




Group Report

January 1, 2019 - December 31, 2019

Understand growth and health of your social profiles


Included in this Report

 DiscoverGalveston

 Tremont House

 Galvez Bar And Grill

 Hotel Galvez and Spa

 The Spa at Hotel Galvez

 HotelGalvez

 Hotel Galvez

 Discover Galveston, Texas




 Harbor House Hotel & Marina at Pier 21

 The Rooftop Bar

 The Tremont House

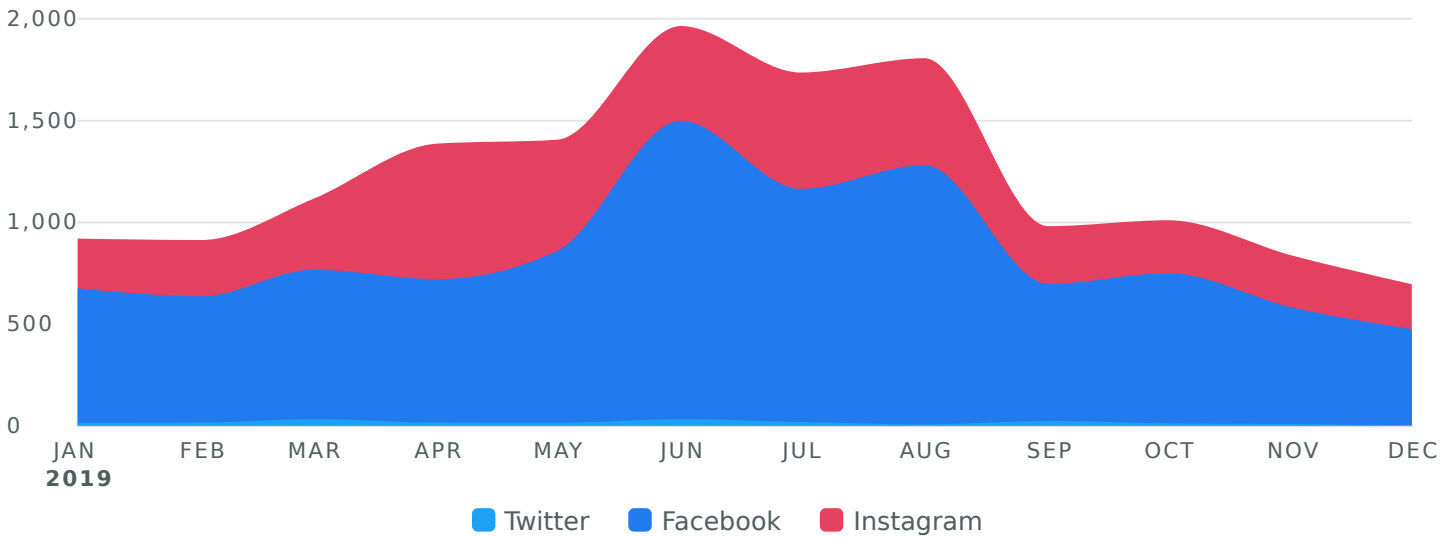
 Tremont House

Group Activity Overview

<p>Impressions</p> <p> 16,205,064</p>	<p>Engagements</p> <p> 798,432</p>	<p>Link Clicks</p> <p> 40,060</p>
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Group Audience Growth

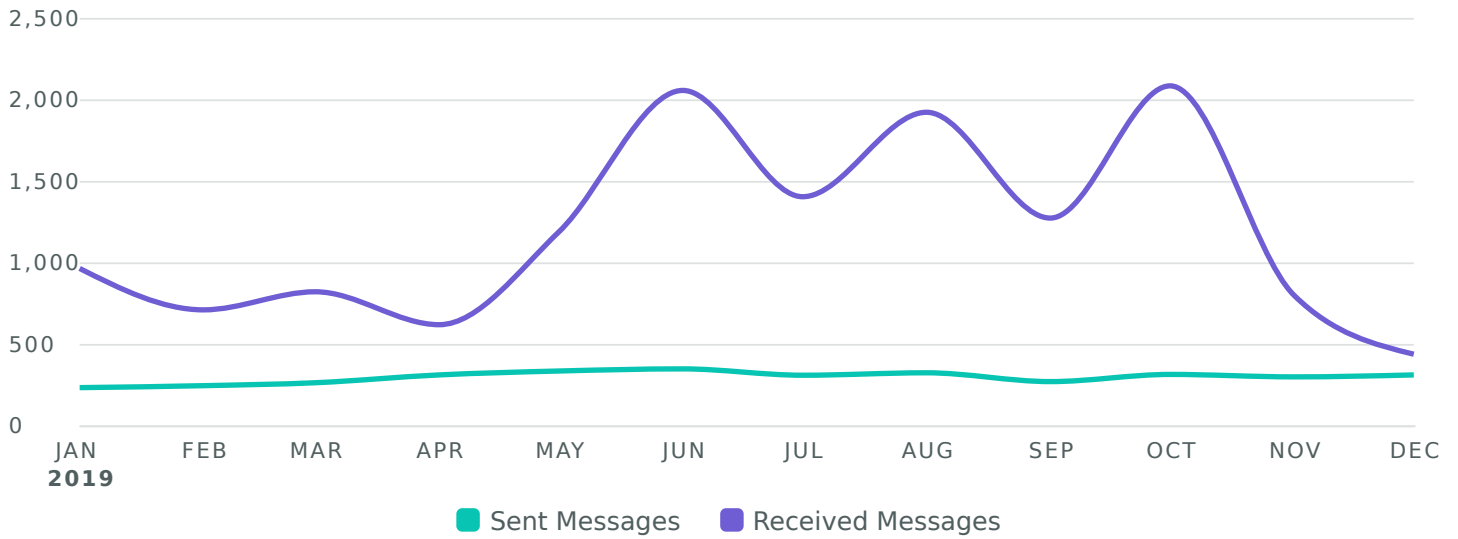
Followers Gained, By Month



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	69,281	↗ 19.8%
Total Net Follower Growth	11.6k	-
Twitter Net Follower Growth	170	↗ 4.4%
Facebook Net Fan Growth	8,249	↗ 17.3%
Instagram Net Follower Growth	3,141	↗ 44.8%

Group Message Volumes

Messages Per Month

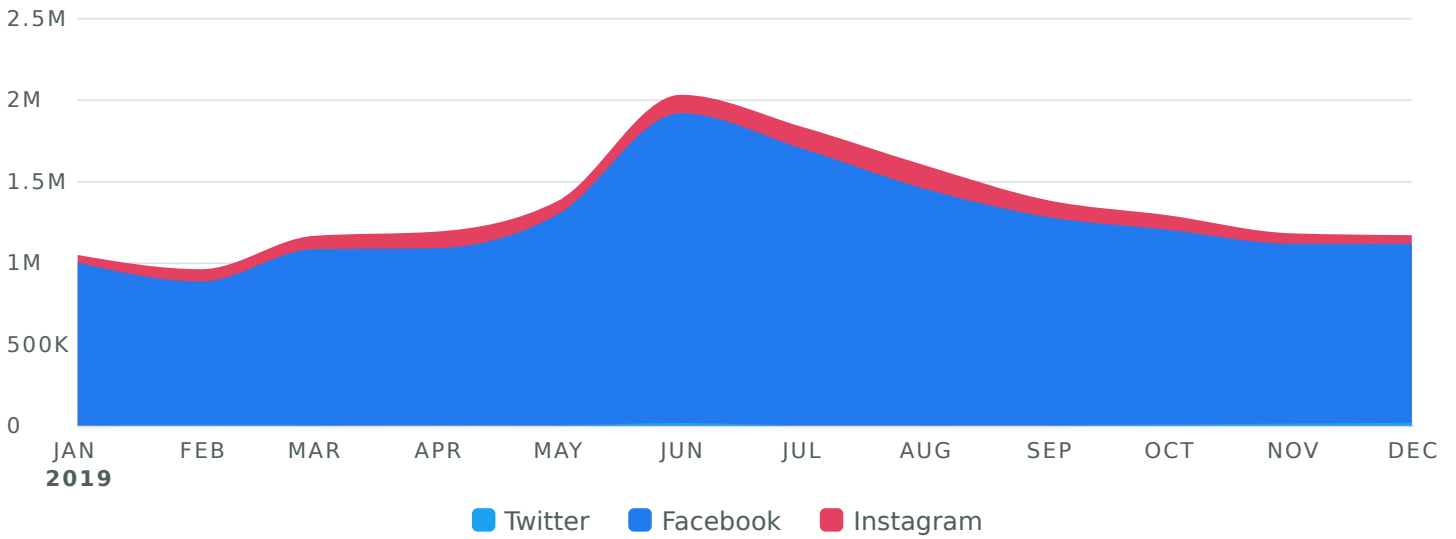


Sent Messages Metrics	Totals	% Change
Total Messages Sent	3,550	↘ 43.7%
Twitter Tweets and DMs Sent	205	↘ 62.9%
Facebook Posts Sent	2,752	↘ 48.1%
Instagram Messages Sent	593	↗ 32.4%

Received Messages Metrics	Totals	% Change
Total Messages Received	14.3k	↗ 100%
Twitter Messages Received	491	↗ 77.9%
Facebook Messages Received	12.7k	↗ 105%
Instagram Comments Received	1,050	↗ 64.1%

Group Impressions

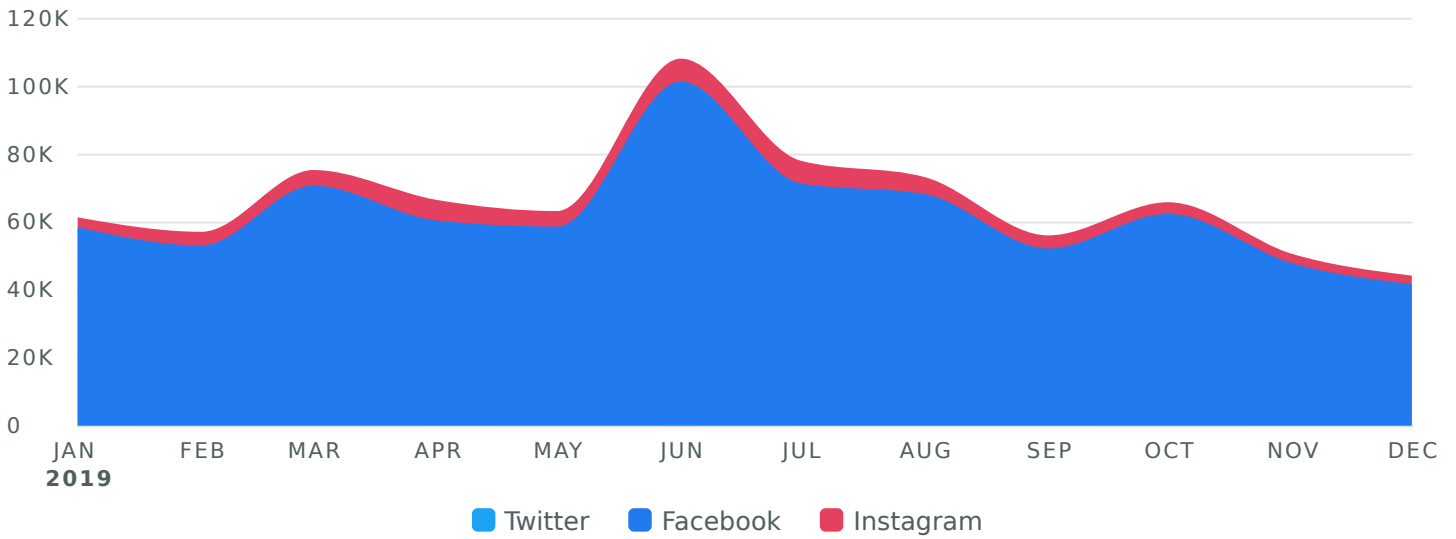
Impressions Per Month



Impression Metrics	Totals	% Change
Total Impressions	16.2m	↗ 6%
Twitter Impressions	71.4k	↘ 13%
Facebook Impressions	15m	↗ 4%
Instagram Impressions	1.1m	↗ 62%












Group Engagement

Engagements Per Month



Engagement Metrics	Totals	% Change
Total Engagements	798.4k	↘ 14%
Twitter Engagements	651	↘ 54%
Facebook Engagements	744.7k	↘ 16%
Instagram Engagements	53.1k	↗ 35%

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
 DiscoverG... @DiscovGalve...	138	2.2%	10	1,433	143.3	30	3.0	9
 Hotel Gal... @HotelGalvez	2,564	5.3%	119	49.1k	412.8	488	4.1	120
 Tremont ... @TremontHouse	1,354	2.9%	72	20.8k	289.2	133	1.8	41
 Disc... Texas Business Page	9,379	33.1%	474	785.3k	1,656.7	55.7k	117.5	6,414
 Gal... d Grill Business Page	2,085	25.3%	290	308.6k	1,064.2	16.1k	55.6	540
 Har... 'ier 21 Business Page	3,292	18.9%	331	676.8k	2,044.6	38.9k	117.5	2,375
 Hot... id Spa Business Page	25k	15.3%	596	9.2m	15.4k	442.5k	742.4	19k
 The... op Bar Business Page	4,373	7.9%	285	498.2k	1,748.0	20.1k	70.6	701
 The... Galvez Business Page	1,637	11.7%	281	204.5k	727.9	10.1k	35.9	256
 The... House Business Page	9,282	12.7%	495	3.4m	6,858.2	161.3k	325.8	10.6k
 HotelGalv... hotelgalvez	7,633	53.7%	321	804k	2,504.7	40.3k	125.5	-
 Tremont ... tremonthouse	2,515	23.3%	272	281.9k	1,036.2	12.8k	47.2	-