

SOCIAL MEDIA REPORT



FACEBOOK

	307,370 Engagement		15,270,345 Impressions
	11,902 Link Clicks		401,830 Average Daily Reach
	6,569 Shares		386,149 Total Page Likes

Top Post



Each December, the waterways...

	48K Likes		716 Link Clicks
	4K Shares		1.6K Comments

Top Posts

#1 		5,047		26		399
#2 		5,726		70		111
#3 		3,871		50		73

	98.4K Followers		28,836 Engagement
	964,355 Impressions		845 New Followers
	466,947 Video Views		999 Saves

INSTAGRAM

TWITTER

	115,551 Followers		1,728 Engagement
	53,555 Impressions		73 Link Clicks
	784 Favorites		144 Retweets

Top Posts



The @CaitlinClark22...

	12 Retweets		84 Favorites
	1 Replies		2 Link Clicks

Top Video

#1

521K Total Views

Top Shorts

#1

421K
0
11K

#2

10K

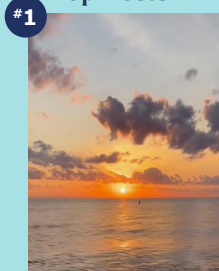
	24,139 Subscribers		521,500 Views
	10 New Subscribers		136 Shares
	1,098,720 Minutes Watched		755 Likes

YOUTUBE

PINTEREST

	5,940 Followers		78,380 Impressions
	4.9% Pin Click Rate		376 Saves
	4,280 Engagements		113 Outbound Clicks

Top Posts



#1

	4.34M Views
	3.85K Saves
	75.53K Link Clicks



#2

	8.03M Views
	14K Saves
	173K Link Clicks