XtraBYtes Social Media Report

This report will be an overview on our social media growth. It will allow us to analyze posts and trends that are working within our community, as well as insight into external reach. Obviously reports will become more comprehensive as XtraBYtes develops and grows.

Important notes: our visual representation is purely placeholder until the community and designers decide on our look.
Slack has not been included as we are all participants in Slack.

Aims and goals for XtraBYtes social media May 1st 2017-May 8th 2017-
The primary goal of this week was to build all social media pages and get them functioning on some level. This saw the creation/acquisition of pages for the following social media outlets for XtraBYtes:

Twitter - https://twitter.com/XBYOfficial
Reddit - https://www.reddit.com/r/XtraBYtes/
Facebook - https://www.facebook.com/XtraBYtesOffical
Instagram - https://www.instagram.com/xtrabytesofficial/
Page breakdown:

Twitter:
Twitter was the top performer. It saw an increase of 55 followers, reaching a total of 80 followers.
Our profile was visited 459 times, 7 people tweeted specifically about XBY. Our tweets managed

16k impressions.

Our top tweet was in reference to setting up STaTiC nodes. Our top follower was CoinMarket Cap.
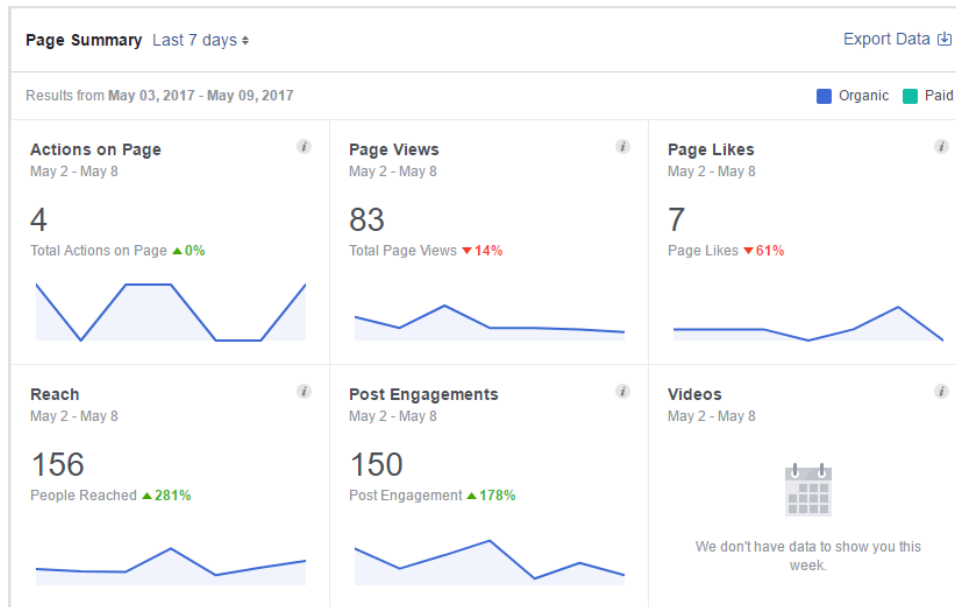

Facebook:
Facebook was used as a generalized information outlet, posting price charts, wallet updates and competition info. No targeted promotion has been performed yet.
Facebook gained 7 new likes bringing total likes to 47. 83 people viewed our page. 150 out the

156 reached engaged in our posts, by either clicking links, liking or sharing.

Top performing post was in regards to the competition, reaching 75 people.
We received 3 general inquiries through Facebook messenger. Preliminary tests were also run on the knowledge base bot implementation into Facebook, allowing people to receive answers straight away. This still needs more testing however, so have pulled from live status for now.

Page Summary Last 7 days ⇕   Export Data ⬇

Results from **May 03, 2017 - May 09, 2017**   ◼ Organic ◼ Paid

Actions on Page	**Page Views**	**Page Likes**
May 2 - May 8	May 2 - May 8	May 2 - May 8
4	83	7
Total Actions on Page ▲ 0%	Total Page Views ▼ 14%	Page Likes ▼ 61%

Reach	**Post Engagements**	**Videos**
May 2 - May 8	May 2 - May 8	May 2 - May 8
156	150	
People Reached ▲ 281%	Post Engagement ▲ 178%	We don't have data to show you this week.

Your 5 Most Recent Posts   >

◼ Reach: Organic / Paid   ◼ Post Clicks   ◼ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/08/2017 11:08 am	XtraBYtes just broke through it's ATH trade price of 250 sats. $XB	🗗	🌐	61	9 8	Boost Post
05/06/2017 7:02 am	Xtrabytes	🗗	🌐	14	2 2	Boost Post
05/06/2017 6:56 am	Fancy scoring yourself some Xtra BYtes? Follow our first communit	🔗	🌐	75	13 3	Boost Post
05/04/2017 5:48 pm	Xtrabytes	🗗	🌐	14	4 2	Boost Post
05/04/2017 8:30 am	Xtrabytes updated their website address.	🔗	🌐	12	1 3	Boost Post

Reddit: SubReddit was set up and styled, a pinned thread was posted with links to essential XtraBYtes information. An intuitive right side info bar was also implemented. Next is to implement a custom banner and snoo (reddit logo customized for XBY). 4 Topics were created and 11 readers gained. Topics consisted of generalized troubleshooting.

↑ 1 ↓ 💬 **Must read links and information for XtraBYtes.** ✓ self.XtraBYtes
submitted 7 days ago * by XtraBYtesOfficial - announcement
comment share save hide delete spam remove lock nsfw spoiler

↑ 1 ↓ 💬 **Official Competition.** ✓ self.XtraBYtes
submitted 1 day ago by XtraBYtesOfficial - announcement
comment share save hide delete spam remove lock nsfw spoiler

↑ 1 ↓ 💬 wallet question self.XtraBYtes
submitted 1 day ago by crystalol
1 comment share save hide spam remove approve report lock nsfw spoiler

↑ 1 ↓ 💬 ELI 5 self.XtraBYtes
submitted 1 day ago by t0mpee
2 comments share save hide spam remove approve report lock nsfw spoiler

↑ 1 ↓ Wallet stuck at 93.94%? gyazo.com
submitted 2 days ago by supa1337
4 comments share save hide spam remove approve report lock nsfw spoiler

↑ 2 ↓ 💬 How do I join slack? ✓ self.XtraBYtes
submitted 5 days ago by AnythingForSuccess
1 comment share save hide spam remove report lock nsfw spoiler

Instagram: Instagram is a platform not heavily utilized by other crypto projects. However it can be an interesting platform to promote hashtags, and other quick visual information, info graphics, price charts etc. Instagram was only used in the capacity of posting price charts but once more graphic content is created it will be a quick and easy way to present information. 3

posts attracted 3 followers.

As noted above these reports will become more comprehensive as more content and data is collected. But it offers us an overview. As we can see our top performing posts were in regards to STaTiC nodes and the competition this is valuable information.