



Facebook Pages  
**Youthland Academy**

October 1, 2021 - December 31, 2021

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

Performance Summary

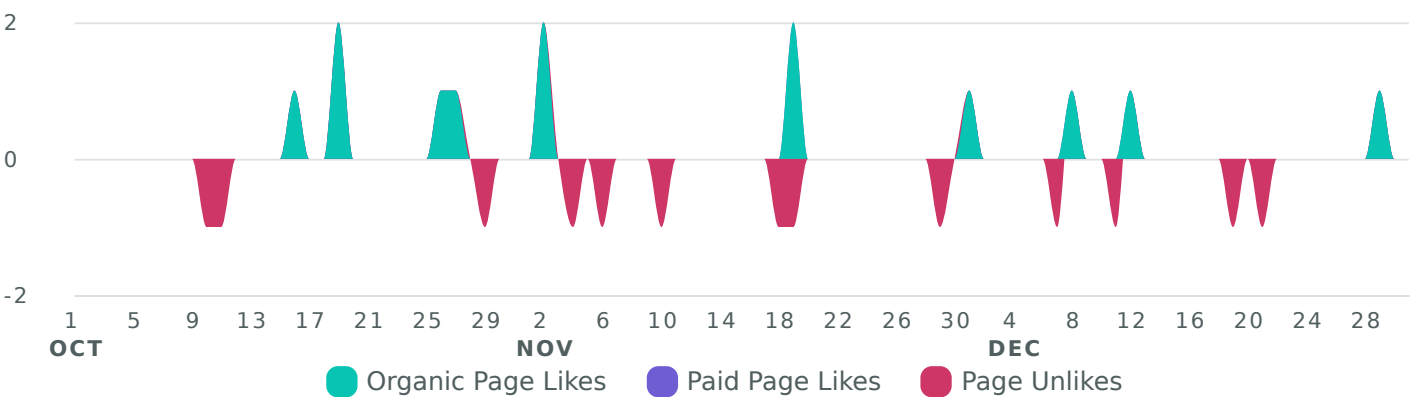
View your key profile performance metrics from the reporting period.

<div>Impressions</div> <div>3,400 ↘11.5%</div>	<div>Engagements</div> <div>55 ↘49.5%</div>	<div>Post Link Clicks</div> <div>11 ↘42.1%</div>
<div>Engagement Rate (per Impression)</div> <div>1.6% ↘43%</div>		

Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
Fans	3,612	↘0.1%
Net Page Likes	0	↗100%
Organic Page Likes	13	↗18.2%
Paid Page Likes	0	→0%
Page Unlikes	13	↘50%

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	40	↗ 5.3%
Published Videos	1	↘ 50%
Published Photos	34	↗ 13.3%
Published Links	5	→ 0%
Published Text	0	↘ 100%

## 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 10/18/2021 6:00 a...

Youthland Academy is currently locations! Now is your chance to have a positive impact on the youth in




<b>Total Engagements</b>	<b>30</b>
Reactions	<b>6</b>
Comments	<b>0</b>
Shares	<b>7</b>
Post Link Clicks	<b>7</b>
Other Post Clicks	<b>10</b>





**Youthland Aca...**


Fri 12/31/2021 5:24 am ...

Happy New Year from all of us here at Youthland Academy! We hope this year brings yo...



<b>Total Engagements</b>	<b>5</b>
Reactions	<b>3</b>
Comments	<b>0</b>
Shares	<b>0</b>
Post Link Clicks	<b>—</b>
Other Post Clicks	<b>2</b>

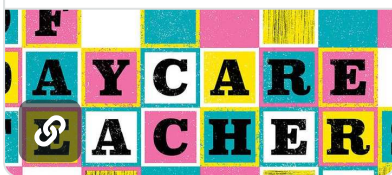



**Youthland Aca...**

Wed 10/13/2021 6:00 a...

Daycares all over the country today in and day out. As such, we have different behaviors and worked

**24 secrets of daycare...**









<b>Total Engagements</b>	<b>5</b>
Reactions	<b>0</b>
Comments	<b>0</b>
Shares	<b>1</b>
Post Link Clicks	<b>4</b>
Other Post Clicks	<b>0</b>

## Top Posts

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

Descending by Lifetime Engagements

 <b>Youthland Aca...</b> Mon 12/27/2021 3:23 a...	 <b>Youthland Aca...</b> Wed 10/6/2021 6:00 am...	 <b>Youthland Aca...</b> Wed 12/29/2021 3:23 a...
"Logic will get you from A to B. Imagination will get you everywhere." —Albert Einst...	It is never too early to begin te modeling thankfulness and gra young people in your life. We'v	We are currently hiring for a variety of positions at all 19 of our locations! Make a...
		
<b>Total Engagements</b> 2	<b>Total Engagements</b> 2	<b>Total Engagements</b> 1
Reactions 0	Reactions 1	Reactions 0
Comments 0	Comments 0	Comments 0
Shares 0	Shares 0	Shares 0
Post Link Clicks —	Post Link Clicks —	Post Link Clicks —
Other Post Clicks 2	Other Post Clicks 1	Other Post Clicks 1

# Top Posts

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Descending by Lifetime Engagements

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## 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 11/15/2021 5:00 a...

Our colorful and unique centers, with designated areas for enrichment programs, ar...



**Total Engagements** **1**

Reactions **1**

Comments **0**

Shares **0**

Post Link Clicks —

Other Post Clicks **0**



**Youthland Aca...**

Wed 11/3/2021 12:00 p...

We are always looking for dedi... passionate people to join our te... the learning center nearest you



**Total Engagements** **1**

Reactions **0**

Comments **0**

Shares **0**

Post Link Clicks —

Other Post Clicks **1**



**Youthland Aca...**

Mon 11/1/2021 6:00 am ...

What are some of your favorite read with your little ones? In h... Family Literacy Day, we've rou



**Total Engagements** **1**

Reactions **0**

Comments **0**

Shares **0**

Post Link Clicks —

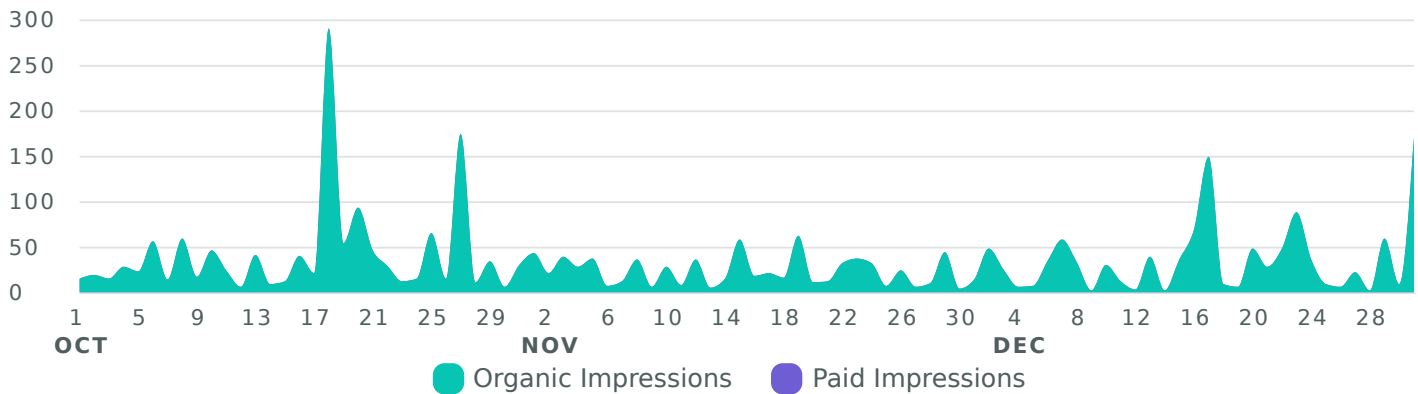
Other Post Clicks **1**



## 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

**3,400** ↘11.5%

#### Organic Impressions

3,141 ↘11.4%

#### Paid Impressions

0 →0%

### Average Daily Impressions per Page

**36.96** ↘11.5%

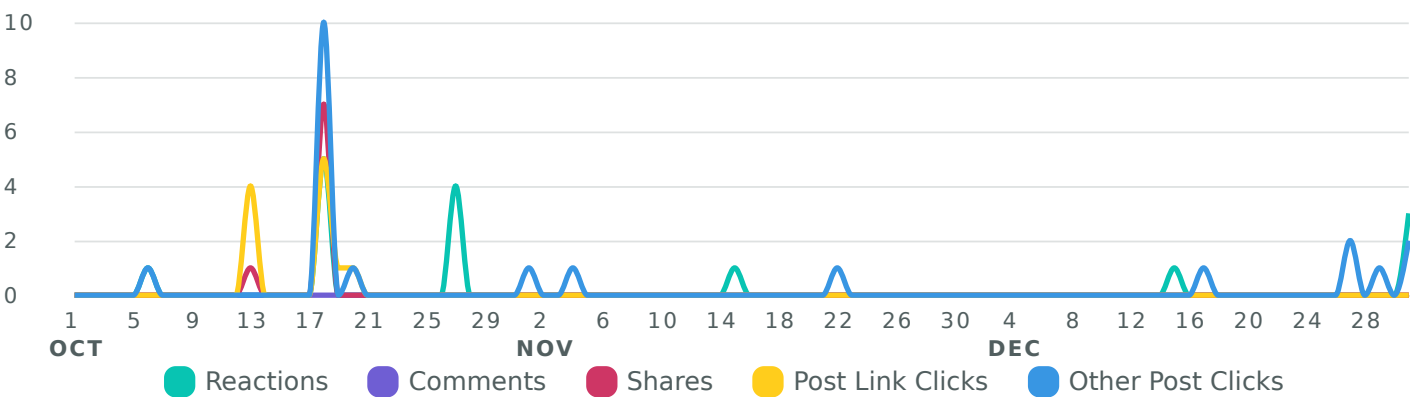
### Average Daily Reach per Page

**23.21** ↘16.6%

Engagement

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

Engagements Comparison, by Day

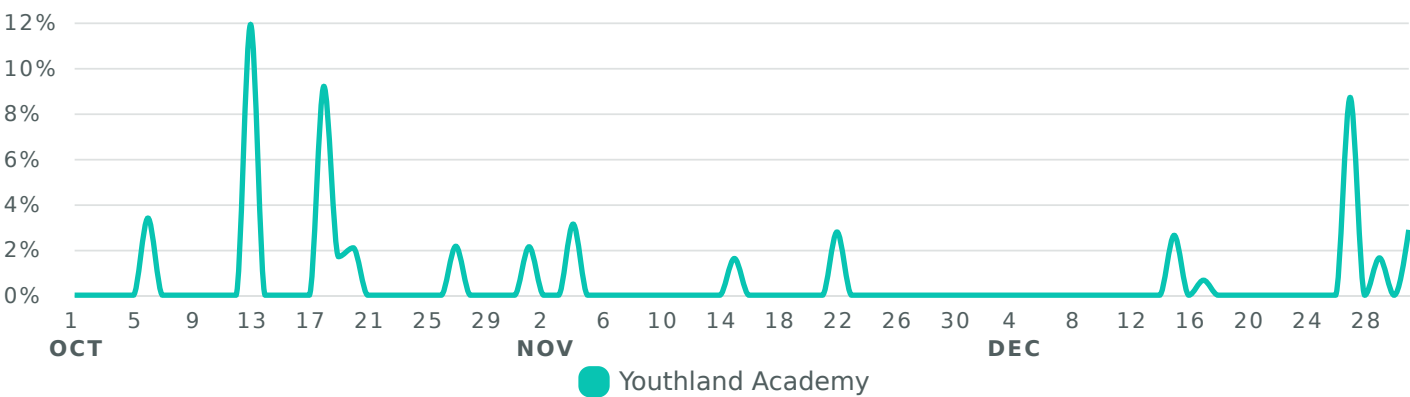


Engagement Metrics	Totals	% Change
Total Engagements	55	↘49.5%
Reactions	15	↘40%
Comments	0	↘100%
Shares	8	↘42.9%
Post Link Clicks	11	↘42.1%
Other Post Clicks	21	↘54.3%

Engagement Rate

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

Engagement Rate (per Impression) Comparison, by Day

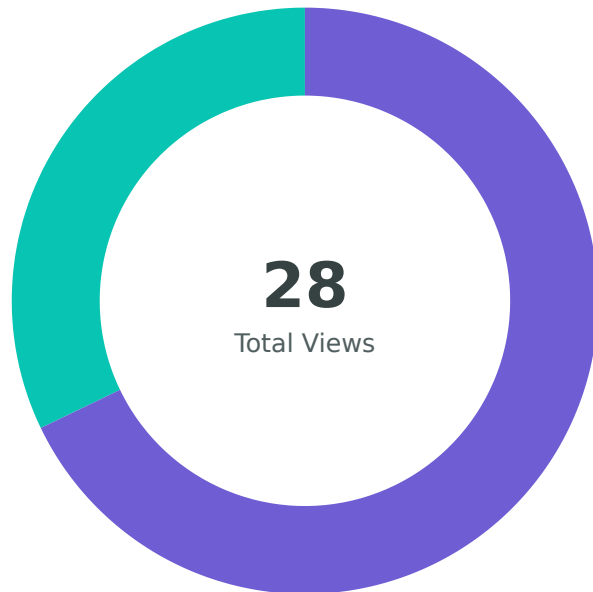


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	1.6%	↘43%
Youthland Academy	1.6%	↘43%

## Video Performance

View your aggregate video performance during the reporting period.

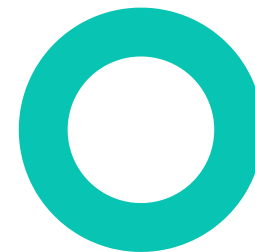
### View Metrics



Organic Full  
**9**

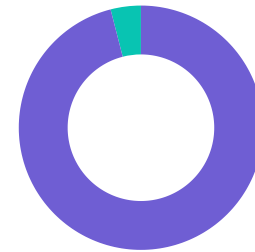
Organic Partial  
**19**

### Viewing Breakdown



Organic Views  
**100%**

Paid Views  
**0%**



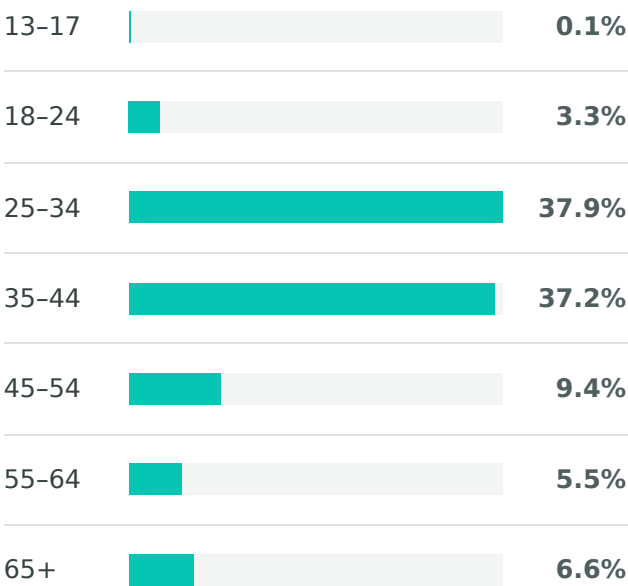
Click Plays  
**4%**

Auto Plays  
**96%**

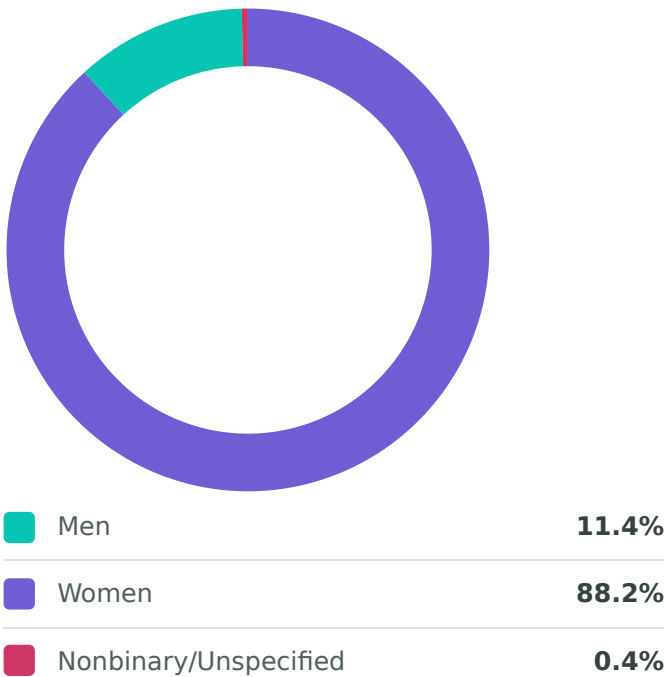
Page Fan Demographics

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

Audience by Age



Audience by Gender



**Women** between the ages of **25-34** have a higher potential to see your content and visit your Page.

Audience Top Countries

<b>United States</b>	<b>3,564</b>
India	4
Mexico	4
Nigeria	4
Iraq	3

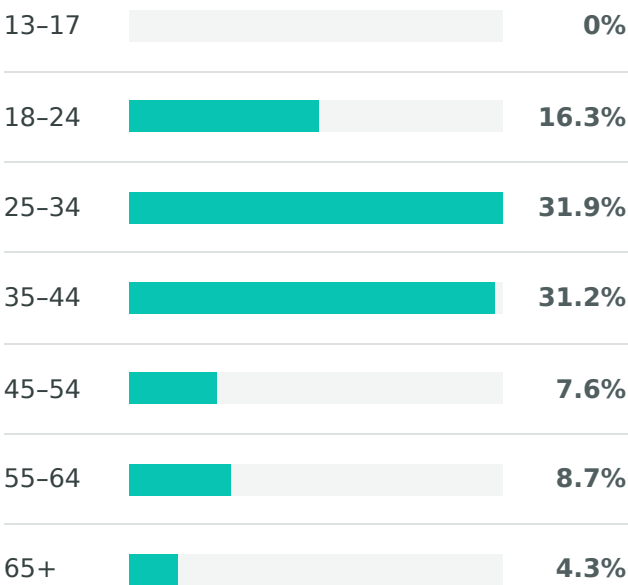
Audience Top Cities

<b>Cincinnati, OH</b>	<b>1,302</b>
Dayton, OH	475
Covington, KY	60
Hamilton, OH	53
Middletown, OH	41

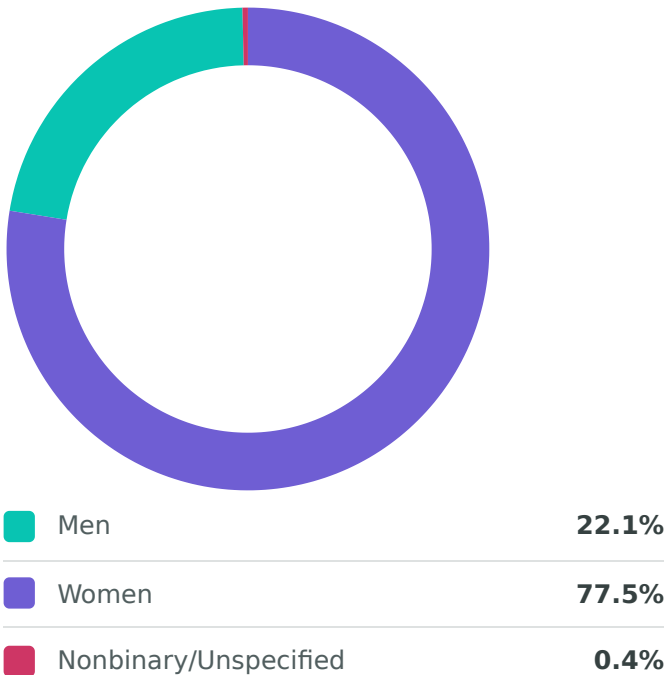
People Reached Demographics

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 **25-34** have a higher potential to see your content and visit your Page.

People Reached Top Countries	Daily Average
<b>United States</b>	<b>276</b>

People Reached Top Cities	Daily Average
<b>Cincinnati, OH</b>	<b>23</b>
Erlanger, KY	20
Independence, KY	18
Florence, KY	16
Covington, KY	15

## 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)
<b>Reporting Period</b>	<b>3,612</b>	<b>0</b>	<b>40</b>	<b>3,400</b>	<b>55</b>	<b>11</b>	<b>1.6%</b>
Oct 1, 2021 - Dec 31, 2021	↘ 0.1%	↗ 100%	↗ 5.3%	↘ 11.5%	↘ 49.5%	↘ 42.1%	↘ 43%
<b>Compare to</b>	<b>3,616</b>	<b>-15</b>	<b>38</b>	<b>3,843</b>	<b>109</b>	<b>19</b>	<b>2.8%</b>
Jul 1, 2021 - Sep 30, 2021							
 <b>Youthland Academy</b>	3,612	0	40	3,400	55	11	1.6%