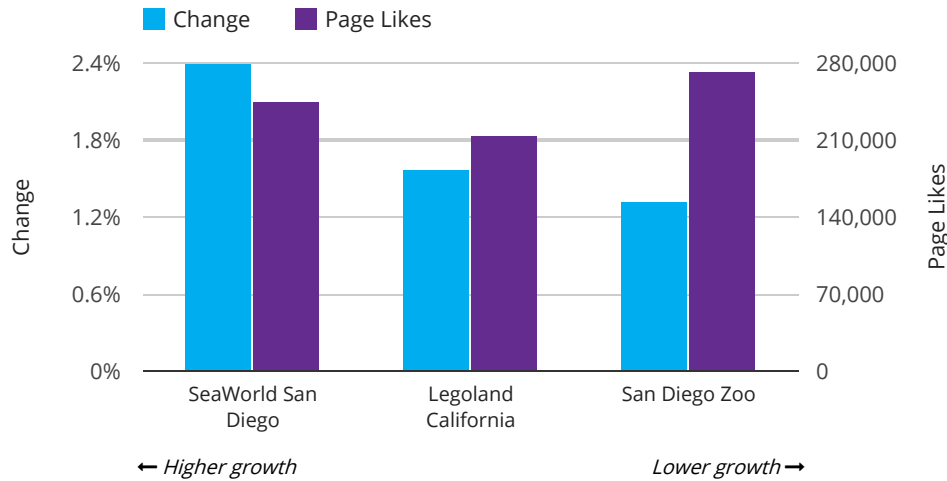
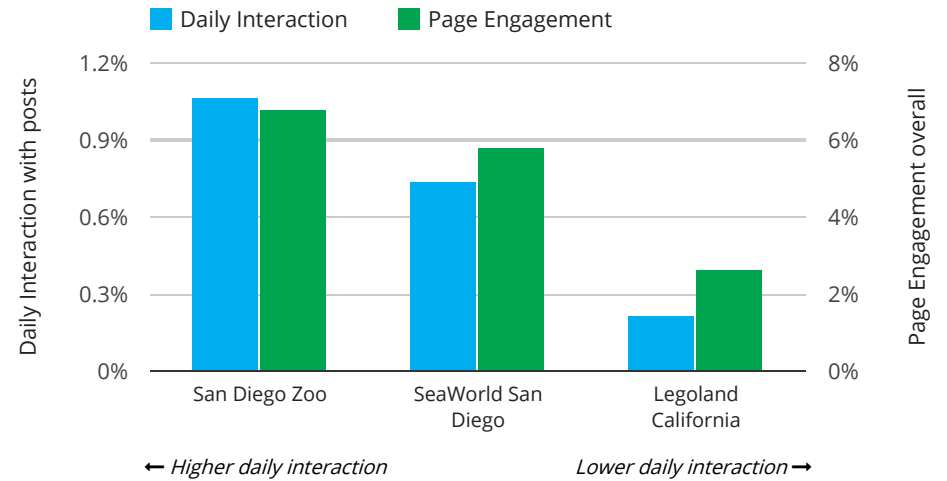


FACEBOOK OVERVIEW

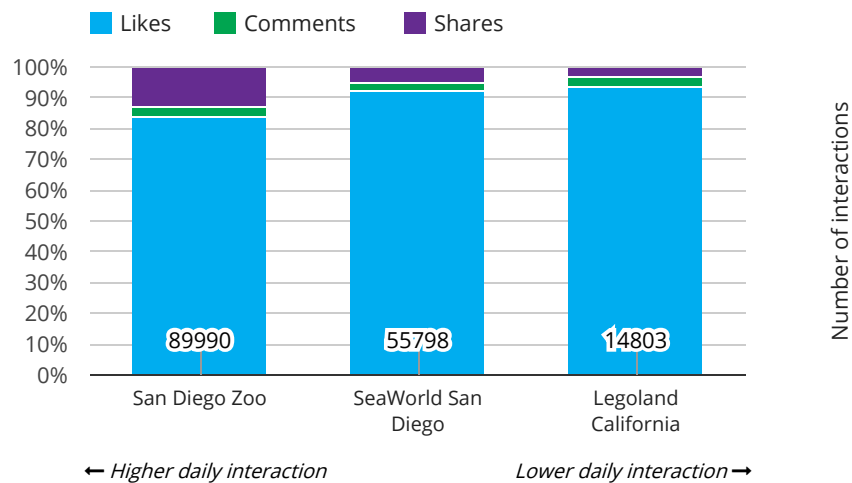
How much did the audience grow?



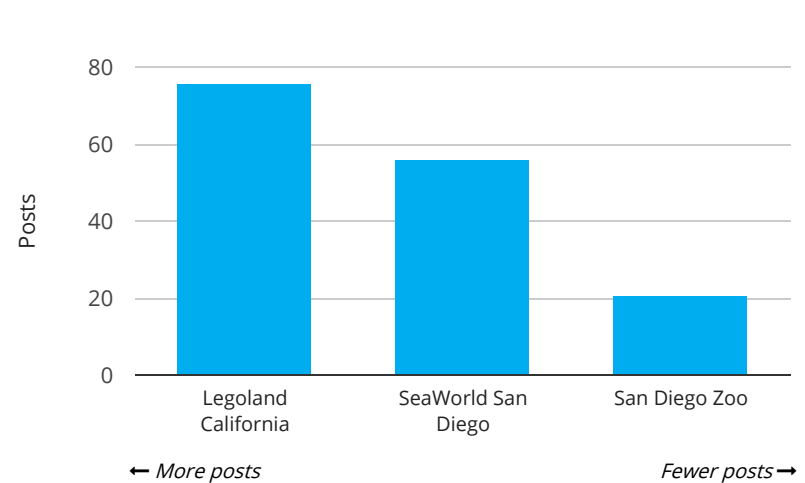
How engaged was the audience?



How did the audience interact with posts?



How many posts?



FACEBOOK PAGES BY DAILY INTERACTION

San Diego Zoo



Page Likes ¹	PTAT ²	Posts ³	Stories ⁴	Engagement ⁵	Likes ⁶	Comments	Shares	Daily Interaction ⁷
272,663 ↑ 1.33 %	18,395 ↑ 1.15 %	21 → No change	11 ↓ 3	6.79 % ↓ 0.04	75,441 ↑ 28,215	2,770 ↓ 923	11,779 ↑ 4,292	1.07 % ↑ 0.36

SeaWorld San Diego



Page Likes	PTAT	Posts	Stories	Engagement	Likes	Comments	Shares	Daily Interaction
244,997 ↑ 2.40 %	14,123 ↓ 18.14 %	56 ↓ 2	8 ↓ 1	5.83 % ↓ 1.54	51,271 ↓ 4,569	1,595 ↑ 240	2,932 ↓ 347	0.74 % ↓ 0.09

Legoland California



Page Likes	PTAT	Posts	Stories	Engagement	Likes	Comments	Shares	Daily Interaction
214,560 ↑ 1.57 %	5,631 ↓ 10.94 %	76 ↓ 44	16 ↓ 3	2.64 % ↓ 0.39	13,800 ↓ 5,291	560 ↓ 192	443 ↓ 551	0.22 % ↓ 0.10

1. **Page Likes:** The number of unique people that like the Page as of the end of the reporting period.

2. **PTAT:** The number of unique people who engage with the Page. This happens when someone likes the Page, posts to the Page wall, likes, comments on or shares one of the Page posts, responds to an event, mentions the Page, tags the Page in a photo, checks in at the location, or recommends the location. This value is averaged for each day.

3. **Posts:** The number of posts made on and by the page in the reporting period.
















4. **Stories:** The number of stories generated by Facebook in the reporting period. Stories can be generated by actions like commenting on posts, posting on another page, and liking their own or others' posts, links and photos. Note: Facebook does not necessarily generate a story for every single action.

5. **Engagement:** Measures percentage of the Page(s) Likes that engage overall. Average of each day's [PTAT / Page Likes as of that day] * 100.

6. **Likes / Comments / Shares:** The total number of likes, comments, and shares on all the posts for the Page(s) during the reporting period.

7. **Daily Interaction:** Measures percentage of the Page likes that engage daily with posts. Average of each day's [(Likes + comments + shares on posts) / Page Likes as of that day] * 100.

FACEBOOK POSTS TOP 3 BY ENGAGEMENT FROM EACH PAGE

	Post	Likes	Comments	Shares	Engagement
 San Diego Zoo Posted Aug 29 at 05:50 PM Type: photo	 Snow fell in the giant panda exhibit today - and a great time was had by all! #snowday (more)	6,476	122	855	2.74 %
 San Diego Zoo Posted Aug 02 at 03:50 PM Type: photo	If looks could kill... (photo by Darrell Ybarrando) (more)	5,482	277	945	2.49 %
 San Diego Zoo Posted Aug 02 at 03:50 PM Type: photo	If looks could kill... (photo by Darrell Ybarrando) (more)	5,482	277	945	2.49 %
 SeaWorld San Diego Posted Aug 26 at 10:43 AM Type: photo	 Happy Birthday Ike!! Ike turned 11 yesterday!!! Can we get a Happy Birthday shout-out for our Ike!!! (more)	4,445	170	204	1.98 %
 SeaWorld San Diego Posted Aug 30 at 03:22 PM Type: photo	 Makani is Rock'n in Shamu Rocks!! Makani, our Baby Shamu born last February, is joining in on the high-flying fun of Shamu Rocks!! Look at our litt... (more)	3,707	98	350	1.70 %
 SeaWorld San Diego Posted Aug 08 at 10:58 AM Type: photo	 Who loves Manta??!!!! (more)	3,468	177	119	1.56 %
 Legoland California Posted Aug 25 at 09:01 AM Type: photo	 Apple Fries you can't eat just one! :D (more)	890	86	41	0.48 %
 Legoland California Posted Aug 24 at 07:30 AM Type: photo	 It's race day! #motocross #LEGO Miniland USA (more)	798	9	62	0.41 %
 Legoland California Posted Aug 19 at 04:39 PM Type: photo	#LEGO Miniland Las Vegas! (more)	801	15	34	0.40 %