

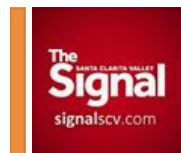


Socialbakers Export

Facebook Overview

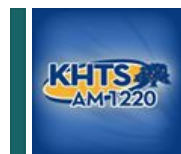
12th April 2017 – 11th May 2017

Comparing



Santa Clarita Valley Signal

f / signalscv



KHTS Radio

f / khtsradio

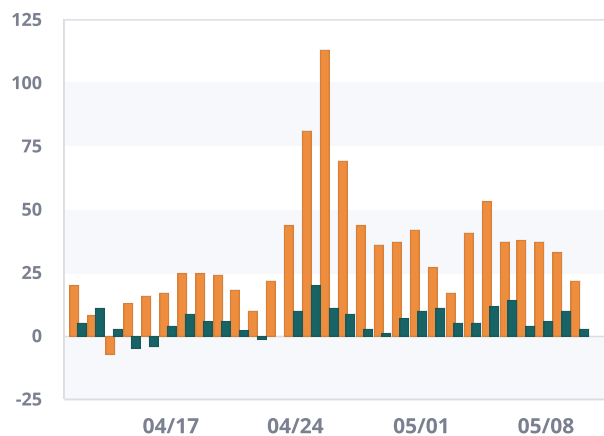


Fans Overview

Growth of Total Fans ¹

Aggregated by Day

04/12/2017 - 05/11/2017



Total Fans

36.7k

50.7k

Total Change in Fans

+ 962

+ 177

Max Change of Fans on

+ 113

04/26/2017

+ 20

04/25/2017

Average Change of Fans per Day

+ 32.07

+ 5.90

Distribution of Fans ²

04/12/2017 - 05/11/2017

Santa Clarita Valley Signal	↓ Local Fans	Growth	KHTS Radio	↓ Local Fans	Growth
1 United States	34,239	+ 924	1 Turkey	30,472	- 133
2 Mexico	253	- 5	2 United States	17,868	+ 290
3 India	235	- 1	3 Cyprus	189	- 2
4 Philippines	196	+ 1	4 Colombia	184	+ 1
5 Brazil	175	0	5 Argentina	184	+ 1

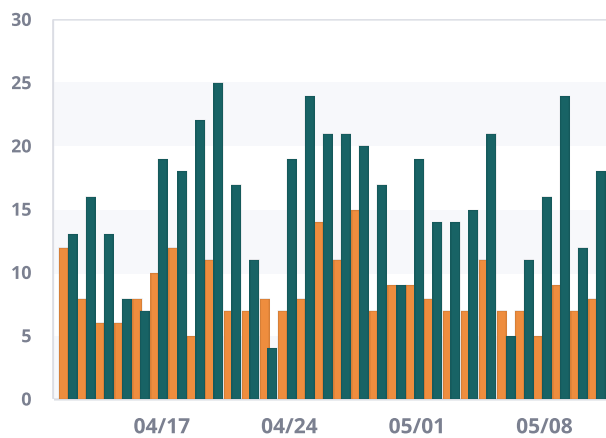


Content Overview

Number of Page Posts ³

Aggregated by Day

04/12/2017 - 05/11/2017



Sum of Page Posts

256

473

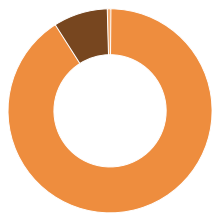
Average Page Posts per Day

8.53

15.77

Distribution of Page Post Types ⁴

04/12/2017 - 05/11/2017



Links
Videos
Photos

Count	Share
233	91.02 %
22	8.59 %
1	0.39 %



Links
Photos
Videos
Statuses

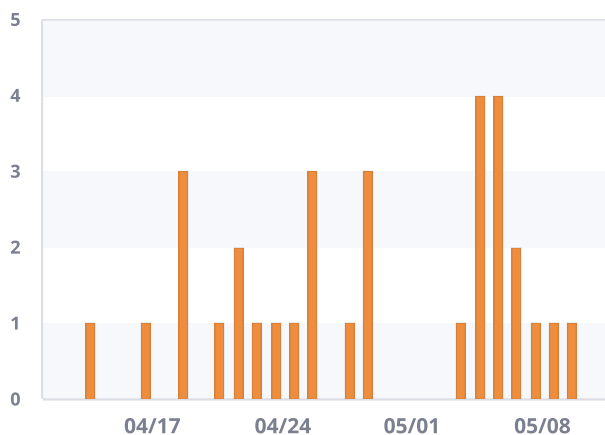
Count	Share
245	51.80 %
120	25.37 %
104	21.99 %
4	0.85 %



Number of Fan Posts ⁵

Aggregated by Day

04/12/2017 - 05/11/2017



Sum of User Posts

32

0

Max User Posts on

+ 4

05/05/2017

No maximum

Average User Posts per Day

1.07

0.00



Most Engaging Posts Overview

1

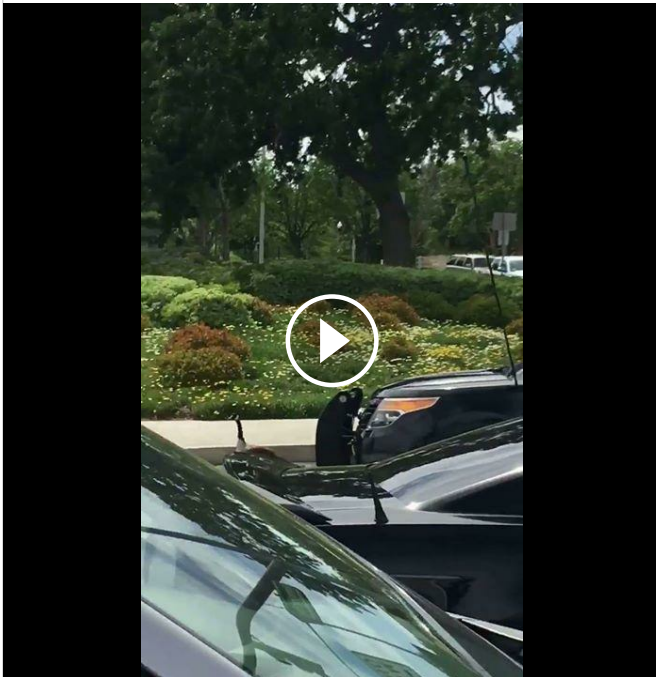


Santa Clarita Valley Signal

f / signalscv

Wednesday 04/26/2017 12:09 PM UTC -10:00

CHP - Newhall has four geese detained in a jaywalking incident near The Old Road and Stevenson Ranch Parkway. Video: Terri Wilson



4,340
Interactions

2,379
Reactions

390
Comments

1,571
Shares

120.5
Interactions per 1k Fans

2

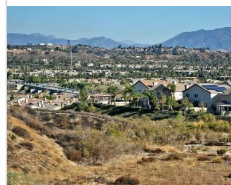


Santa Clarita Valley Signal

f / signalscv

Monday 05/01/2017 10:00 AM UTC -10:00

A one-bedroom apartment in Santa Clarita costs \$1,770 and a two-bedroom costs \$2,000.



Cost of renting in Santa Clarit...

Renting an apartment in Santa Clarita is 7.0 percent more expensive than it was a year ago, Apartment List Inc. reported Monday. As of the first of May, a one-bedroom apartment in Santa

1,786
Interactions

741
Reactions

518
Comments

527
Shares

49.18
Interactions per 1k Fans

4



Santa Clarita Valley Signal

f / signalscv

Tuesday 05/02/2017 12:00 PM UTC -10:00

The new motor units have a mission – to significantly reduce traffic collisions, injuries and deaths in Santa Clarita.



Deputies target distracted dri...

The Santa Clarita Valley Sheriff's Station now has a motorcycle detail of five deputies and one sergeant.

1,170
Interactions

729
Reactions

224
Comments

217
Shares

32.18
Interactions per 1k Fans

3



Santa Clarita Valley Signal

f / signalscv

Tuesday 05/02/2017 3:00 PM UTC -10:00

Golden Valley High School students traveled to prom in style on a special, chartered Metrolink train and Metro's Red Line.



Golden Valley students trade ...

Dressed to impress, more than 500 students from Golden Valley High School hopped on a chartered Metrolink train to travel from Santa Clarita to Los Angeles and then to Madame

1,457
Interactions

1,339
Reactions

59
Comments

59
Shares

40.07
Interactions per 1k Fans



5



Santa Clarita Valley Signal

f / signalscv

ORGANIC

Friday 05/05/2017 6:33 PM UTC -10:00

Firefighters are trying to free multiple victims of a head-on crash near McBean Parkway and Copper Hill Drive. More here:
<https://signalscv.com/2017/05/05/3-hurt-traffic-collision-scv/>



1,148
Interactions

691
Reactions

278
Comments

179
Shares

31.45
Interactions
per 1k Fans

6



KHTS Radio

f / khtsradio

ORGANIC

Thursday 05/11/2017 10:01 AM UTC -10:00

Southbound traffic on Bouquet is being stopped at Newhall Ranch Rd. Due to a large water main breaking in the middle of the road. Crews don't think any traffic will be let through until at least tomorrow.



1,407
Interactions

310
Reactions

315
Comments

782
Shares

27.70
Interactions
per 1k Fans

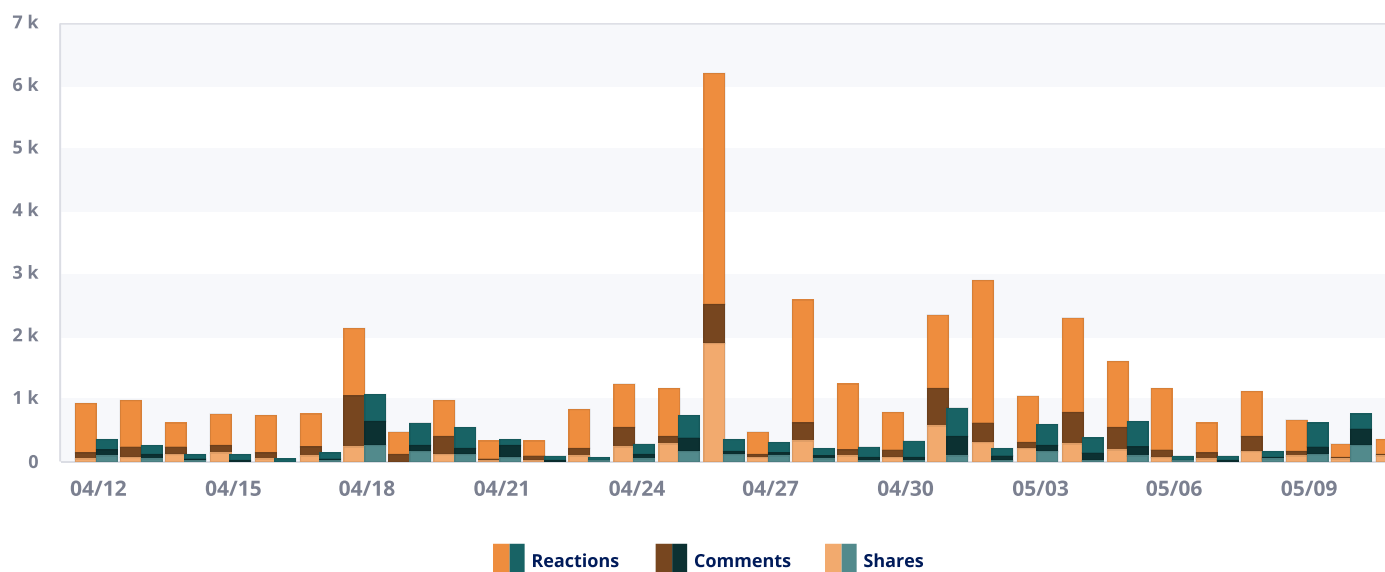


Engagement Overview

Evolution of Interactions ⁶

Aggregated by Day

04/12/2017 - 05/11/2017



Max Interactions on

6.2k

04/26/2017

2.1k

05/11/2017

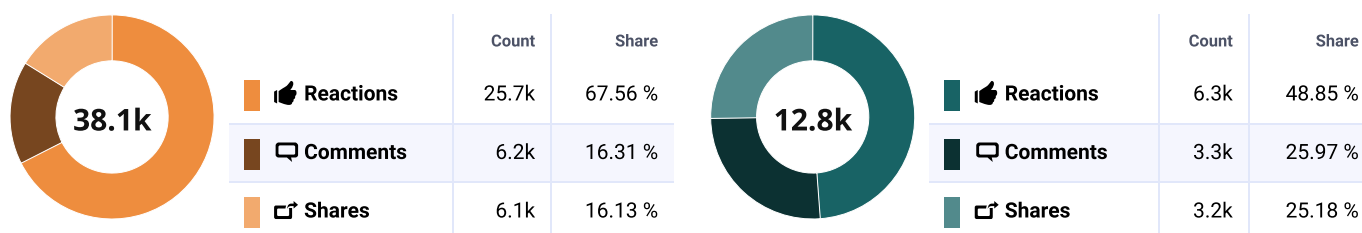
Average Interactions per Day

1.3k

427.9

Distribution of Interactions ⁷

04/12/2017 - 05/11/2017

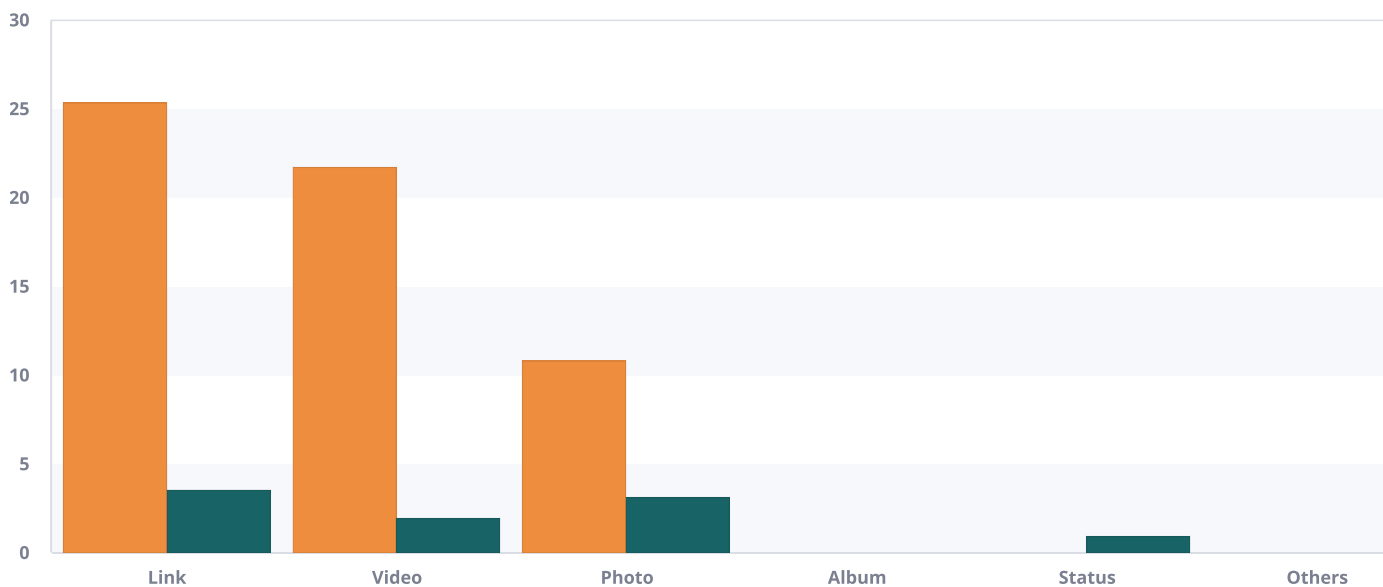




Most Engaging Post Types ⁸

04/12/2017 - 05/11/2017

Avg Interactions per 1000 Fans

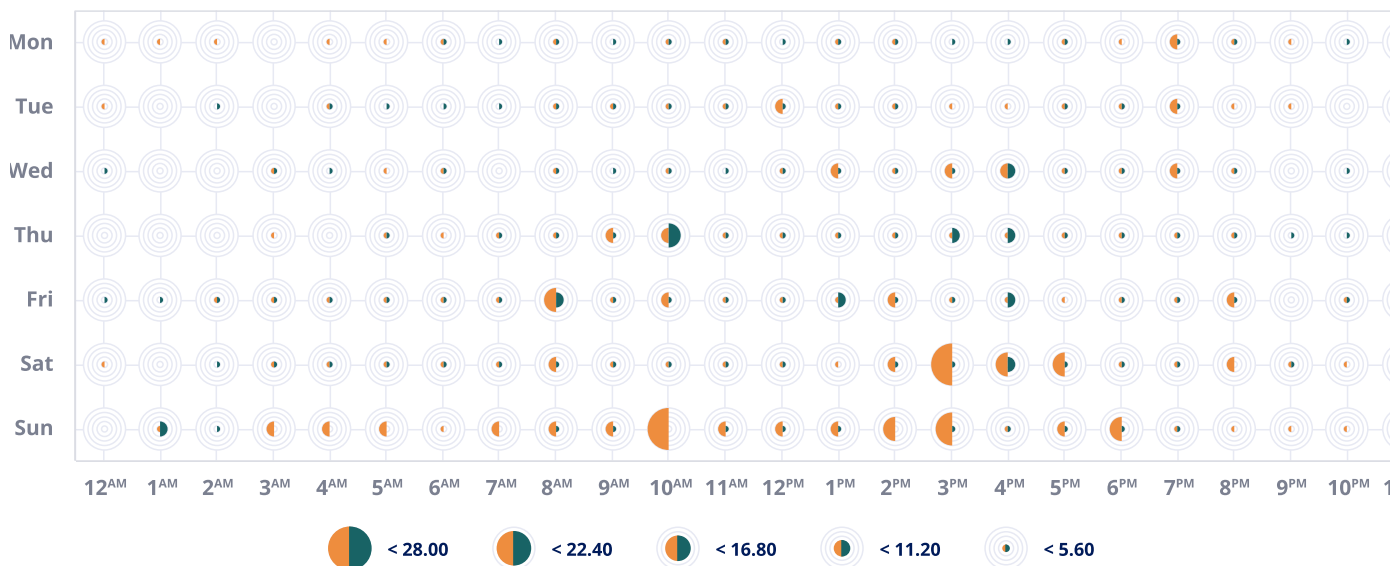


User Activity ⁹

04/10/2017 - 05/07/2017

User Activities are sum of User Posts and User Comments

① The time range for this graph below was automatically adjusted to 04/10/2017 - 05/07/2017 to aggregate the data for the entire week/7days range for both the beginning and the end of the selected range.

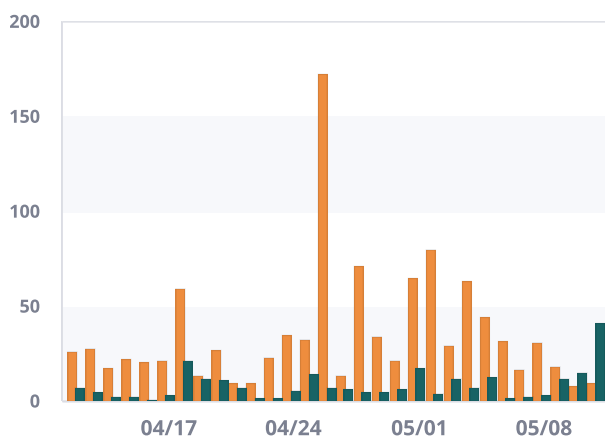




Number of Interactions per 1000 Fans ¹⁰

Aggregated by Day

04/12/2017 - 05/11/2017



Max Interactions per 1000 Fans

172.5

04/26/2017

41.12

05/11/2017

Min Interactions per 1000 Fans

8.02

05/10/2017

1.13

04/16/2017

Sum of Interactions per 1000 Fans per Period

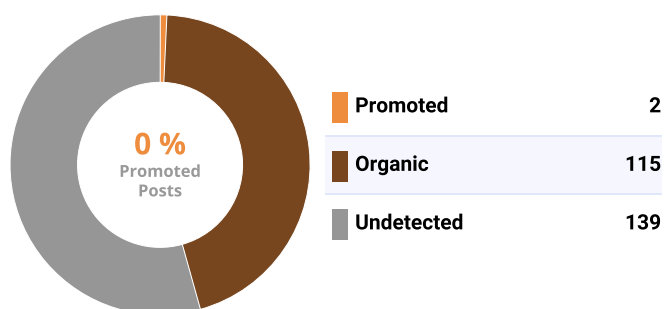
1.1k

253.4

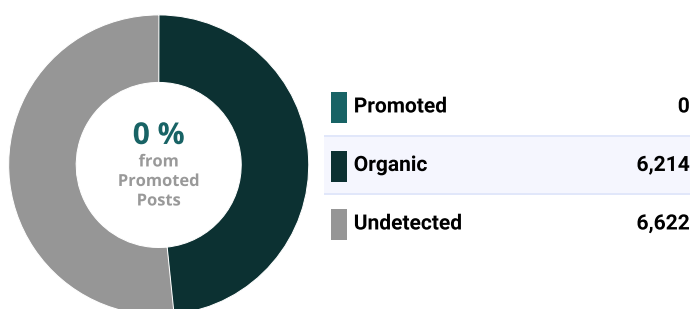
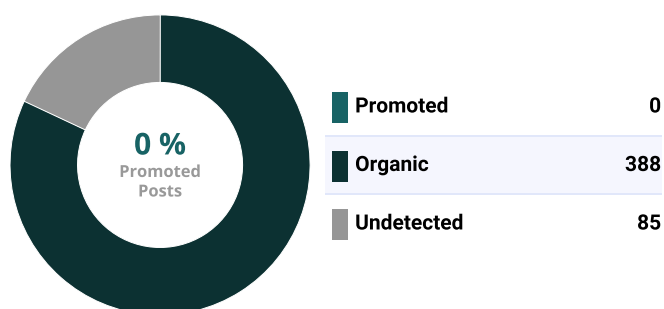
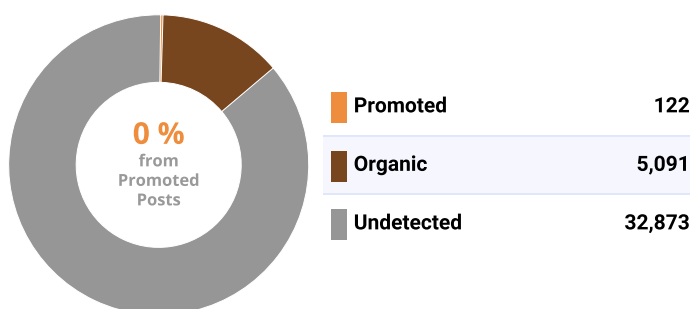
Promoted Post Detection Overview

04/12/2017 - 05/11/2017

Share of Posts ¹¹



Share of Interactions ¹²





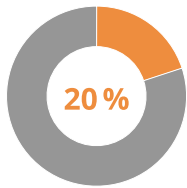
Socially Devoted

04/12/2017 - 05/11/2017

Response Rate for User Questions ¹³

Number of User Questions ¹⁴

Avg Response Time ¹⁵



5
Questions

0 : 05 : 14
Days Hours Minutes

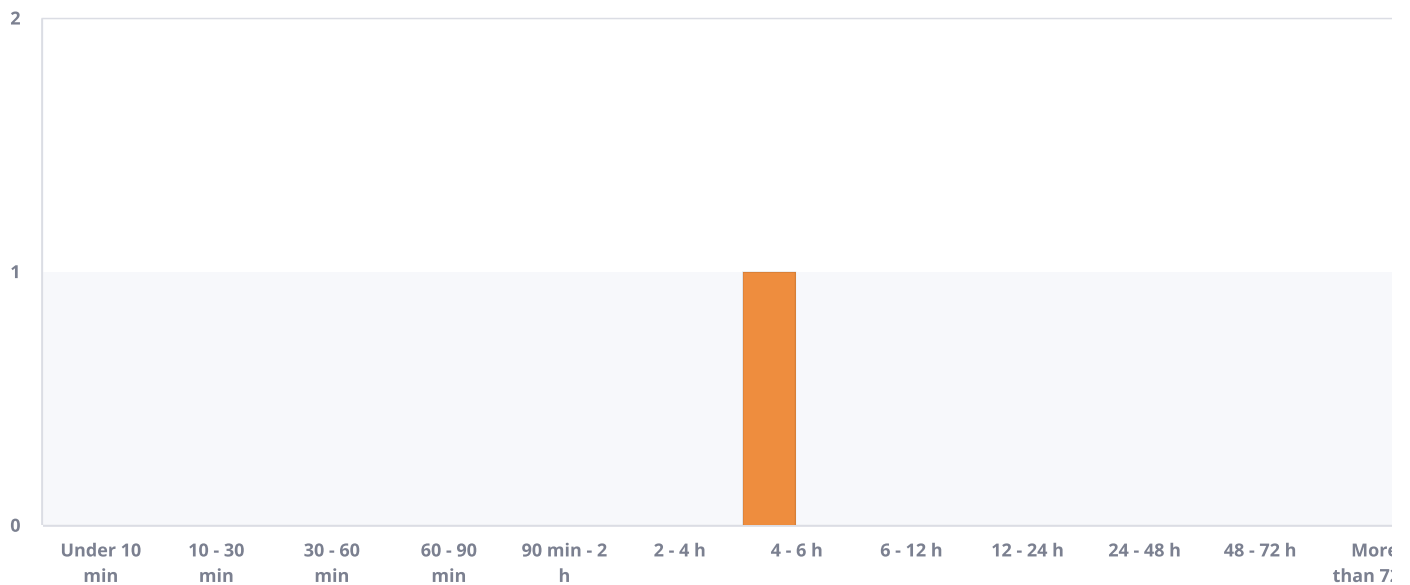
1		Responded		N/A
4		Unresponded		N/A

0
Questions

N/A

Response Time Segments for User Questions ¹⁶

04/12/2017 - 05/11/2017





Metrics Overview

1 Growth of Total Fans

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

2 Distribution of Fans

Distribution of fans in different countries.

3 Number of Page Posts

The sum of all posts posted by each Page.

4 Distribution of Page Post Types

This shows the breakdown of the posts according to the post type during a selected time range.

5 Number of Fan Posts

The number of fan posts a page received during a selected time range.

6 Evolution of Interactions

The daily sum of interactions from monitored social media profiles.

7 Distribution of Interactions

The distribution of interactions (reactions, comments, shares) during a selected time range.

8 Most Engaging Post Types

This shows the average interactions per 1000 fans by post type during a selected time range.

9 User Activity

This graph shows the total number of all user posts (user posts, questions and comments) by day of the week and by hour of the day during a selected time range.

10 Number of Interactions per 1000 Fans

Every post has the metric Number of interactions per 1000 fans that identifies how engaging the post is. It is the sum of interactions (reactions, comments, and shares) divided by the number of fans a page has on the day of the post and multiplied by 1000. The daily, weekly and monthly values for this metric are then calculated as the sum of this metric for all posts made on a particular day, during a particular week or month.

11 Share of Posts

Share of post types (promoted, organic, undetected) in selected time period, where type depends on whether the post has been promoted or not.

12 Share of Interactions

Number of interactions acquired by post types (organic, promoted, undetected) in selected time range.

13 Response Rate for User Questions

This graph shows the percentage and the number of user questions the monitored page responded to versus the percentage and the number of user questions that did not receive a response during the selected time range. A user question is a user post on the company's page or a user post mentioning the company's page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.

14 Number of User Questions

The total number of received questions during a selected time range.

15 Avg Response Time

The average time it took the monitored page to respond to a user post (or question) during a selected time range.

16 Response Time Segments for User Questions

This graph shows a breakdown of the time it took the monitored page to respond to user questions during a selected time range. The following time intervals are used: under 10 minutes, 10-30 minutes, 30-60 minutes, 60-90 minutes, 90 minutes - 2 hours, 2-4 hours, 4-6 hours, 6-12 hours, 12-24 hours, 24-48 hours, 48-72 hours, or more than 72 hours. A user question is a user post on the company's page or a user post mentioning the company's page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.