



Český olympijský tým
olympijskytym

Team GB
TeamGB



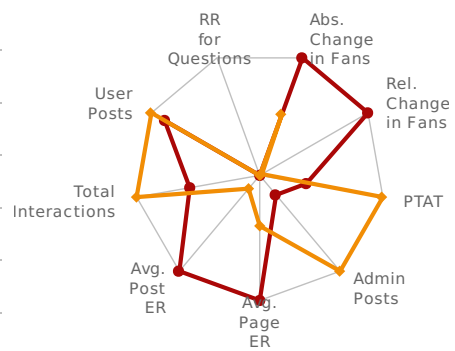
245 569 fans

1 177 270 fans

KPI Check

	Český olympijský tým	Team GB	Select One
Abs. Change in Fans	196 510	102 210	
Rel. Change in Fans	+477,20 %	+9,64 %	
PTAT	6 183	16 349	
Admin Posts	319	1 566	
Avg. Page ER	1,33 % (+0,01 %)	0,54 % (+0,26 %)	
Avg. Post ER	1,02 % (-0,01 %)	0,14 % (+0,08 %)	
Total Interactions	1 224 815	2 155 372	
User Posts	1 132	1 288	
RR for Questions	0,00 %	0,00 %	

socialbakers KPI Check
from Oct 01, 2013 to Mar 31, 2014

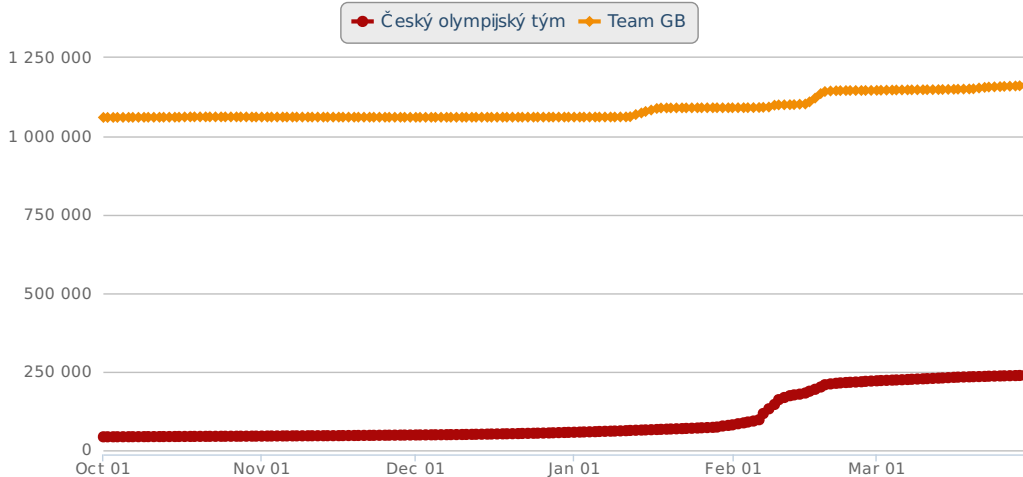


Český olympijský tým Team GB

Total Fans



Total Fans
from Oct 01, 2013 to Mar 31, 2014



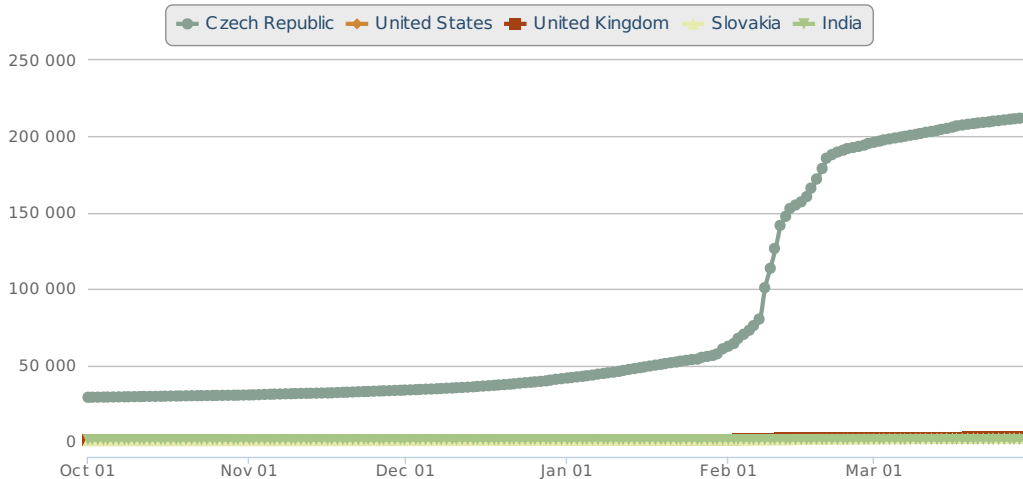
Summary

	Total Fans	Change in Fans
Český olympijský tým	237 690	196 510 ↑ 477,20%
Team GB	1 162 092	102 210 ↑ 9,64%

Evolution of Local Fans

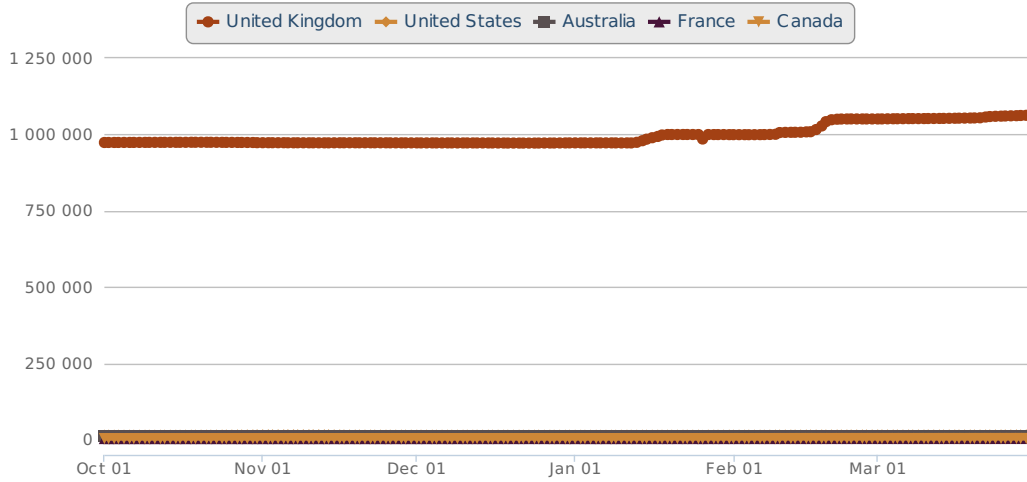


Český olympijský tým Evolution of Local Fans
from Oct 01, 2013 to Mar 31, 2014





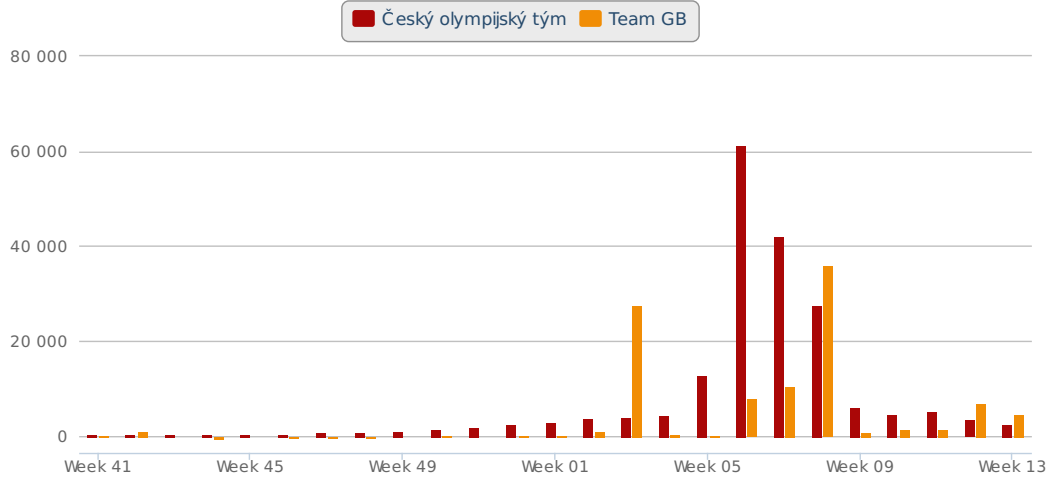
Team GB Evolution of Local Fans from Oct 01, 2013 to Mar 31, 2014









Growth of Total Fans



Growth of Total Fans by Week from Oct 07, 2013 to Mar 30, 2014



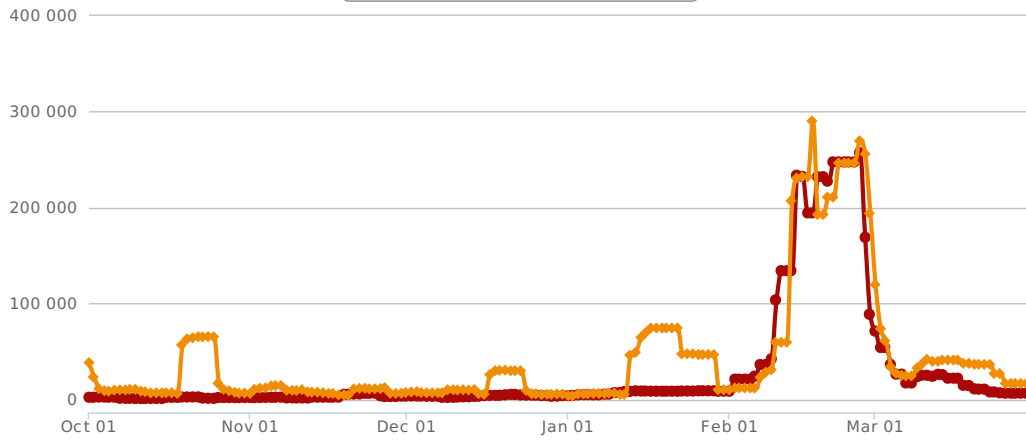
Summary		Max change of Fans on	Min change of Fans on	Avg change per day
	Český olympijský tým	19 751  Feb 07, 2014	45  Oct 02, 2013	1 080
	Team GB	14 404  Feb 18, 2014	1  Dec 09, 2013	581

People Talking About



People Talking About
from Oct 01, 2013 to Mar 31, 2014

Český olympijský tým Team GB



Summary

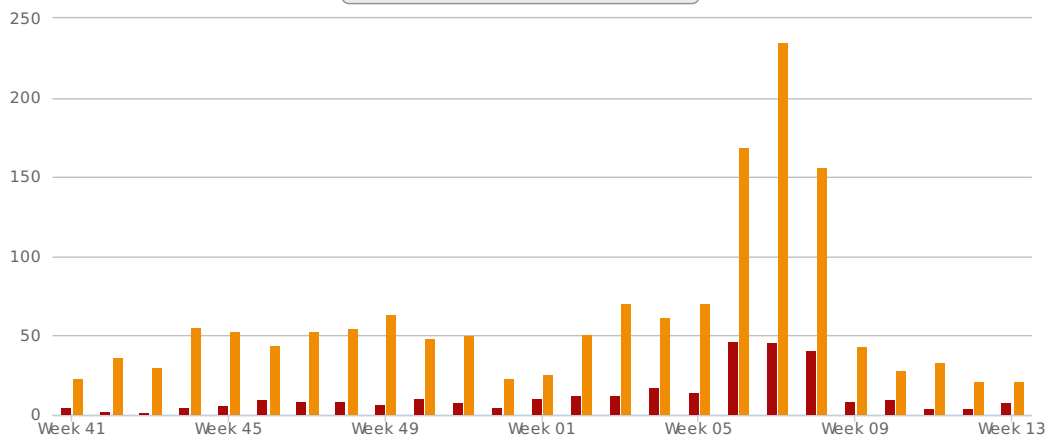
	People Talking About	Max People Talking About on	Min People Talking About on
Český olympijský tým	6 183 ▲ 4227	257 235 Feb 26, 2014	630 Oct 10, 2013
Team GB	16 349 ▼ -22336	290 276 Feb 17, 2014	3 334 Jan 02, 2014

Admin Posts by Day



Admin Posts by Week
from Oct 07, 2013 to Mar 30, 2014

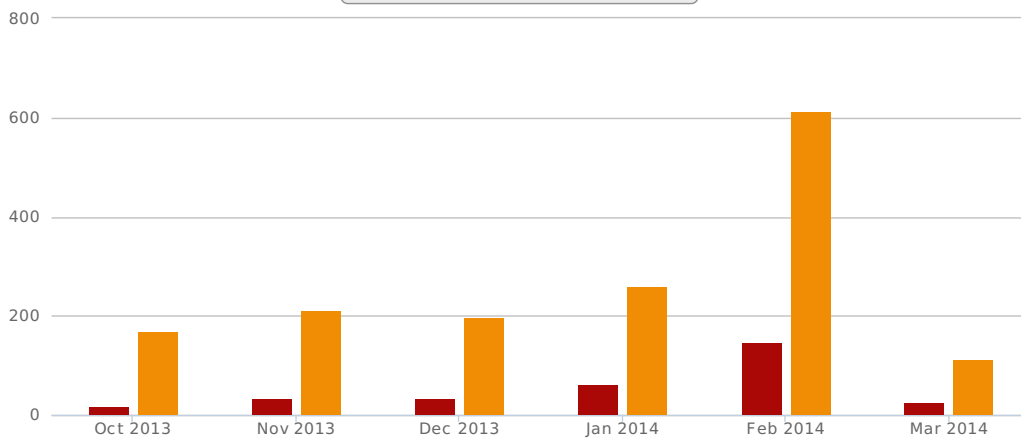
Český olympijský tým Team GB



Admin Posts by Month

from Oct 01, 2013 to Mar 31, 2014

Český olympijský tým Team GB



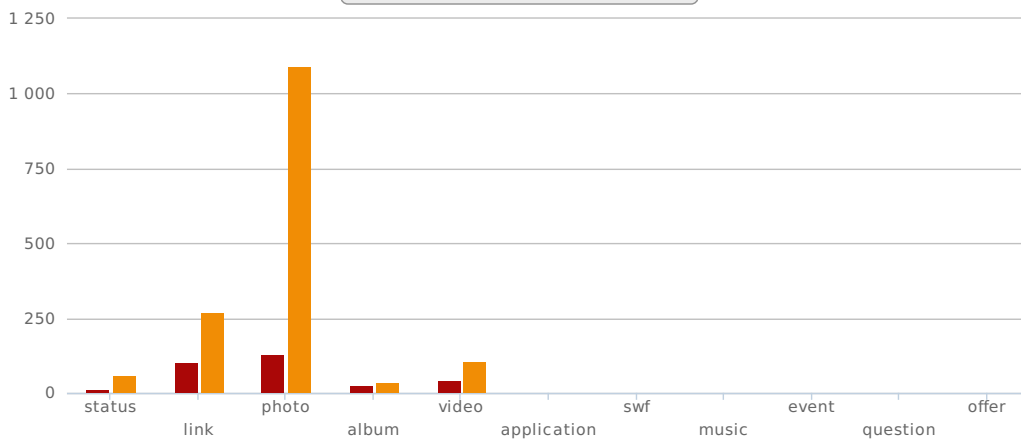
Summary		Total Posts	Avg Posts per day	Max Posts on
	Český olympijský tým	319	1,75	14 Feb 06, 2014
	Team GB	1 566	8,60	45 Feb 13, 2014

Post types

Post types

from Oct 01, 2013 to Mar 31, 2014

Český olympijský tým Team GB

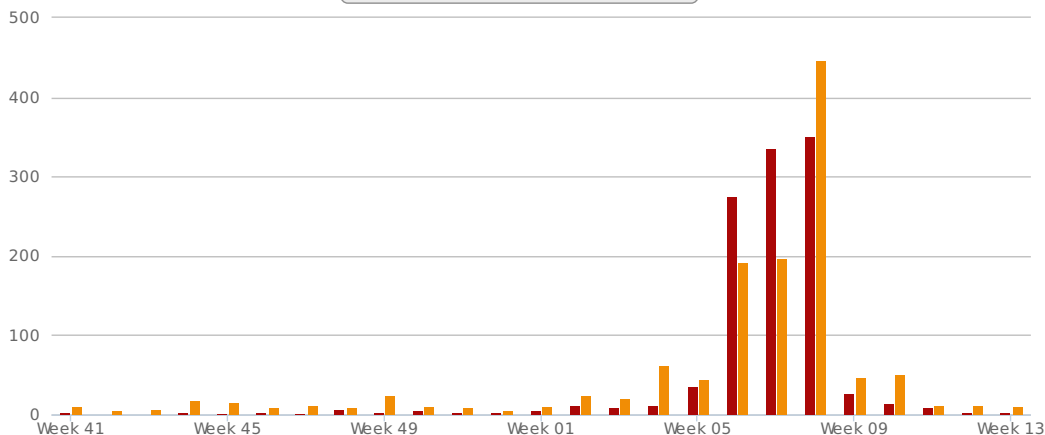


Posts Made by Fans



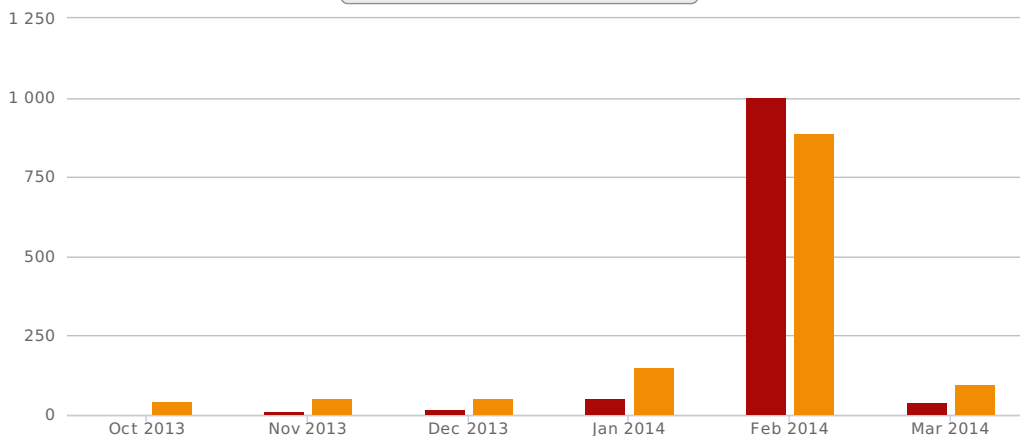
Posts Made by Fans by Week
from Oct 07, 2013 to Mar 30, 2014

Český olympijský tým Team GB



Posts Made by Fans by Month
from Oct 01, 2013 to Mar 31, 2014

Český olympijský tým Team GB



Summary

	Total Posts	Avg Posts per day	Max Posts on
Český olympijský tým	1 132	6	134 Feb 19, 2014
Team GB	1 288	7	172 Feb 21, 2014

Top Posts

 **Český olympijský tým** posted photo Feb 07, 2014 | Fri | 17:14:14 GMT+1

Source: Facebook for iPhone

Budeme tu mít 100 000 fanoušků než nastoupíme na plochu? Dejte nám like:)



Post Interactions: 59 318

- Post Likes: 54 259 (91,47 %)**
- Post Comments: 834 (1,41 %)**
- Post Shares: 4 225 (7,12 %)**
- Engagement Rate: 51,6982 %**

 **Český olympijský tým** posted photo Feb 15, 2014 | Sat | 15:35:46 GMT+1

Source: Facebook web

Jaromír Jágra má dneska narozeniny. Pořádně je oslaví jak jinak, než na ledě. Všechno nejlepší, tak ať to střílí!

Dáte legendě 42 000 lajků?

Napište do komentáře přání. Ta nejlepší vytiskneme a vylepíme ve výtahu, kterým Jarda jezdí v olympijské vesnici.



Post Interactions: 72 221

- Post Likes: 67 148 (92,98 %)**
- Post Comments: 3 255 (4,51 %)**
- Post Shares: 1 818 (2,52 %)**
- Engagement Rate: 39,9479 %**

Source: Facebook for Android

Ondraaaaaaaaaa!!!



Post Interactions: 43 481

Post Likes: 40 863 (93,98 %)

Post Comments: 972 (2,24 %)

Post Shares: 1 646 (3,79 %)

Engagement Rate: 27,3070 %

Source: Facebook for iPhone

Martina Sáblíková.



Post Interactions: 43 150

Post Likes: 41 375 (95,89 %)

Post Comments: 789 (1,83 %)

Post Shares: 986 (2,29 %)

Engagement Rate: 27,0992 %


 **Český olympijský tým** posted photo

Feb 19, 2014 | Wed | 17:07:51 GMT+1

Source: Facebook for Android

Chápete to? Pět medailí!! Náhěra úplná největší!




 **Post Interactions:** 43 751

 **Post Likes:**
40 026 (91,49 %)

 **Post Comments:**
1 029 (2,35 %)

 **Post Shares:**
2 696 (6,16 %)

 **Engagement Rate:**
21,1146 %

 **Český olympijský tým** posted photo


Feb 17, 2014 | Mon | 10:11:34 GMT+1

Source: Facebook web


Není nad to se pořádně pokochat...
Je to opravdu zlato!

Foto: Jiří Koliš.




 **Post Interactions:** 38 390

 **Post Likes:**
36 561 (95,24 %)

 **Post Comments:**
503 (1,31 %)

 **Post Shares:**
1 326 (3,45 %)

 **Engagement Rate:**
20,5631 %


 **Český olympijský tým** posted photo


Feb 18, 2014 | Tue | 19:50:29 GMT+1


Source: Facebook for iPhone

Fandíme všichni! ZOH2014




 **Post Interactions:** 40 573

 **Post Likes:**
38 860 (95,78 %)

 **Post Comments:**
498 (1,23 %)

 **Post Shares:**
1 215 (2,99 %)

 **Engagement Rate:**
20,3009 %

 **Český olympijský tým** posted photo


Feb 08, 2014 | Sat | 17:41:36 GMT+1


Source: Facebook for Android

Je to borec :)




 **Post Interactions:** 26 193

 **Post Likes:**
24 347 (92,95 %)

 **Post Comments:**
854 (3,26 %)

 **Post Shares:** 992 (3,79 %)

 **Engagement Rate:**
20,1265 %

Source: Facebook for Android

A takhle vypadá Jarda s plackou!



Post Interactions: 25 278

Post Likes: 24 044 (95,12 %)

Post Comments: 571 (2,26 %)

Post Shares: 663 (2,62 %)

Engagement Rate: 17,5393 %

Source: Facebook for Android

Jak to ti kucí biatlonoví dělají? Ooondra Moraveeeec!!!



Post Interactions: 32 375

Post Likes: 30 358 (93,77 %)

Post Comments: 604 (1,87 %)

Post Shares: 1 413 (4,36 %)

Engagement Rate: 16,1990 %

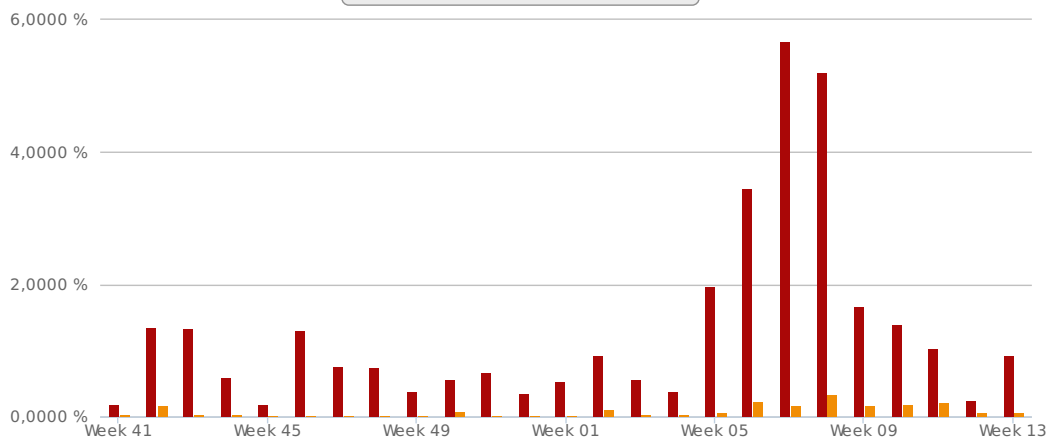
Average Post Engagement Rate



Average Post Engagement Rate by Week

from Oct 07, 2013 to Mar 30, 2014

Český olympijský tým Team GB



Summary	Moving Avg of Post Engagement Rate	Total Interactions	Facebook Likes	Facebook Comments	Facebook Shares
Český olympijský tým	1,0233 % ▼ -0,0061 %	1 224 815	1 152 587 94,10 %	28 962 2,36 %	43 266 3,53 %
Team GB	0,1417 % ▲ 0,0814 %	2 155 372	2 009 323 93,22 %	59 854 2,78 %	86 195 4,00 %

Daily Page Engagement Rate

Summary	Moving Avg of Page Engagement Rate	Total Interactions	Facebook Likes	Facebook Comments	Facebook Shares
Český olympijský tým	1,3303 % ▲ 0,0067 %	1 224 815	1 152 587 94,10 %	28 962 2,36 %	43 266 3,53 %
Team GB	0,5377 % ▲ 0,2640 %	2 155 372	2 009 323 93,22 %	59 854 2,78 %	86 195 4,00 %

Total Interactions by Hour

Summary	Most Interactions	Least Interactions
Český olympijský tým	289 670 (23,65 %) 17:00 - 18:00	3 394 (0,28 %) 3:00 - 4:00
Team GB	228 746 (10,61 %) 17:00 - 18:00	433 (0,02 %) 0:00 - 1:00

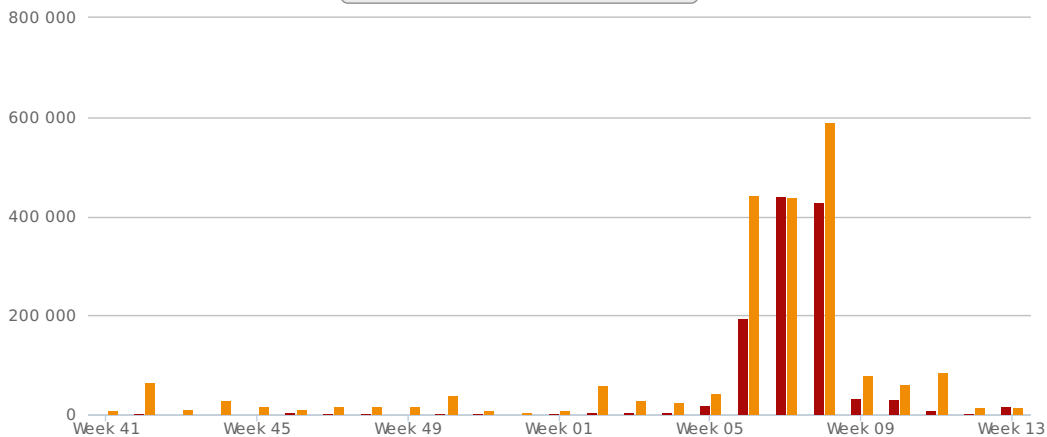
Daily Interactions



Weekly Interactions

from Oct 07, 2013 to Mar 30, 2014

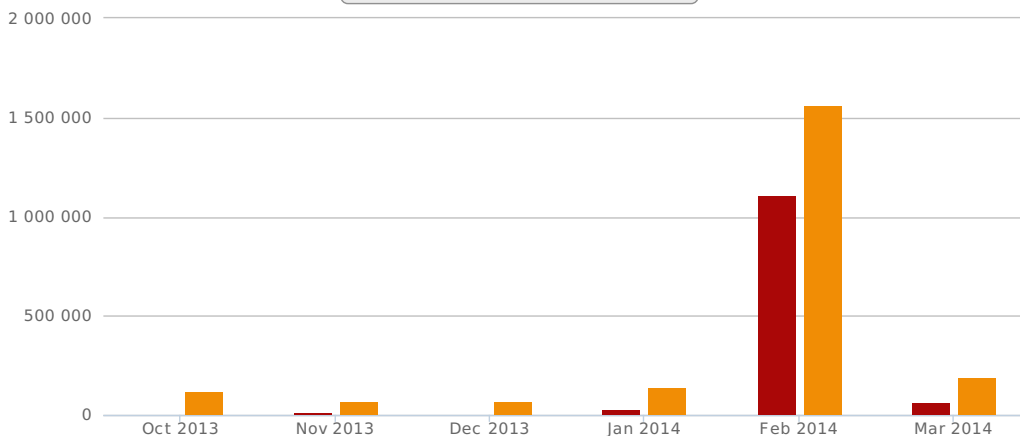
Český olympijský tým Team GB





Monthly Interactions

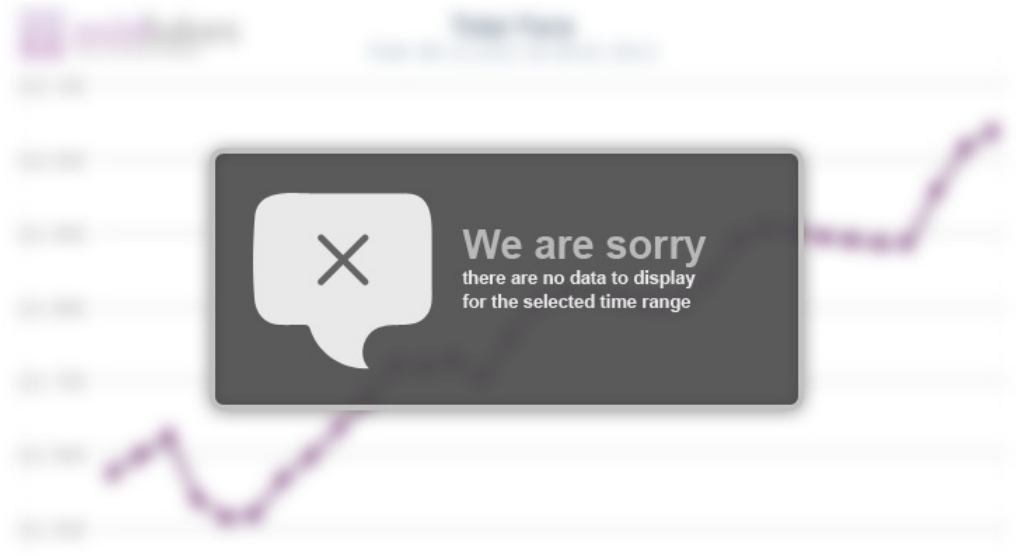
from Oct 01, 2013 to Mar 31, 2014

Český olympijský tým Team GB

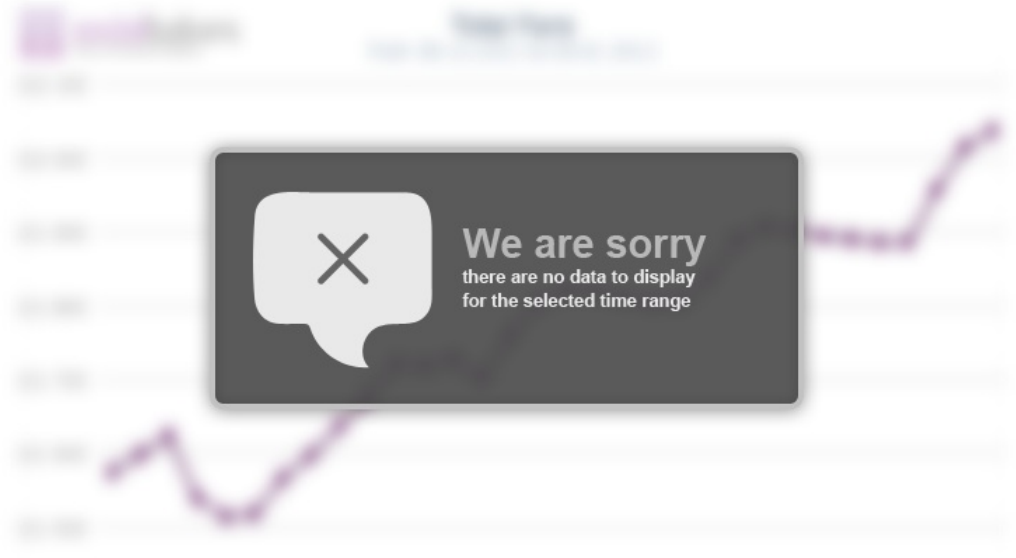


Summary		Total Interactions	Facebook Likes	Facebook Comments	Facebook Shares	Avg Interactions per day	Max Interactions on
	Český olympijský tým	1 224 815	1 152 587 94,10%	28 962 2,36%	43 266 3,53%	6 729,75	153 696 Feb 10, 2014
	Team GB	2 155 372	2 009 323 93,22%	59 854 2,78%	86 195 4,00%	11 842,70	302 951 Feb 09, 2014

Response Time for User Questions



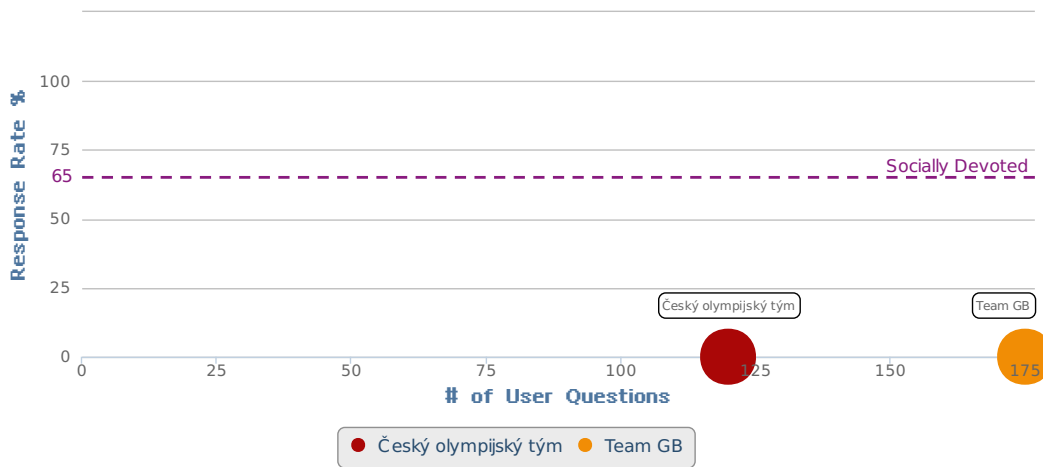
Response Time for User Posts



Response Rate vs. Number of Questions



Response Rate vs. Number of Questions from Oct 01, 2013 to Mar 31, 2014



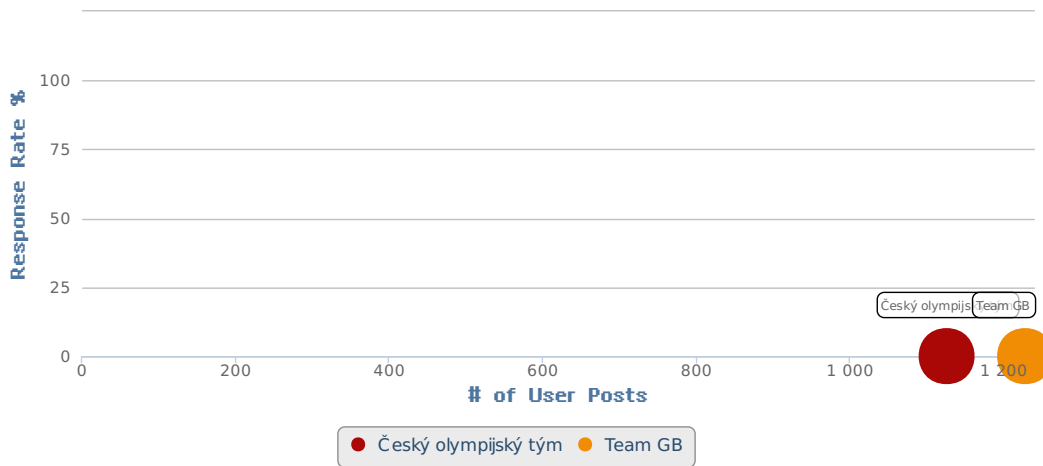
Summary

	Response Rate	Posted by Users	Responded by Page	Avg Response Time
Český olympijský tým	0,00 %	120	0	N/A
Team GB	0,00 %	175	0	N/A

Response Rate vs. Number of Posts



Response Rate vs. Number of Posts from Oct 01, 2013 to Mar 31, 2014



Summary

	Response Rate	Posted by Users	Responded by Page	Avg Response Time
Český olympijský tým	0,00 %	1 126	0	N/A
Team GB	0,00 %	1 228	0	N/A

Metric Report Overview

Total Fans

Total number of Page's Fans in a given point of time.

Evolution of Local Fans

Shows the daily growth of fans from different countries. To display more countries in the graph, simply select the desired country by clicking on it in the table below.

Growth of Total Fans

This graph shows the daily increase or decrease in Fans during a selected time range.

People Talking About

The number of unique individuals who have created a Story (this includes: Liking, Commenting, Posting, Sharing, responding to an Event, answering your Question, Mentioning or Tagging your Page, Checking-in to or Recommending your Facebook Page. It also includes any subsequential Likes or Comments from posts Shared by Page Fans) about the Page during the previous 7 days.

Admin Posts by Day

This graph shows the number of posts made by the page's administrators by day during a selected time range.

Posts Made by Fans

This shows the number of fan posts a page received each day during a selected time range.

Average Post Engagement Rate

Calculated on a daily basis as the sum of all Engagement Rates of posts that were made on a particular day divided by their count. For example, if there is one post on Monday with an Engagement Rate of .5% and two posts on Tuesday with Engagement Rates of .3% and .1%, then the Average Post Engagement Rate for Monday would be .5% ($.5\% / 1$), while the Average Post Engagement Rate for Tuesday would be .2% ($(.1\% + .3\%) / 2$).

Daily Page Engagement Rate

Calculated on a daily basis as the sum of all Engagement Rates of posts that were made on a particular day. For example, if there is one post on Monday with an Engagement Rate of .5% and two posts on Tuesday with Engagement Rates of .3% and .5%, then the Daily Page Engagement Rate for Monday = .5% and the Daily Page Engagement Rate for Tuesday = .8%.

Total Interactions by Hour

Shows the total number of Interactions at each hour of the day during a selected time range. For example, if you have selected a four week time range, then the sum of all 4PM Interactions during the four week time range would equal the total Interactions for 4PM.

Daily Interactions

This graph shows the total number of Interactions (Likes, Comments and Shares) per day during a selected time range.

Response Time for User Questions

This graph shows a breakdown of the time it took the monitored page to respond to a user question (a user post containing the question mark character, and written in different languages - Armenian, Arabic, Japanese and others) during a selected time range. This graph shows the relative distribution of page responses to user posts according to time needed for the page to reply. The following time intervals are used: under 10 minutes, 10-30 minutes, 30-90 minutes, 90 minutes-6 hours, 6-12 hours, 12-24 hours, 24-72 hours, or more than 72 hours.

Response Time for User Posts

This graph shows a breakdown of the time it took the monitored page to respond to a user post during a selected time range. This graph shows the relative distribution of page responses to user posts according to the time needed for the page to reply. The following time intervals are used: under 10 minutes, 10-30 minutes, 30-90 minutes, 90 minutes-6 hours, 6-12 hours, 12-24 hours, 24-72 hours, or more than 72 hours.

Response Rate vs. Number of Questions

This chart represents the monitored page's performance in responding to user questions. The number of user questions (a user post containing the question mark character, and written in different languages - Armenian, Arabic, Japanese and others) is displayed on the X-axis and the Response Rate for user questions on the Y-axis.

Response Rate vs. Number of Posts

This chart represents the monitored page's performance in responding to user posts. The number of user posts is displayed on the X-axis and the Response Rate for user

posts on the Y-axis.

User Activity

This graph shows the total number of user posts and comments by day of the week and also by hour of the day during a selected time range.