



Facebook Pages

# **Centre de services scolaire de la Région- de-Sherbrooke**

November 2022

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

## Performance Summary

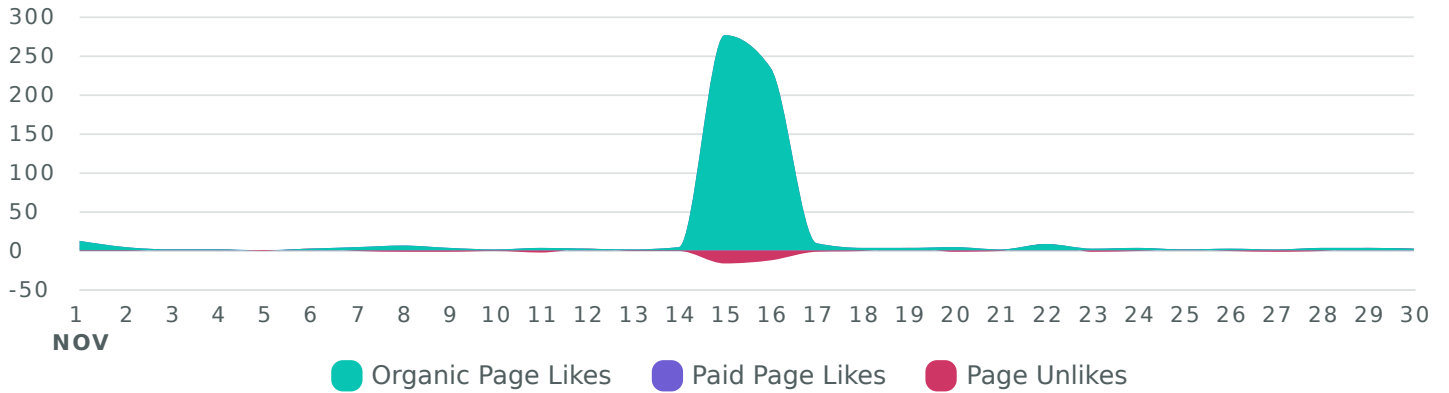
View your key profile performance metrics from the reporting period.

Impressions <b>130,736</b> ↘77.2%	Engagements <b>6,978</b> ↘70.1%	Post Link Clicks <b>484</b> ↘53.6%
Engagement Rate (per Impression) <b>5.3%</b> ↗31.2%		

## Audience Growth

See how your audience grew during the reporting period.

### Net Page Likes Breakdown, by Day

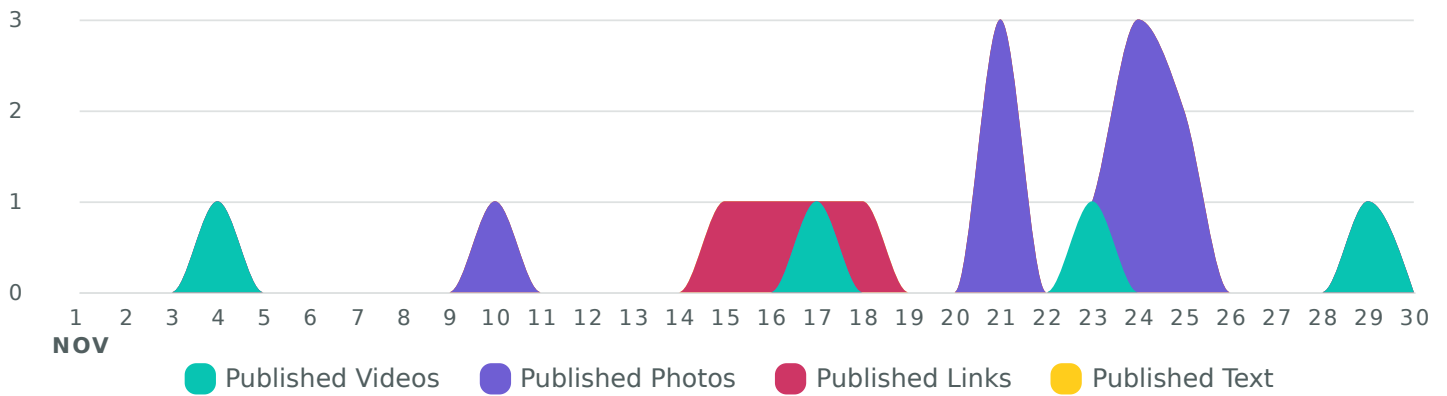


Audience Metrics	Totals	% Change
<b>Fans</b>	<b>24,654</b>	<b>↗2.3%</b>
<b>Net Page Likes</b>	<b>542</b>	<b>↗922.6%</b>
Organic Page Likes	599	↗511.2%
Paid Page Likes	0	→0%
Page Unlikes	57	↗26.7%

## 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
<b>Total Published Posts</b>	<b>16</b>	↘ 80.2%
Published Videos	4	↘ 20%
Published Photos	9	↘ 87.8%
Published Links	3	↗ 50%
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



Centre de serv...  
Thu 11/24/2022 5:00 a...

🎉👏👤 Félicitations à l'enseignant Philippe Descôteaux-Barrette et les ...




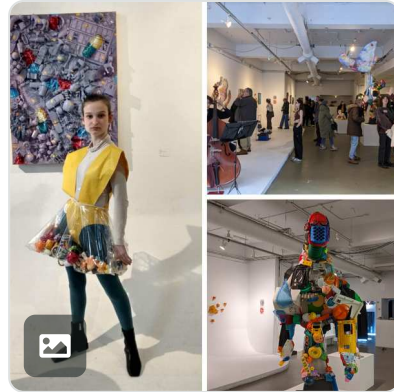
<b>Total Engagements</b>	<b>1,577</b>
Reactions	299
Comments	26
Shares	15
Post Link Clicks	—
Other Post Clicks	<b>1,237</b>


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<b>Total Engagements</b>	<b>1,512</b>
Reactions	289
Comments	26
Shares	15
Post Link Clicks	—
Other Post Clicks	<b>1,182</b>


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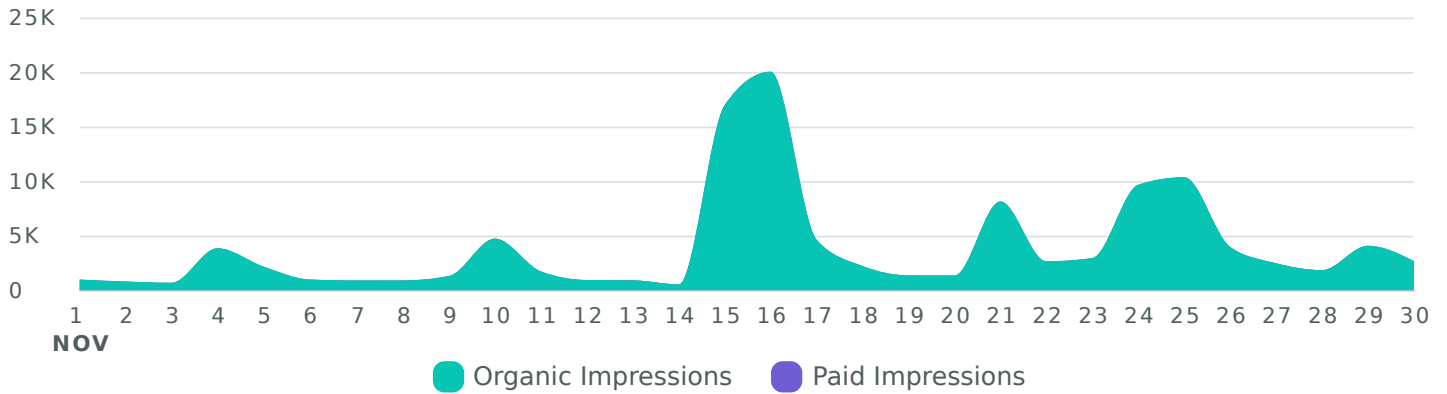


<b>Total Engagements</b>	<b>1,512</b>
Reactions	289
Comments	26
Shares	15
Post Link Clicks	—
Other Post Clicks	<b>1,182</b>

## Impressions

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

Impressions Breakdown, by Day

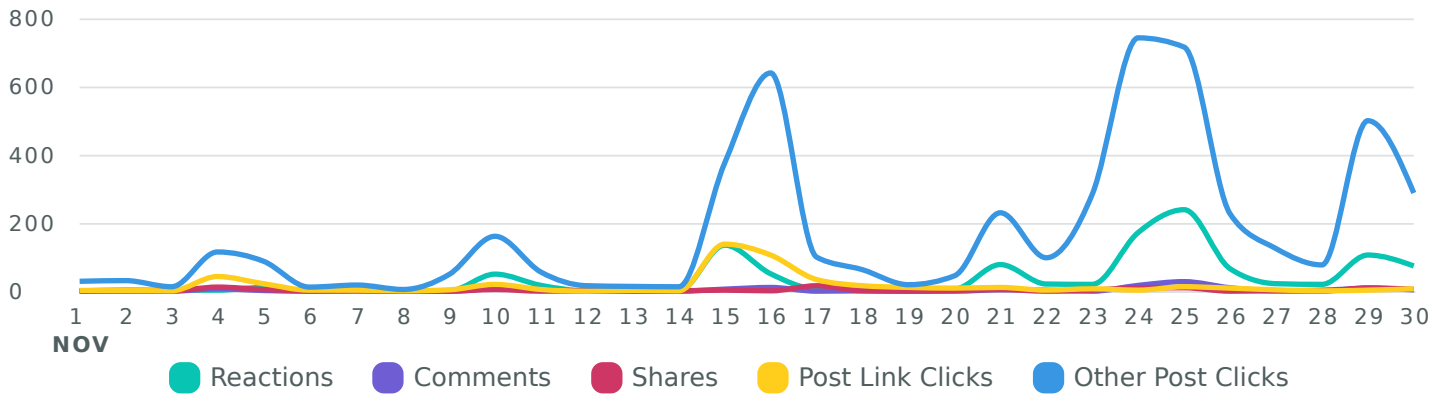


Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>130,736</b>	<b>↘77.2%</b>
Organic Impressions	116,800	↘50.5%
Paid Impressions	0	↘100%
<b>Average Daily Impressions per Page</b>	<b>4,357.87</b>	<b>↘76.4%</b>
<b>Average Daily Reach per Page</b>	<b>2,523.57</b>	<b>↘81.7%</b>

## Engagement

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

Engagements Comparison, by Day

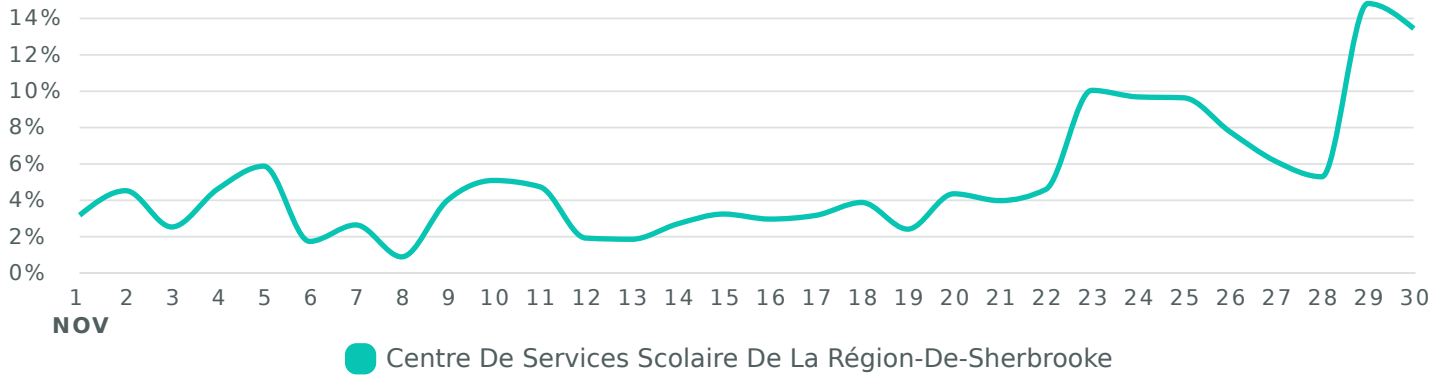


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>6,978</b>	<b>↘70.1%</b>
Reactions	1,128	↘69.4%
Comments	119	↘81.6%
Shares	96	↘68.9%
Post Link Clicks	484	↘53.6%
Other Post Clicks	5,151	↘70.8%

## Engagement Rate

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

Engagement Rate (per Impression) Comparison, by Day



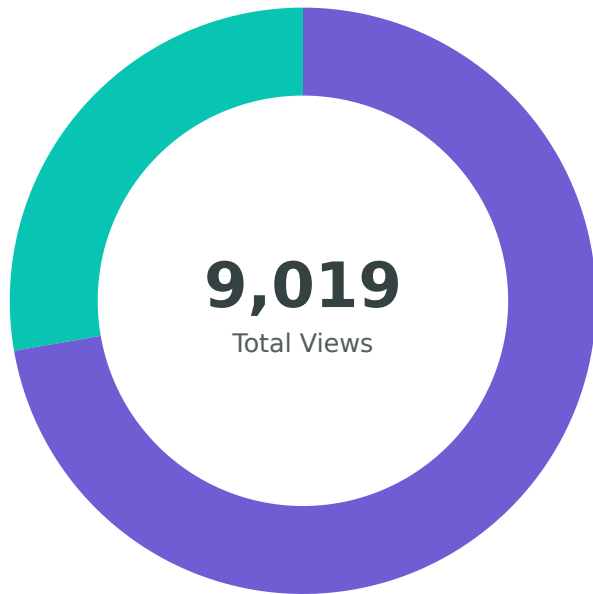
Engagement Rate Metrics	Rate	% Change
<b>Engagement Rate (per Impression)</b>	<b>5.3%</b>	<b>↗31.2%</b>
Centre de services scolaire de la Région-de-Sherbrooke	5.3%	↗31.2%



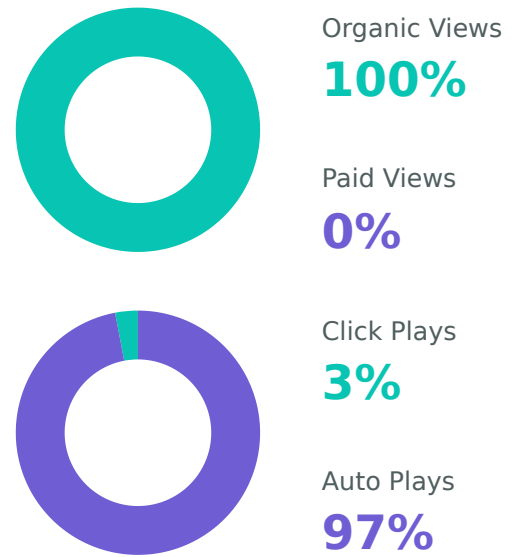
### Video Performance

View your aggregate video performance during the reporting period.

#### View Metrics



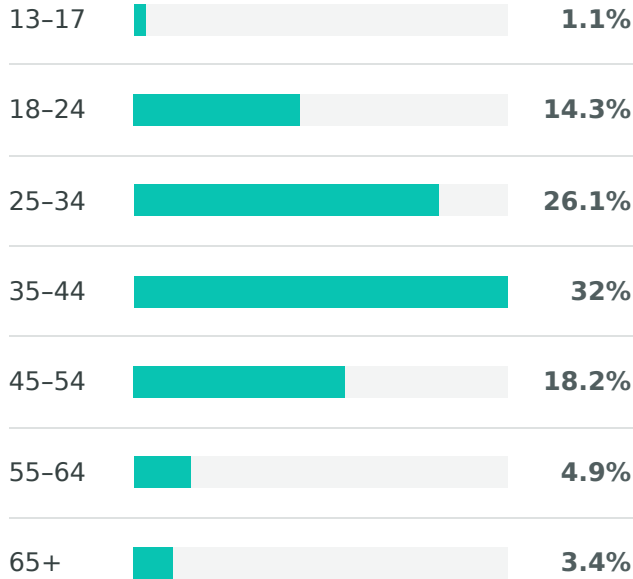
#### Viewing Breakdown



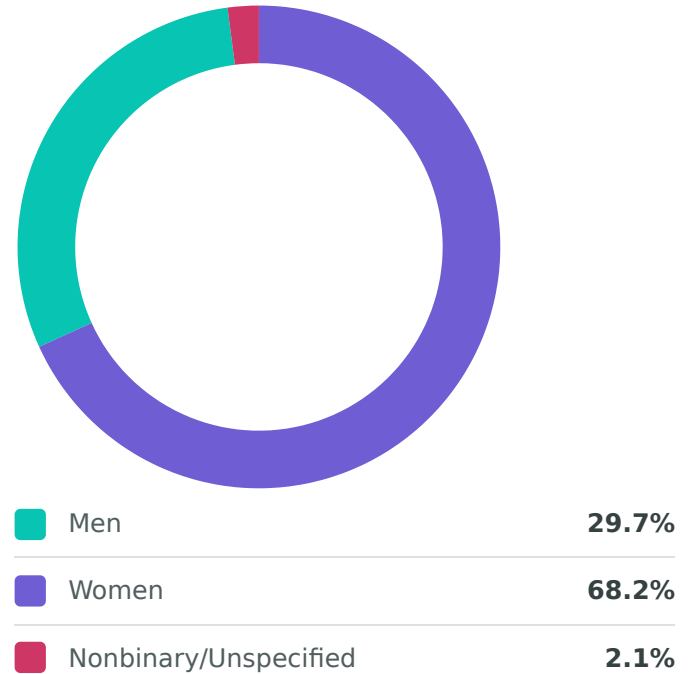
## Page Fan Demographics

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

<b>Canada</b>	<b>23,932</b>
France	98
Algeria	76
United States	56
Tunisia	47

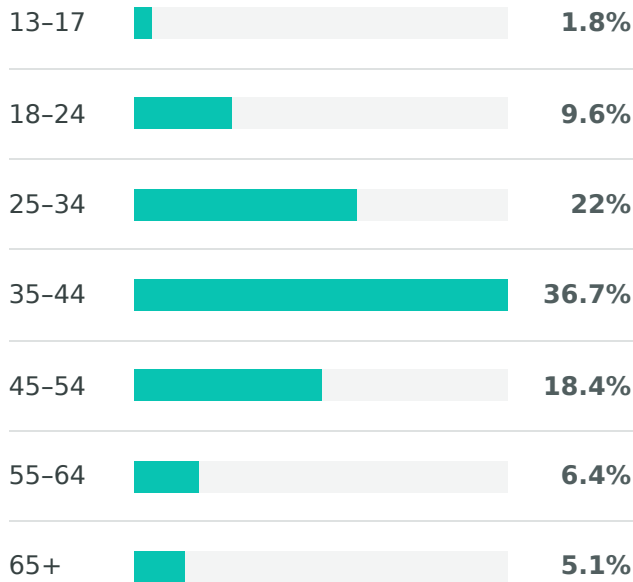
### Audience Top Cities

<b>Sherbrooke, QC, Canada</b>	<b>17,704</b>
Magog, QC, Canada	579
Montreal, QC, Canada	464
Windsor, QC, Canada	300
Ascot Corner, QC, Canada	292

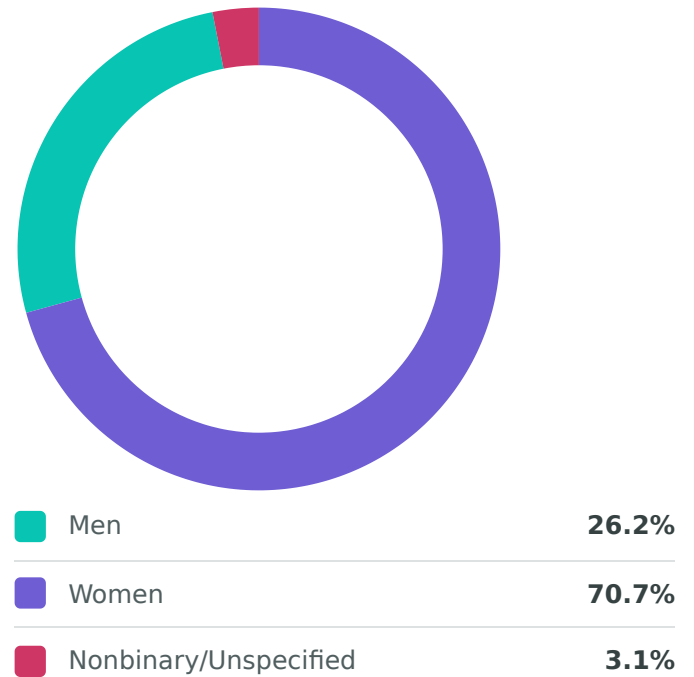
## People Reached Demographics

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

Country	Daily Average
Canada	2,395.17
France	30.23
United States	3.73
Algeria	2.6
Morocco	2.03

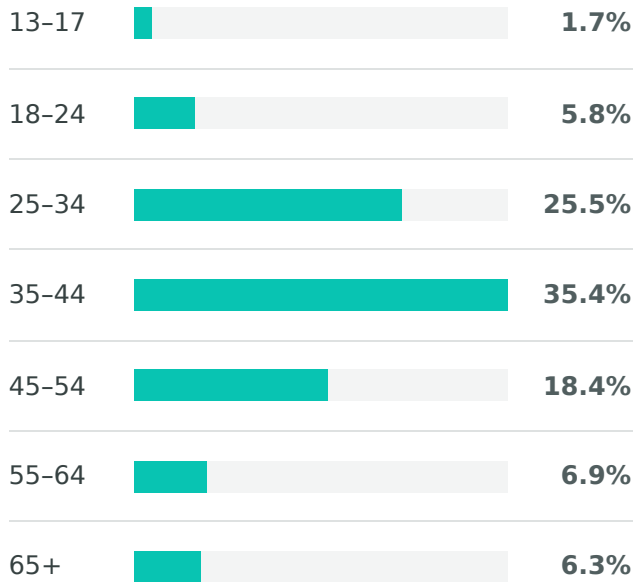
### People Reached Top Cities

City	Daily Average
<b>Sherbrooke, QC, Canada</b>	<b>1,758.7</b>
Magog, QC, Canada	61.5
Montreal, QC, Canada	56.77
Ascot Corner, QC, Canada	27.77
Windsor, QC, Canada	24.23

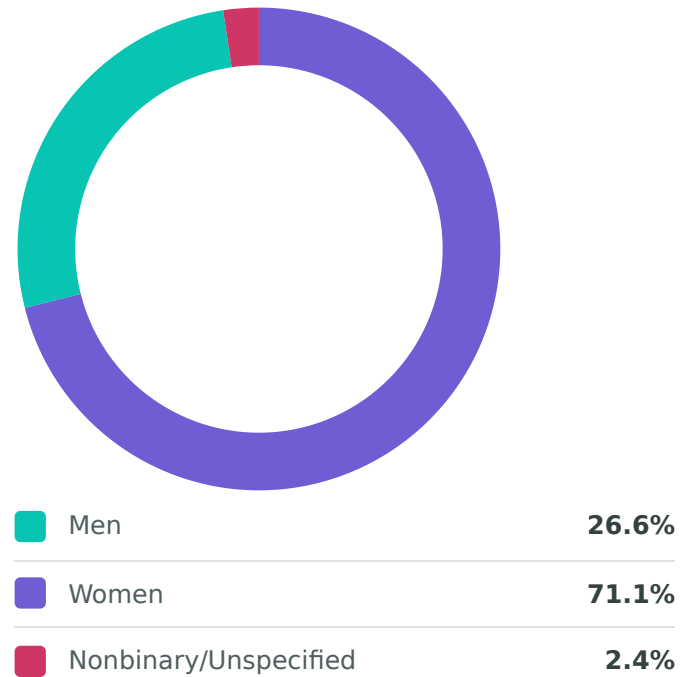
### People Engaged Demographics

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

#### People Engaged by Age



#### People Engaged by Gender



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

#### People Engaged Top Countries Daily Average



<b>Canada</b>	<b>231</b>
Mexico	0.6
France	0.4
Cameroon	0.2
Iran	0.2

#### People Engaged Top Cities Daily Average

<b>Sherbrooke, QC, Canada</b>	<b>184.4</b>
Montreal, QC, Canada	11.4
Ascot Corner, QC, Canada	3.4
Magog, QC, Canada	3.4
Unknown	3

## 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>24,654</b>	<b>542</b>	<b>16</b>	<b>130,736</b>	<b>6,978</b>	<b>484</b>	<b>5.3%</b>
Nov 1, 2022 - Nov 30, 2022	↗ 2.3%	↗ 922.6%	↘ 80.2%	↘ 77.2%	↘ 70.1%	↘ 53.6%	↗ 31.2%
<b>Compare to</b>	<b>24,097</b>	<b>53</b>	<b>81</b>	<b>572,913</b>	<b>23,303</b>	<b>1,042</b>	<b>4.1%</b>
Oct 1, 2022 - Oct 31, 2022							
  <b>Centre de services scolaire de la Région-de-Sherbrooke</b>	24,654	542	16	130,736	6,978	484	5.3%