

FREQUENTLY ASKED QUESTIONS:

Stream Activity Updates

Why has the Stream Activity Page been updated?

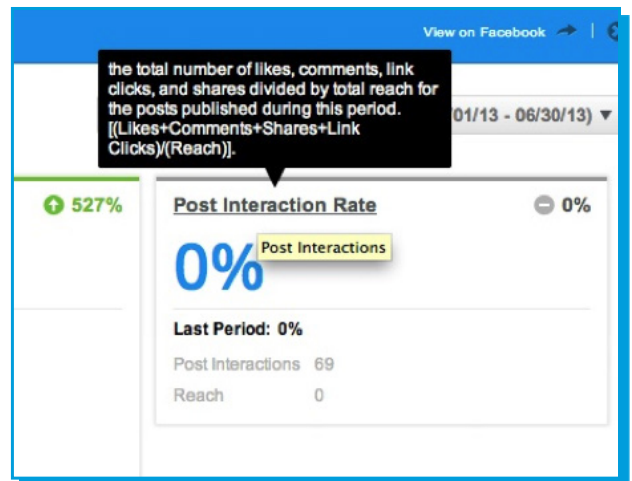
We have completely redesigned the Stream Activity Page to improve the customer experience and ease of reporting. Our goal is to simplify the reports, making the data clearer and more compelling. We are now able to uncover more details in the data so in turn you can gain deeper insights into how your posts are performing.



What has changed for Facebook: Stream Activity

The Summary and All Posts tabs have been consolidated into a single reporting page.

- Posts are now the number of posts published for the timeframe you select, and the breakdown of post types with percentages.
- Post Interactions were previously a cumulative total of all post interactions for the timeframe regardless of the timing of the original post. Now the interactions shown will only be those related to the posts published in the report timeframe. You will also now see the list of interactions by type – clicks, shares, comments and likes, as well as percentages for each.
- The Post Interaction Rate is achieved by dividing the interactions by the reach. You will see the breakdown of post interactions as well as the reach. Reach has been updated to identically match Facebook Insights so users will get consistent data between the sources.

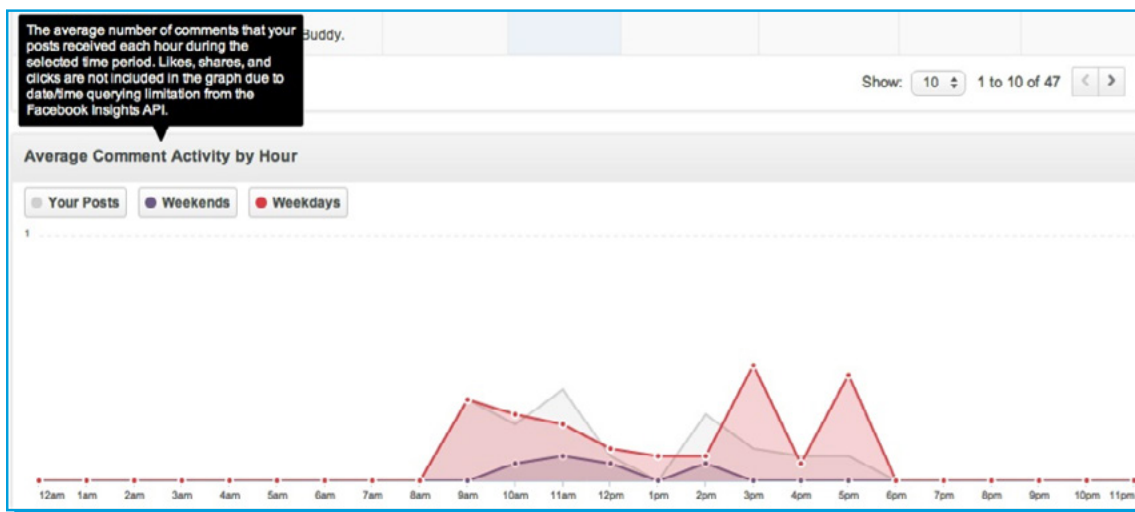


The list of published posts has also been updated.

- The Posts By Type as well as the My Posts chart has been replaced by a single chart showing the posts published in the timeframe selected. Each post provides a permalink to the original post and the Facebook Insights data for each.
- We have updated the name of the Average Incoming Stream Activity By Hour chart to Average Comment Activity by Hour, to better reflect the data being displayed.



What has changed for Twitter: Stream Activity



The Twitter Stream Activity reports are similar to Facebook for consistency in reporting but we have tailored the metrics to Twitter-specific data where applicable.

- Tweets are the number of Tweets published for the timeframe you have selected and because Tweets are the only post type, the percentage will always be 100%.
- We have added Tweet Interactions and broken them down into clicks, replies and .Retweets.
- The Tweet Interaction Rate is achieved by the total number of Retweets + replies, divided by total followers.

Notes: Retweets captured for Twitter Stream Activity includes manual Retweets, where someone has used “RT”. We have removed the mentions statistic (@mentions) so the Stream Activity is focused on engagement results from publishing efforts. We will make @mentions available in the “Followers” report tab shortly.

The list of published Tweets provides permalinks to the original Tweet, as well as metrics for Retweets, replies, and clicks for each post.