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   - Increase in the number of fans
   - Fan demographics
   - Reach demographics

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   - Relative PTAT
   - Engaged users
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   - Engagement at particular hours
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   - Types of reactions
   - Sentiment rate
   - Interactivity Index (InI)
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   - Interactivity Index on particular days
   - Interactivity Index at particular hours
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7. Comparison
Overview

During this month the Page reached 3,860 users.
° Admin’s activity increased significantly (by 66.67%).

Reach

Number of fans 19,103
Total reach 3,860
Reach breakdown
  - organic: 73.17%
  - paid: 0%
  - viral: 26.83%

Engagement

% of engaged users 0.17%
PTAT 14
Interactivity Index 464
Relative Interactivity Index 19

Best content

Sotrender
W piątek odbyła się gala #ZłoteSpinacze2021 organizowana przez Związek Firm Public Relations. W tegorocznjej edycji, ponad 90-osobowe jury nagrodziło okrągłą setkę laureatów, w tym 21 obecnych klientów. Mon, Dec 06, 2021 12:51 pm CET

Sotrender
Wesołych świąt od ekipy Sotrendera! Życzymy Wam spokojnych, zdrowych i ciepłych świąt spędzonych z najbliższymi. Bez targetów i konwersji, bo w tym czasie wszyscy jednogłośnie przechodzimy w tryb. Thu, Dec 23, 2021 10:05 am CET

Sotrender
New year, new challenges! Businesses are exploring newer and newer ideas to expand their brand awareness and engage with target customers. What social media trends will take the lead in 2022? Check out these 8. Tue, Dec 28, 2021 10:00 am CET

Types of engagement

- Posts: 39.4%
- Comments: 60%
- Reactions: 0.6%

Customer service

User posts 0
With reaction 0%
Median of reaction time not applicable

Not applicable
1. Reach and impressions

Total reach estimated
3,860
1,626
Average daily reach
263
108
Number of impressions
9,537
3,896
Average number of contacts estimated
2.26
0.19

Total reach indicates how many users were reached by the content of the Page, while the number of impressions reflects how many times it was shown. The average number of contacts makes it easier to estimate how often it is possible to reach one user. Typically in marketing it is assumed that in order to consolidate the message you have to contact a client several times.

In analyzed period the communication at least once reached 3,860 users (1,626 more, that is 72.78%). An average consumer was reached by company’s communication 2.26 times on average (0.19 less, that is 7.88%).

- The highest reach for a day: 2,202 (Dec 21, 2021)
- The lowest reach for a day: 2 (Dec 19, 2021)
- The highest daily number of impressions: 2,338 (Dec 21, 2021)
- The lowest daily number of impressions: 2 (Dec 19, 2021)

The chart presents the total reach of communication on particular days. The total reach is the entire number of users, to whom given content (including advertisements) was shown in the analyzed period. The number of impressions shows how many times content related to a profile was presented to users, also taking into account multiple displays to one user in a selected period. The average number of contacts is the number of impressions divided by the entire reach of the page.

Due to a lack of data concerning reach of the Page in a given period, estimated reach is calculated based on the data about the highest 28-day reach during the analyzed period.
2. Types of reach

Each particular type of reach shows how the communication is presented to users. Organic reach depends primarily on the number of fans of a profile has and the attractiveness of it's communication. In the analyzed period it reached at least 3,840 users (increase by 1,615, i.e. 72.58%).

Viral reach reflects the “virality” of the Page's communication. In the analyzed period it reached at least 1,408 users (increase by 1,283, i.e. 1,026.4%).

A brand has the biggest influence on paid reach, which depends primarily on the advertising budget and it's proper allocation. In the analyzed period it reached at least 0 users.

The chart presents different types of reach depending on the day. Organic reach is the number of users who saw the contents on their News Feed, Ticker, or directly on a Page. Viral reach is the number of users who saw the content after their friends had performed an activity, such as liking, commenting or sharing posts of other profiles. Paid reach is the number of users who saw advertisements related to a Facebook Page.

Due to a lack of data concerning reach of the Page in a given period, estimated reach is calculated based on the data about the highest 28-day reach during the analyzed period.
3. Increase in the number of fans

The number of fans is the simplest indicator of visibility for a given profile. It also affects the organic reach of the communication.

In the analyzed period the number of fans decreased by -7 users, or 0.04%, amounting to 19,103 fans at the end of the period.

- The biggest increase during a day: 3 (Dec 05, 2021)
- The smallest increase during a day: -5 (Dec 04, 2021)

Sources of fans:

The chart shows the change in the number of fans on particular days. Normally the changes in this number are small, with the exception of periods of intensive promotional campaigns or other special events. The pie chart shows the sources of new likes on your Page.
4. Fan demographics

For the 29, 30 or 31 day range intervals we display the estimated value of fan demographics. The exact fan demographics is available only for day range intervals of either 1, 7 or 28 days.

The fan demographics chart helps answer the question - which groups of people, with which demographic characteristics, make up the largest percentage of your Facebook fans. This information enables you to adjust and prepare messages and communication to the current audience. It also helps to activate or attract those groups of people who are less numerous but also valuable for your brand.

- The biggest increases in fans: women 35-44 (22 more; 0.64%) and men 35-44 (8 more; 0.26%).
- The biggest decrease in fans: women 25-34 (21 less; 0.44%) and men 18-24 (18 less; 1.31%).

Size of particular demographic groups:

<table>
<thead>
<tr>
<th></th>
<th>13-17</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>10</td>
<td>1,337</td>
<td>3,960</td>
<td>3,215</td>
<td>711</td>
<td>149</td>
<td>99</td>
</tr>
<tr>
<td>Women</td>
<td>6</td>
<td>403</td>
<td>4,751</td>
<td>3,404</td>
<td>651</td>
<td>111</td>
<td>124</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>1,740</td>
<td>8,711</td>
<td>6,619</td>
<td>1,362</td>
<td>260</td>
<td>224</td>
</tr>
</tbody>
</table>

Fan demography is a chart showing the demographic data (sex and age) of your Facebook Page fans.
5. Reach demographics

For the 29, 30 or 31 day range intervals we display the estimated value of reach demographics. The exact reach demographics is available only for day range intervals of either 1, 7 or 28 days.

The analysis of reach demographics can help in deciding whether communication reaches a targeted audience and in which segments it is growing or decreasing.

- The biggest increases in reach: women 35-44 (425 more; 132.81%) and women 25-34 (407 more; 71.91%).
- The biggest decrease in reach: men 13-17 (1 less; 50%).

Reach in particular demographic groups:

<table>
<thead>
<tr>
<th></th>
<th>13-17</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>1</td>
<td>142</td>
<td>831</td>
<td>665</td>
<td>169</td>
<td>42</td>
<td>23</td>
</tr>
<tr>
<td>Women</td>
<td>5</td>
<td>84</td>
<td>973</td>
<td>745</td>
<td>174</td>
<td>27</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>226</td>
<td>1,804</td>
<td>1,410</td>
<td>343</td>
<td>69</td>
<td>48</td>
</tr>
</tbody>
</table>

The chart presents the percentage of users from different demographic groups (according to age and sex) in relation to all users that were reached by the profile’s communication in a given period.
1. People talking about

The number of people sharing stories about your page. Stories include multiple user actions around organic and paid Page’s content. In the analyzed period daily median of People Talking About was 14, that is 0.07% of all fans of the profile. It is 4 (0.4%) more than in the last analogous period.

- The highest number of People Talking About: 21 (Dec 08, 2021)
- The lowest number of People Talking About: 4 (Dec 14, 2021)

The chart displays how many users were talking about the page on particular days. Number of storytellers (PTAT - People Talking About) is a weekly median of users, who among others, have commented, liked something, shared, or reacted to a post, including unpublished/dark posts (posts that don’t appear on a page’s timeline).
The chart displays how many users were talking about the page on particular days in relation to the number of page’s fans on analysed period. Number of storytellers (PTAT - People Talking About) is a weekly median of users, who among others, have commented, liked something, shared, or reacted to a post, including unpublished/dark posts (posts that don't appear on a page's timeline).

- The highest relative PTAT: 0.11% (Dec 08, 2021)
- The lowest relative PTAT: 0.02% (Dec 14, 2021)
3. Engaged users

The chart displays how many users were engaged on particular days. Engaged users are those who have interacted with a profile by performing activities visible by the other users, such as: liking, commenting, or publishing their own posts on the profile's wall.

The number of engaged users reflects the intensiveness of reactions to a brand’s communication. In the analyzed period there were 33 users engaged, that is 0.17% of all fans of the profile. It is 111 less than in the last analogous period.

- The highest number of engaged users: 20 (Dec 01, 2021)
- The lowest number of engaged users: 0 (Dec 02, 2021)
4. Engagement on particular days

The chart displays the average number of engaged users, and - as a result - the intensity of reactions to the brand’s communication on particular days of the week. Engaged users are those who have interacted with a profile by performing visible by the other users, such as: liking, commenting, or publishing their own posts on the profile’s wall.

- The day with the highest engagement: Wednesday (average 4 users)
- The day with the lowest engagement: Saturday (average 0 users)
5. Engagement at particular hours

The chart displays the average number of engaged users, and - as a result - the intensity of reactions to the brand’s communication at particular hours of the day. Engaged users are those who have interacted with a profile by performing activities visible by the other users, such as: liking, commenting, or publishing their own posts on the profile’s wall.

- Hours with the biggest engagement: 10, 13, 15 CEST (average: 0.4; 0.4; 0.3 users).
- Hours with the lowest engagement: 14, 2, 3 CEST (average: 0; 0; 0 users).
6. Types of engagement

Facebook users can engage a brand's profile in many different ways. Their activities will be visible also for their friends, which allows for the possibility to increase the "viral" reach of a Page. It's worth checking how they engaged on a given profile.

- Increase in: % of comments (by 11,009.09% from 0.35%) and posts (by 241.82% from 0.18%).
- Decrease in: % of likes (by 39.68% from 99.47%).

The chart displays the percentage of different ways of engaging on a Facebook Page, such as liking, commenting, adding posts by users, and sharing brand's posts.
7. Types of reactions

Reactions help Facebook users to express their feelings on a given topic. They can press - like, love, haha, wow, sad and angry. Reactions are a great source of additional knowledge for brands.
8. Sentiment rate

Users can react to posts published on profiles by leaving positive (like, love, wow, haha, care) or negative (sad, angry) reactions.

However, it's important to remember that having a high percentage of negative reactions is not always a bad thing - it all depends on what kind of content is published on a profile.
### 9. Interactivity Index (InI)

<table>
<thead>
<tr>
<th>InI</th>
<th>Users' InI</th>
<th>Brand's InI</th>
<th>Average daily InI</th>
</tr>
</thead>
<tbody>
<tr>
<td>464</td>
<td>371</td>
<td>93</td>
<td>14.97</td>
</tr>
<tr>
<td>↓ 181</td>
<td>↓ 210</td>
<td>↑ 29</td>
<td>↓ 6.53</td>
</tr>
</tbody>
</table>

Interactivity Index is the collective index of engagement. Like the number of engaged users, it describes the intensiveness of reactions to brand’s communication, but it also encompasses different types of communication and the fact that one user can perform different kinds of activities.

During the analyzed period the Interactivity Index value amounted to 464, which is 181 less than in the last analogous period.

Interactivity Index of fans amounted to 371 210 less, while Interactivity Index of the admin is 93 29 more.

- The highest value of Interactivity Index: 334 (Dec 01, 2021)
- The lowest value of Interactivity Index: 0 (Dec 02, 2021)
10. Relative Interactivity Index (RelInI)

During the analyzed period the Relative Interactivity Index value amounted to 19, which is 11 less than in the last analogous period.

- The highest value of Relative Interactivity Index: 17 (Dec 01, 2021)
- The lowest value of Relative Ineractivity Index: 0 (Dec 02, 2021)
11. Interactivity Index on particular days

- The day with the highest Interactivity Index: Wednesday (average 64.4)
- The day with the lowest Interactivity Index: Saturday (average 0)

The chart displays the average number of Interactivity Index, and - as a result - the intensity of reactions to the brand's communication on particular days of the week. Interactivity Index is the collective, weighted index created by Sotrender that sums up all the activities occurring within a Facebook page. It takes into account different kinds of activities - likes, comments, posts, or shares - that have, in that order, higher weights, according to their visibility to others and the rarity of their occurrence.
12. Interactivity Index at particular hours

The chart displays the average number of Interactivity Index, and - as a result - the intensity of reactions to the brand's communication at particular hours of the day. Interactivity Index is the collective, weighted index created by Sotrender that sums up all the activities occurring within a Facebook page. It takes into account different kinds of activities - likes, comments, posts, or shares - that have, in that order, higher weights, according to their visibility to others and the rarity of their occurrence.

- Hours with the biggest Interactivity Index: 15, 16, 10 CEST (average: 5.1; 3.4; 2.7).
- Hours with the lowest Interactivity Index: 2, 3, 4 CEST (average: 0; 0; 0).
13. Segmentation of users

Behavioral segmentation of engaged users enables you to better understand how users are engaging on a given profile and how recent actions affect it. Additionally, it is possible to identify which users are from particular segments.

- Percentage of users from the segment debaters increased by 3,590.32% from 1.4%.
- Percentage of users from the segment occasionals decreased by 63.26% from 79.02%.

Segmentation was created based on all the activities of users on a given profile within the analyzed period.

**Definitions of particular segments:**
- **Activists:** Fans that revealed the highest engagement in a given period of time. They are potential brand ambassadors. Usually this segment is the least numerous.
- **Writers:** Fans from this segment in a selected period mostly commented or published posts, but liked them sometimes.
- **Debaters:** Fans from this segment in a selected period of time commented or published posts, but never liked them. There may be trolls among them.
- **Likers:** Fans from this segment mostly clicked “like” in a selected period.
- **Occasionals:** Fans from this segment have clicked “like” only once. Typically, this segment is the most numerous.
1. Types of brand’s posts

Facebook enables its users to make use of different forms of communication. It is a good thing to take advantage of, keeping in mind the characteristics of each brand.

- The percentage of posts with links and photos increased by 100% and 66.67%.
- The percentage of posts with video decreased by 100%.
- No posts of statuses (text only), video and events.

The chart includes distribution of various types of posts. Photos are any graphic forms, even if there's a link included in the post. Text Only posts only contain text or link, but without any preview. Video are videos posted directly on Facebook, and also ones embedded from YouTube or Vimeo. Links are other posts with links that have a preview.
# 2. The best posts of the brand

Here are the “Top 7” posts by the brand that engaged Facebook users the most (and reached the highest Interactivity Index value).

<table>
<thead>
<tr>
<th>Post Title</th>
<th>Reactions</th>
<th>Comments</th>
<th>Shares</th>
<th>Interactivity Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>W piątek odbyła się gala ZioteSpinacz2021 organizowana przez Związek Firm Public Relations. W tegorocznej edycji, ponad 90-osobowe jury nagrodziło okrągłą setkę laureatów, w tym 21 obecnym klientów Sotrendera. Nasi klienci otrzymali łącznie 37 nagród. Całą listę nagrodzonych projektów można zobaczyć.</td>
<td>7</td>
<td>4</td>
<td>0</td>
<td>23</td>
</tr>
<tr>
<td>Wesołych świąt od ekipy Sotrendera! Życzymy Wam spokojnych, zdrowych i ciepłych świąt spędzonych z najbliższymi. Bez targetów i konwersji, bo w tym czasie wszyscy jednogłośnie przechodzimy w tryb offline. © Niech Nowy Rok przyniesie Wam mnóstwo pomyślności i spełnienia, zarówno w sferze prywatnej, jak i zawodowej. A oprócz...</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>New year, new challenges! Businesses are exploring newer and newer ideas to expand their brand awareness and engage with target customers. What social media trends will take the lead in 2022? Check out these 8 social media tactics for 2022 and beyond.</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>New year, new opportunities. If you’re an experienced Frontend Developer, why don’t you join our team and help us improve and expand Sotrender? For more details &amp; sending your application, visit our website: <a href="https://www.sotrender.com/pl/jobs#frontend-js-developer-mid">https://www.sotrender.com/pl/jobs#frontend-js-developer-mid</a></td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Sotrender</td>
<td>Reactions</td>
<td>Comments</td>
<td>Shares</td>
<td>Interactivity Index</td>
</tr>
<tr>
<td>-----------</td>
<td>-----------</td>
<td>----------</td>
<td>--------</td>
<td>--------------------</td>
</tr>
<tr>
<td><strong>Tue, Dec 14, 2021 10:00 am CET</strong></td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>„Kiedy Trendsy”? Już są! A od tego miesiąca inne niż dotychczas, bo wzbogacone o dane reklamowe! Sprawdźcie, ile wynosiły średnie stawki CPC i CPM w ekosystemie Facebooka na przestrzeni ostatnich miesięcy. Listopadowy raport Facebook Trends już na naszym blogu <a href="https://www.sotrender.com/blog/pl/2021/12/facebook-trends-listopad-2021-od-teraz-z-danymi">link</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sotrender</th>
<th>Reactions</th>
<th>Comments</th>
<th>Shares</th>
<th>Interactivity Index</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fri, Dec 03, 2021 10:05 am CET</strong></td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Gorączka związana z Black Friday już z nami, jednak właśnie zaczyna się najbardziej intensywny okres sprzedażowy w roku. Jeśli planujecie kampanie reklamowe na Facebooku i Instagramie w okresie przedświątecznym, warto je dobrze przemyśleć. Na podstawie analizy danych z Q4 2020, podpowiadamy, kiedy Wasze kampanie mają być w najlepszej formie na platformie.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sotrender</th>
<th>Reactions</th>
<th>Comments</th>
<th>Shares</th>
<th>Interactivity Index</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wed, Dec 01, 2021 10:15 am CET</strong></td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Najważniejsze pytanie: czy Twoje reklamy konwertują? Gotową odpowiedź znajdzieš w Sotrenderze. W Sotrender Ads sprawdzisz teraz jeszcze więcej danych, m.in.: liczbę konwersji – w podziale na cele oraz ich rozkład w czasie, wykresy trendu, które ułatwią Ci porównywanie kampanii między sobą oraz monitorowanie ich progresu,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. Reaction to users' posts

<table>
<thead>
<tr>
<th>Users' posts</th>
<th>With reaction</th>
<th>Median of time of reaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>not applicable</td>
</tr>
<tr>
<td>⇒ 0</td>
<td>⇒ 0</td>
<td></td>
</tr>
</tbody>
</table>

Social media means communication from both sides: from users and from brands. Users often take the opportunity to ask questions, make complaints, or just tag brands in their own posts. It is good to react to all these voices, dissipating the doubts and enhancing positive signals.

- The highest number of user posts: 0 posts (Dec 31, 2021)
- The highest number of user posts without any reaction: 0 posts (Dec 31, 2021)

We present the number of posts of users (published on Page's wall and these where a profile was tagged) and how many of them received a reaction of a given page. For those that were reacted to, we calculate the median of reaction time. It means that 50% were reacted to in such time or quicker.
2. The most engaging users’ posts

Here are the “Top 1” post by users that caused the most engagement in a selected period (and reached the highest Interactivity Index value).

#### Ziutka inspiruje

**Wed, Dec 01, 2021 03:31 pm CET**

#aktywnyfan Gala wręczenia Ziutkarów 🎉

Dziękuję Rafał Siemlaniuk za pomysł na ten konkurs, a aplikacji Sotrender za zliczanie Waszych wyników ❤

[Link to the post](https://www.sotrender.com)

<table>
<thead>
<tr>
<th>Reactions</th>
<th>Comments</th>
<th>Shares</th>
<th>Interactivity Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>62</td>
<td>0</td>
<td>42</td>
</tr>
</tbody>
</table>

(Video) View this post on Facebook.
1. Administrator’s activities

In the analyzed period, administrators performed 10 activities. It is 4 (66.67%) more than in the last analogous period.

- The highest number of activities: 4 activities (Dec 06, 2021)
- The lowest number of activities: 0 activities (Dec 02, 2021)

Reactions

- 1

Comments

- 2

Posts

- 7
2. Administrator’s activities on different days of the week

- The day with the most activity: Monday (average 1.25 activities)
- The day with the least activity: Saturday (average 0 activities)

The chart describes administrator’s activities on different days of the week.
3. Administrator’s activities in particular hours

- Hours with the most activity: 10, 13, 12 CEST (average: 0.2; 0.1; 0 activities)
- Hours with the least activity: 0, 1, 22 CEST (average: 0; 0; 0 activities)

The chart describes administrator’s activities in different hours.
## Comparison

**Dec 01 - Dec 31, 2021** vs. **Nov 01 - Nov 30, 2021**

### Reach

<table>
<thead>
<tr>
<th></th>
<th>analyzed period</th>
<th>previous period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total reach <em>estimated</em></td>
<td>3,860</td>
<td>2,234</td>
</tr>
<tr>
<td>Number of impressions</td>
<td>9,537</td>
<td>5,641</td>
</tr>
<tr>
<td>Average number of contacts <em>estimated</em></td>
<td>2.26</td>
<td>2.46</td>
</tr>
<tr>
<td>Number of fans (at end of period)</td>
<td>19,103</td>
<td>19,110</td>
</tr>
</tbody>
</table>

### Engagement

<table>
<thead>
<tr>
<th></th>
<th>analyzed period</th>
<th>previous period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaged users</td>
<td>33</td>
<td>144</td>
</tr>
<tr>
<td>% of engaged users</td>
<td>0.17%</td>
<td>0.75%</td>
</tr>
<tr>
<td>PTAT</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Relative PTAT</td>
<td>0.07%</td>
<td>0.05%</td>
</tr>
<tr>
<td>Interactivity Index</td>
<td>464</td>
<td>645</td>
</tr>
<tr>
<td>Relative Interactivity Index</td>
<td>19.42</td>
<td>30.4</td>
</tr>
<tr>
<td>Average daily Inl</td>
<td>14</td>
<td>21</td>
</tr>
</tbody>
</table>

### Customer service

<table>
<thead>
<tr>
<th></th>
<th>analyzed period</th>
<th>previous period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of users' posts</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>% of users' posts with brand's reaction</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Time of reaction (median)</td>
<td>0s</td>
<td>0s</td>
</tr>
</tbody>
</table>

### Work of administrator

<table>
<thead>
<tr>
<th></th>
<th>analyzed period</th>
<th>previous period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of administrator's activities</td>
<td>10</td>
<td>6</td>
</tr>
</tbody>
</table>