

## FACEBOOK SUMMARY

This Month (Dec 1 - 31) ▾

Metric	This Month	Δ
Total Page Likes	679	▲ 3%
Posts Published	17	
Page Reach	6,019	▲ 1,025%
Page Impressions	9,373	▲ 250%
Page Impressions - Organic	8,903	▲ 263%
Page Engagements	1,006	▲ 4,473%
Page Clicks	665	▲ 3,594%
Page Reactions	454	▲ 45,300%
Comments	49	
Shares	6	
3-Second Video Views	1,232	▲ 322%

## PAGE CLICKS

This Month (Dec 1 - 31) ▾

665

▲ 3,594%

Comparison period: 18



## TOP 25 POSTS (ENGAGEMENTS)

This Month (Dec 1 - 31) ▾

Post	This Month Δ
Happy birthday to our awesome estimator, Austin Whalen! We hope (2021-12-17)	134
We have mechanical bull riding highlights from our #SuperiorChristmas (2021-12-21)	104
Hello everyone! My name's @Preston_Diaz and I'm the new Social (2021-12-06)	79
Earlier this week, Larry Sauls and Friends donated over 260 bicycles (2021-12-22)	76

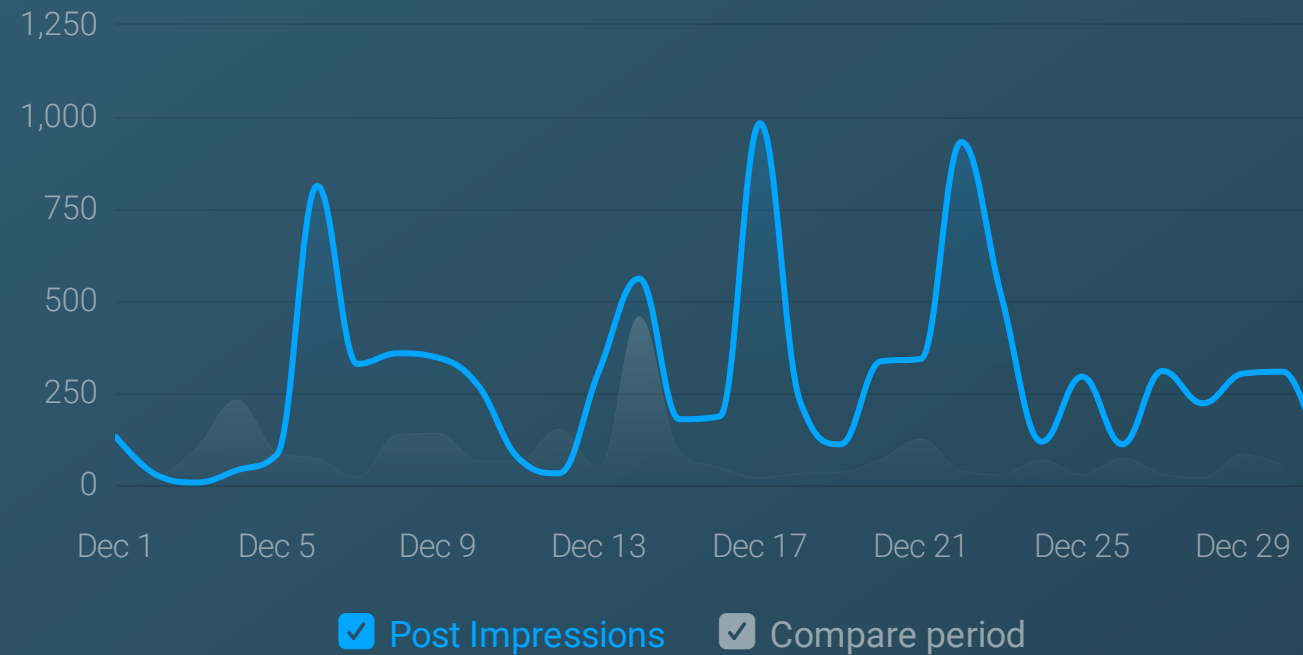
## POST IMPRESSIONS

This Month (Dec 1 - 31) ▾

8,900

▲ 263%

Comparison period: 2,454



## TOP 25 POSTS (IMPRESSIONS)

This Month (Dec 1 - 31) ▾

Post	This Month Δ
Happy birthday to our awesome estimator, Austin Whalen! We hope (2021-12-17)	1,111
Hello everyone! My name's @Preston_Diaz and I'm the new Social (2021-12-06)	795
We have mechanical bull riding highlights from our #SuperiorChristmas (2021-12-21)	590
Earlier this week, Larry Sauls and Friends donated over 260 bicycles (2021-12-22)	381

### TOTAL FACEBOOK SUMMARY

Last 2 years (Jan 1, 2020 - Dec 31, 2021...)

Metric	Last 2 Years (incl. current)
Total Page Likes	679
Posts Published	278
Page Reach	84,621
Page Impressions	170.1k
Page Engagements	15,323
Page Clicks	9,362
Page Reactions	7,969
Comments	475
Shares	146
3-Second Video Views	11,412

### TOTAL PAGE CLICKS

Last 2 years (2020 Jan - 2021 Dec) ▾

9,362



### POST OVERVIEW

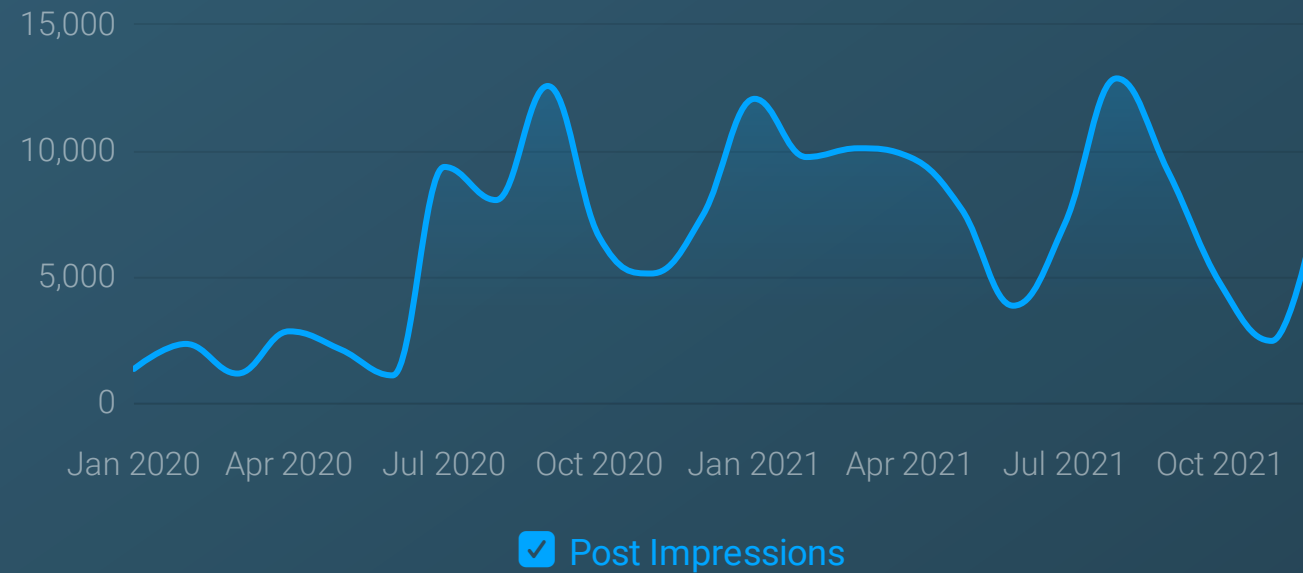
All Time ▾

Metric	All Time
Post Count	298
Post Reach	83,584
L Organic	83,584
L Viral	28,068
L Paid	0

### TOTAL POST IMPRESSIONS

Last 2 years (2020 Jan - 2021 Dec) ▾

158.4k



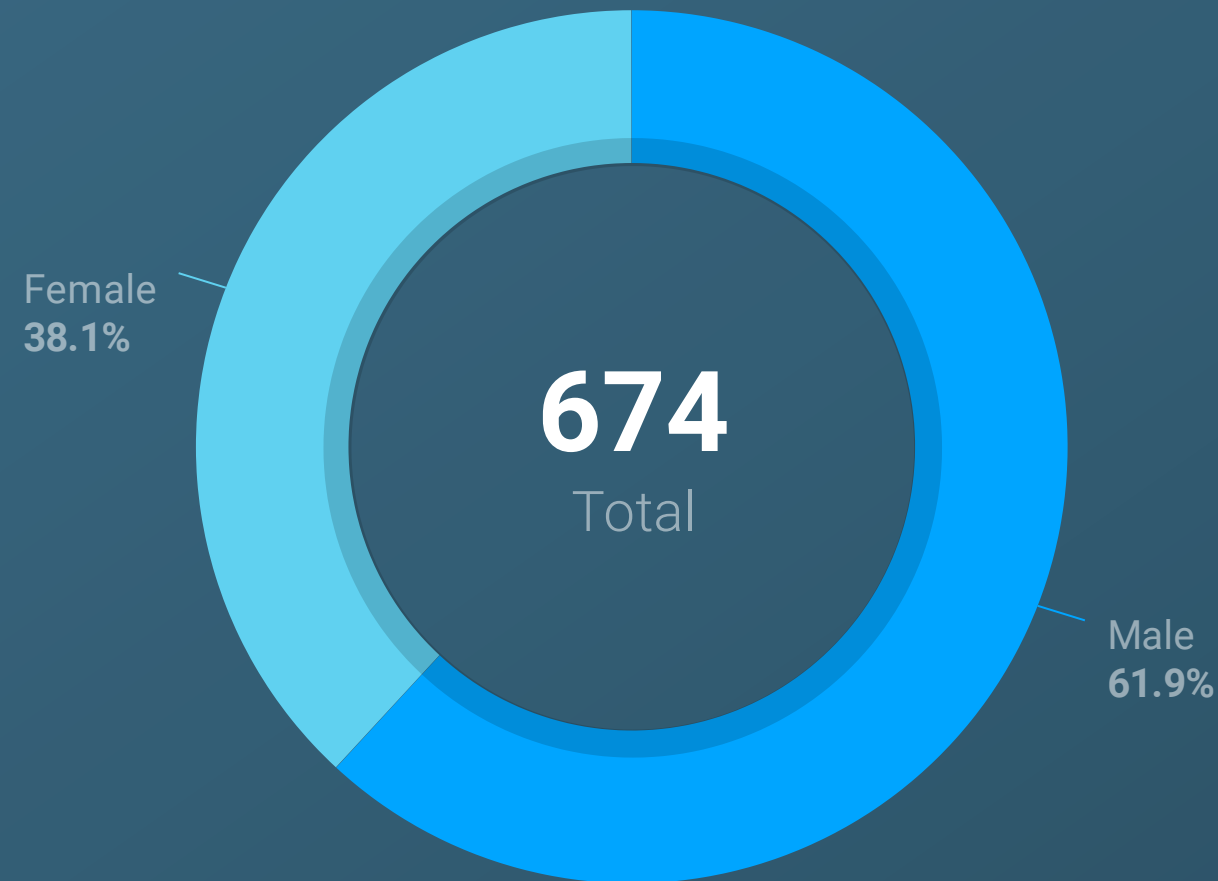
### TOP 100 POSTS (IMPRESSIONS)

All Time ▾

Post	All Time
Another one to the Superior team! Did you know we have our own (2020-09-02)	3,270
Another addition to our team, Morgan Key! With a degree in construction (2021-01-22)	3,222
Just here to show off our newest hype video. Sound on 🎧 (2021-03-10)	2,223
The most crucial part of concrete work? The details. Our awesome (2021-08-04)	1,642

## FACEBOOK FOLLOWERS BY GENDER

All Time ▾



## FACEBOOK FOLLOWERS BY CITY

All Time ▾

City	All Time
Waxahachie, TX	172
Midlothian, TX	66
Dallas, TX	39
Fort Worth, TX	26
Ennis, TX	13
Italy, TX	12
Irving, TX	10
Arlington, TX	9
Maypearl, TX	8
Corsicana, TX	8

## FOLLOWERS BY AGE GROUPS

All Time ▾

Age Group	All Time
35-44	211
25-34	177
45-54	157
55-64	60
18-24	43
65+	28

## LINKEDIN SUMMARY

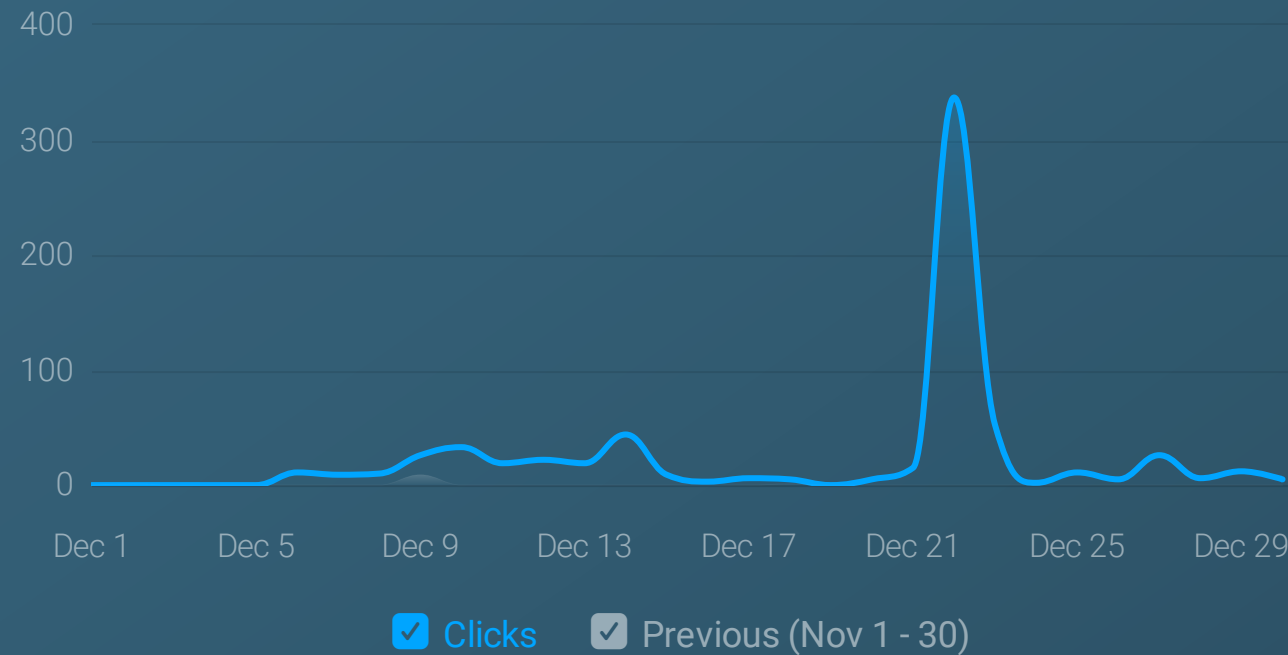
Last 31 days (Dec 1 - 31) ▾

Metric	Last 31 Days (incl. current)	Δ
Current Followers	407	
Clicks	692	▲ 4,843%
Impressions	6,310	▲ 2,465%
Unique Impressions	2,538	▲ 10,475%
Updates	19	
Reactions	161	▲ 5,267%
Shares	5	
Comments	5	
Engagement % Rate	2.6%	▲ 109%

## CLICKS This Month (Dec 1 - 31) ▾

692 ▲ 6,191%

Comparison period: 11



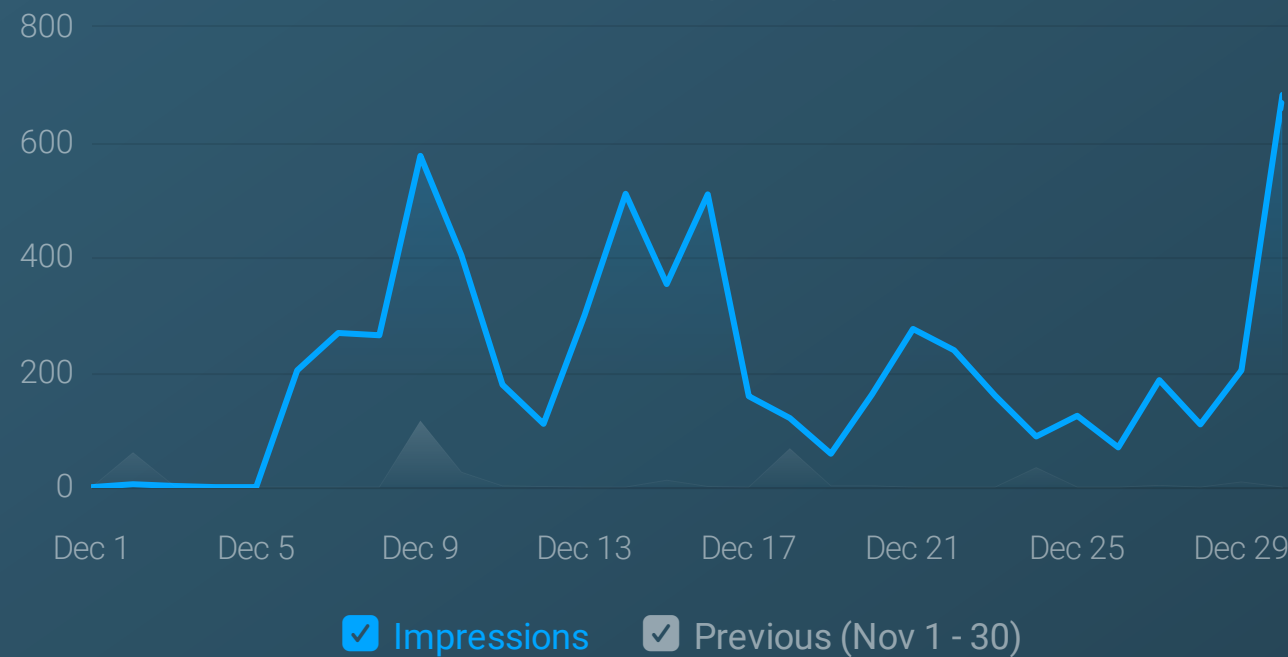
## TOP 25 UPDATES (CLICKS) This Month (Dec 1 - 31) ▾

#	NAME	REACTIONS	CLICKS
1	Earlier this week, Larry Sauls and Friends donated over 260 bicycles to Waxahachie CARE for the 2021 #WFAASantasHelpers toy...	8	368
2	Look at this tripper conveyor system in New Braunfels, TX! Over 1,000 feet of conveyor line is supported by our concrete expertise and...	22	135
3	Here's a #BeforeAndAfter of our work in New Braunfels, TX. (6876264447673978881)	12	34
4	Merry Christmas from the Superior team to...	5	25

## IMPRESSIONS This Month (Dec 1 - 31) ▾

6,310 ▲ 1,778%

Comparison period: 336



## TOP 25 UPDATES (IMPRESSIONS) This Month (Dec 1 - 31) ▾

#	NAME	REACTIONS	IMPRES.
1	Look at this tripper conveyor system in New Braunfels, TX! Over 1,000 feet of conveyor line is supported by our concrete expertise and...	22	943
2	Here's a #BeforeAndAfter of our work in New Braunfels, TX. (6876264447673978881)	12	655
3	Finished radial stacker runway in action! This Masaba Inc. Magnum telescoping conveyor is now ready to stack aggregates coming from...	16	610

## TOTAL LINKEDIN OVERVIEW

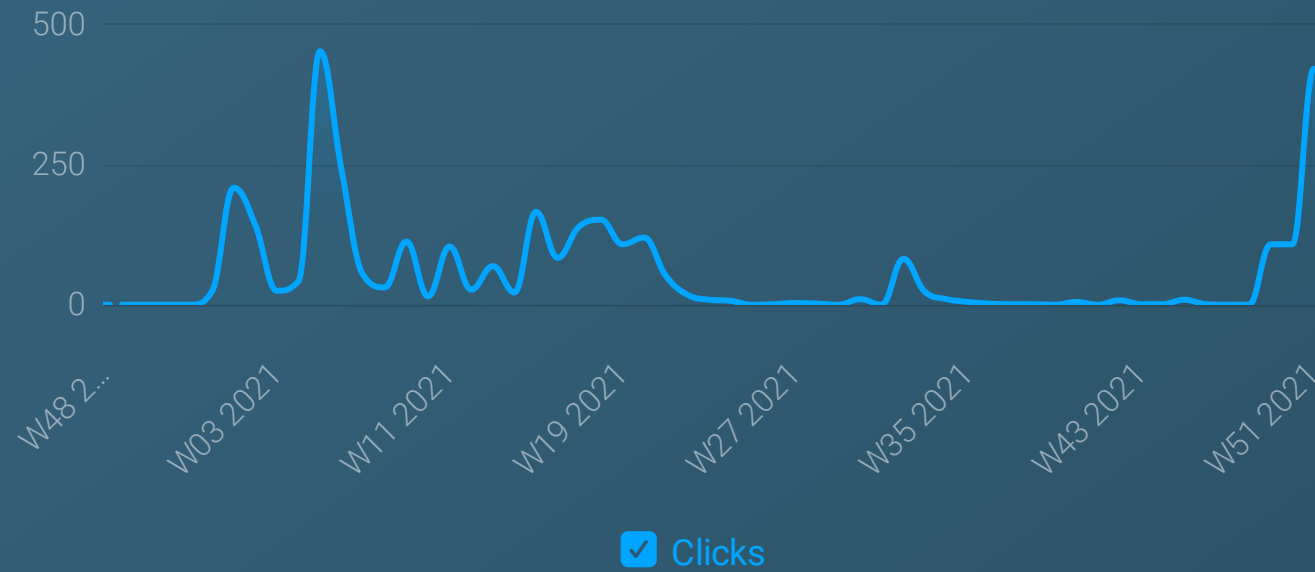
Last 400 days (Nov 27, 2020 - Dec 31, 2021)

Metric	Last 400 Days (incl. current)
Followers	407
Total Clicks	3,320
Impressions	34,145
Unique Impressions	19,852
Updates	104
Reactions	638
Shares	33
Total Comments	18
Engagement % Total	1.9%

## TOTAL CLICKS

Last 400 days (Nov 27, 2020 - Dec 31, 2021)

3,283



## TOP 100 POSTS (CLICKS & IMPRESSIONS)

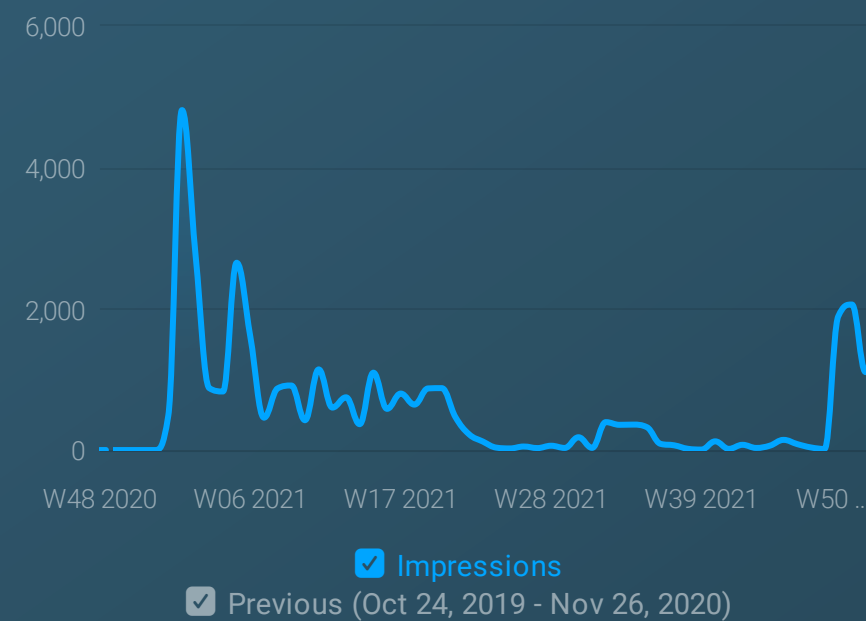
Last 400 days (Nov 27, 2020 - Dec 31, 2021)

#	NAME	CLICKS	IMPRES.
1	🔗 Back to the grind! We have a busy year ahead of us, we're ready to keep pushing! (6751910088103071744)	306	6,506
2	After 6 months, we're able to check this off our list. Highlights on this project include a 55' tall, 2' thick, one-sided wall. It required us to drill &...	654	3,523
3	Another view from the top! The guys setting anchor plates and prepping for the next pour. (6770391161891893248)	24	1,370

## TOTAL IMPRESSIONS

Last 400 days (Nov 27, 2020 - Dec 31, 2021)

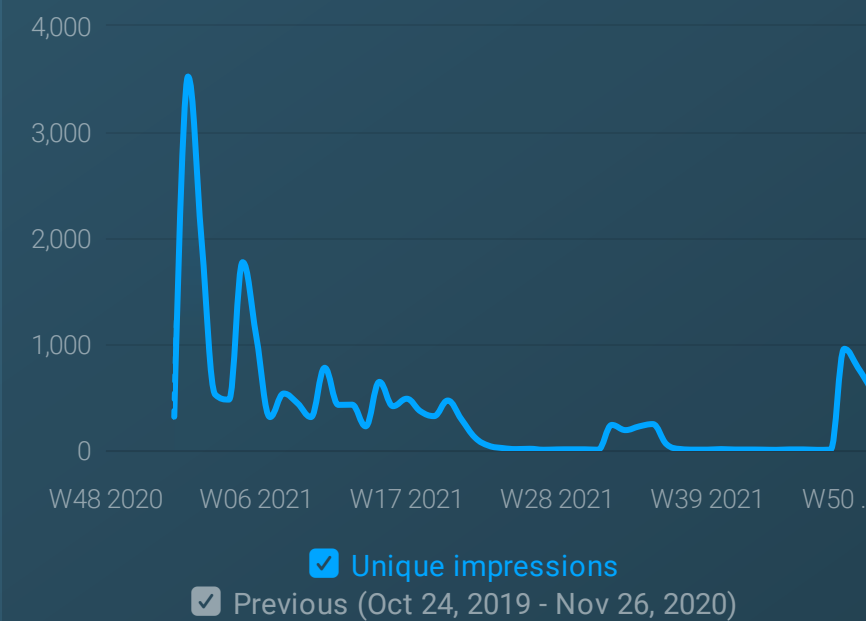
34,145



## TOTAL UNIQUE IMPRESSIONS

Last 400 days (Nov 27, 2020 - Dec 31, 2021)

19,852

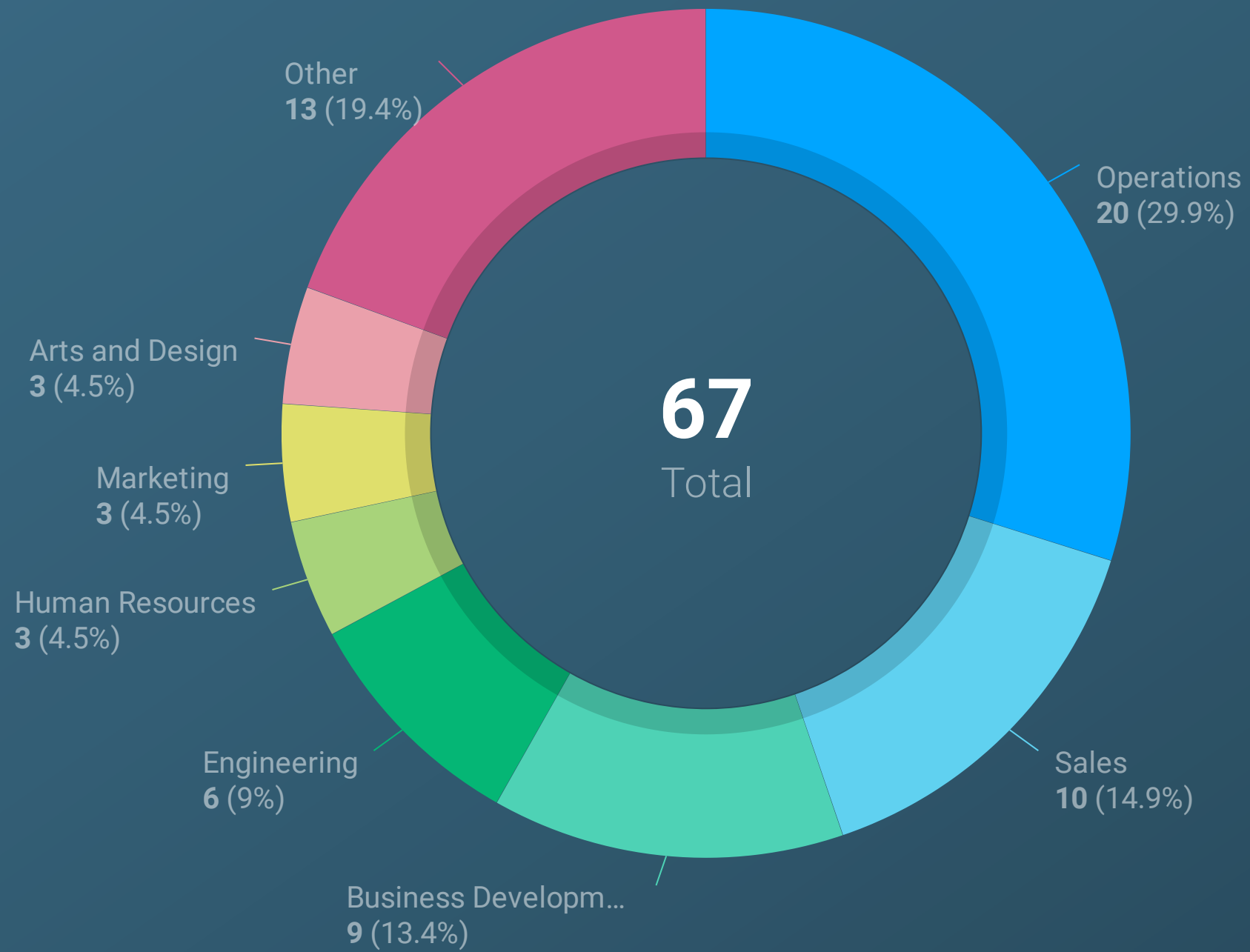


## PAGE ENGAGEMENT TYPES

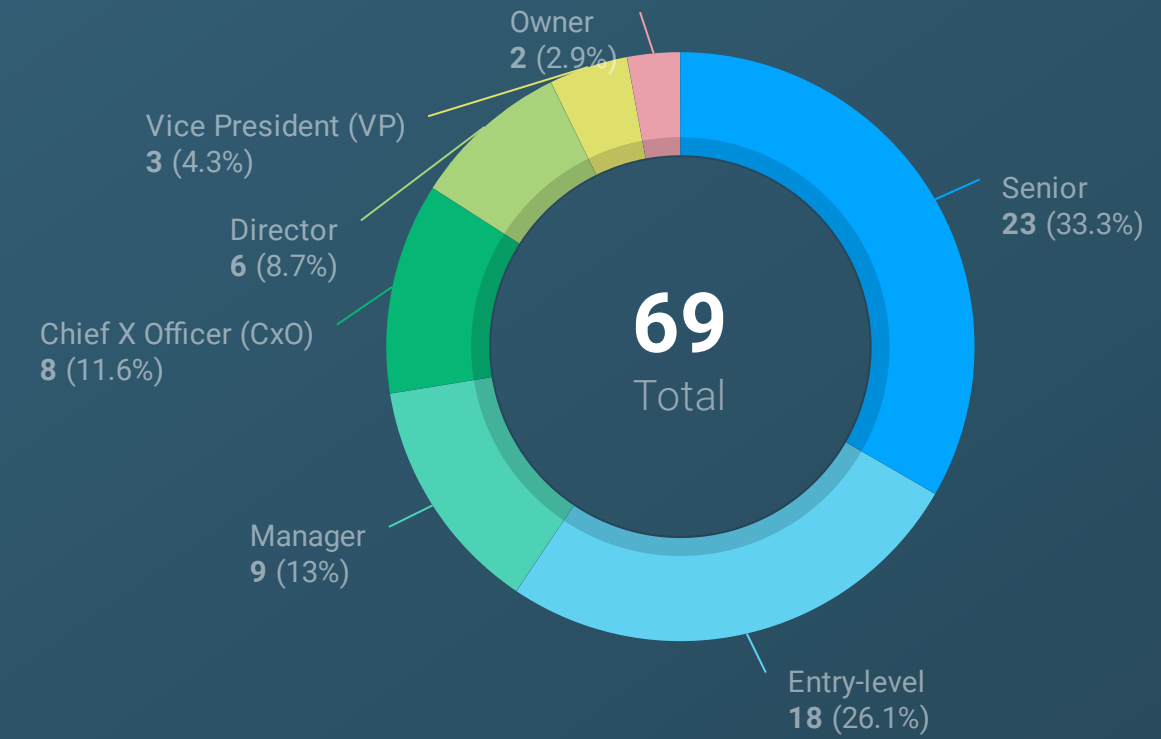
Last 400 days (Nov 27, 2020 - Dec 31, 2021)

Metric	Last 400 Days (incl. current) Δ
Clicks	3,283
Likes	587
Comments	18
Shares	33
Engagement Rate	1.9%

### FOLLOWERS BY JOB FUNCTION All Time



### FOLLOWERS BY SENIORITY All Time



### PAGE ENGAGEMENT RATE This Month (Dec 1 - 31)

