



Social Report for **hm**

Aug 30 - Sep 29

2015

 @hm

 hm

 hm



Brand Awareness

Are people talking about hm?

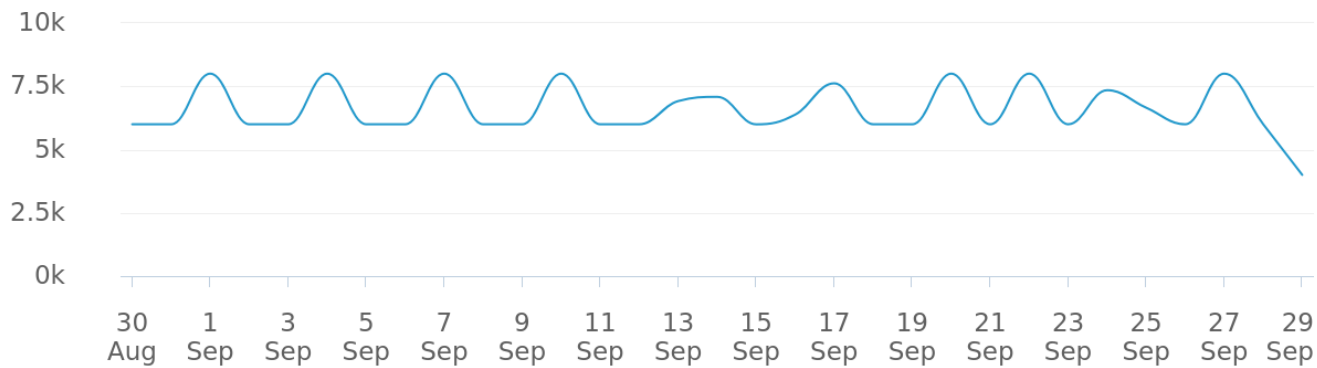
BRAND MENTIONS

204.0K ▼ 49.2%

POTENTIAL IMPRESSIONS

836.0M ▼ 8%

MENTIONS PER DAY



— hm

TOP DEMOGRAPHICS

Gender

66.5%

Women

Age Group

45.4%

18 - 24 year olds

Locations

24.1%

United States

Interests

2.2%

Music

* Impressions are the aggregate number of followers of the people that mentioned hm

* Trends show percentage of change compared to all-time stats

Brand Awareness

What are people saying about hm?



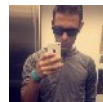
1,866 | 1 month ago



F
@FatyaEdDeen

"Perasaan rindu tu menyakitkan" "Sakit sebab kau pendam. Cuba kau luahkan, tenang rasa" "Hm, aku malu nak luah" "Luahkan melalui doa bro"

1,736 | 27 days ago



sam
@DrogaSam

peessoa manda hm já me arrependo de ter cv com ela

1,487 | 14 days ago



Father Forehead
@LiITartheBasedQ

It's lowkey racist when white people say they were "born in the wrong generation" Whatcha wanna go back for... Hm?

1,386 | 11 days ago



#kelip2rangerz
@brgsjks

Ada lagi ke zaman orang pakai wechat ni? Sekarang semua whatsapp kot. Hm malas cakap lebih-lebih. Nanti kene marah.

1,371 | 19 days ago



Hamqi
@ShauqiAlias

C : kalau kamu ada RM10, minta dgn ayah lagi RM10, berapa jumlahnya? M : RM10. C : salah tu. RM20 lah. M : hm cikgu tak kenal ayah saya.

1,119 | 4 days ago



Christian Figueiredo
@Christian_fig

To nervoso aqui... se o Raul não ganhar vamo ter treta aqui, hm!!! [#MasterChefBR](#)

967 | 13 days ago



lindu
@humdaora

se for pra responder com risada não fale cmg se for pra responder com "hm" não fale cmg se não for responder não fale cmg não fale cmg

845 | 11 days ago



* Top posts mentioning hm on Twitter, ranked by number of retweets



Social Activity

How active are hm's social accounts?

TOTAL POSTS

755 ▲ 120.9%

TWEETS

83 ▼ 31.4%

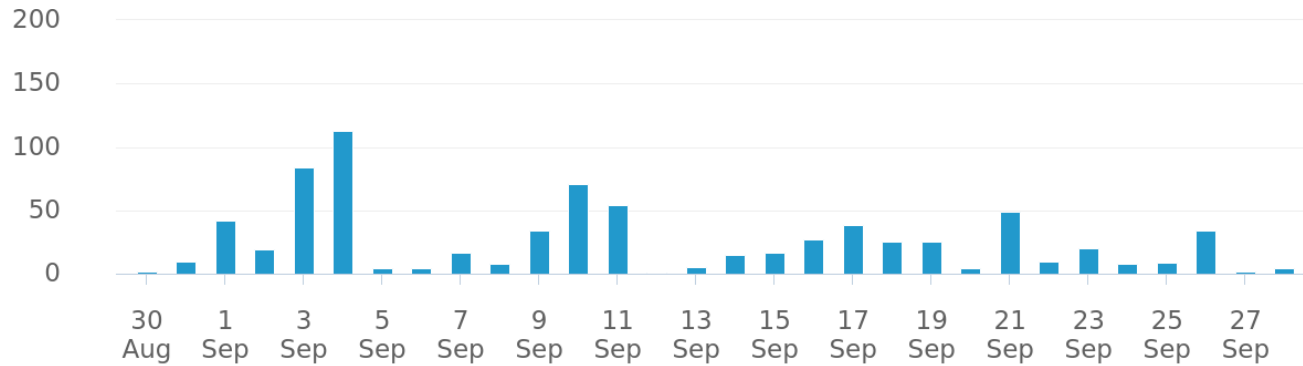
POSTS

582 ▲ 909.7%

PHOTOS

90 ▼ 50.6%

POSTS PER DAY



■ hm

- * Posts include tweets, Facebook posts and Instagram posts by hm
- * Trends show percentage of change compared to all time stats



Engagement

How engaging is hm's content?

TOTAL ENGAGEMENT

8.9M ▲ 304.2%

RETWEETS

5.8K ▲ 169.3%

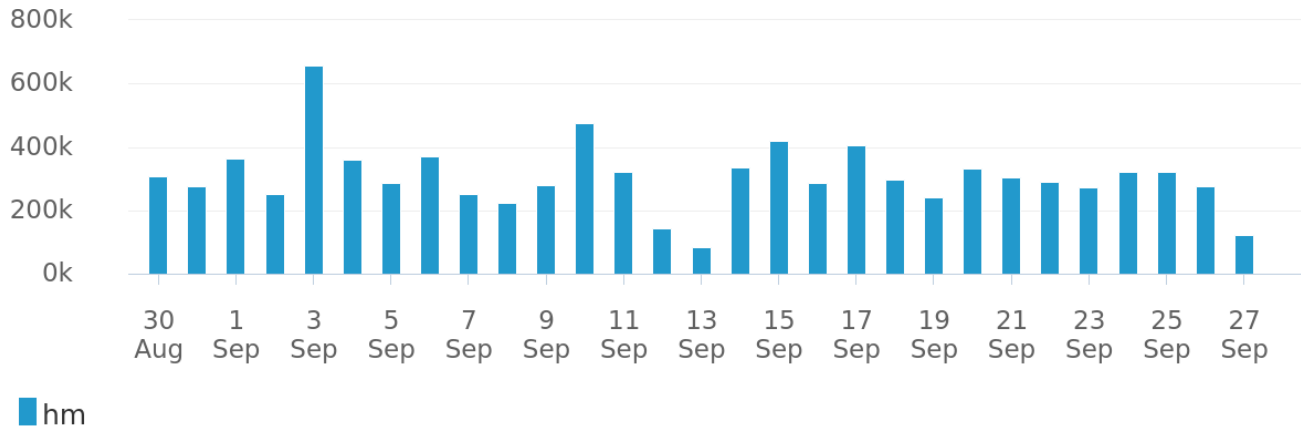
LIKES

71.3K ▲ 489.1%

LIKES

8.8M ▼ 5.9%

SHARES PER DAY



* Trends show percentage of change compared to all-time stats

Content Performance

What are **hm's** best posts?



154,681 | August 30, 2015



151,190 | August 30, 2015



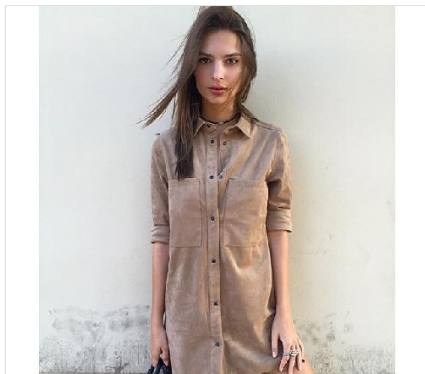
149,835 | September 4, 2015



146,475 | September 14, 2015



10,070 | September 4, 2015



143,533 | September 12, 2015



142,253 | September 17, 2015



610 | 4 days ago

* Top posts by hm, ranked by number of retweets and likes



Fanbase Growth

How many new followers and likes did hm get?

TOTAL NEW FANS

793.6K

FOLLOWERS

32.0K

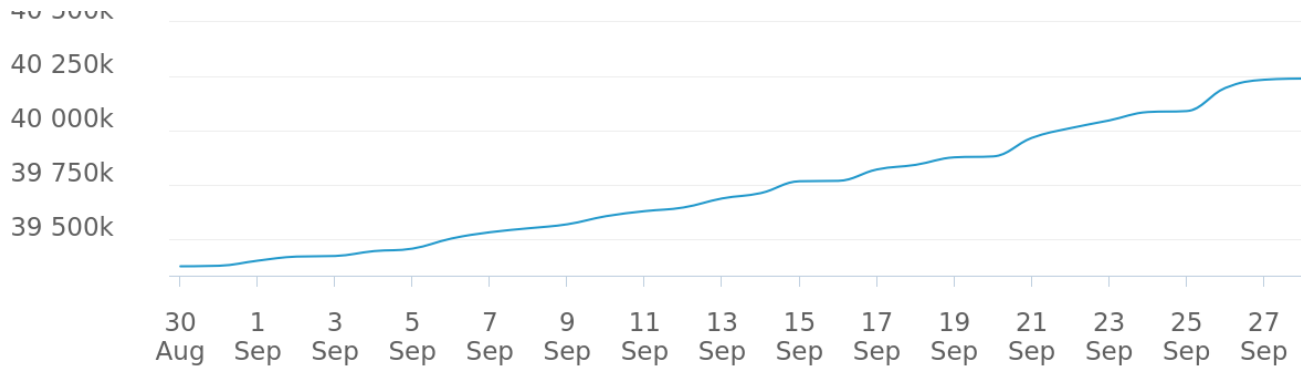
LIKES

367.4K

FOLLOWERS

394.2K

TOTAL FANS



— hm

TOP NEW FOLLOWERS

@lukescrystal
10.1K Followers

@misshapemistake
2.2K Followers

@MRLEEFRASER
1.9K Followers

@That_StarGirl
1.0K Followers

* Fans include Twitter followers, Facebook likes, and Instagram followers

Fanbase

How big is hm's audience?

TOTAL FANS

40.3M ▲ 2%

🐦 FOLLOWERS

6.9M ▲ 0.5%

f LIKES

23.7M ▲ 1.5%

📷 FOLLOWERS

9.6M ▲ 4.1%

TOP FOLLOWERS



@marcosmion

11.4M Followers



@programapanico

10.5M Followers



@LanaDelRey

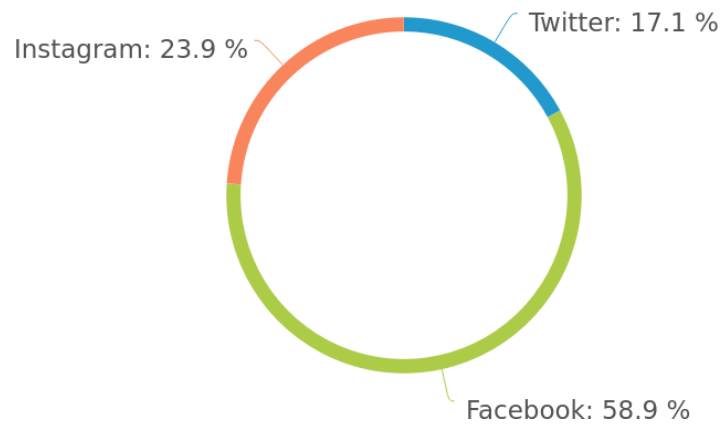
5.7M Followers



@nicolerichie

4.9M Followers

FANS DISTRIBUTION



* Trends show growth as a fraction of hm's total audience