

Week

2

Date

7/1 - 13/1/2017

Team

Social Media

Department

Media

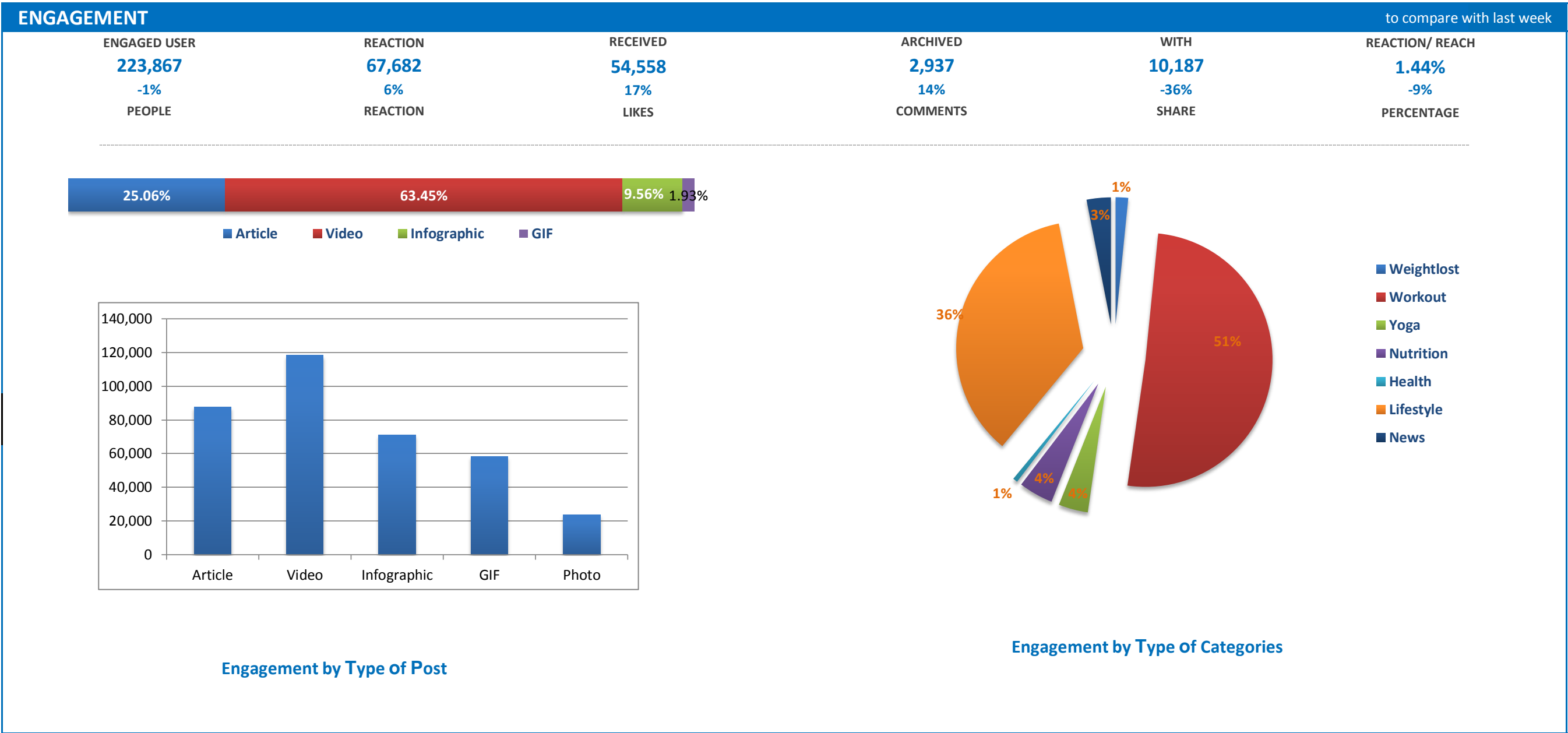
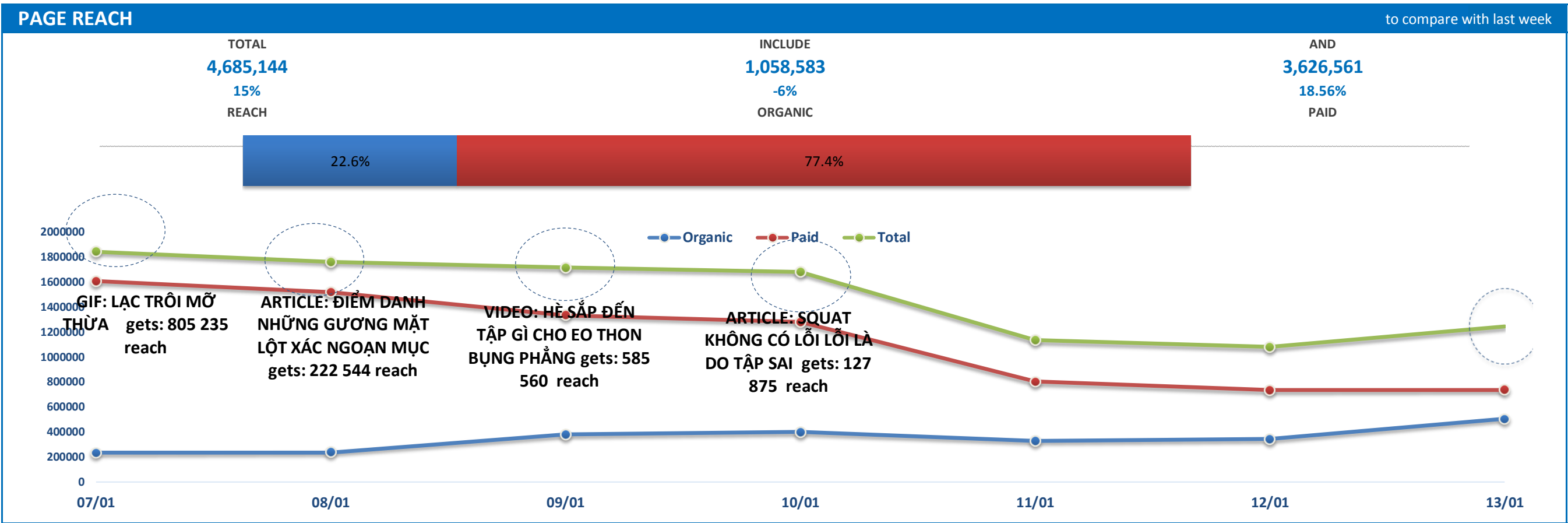
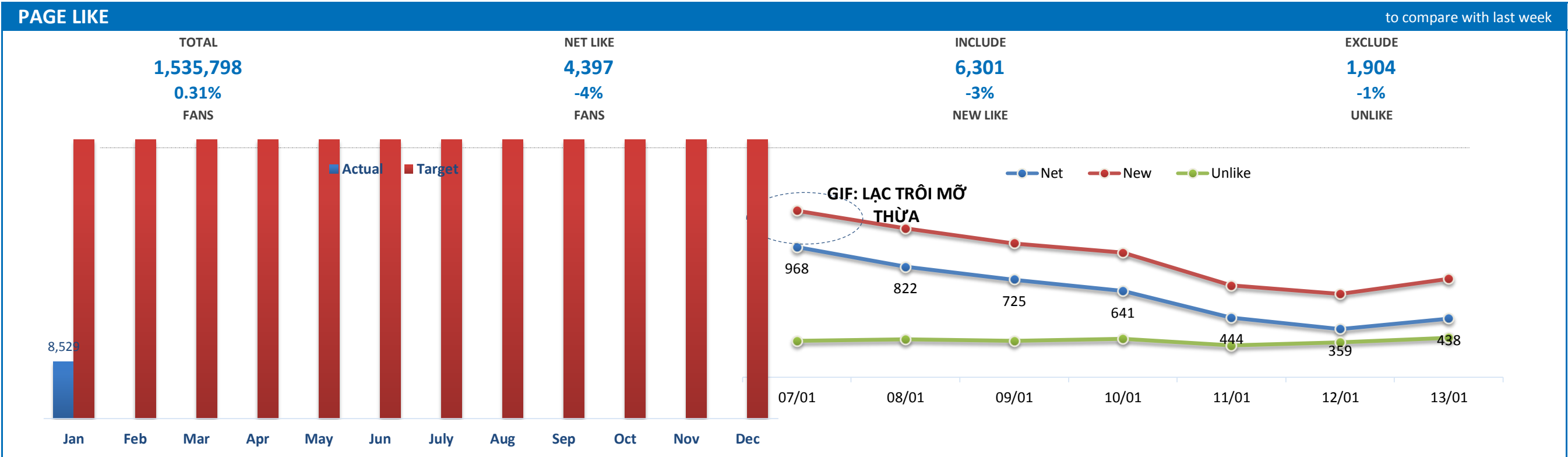
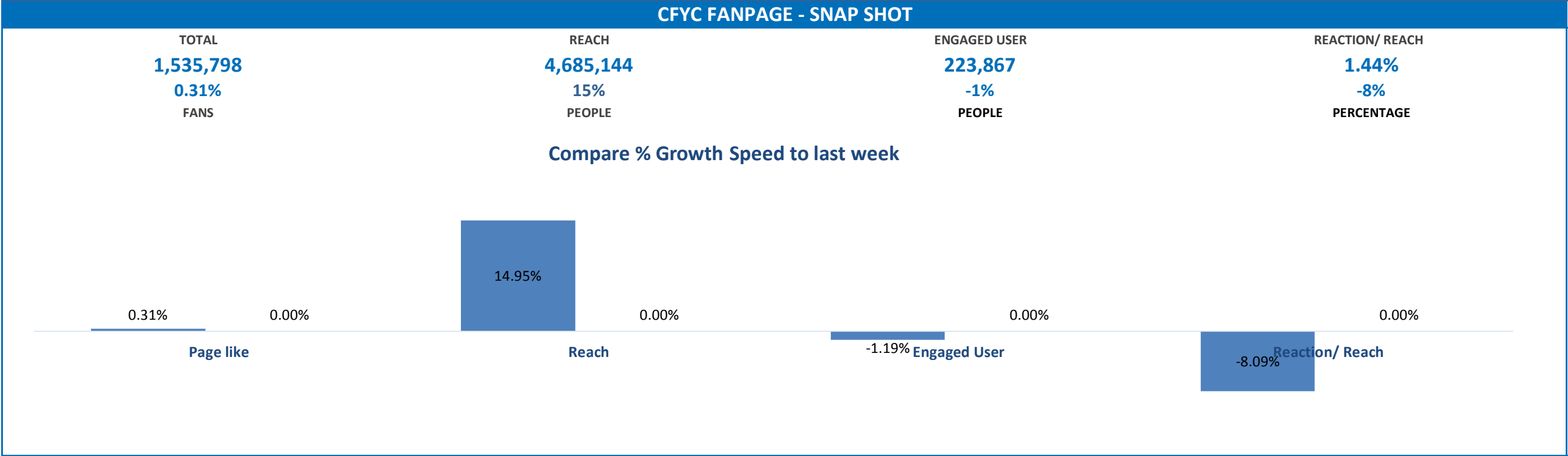
Reported by

Hue Linh

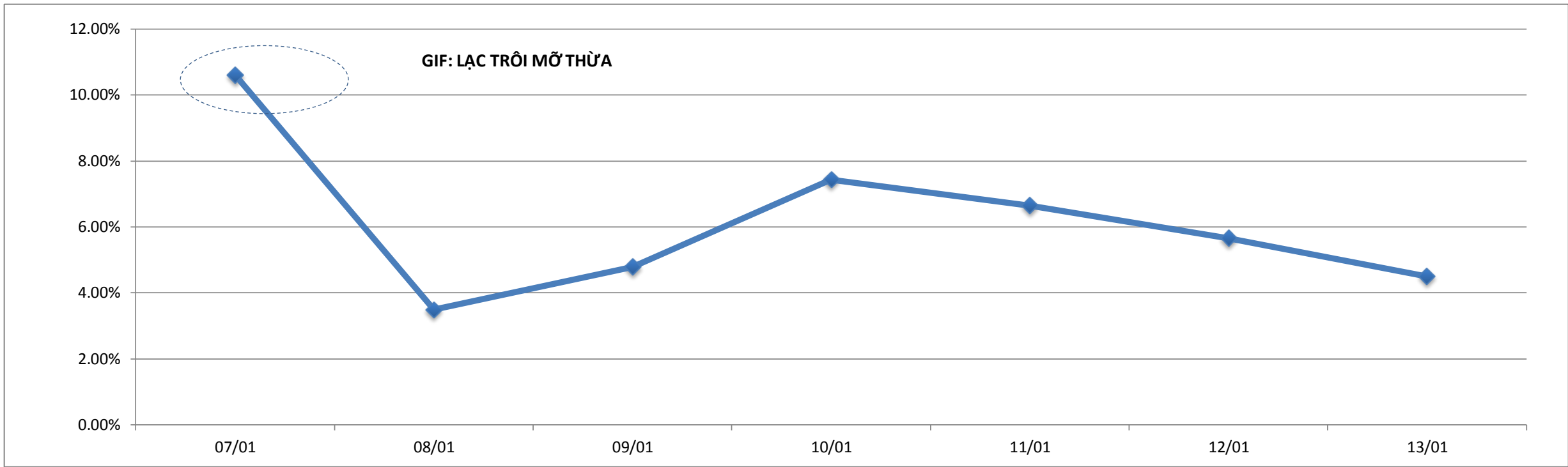
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This week, REACH increased by 15% thanks to our Livestreams: TAP DI ROI TET and PHAM HƯƠNG CHALLENGE. Besides, there are some posts with highest reach this week: GIF LẠC TRÔI MỠ THỪA, ARTICLE: ĐIỂM DANH NHỮNG GƯƠNG MẶT LỘT XÁC NGOAN MỤC,... Since there are not new videos this week

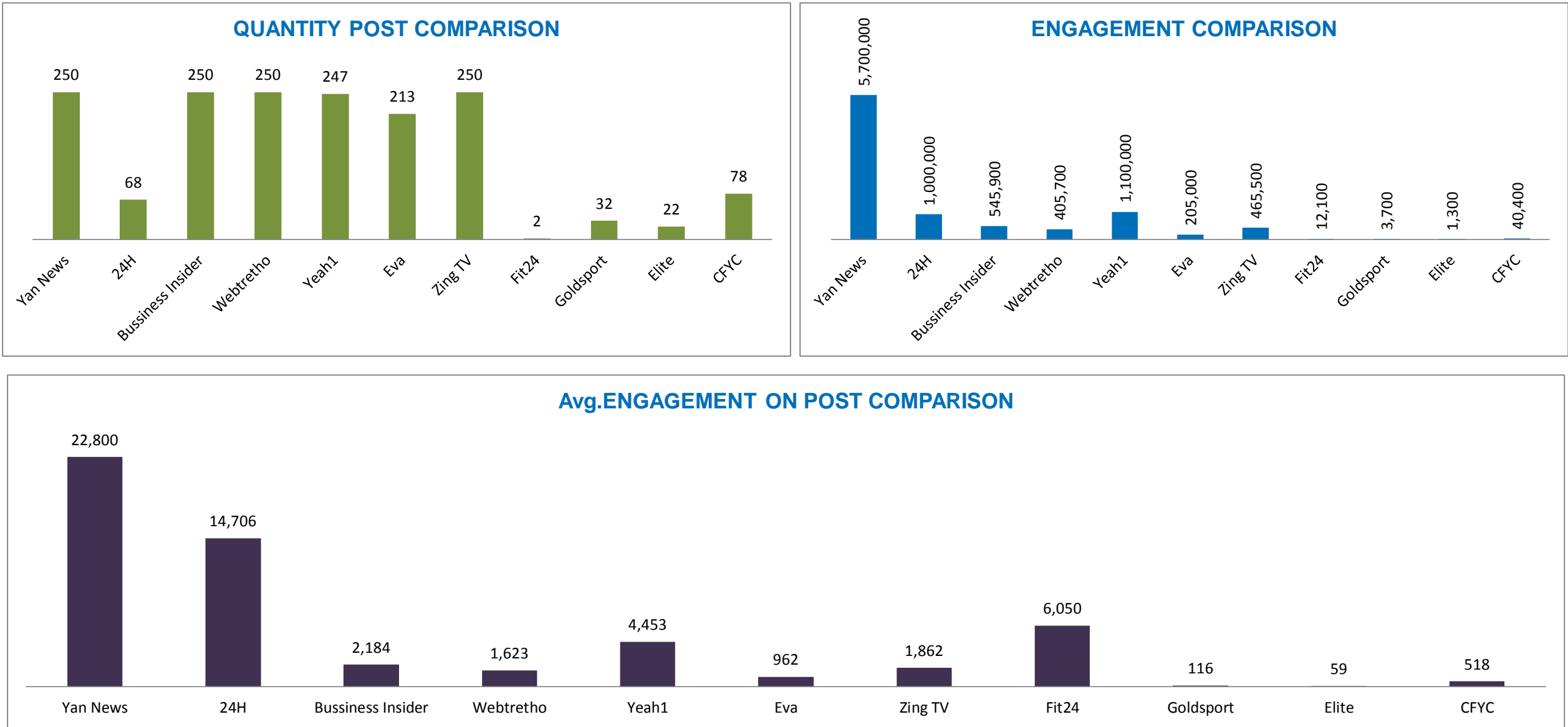
Net like reduced by 4%. This week, Workout is still the hottest topic with high REACTION ON REACH. We should try to create more content related to Tet with catchy titles in Topics: Weightloss, Workout and Lifestyle. Content about body transformation is also a hot topic but currently there are not much new article about this so we should try to create more article of this topic.



REACTION ON REACH



WEEKLY COMPARISON WITH BIG FANPAGE



FEEDBACK	
POSITIVE + REQUEST	NEGATIVE
<div>Good respond about content: like cái page này có nhiều bài tập ở nhà đó e</div> <div>c like page này nè nhiều bài tự tập ở nhà đc ý c!</div> <div>coi thêm nhiều bài tập nữa. Từ đây tới tết ...</div>	

	Quantity	Reaction	Avg. Reaction per post	
Article	23	26,027	87,568	13.10%
Video	22	43,337	118,238	21.81%
Infographic	8	70,956	70,956	35.71%
GIF	7	58,068	58,068	29.23%
Photo	5	299	23,799	0.15%

Weightlost	1,939	1.60%
Workout	61,481	50.67%
Yoga	4,541	3.74%
Nutrition	5,314	4.38%
Health	727	0.60%
Lifestyle	43,591	35.93%
News	3,738	3.08%

Page	Post Quantity	Engagement	Engagement per j	Page like
Yan News	250	5,700,000	22,800	12,800,000
24H	68	1,000,000	14,706	8,100,000
Bussiness Insi	250	545,900	2,184	6,600,000
Webtretho	250	405,700	1,623	4,500,000
Yeah1	247	1,100,000	4,453	4,600,000
Eva	213	205,000	962	2,200,000
Zing TV	250	465,500	1,862	1,700,000
Fit24	2	12,100	6,050	188,900
Goldsport	32	3,700	116	77,200
Elite	22	1,300	59	98,400
CFVC	78	40,400	518	1,500,000