CLINT BLACK

Social Media Round-Up

November 26th, 2014 – December 10th, 2014

THE COLLECTIVE

ENGAGEMENT

	11/26-12/10	YTD AVG	Deviation
Engagement/Fan Rate*:	0.52%	1.25%	-0.7%
Relative Engagement Rate**:	5.21%	5.27%	-0.1%

*Engagement/Fan rate shows the number of Likes, Shares, and Comments your posts received (engagement) as a percentage of the number of fans you have

**Relative Engagement rate shows the number of Likes, Shares, and Comments your posts received (engagement) as a percentage of their actual reach

MOST ENGAGING POST

Clint Black
December 4 at 1:18pm · 🌐

Back when I was Killin a "little" time! #tbt

154,560 people reached   Boost Post

Like · Comment · Share · 👍 13,636 💬 474 ↗ 202

154,560 People Reached

14,941 Likes, Comments & Shares

14,215 Likes	13,636 On Post	579 On Shares
515 Comments	474 On Post	41 On Shares
211 Shares	202 On Post	9 On Shares

1,402 Post Clicks

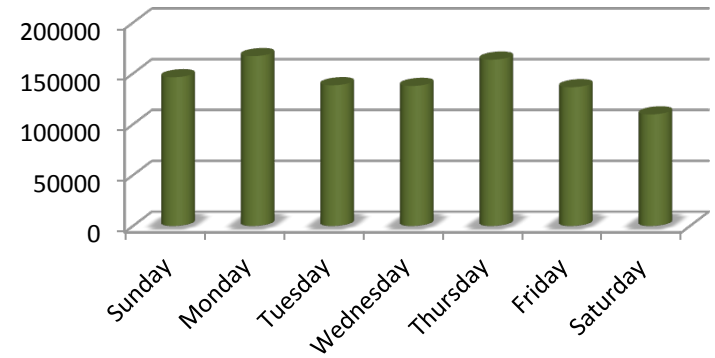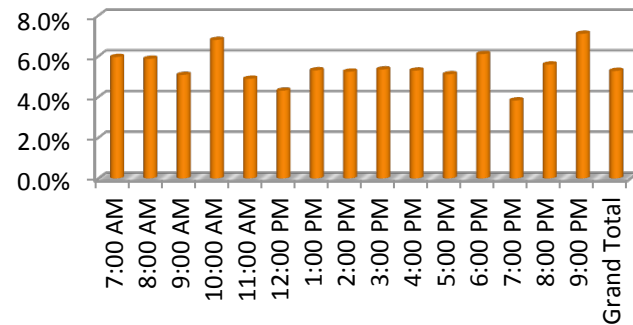| 1,400 Photo Views	2 Link Clicks	0 Other Clicks ℹ

facebook

Post Performance Breakdown

RER BY DAY OF WEEK
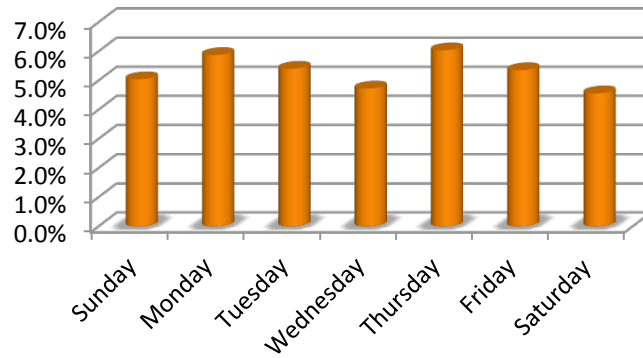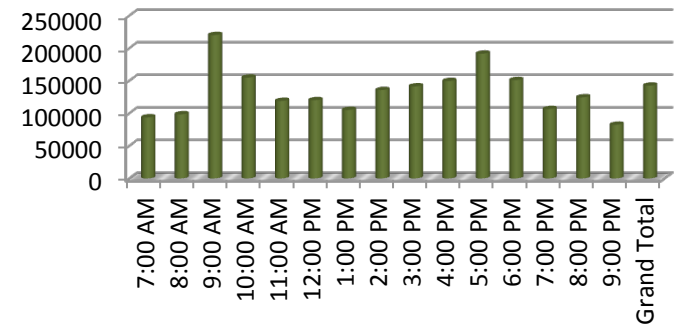

REACH BY DAY OF WEEK
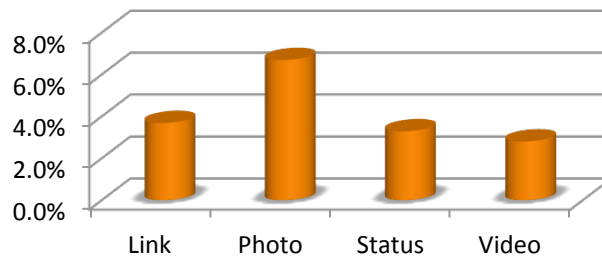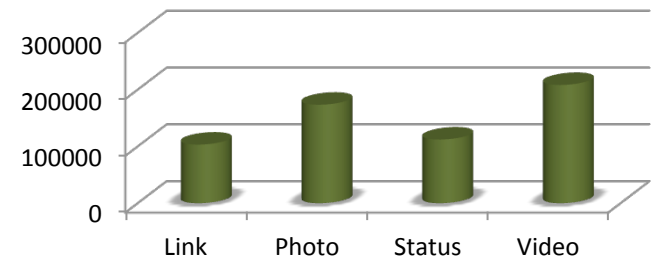

RER BY TIME (PST)

REACH BY TIME (PST)

RER BY POST TYPE

REACH BY POST TYPE

twitter

Total Followers:
37040
⬆ 1.5%

New Followers:
510

ENGAGEMENT

	11/26-12/10 (2 Week Avg)	YTD AVG	Deviation
Engagement Rate	6.35%	3.72%	3%
Re-Tweets	3.1	4.71	-34%
@Replies	2	3.08	-19%
Favorites	13	12.60	4%
Mentions	28.93	34.22	-15%

MOST ENGAGING TWEET

NO DOGS ALLOWED
VIOLATORS WILL BE PAWSECUTED

Clint Black
@Clint_Black
Follow
Better hope you can find a lawyer to work pro bone-o!
6:32 PM - 9 Dec 2014
13 RETWEETS 35 FAVORITES

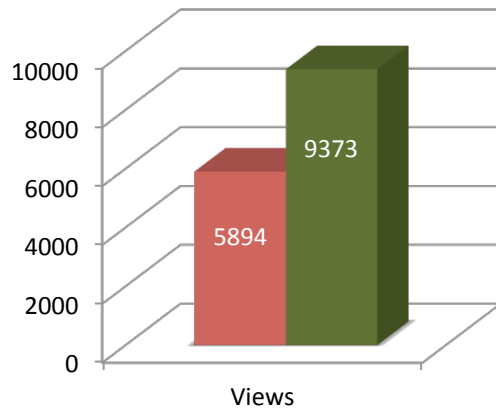| Key metrics	Quantity
Impressions Number of times users saw the Tweet on Twitter	2,629
Embedded media clicks Clicks to view a photo or video in the Tweet	209
Favorites Number of times users favorited the Tweet	35
Link clicks Clicks on a URL or Card in the Tweet	29
Detail expands Number of times users clicked on the Tweet to view more details	21
Retweets Number of times users retweeted the Tweet to their followers	13
User profile clicks Clicks on the name, @handle, or profile photo of the Tweet author	8
Replies Number of replies to the Tweet	4

You Tube

December 11 , 2014

Subscribers:
2341

Total View:
277,142

■ 11/26-12/10 (14 Day avg)
■ YTD 14 Day Avg

NEW VIEWS

10000	
8000	9373
6000	
5894	
4000	
2000	
0	

Views

ENGAGEMENT

120				
100	112			
80				
60		62		62
40	33	49	21 22	23
20				
0				

New Likes | Video Shares | Favorites | New Subscribers
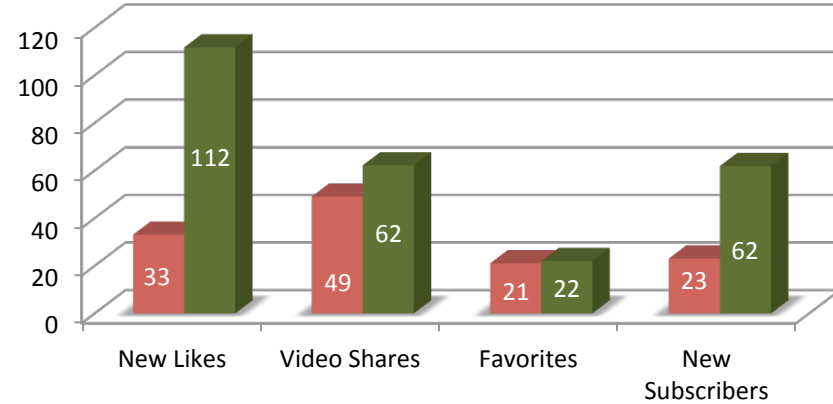
MOST POPULAR VIDEO

Clint Black - Loving Blind (Official Music Video) ⊡
Created: Sep 16, 2013 · Duration: 3:52 · Privacy setting: Public · Lifetime views: 52,024
[VIDEO]
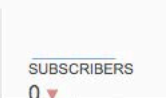
Nov 26, 2014 – Dec 10, 2014

Performance

VIEWS	ESTIMATED MINUTES WATCHED	TOTAL ESTIMATED EARNINGS *
2,186 ▼	6,420 ▼	$0.00

Engagement

LIKES	DISLIKES	COMMENTS	SHARES	FAVORITES ADDED	SUBSCRIBERS
7 ▼	0 ●	2 ▼	14 ▼	13 ▲	0 ▼

THE
COLLECTIVE

#ClintCollectibles

Facebook Posts

Engagement/Fan Rate*:	.19%
Relative Engagement Rate**:	2.89%

Twitter Posts

Engagement Rate	4.0%
Re-Tweets	19
@Replies	16
Favorites	59

YouTube Video

#ClintCollectibles - "Spend My Time"
This video got more likes in its first 5 days than your other videos from the last 6 months! (United States)

New Views:	1161
New Likes	38
Video Shares	6
Favorites	2

THE
COLLECTIVE

December 11 , 2014

Total Followers :
15,901
⬆ 3.9%

New Followers:
590

TOP TRACKS -NEW PLAYS

■ 11/26-12/10 (14 Day Avg)

■ YTD (14 Day Avg)

	I Don't Need Your Rockin' Chair	Like The Rain	Killin' Time	A Better Man
11/26-12/10	32542	28131	22996	23126
YTD	27187	25561	21694	22554
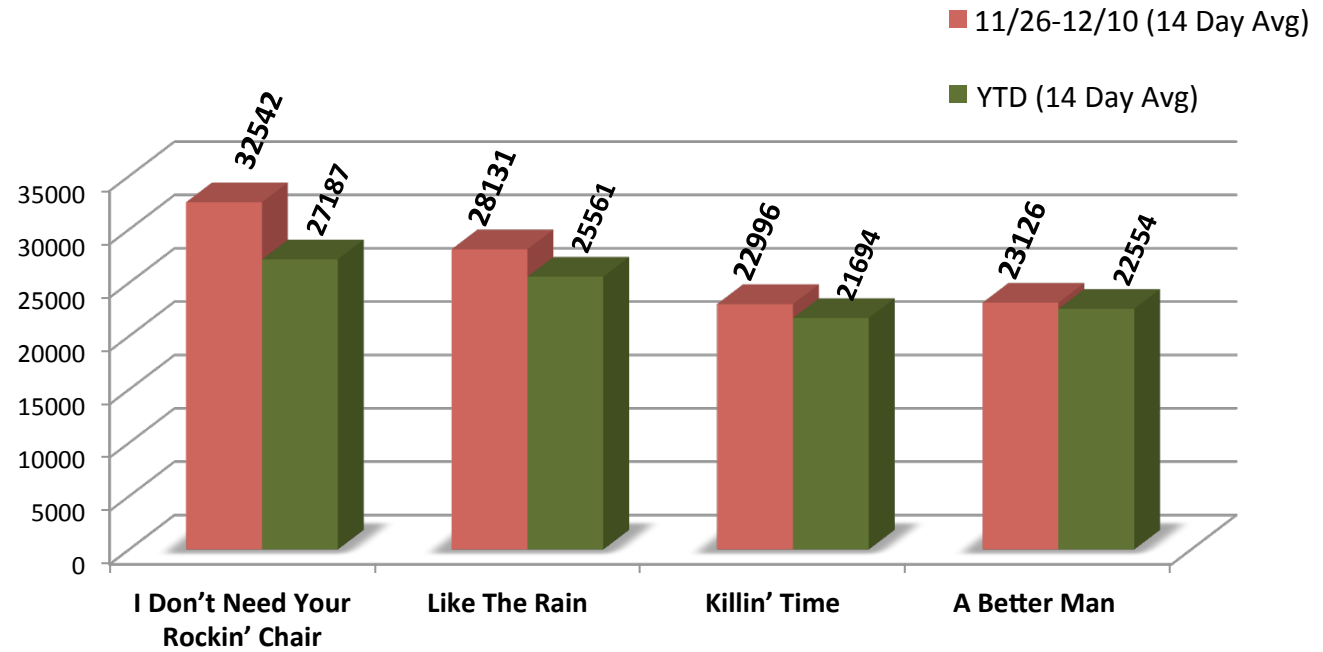
ALL TRACKS - NEW PLAYS

262180

240051
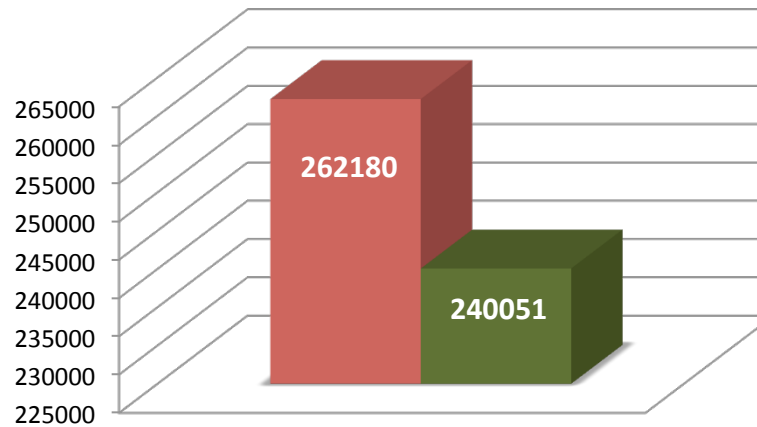
Instagram

December 11 , 2014

Total Followers :
986

New Followers:
35

THE
COLLECTIVE

ENGAGEMENT

	11/26 -12/2	12/3-12/10
Likes	146	539
Comments	22	30

MOST POPULAR PICTURE