Listening Insights
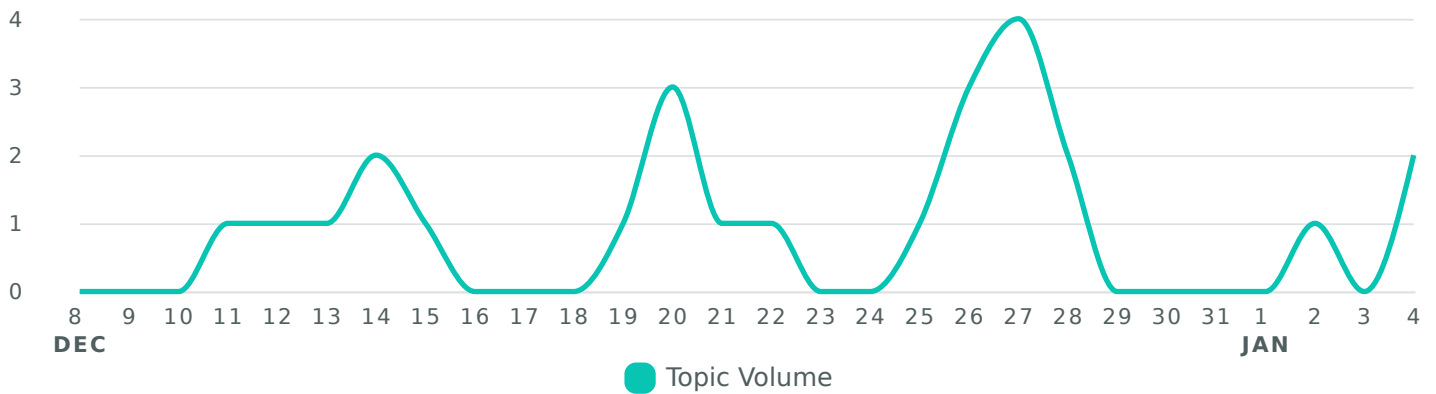## for **Member One FCU**

December 8, 2023 – January 4, 2024

Analyze messages, sentiment, keyword affinity and geolocation data.
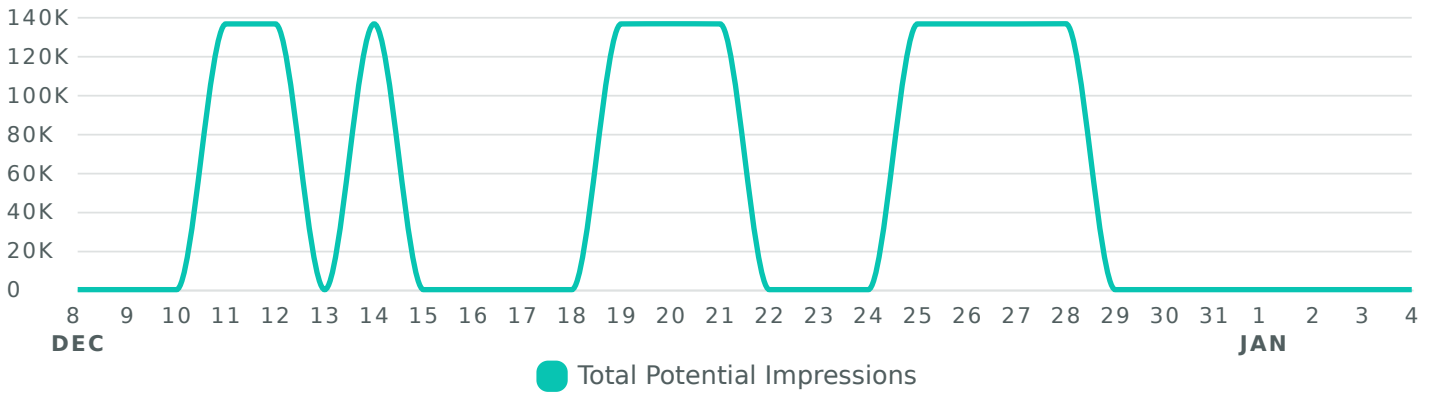
Total Volume	Total Engagements	Average Engagements
25	**136**	**5.44**

Potential Impressions	Unique Authors	Positive Sentiment
1,363,950	**8**	**100%**

Volume [Total ⌄] by Day

Topic Volume

Volume Metrics	Totals
Total Volume	**25**
Avg. Messages Per Day	**0.89**

sproutsocial

Potential Impressions | Total ▾ | by Day

● Total Potential Impressions

Potential Impressions Metrics	Totals
Total Potential Impressions	**1,363,950**
Avg. Potential Impressions Per Day	**48,712.5**

Engagements ⌄   by Engagement Type ⌄ by Day

● Comments ● Shares ● Likes ● Dislikes
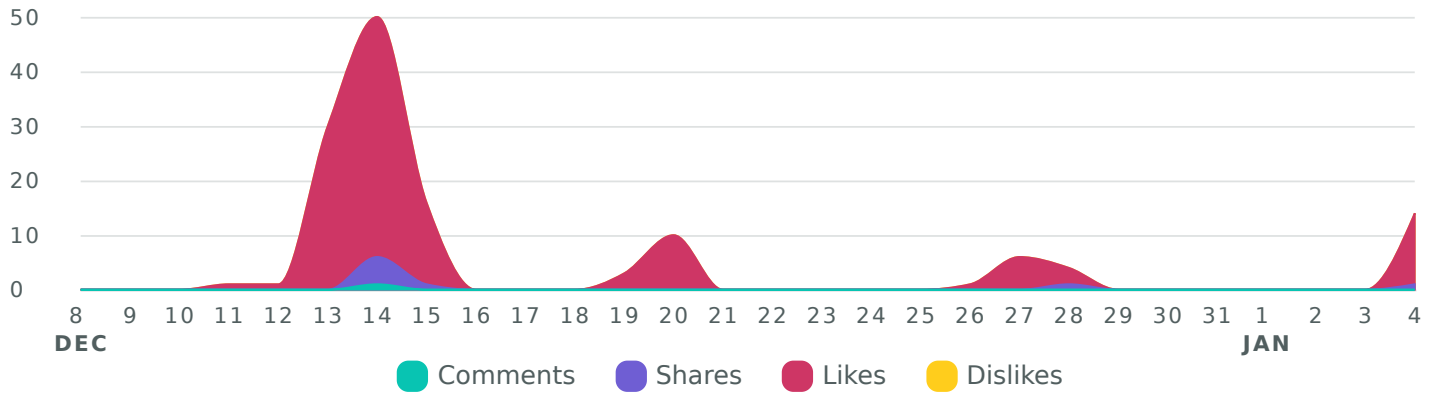
Total Engagement, by Engagement Type	Totals
Total Engagements	**136**
Comments	1
Shares	8
Likes	127
Dislikes	0
Avg. Engagements Per Day	**4.9**
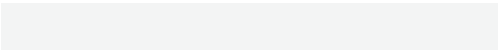
100% Positive

100% of messages have positive sentiment
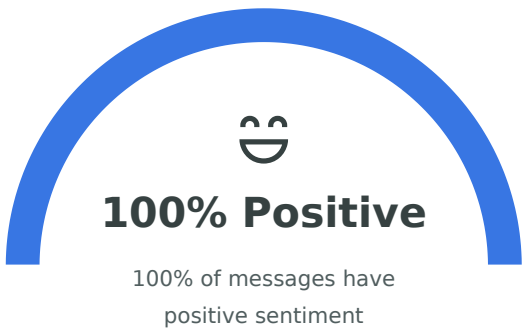
Net Sentiment Score

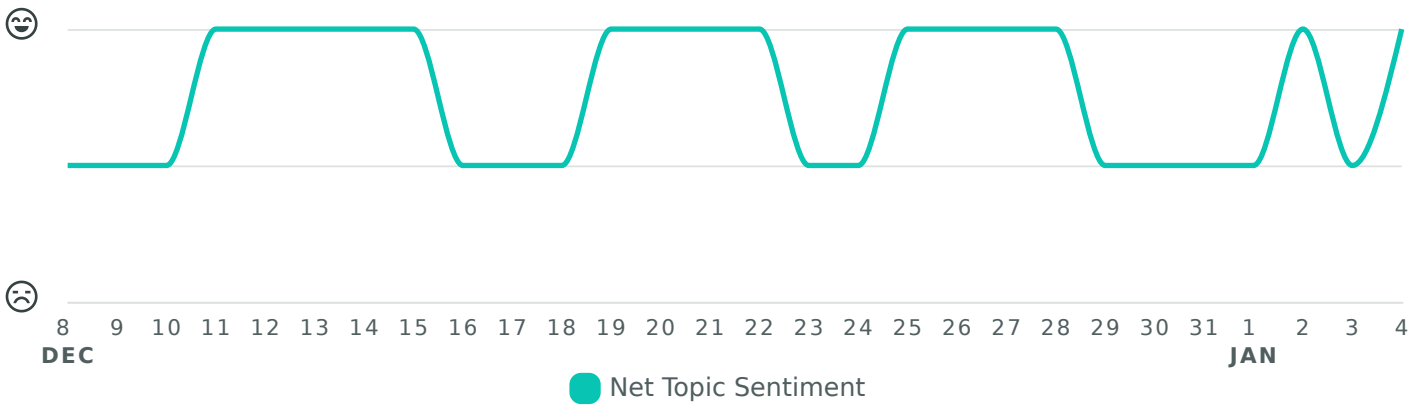**100%** difference between positive and negative sentiment this period

Net Sentiment Trend

Net sentiment trend is not available for the selected date range.

8   9   10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1   2   3   4
DEC   JAN

● Net Topic Sentiment

All Word Types ⌄

weekend   opportunities   friday   december   fees   followers   game

fantastic evening   days ago christmas   #givingback2community

#hokiebasketball   thank   roanoke police department   chris's   people

visit   few spots   last   year   post   food   member   business   mark

stuffers   one   cocoa

information   day   union's   event   christmas gifts

members   va   credit   bill   november   union   calendars

feeding   jerry   form   military holiday greeting

plenty   lights

chris's cocoa   2024   week   night   roanoke   #gohokies   chris   cookies

santa event   time   #virginiatech   #hokienation

saturday   federal   photos   chris's   cash   stars

chris's santa event   days   chris's cocoa   communities   community

roanoke police   holiday drink specials   end   days ago santa   december1   evenings   open spots

#cust   organizations   lynchburg   way   james carroll   santa   next year

sharing   southwest

All	Positive	Negative

Related Keywords

member one federal credit union　　**12**
brought click sponsored see say

military holiday greeting　　**10**
click brought sponsored say see

member　　**9**
member one credit federal photos

credit　　**7**
member credit federal one photos

federal　　**7**
member credit federal one photos

Related Hashtags

#givingback2community　　**3**
credit federal member one photos

#gohokies　　**3**
credit federal member one photos

#hokiebasketball　　**3**
credit federal member one photos
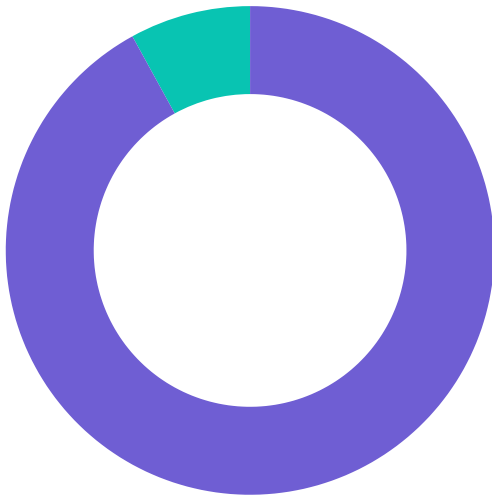
#hokienation　　**3**
credit federal member one photos

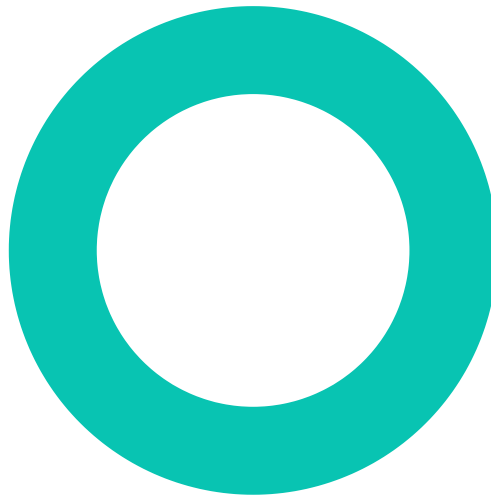**#virginiatech**　　**3**
credit federal member one photos
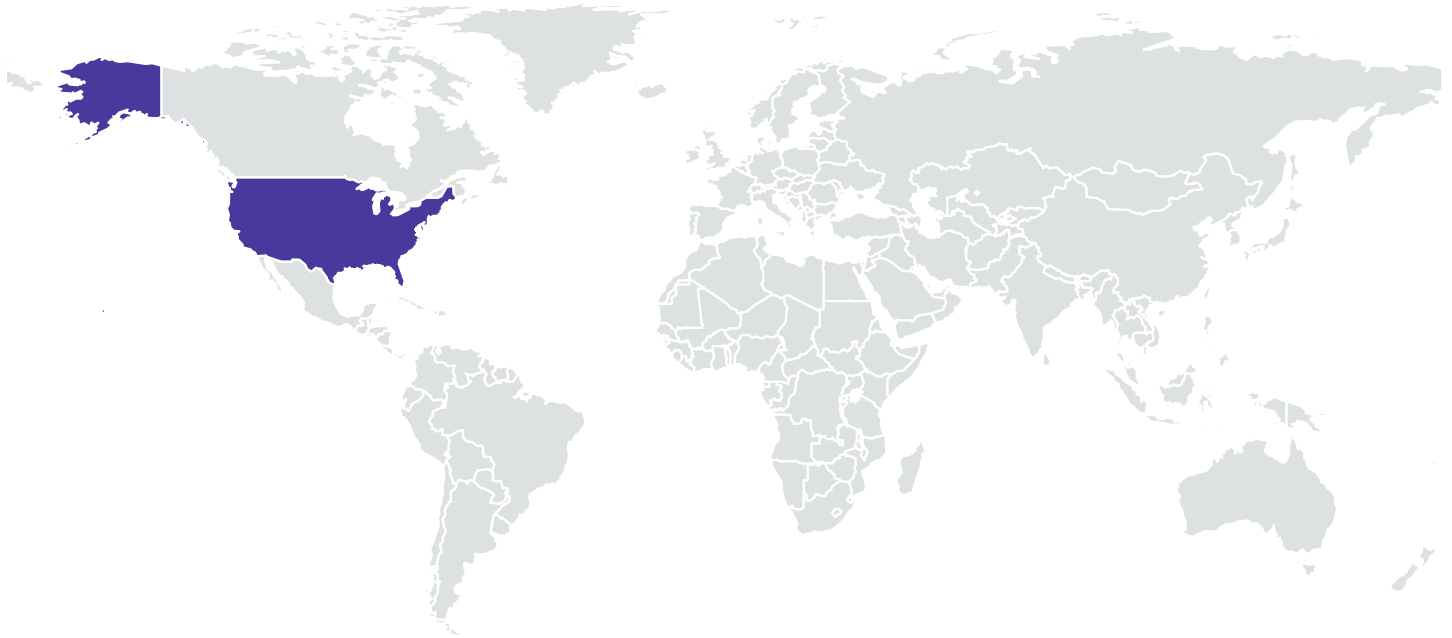
Technology Breakdown

Mobile Breakdown

Mobile
8%

Web
92%

Android
100%

iOS
0%

Low Volume ▮▮▮▮▮ High Volume

Top Countries		Top Cities	
United States	11	**Roanoke, Virginia, United States**	10