

INSTAGRAM IMPACT

JANUARY - MAY 2019

IMPRESSIONS

TOTAL NUMBER: 151,676
AVG. MONTHLY: 30,335
PERCENT INCREASE: 173.36%

PROFILE CLICKS

TOTAL NUMBER: 3,874
AVG. MONTHLY: 775
PERCENT INCREASE: 368.44%

ENGAGEMENT

TOTAL NUMBER: 11,259
AVG. MONTHLY: 2,252
PERCENT INCREASE: 211.45%

NEW FOLLOWERS

TOTAL NUMBER: 93
AVG. MONTHLY: 19
PERCENT INCREASE: 45.31%

POST SAMPLES



FACEBOOK IMPACT

JANUARY - MAY 2019

IMPRESSIONS

TOTAL NUMBER: 151,603
AVG. MONTHLY: 30,321
PERCENT INCREASE: 71.19%

PAGE VIEWS

TOTAL NUMBER: 5,153
AVG. MONTHLY: 1,031
PERCENT INCREASE: 83.51%

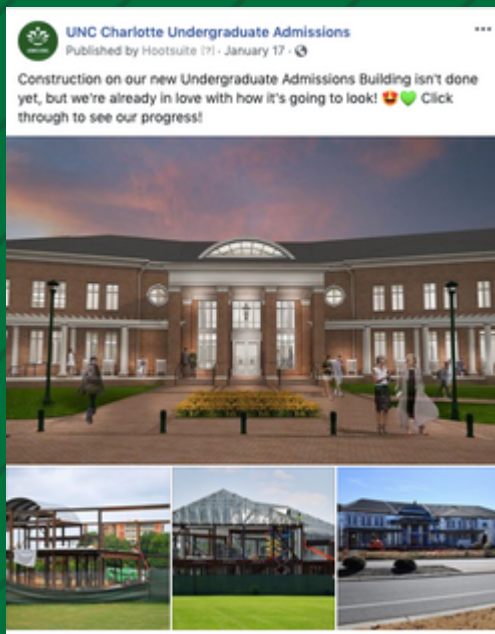
ENGAGEMENT

TOTAL NUMBER: 17,521
AVG. MONTHLY: 3,504
PERCENT INCREASE: 227.80%

NEW PAGE LIKES

TOTAL NUMBER: 616
AVG. MONTHLY: 123
PERCENT INCREASE: 50.61%

POST SAMPLES



TWITTER IMPACT

JANUARY - MAY 2019

IMPRESSIONS

TOTAL NUMBER: 167,320

AVG. MONTHLY: 33,464

PERCENT INCREASE: 19.43%

ENGAGEMENT

TOTAL NUMBER: 9,708

AVG. MONTHLY: 1,942

PERCENT INCREASE: 18.16%

PROFILE VISITS

TOTAL NUMBER: 15,124

AVG. MONTHLY: 3,025

PERCENT INCREASE: 13.42%

NEW FOLLOWERS

TOTAL NUMBER: 47

AVG. MONTHLY: 9

PERCENT INCREASE: 46.88%

TWEET SAMPLES

