



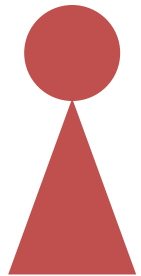
Toy Industry Foundation Facebook Analysis

Dec 1, 2014 – Dec 31, 2014

Audience Profile

- TIF's Facebook page has a female-dominated fan base, and the 25-44 age group shows a high percentage.
- As the organization is located in the North America, 81% of fans live in the U.S.

Gender



65%

Female



35%

Male

Female	Age	Male
1%	13-17	1%
4%	18-24	4%
20%	25-34	8%
21%	35-44	9%
12%	45-54	6%
6%	55+	3%

Location

By Country



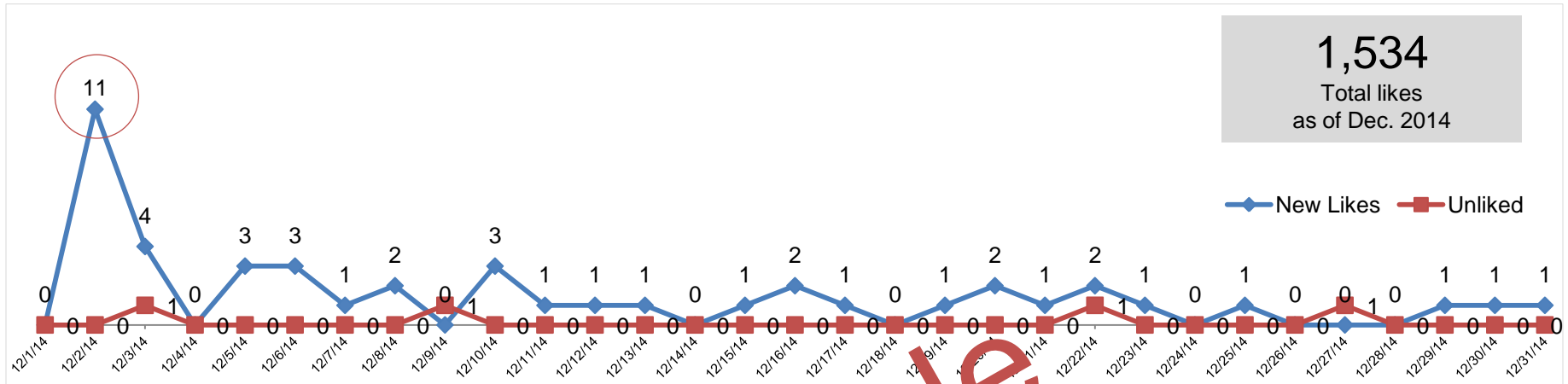
By City

New York, NY	22.8%
Los Angeles, CA	9.0%
Brooklyn, NY	4.9%
Chicago, IL	4.3%
Cairo, Al Qahirah, Egypt	4.1%
Keansburg, NJ	3.6%
Miami, FL	3.4%
Washington, DC	2.8%
Toronto, ON, Canada	2.3%
Philadelphia, PA	2.1%
Seattle, WA	2.1%

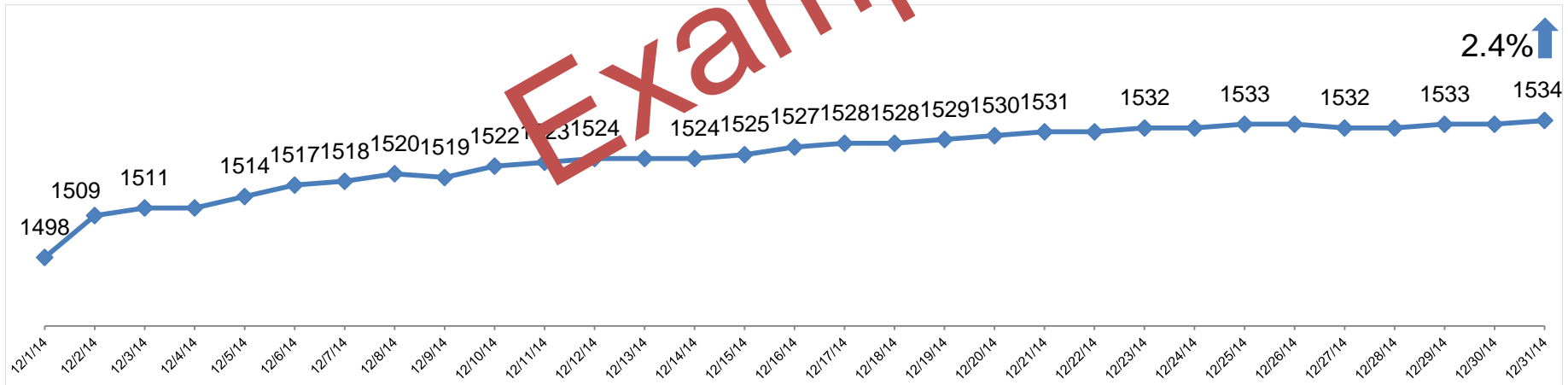
Example

Facebook Page

Fan Growth



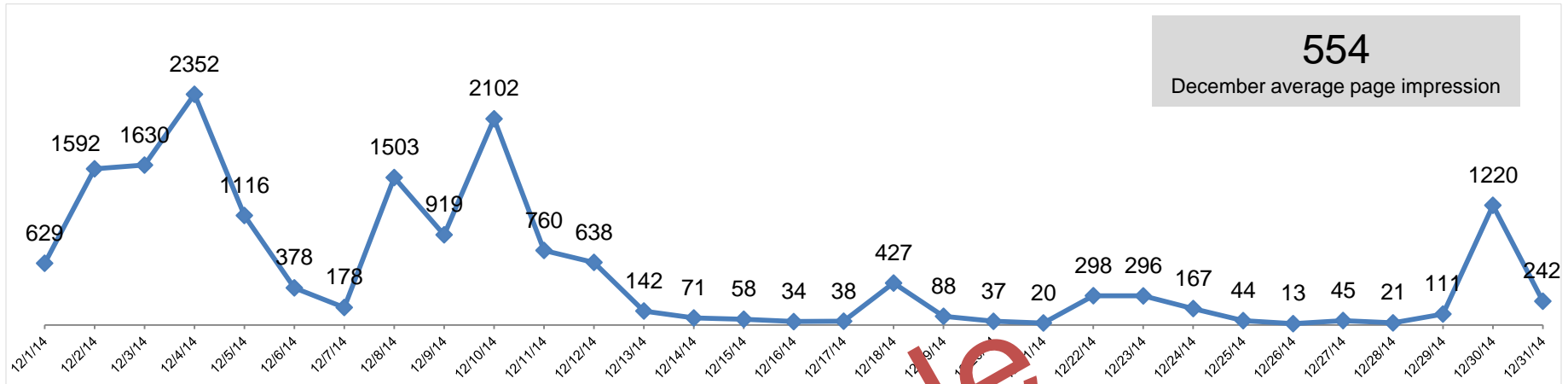
Page Like



Reach is the number of people who received impressions of a Page post.

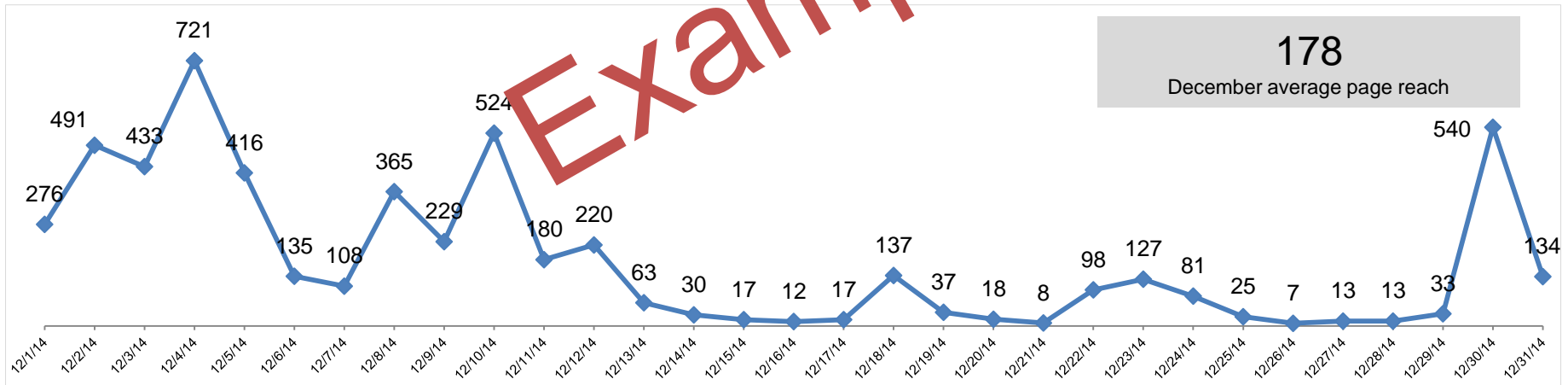
Facebook Page

Page Impression



Impressions are the number of times a post from your Page is displayed, whether the post is clicked on or not.

Daily Total Reach

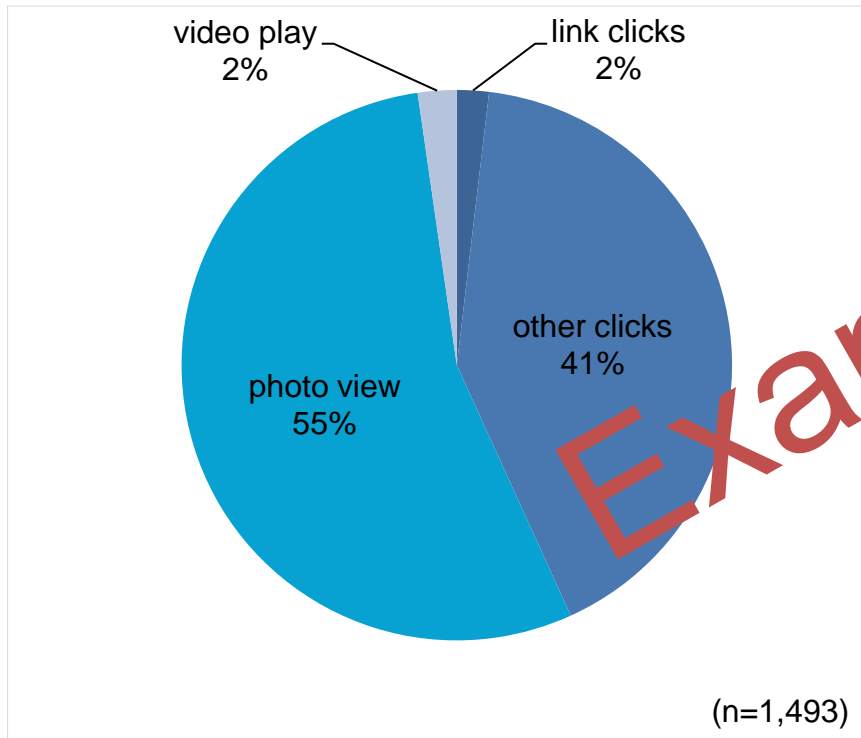


Reach is the number of people who received impressions of a Page post.

Daily Page Consumptions

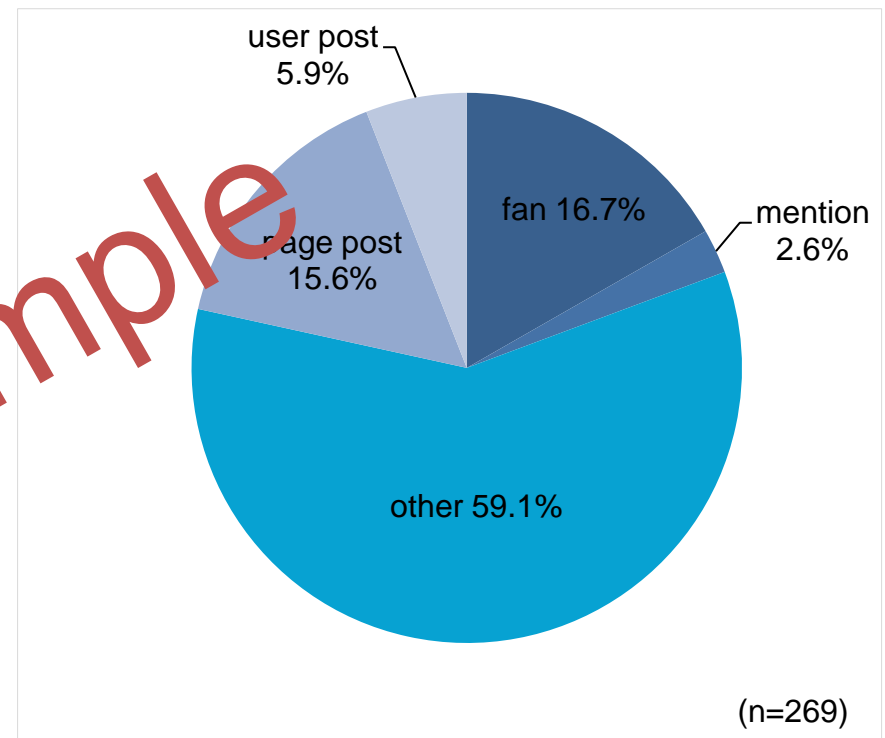
- Photo view obtained the highest consumptions among other post types at 55%.
- TIF's page went viral by fans (16.7%) and page post (15.6%).

Page Consumptions by Post Type



Daily: The number of clicks on any of your content, by type. Stories generated without clicks on page content (e.g., liking the page in Timeline) are not included. (Total Count)

Daily Talking About Page by Type



Daily: The number of people talking about your Page, by story type. (Unique Users)

Most Engaged Posts

Toy Industry Foundation
 #TIFToyTag time! We named 10 toys in 10 seconds and challenged Marco Dacillo, Alec Senese of Lulu Jr., and RoomMates Decor to do the same. Also, please give (even \$10 helps!) to our #ToysPlayHope holiday crowdfunding campaign (link in comments)
 Unlike · Comment · Share · December 4, 2014

You and 9 others like this.
 2 shares

Toy Industry Foundation #ToysPlayHope
<http://www.rockethub.com/~49705-toys-e-play-hope-this...>

Toys x Play = HOPE This Holiday Season.
 \$1 helps 6 children!
 Deliver new toys to 150,000+ kids in need this...
 ROCKETHUB.COM

#TIFToyTag time! We named 10 toys in 10 seconds and challenged Marco Dacillo, Alec Senese of Lulu Jr., and RoomMates Decor to do the same. Also, please give (even \$10 helps!) to our #ToysPlayHope holiday crowdfunding campaign (link in comments)!

Post type: video
 Posted: 12/4/2014 7:35 AM

comment	like	share
3	28	4

Toy Industry Foundation
 Posted by Liz Max · December 9, 2014 at 10:43am

Teddy Bear's are not just for kids!

25,000 teddies are tossed onto ice during Canadian hockey game
 The stuffed toys were tossed from the stands of the Calgary Hitmen's arena in Alberta, Canada, as part of the the world-famous Teddy Bear Toss Hockey...
 DAILYMAIL.CO.UK

Teddy Bear's are not just for kids!

Post type: link
 Posted: 12/9/14 7:43 AM

comment	like	share
1	18	6

Toy Industry Foundation
 Posted by Marisa Randall Medina · December 3, 2014

Tons of kids waiting to enter this winter wonderland at Tinker Air Force Base, including a toy giveaway! Less than an hour before the fun begins!!

Tons of kids waiting to enter this winter wonderland at Tinker Air Force Base, including a toy giveaway! Less than an hour before the fun begins!!

Post type: photo
 Posted: 12/3/14 2:22 PM

comment	like	share
4	13	0

Toy Industry Foundation added 3 new photos.
 Posted by Marisa Randall Medina · December 3, 2014

A lot of happy kids at our Tinker Air Force Base toy giveaway thanks to our amazing toy donors and financial supporters!!

A lot of happy kids at our Tinker Air Force Base toy giveaway thanks to our amazing toy donors and financial supporters!!

Post type: status
 Posted: 12/3/14 5:04 PM

comment	like	share
0	11	1