

Appendix B - Social Media Report

Report Topic: Budget Survey

Total Impressions on Social	19,556
Total Clicks on Social	136

Facebook	
<i>Organic</i>	
Number of posts	1
Total number of impressions	2,650
Total average reach	2,398
Total number of engagement	150
Total number of post link clicks	23
<i>Boosted</i> <i>July 29-August 1</i>	
Number of posts	1
Total number of impressions	14,546
Total average reach	8,397
Total number of engagement	281
Total number of post link clicks	84
<i>Total (Organic + Boosted)</i>	
Number of posts	1
Total number of impressions	17,196
Total average reach	10,795
Total number of engagement	431
Total number of post link clicks	107

Twitter	
<i>Organic</i>	
Number of posts	6
Total number of impressions	2,360
Average potential reach per post	14,851
Total number of engagement	75
Total number of post link clicks	29

Website	
<i>Budget Page</i> <i>Jun. 29 - Aug. 17</i>	
Pageviews	1,582
Unique Pageviews	1,191
Peak Days	Aug. 8, 9, 12
Clicks from Homepage Banners	366

Reporting dates:

June 29 - August 17

Definitions

Impressions

The number of times your content/ad is displayed.

Reach

The total number of people who see your content/ad.

Engagement

The total number of shares, comments and likes/reactions your content/ad receives.