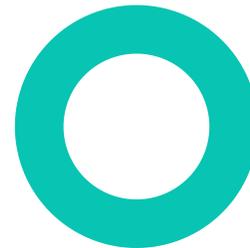
View Metrics



Organic Full
84

Organic Partial
87

Viewing Breakdown



Organic Views
100%

Paid Views
0%



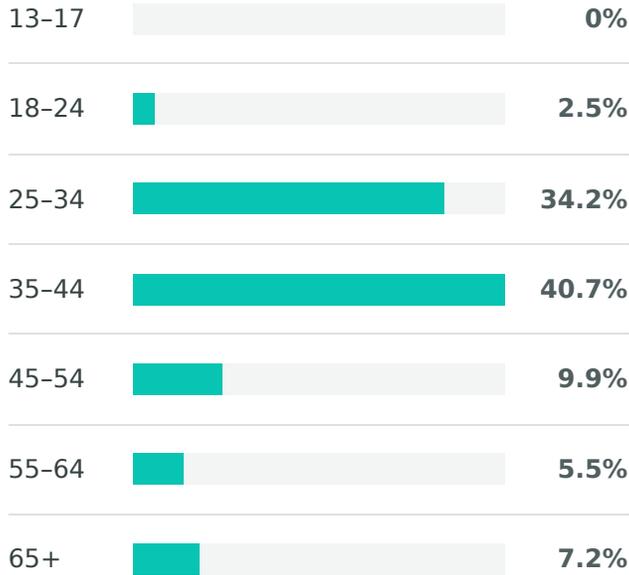
Click Plays
4%

Auto Plays
96%

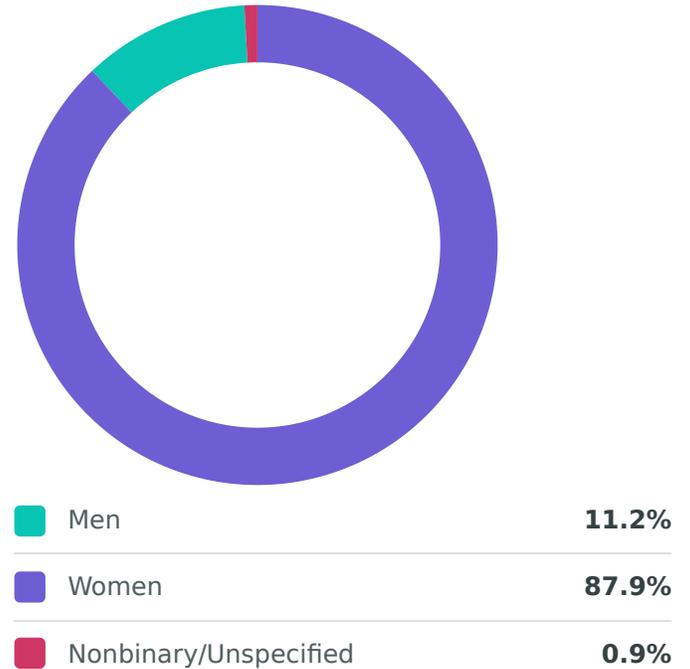
Page Fan Demographics

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** have a higher potential to see your content and visit your Page.

Audience Top Countries

| | |
|----------------------|--------------|
| United States | 3,537 |
| Nigeria | 6 |
| India | 4 |
| Mexico | 4 |
| Argentina | 2 |

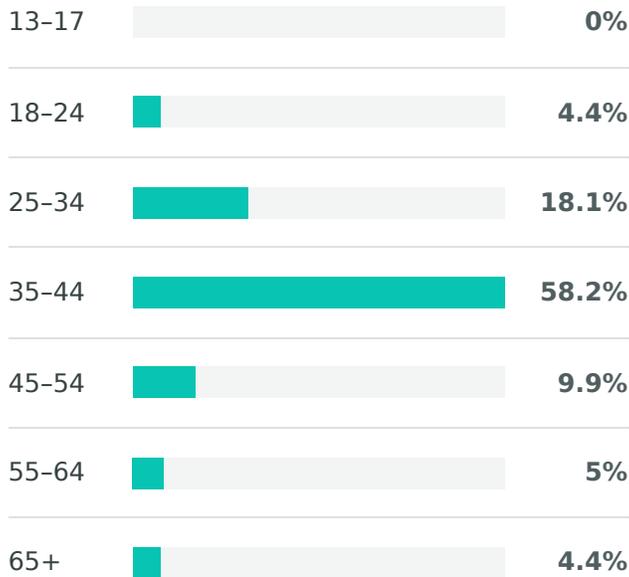
Audience Top Cities

| | |
|-----------------------|--------------|
| Cincinnati, OH | 1,246 |
| Dayton, OH | 467 |
| Covington, KY | 55 |
| Hamilton, OH | 49 |
| Middletown, OH | 49 |

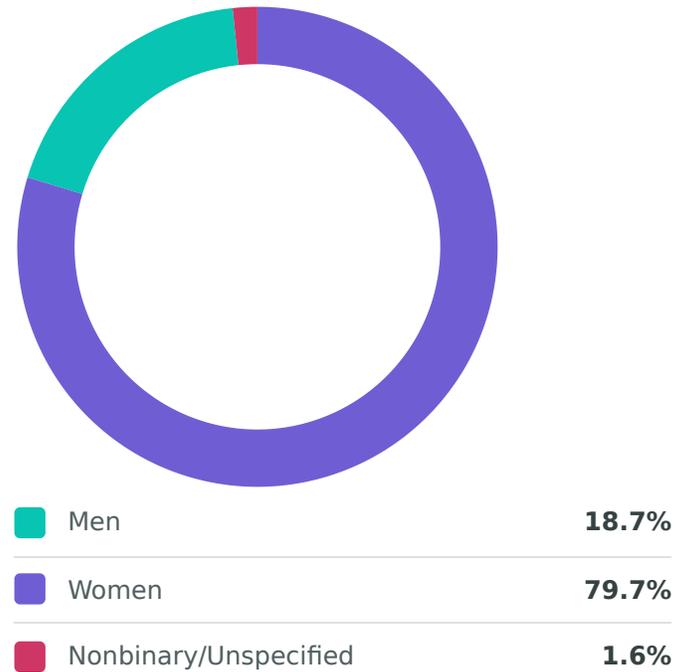
People Reached Demographics

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 |
|------------------------------|---------------|
| United States | 181 |
| Cambodia | 1 |

| People Reached Top Cities | Daily Average |
|---------------------------|---------------|
| Cincinnati, OH | 119 |
| Milford, OH | 4 |
| Mount Carmel, OH | 4 |
| Turpin Hills, OH | 3 |
| Columbus, OH | 2 |

People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reporting period.



Data Unavailable

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

Pages

Review your aggregate page metrics from the reporting period.

| Page | Fans | Net Page Likes | Published Posts | Impressions | Engagements | Post Link Clicks | Engagement Rate (per Impression) |
|--|--------------|----------------|-----------------|--------------|-------------|------------------|----------------------------------|
| Reporting Period | 3,586 | 0 | 39 | 4,769 | 183 | 13 | 3.8% |
| Jul 1, 2022 - Sep 30, 2022 | ↘0.1% | ↗100% | →0% | ↗18.8% | ↘2.1% | ↘31.6% | ↘17.6% |
| Compare to | 3,591 | -4 | 39 | 4,015 | 187 | 19 | 4.7% |
| Mar 31, 2022 - Jun 30, 2022 | | | | | | | |
|  Youthland Academy | 3,586 | 0 | 39 | 4,769 | 183 | 13 | 3.8% |