

	Tweets	Tweet Impressions	Profile Visits	Mentions	New Followers	Net Total Followers
Jan	29	18,200	586	24	37	936
Feb	29	19,300	852	49	31	967
March	78	45,800	2,149	88	238	1205
April	72	74,100	2,063	46	114	1319
May	53	44,400	1280	21	58	1343
June	57	40,700	1478	25	44	1387
July	66	40,500	1300	36	44	1431
Aug	49	33,200	1474	46	30	1461
Sept	53	30,400	1246	55	41	1502
Oct	28	24,600	944	52	40	1542
Nov	34	29,800	784	38	5	1547
Dec	31	27,200	795	26	18	1565
Jan	40	23,300	935	24	22	1579
Feb	31	31,400	1032	31	26	1597
March	36	39,500	902	34	16	1627
April	53	25,300	1,398	60	36	1654
May	64	41,200	1357	85	37	1688
June	70	37,400	1523	87	31	1718
July	52	29,800	1149	49	19	1737
Aug	150	134,000	2625	142	54	1791
Sept	39	26,400	1026	133	29	1827
Oct	28	20,900	983	83	26	1867
Nov	20	301,000	1443	76	43	1905
Dec	36	212,000	1173	53	22	1923
Jan	19	283,000	942	41	22	1949
Feb	16	212,000	1152	77	50	2021
March						
April						
May						
June						
July						
Aug						
Sept						
Oct						
Nov						
Dec						
Total	619	922,200	15546	857	361	1923
Average	52	76,850	1,296	71	30	
2016 total	579	428,200	14951	506	700	1565
2017 total	619	922,200	15546	857	361	1923

	Total Posts	Total Likes	New Likes	Page Engagement	Weekly Total Reach	Average Post Reach Organic	Average Post Reach Paid	Reaction avg. per pos	Comment avg. per po	Share avg. per post
Jan	21	1,038	51	3,094	64,244	198	14558	16	3	2
Feb	24	1,081	48	22	403	211	386	14	1	3
March	18	1,175	99	255	5,355	213	1,733	21	1	3
April	18	1,255	82	214	3,510	223	1,463	29	2	5
May	24	1,275	25	227	4,837	238	580	15	1	2
June	36	1,337	75	431	7,942	503	1,189	33	2	8
July	22	1,425	98	709	11,897	494	1,827	34	2	7
Aug	28	1,522	108	552	8,201	526	2,755	32	2	6
Sept	27	1,546	35	214	3,063	376	1,931	24	1	6
Oct	28	1,551	18	218	2,450	364	591	12	1	3
Nov	31	1,592	47	533	14,595	403	3,229	26	2	106
Dec	40	1,658	78	6,811	97,933	838	11,014	44	2	142
Jan	31	1,721	71	6,845	103,235	541	31577	34	1	8
Feb	16	1,773	60	892	30,122	487	5,874	33	2	93
March	27	1,837	70	1,117	27,836	790	2,211	39	2	24
April	45	1,925	97	604	12,124	758	2,443	56	3	10
May	49	2,091	182	1,243	28,040	1,207	3,874	98	8	34
June	38	2,203	123	1,071	15,775	1,140	2,342	68	3	16
July	28	2,241	48	322	5,957	1,070	1,510	62	4	10
Aug	91	2,396	174	1,288	21,376	1,291	5,350	125	9	22
Sept	42	2,477	86	3,010	105,412	933	7,590	69	4	14
Oct	46	2,632	169	1,209	28,561	1,035	5,929	83	5	16
Nov	22	2,756	142	4,754	191,242	484	45,131	52	3	12
Dec	28	2,810	62	306	61,074	301	30,284	46	1	10
Jan	27	2,834	37	651	84,833	447	19,184	27	1	4
Feb	14	2,896	70	671	89,813	705	2,109	41	7	4
March										
April										
May										
June										
July										
Aug										
Sept										
Oct										
Nov										
Dec										
Total	463	2,810	1,284	22,661	630,754					
Average			107	1,888	52,563	836	12,010	64	4	22
2016 total	317	16,455	764	13,280	224,430					
2017 total	463	26,862	1,284	22,661	630,754					

	Sessions	Users	Pageviews	Desktop Sessions	Mobile Sessions	Tablet Sessions	Mobile Percentages
Jan	4,445	3,191	10,424	3,324	924	197	
Feb	4,563	3,196	11,321	3,298	1,098	167	
March	4,200	2,895	9,726	3,141	924	135	
April	4,264	2,913	10,110	3,242	879	143	
May	3,706	2,593	8,603	2,768	816	122	
June	3,900	2,724	10,058	2,986	781	133	
July	3,535	2,509	8,634	2,579	825	131	
Aug	4,125	2,823	10,183	2,989	1,000	136	
Sept	4,691	3,138	11,072	3,440	1,090	161	
Oct	4,772	3,336	11,306	3,380	1,220	172	
Nov	4,275	3,064	9,078	2,990	1,093	192	
Dec	5,839	4,369	11,294	2,943	2,611	285	
Jan	6,421	3,527	13,997	3,717	1,327	153	72/25/3
Feb	4,696	3,241	12,607	3,374	1,174	148	72/25/3
March	4,870	3,359	13,256	3,413	1,262	195	70/26/4
April	4,549	3,020	11,631	3,030	1,322	197	67/29/4
May	4,545	3,138	11,798	3,109	1,242	194	69/27/4
June	4,671	3,275	10,470	3,267	1,256	148	70/27/3
July	4,588	3,230	9,541	3,121	1,096	371	68/24/8
Aug	6,157	4,416	11,997	3,939	1,791	427	64/29/7
Sept	5,190	3,625	10,258	3,639	1,177	374	70/23/7
Oct	7,941	6,027	13,923	3,965	3,548	428	44/51/5
Nov	18,214	12,460	26,763	4,291	13,259	664	23/73/4
Dec	22,495	12,838	30,604	3,448	18,338	709	15/82/3
Jan	18,176	10,963	25,807	3,853	13,686	637	21/75/4
Feb	7,128	4,899	13,394	3,156	1,460	283	64/30/6
March							
April							
May							
June							
July							
Aug							
Sept							
Oct							
Nov							
Dec							
Total	94,337	62,156	176,845	42,313	46,792	4,008	
Average	7,861	5,180	14,737	3,526	3,899	334	
2016 total	52,315	36,751	121,809	37,080	13,261	1,974	
2017 total	94,337	62,156	176,845	42,313	46,792	4,008	

	Sent	Successful Deliveries	Unique Opens	Open Rate	Total Opens	Clicks	Click Rate	Clicks Per Unique Open
Jan	6,064		1,170	23.0%		1.6%		
Feb	6,042		1,210	24.0%		5.5%		
March	6,319		1,285	25.0%		4.3%		
April	6,102		1,300	26.0%		9.0%		
May	5,985		1,215	24.5%		1.9%		
June	5,987		1,291	26.0%		13.0%		
July	6,583	6,361	1,133	17.8%	2,707		2.9%	15.6%
Aug	6,370	6,289	1,156	17.4%	2,478		2.7%	14.5%
Sept	6,352	6,250	766	12.3%	1,381		1.0%	8.4%
Oct	6,310	6,199	1,128	18.2%	2,461		1.3%	7.2%
Nov	6,341	6,226	827	13.3%	1,565		1.5%	11.0%
Dec	6,261	6,080	1,020	16.8%	1,569		0.10%	0.40%
Jan	6,124	6,026		17.3%	2,185		3.40%	19.40%
Feb	6,611	6,573		16.3%	2,630		3.10%	19.10%
March								
April								
May								
June								
July								
Aug								
Sept								
Oct								
Nov								
Dec								
Total	87,451	50,004	13,501		16,976			
Average	6,247	6,251	1,125	19.9%	3,772	5.9%	2.0%	12.0%

	Total Views	Total Unique Visitors	Total Pageviews	Internal Views	External Views	Desktop/Mobile %
Jan	17	36	387	0	17	83/17
Feb	187	50	362	156	31	89/11
March	94	38	737	38	56	100/0
April	47	42	411	0	47	92/8
May	32	36	245	4	28	93/7
June	85	64	862	3	82	97/3
July	50	30	307	8	42	50/50
Aug	252	153	1,619	90	162	84/16
Sept	1,031	283	3,288	328	703	89/11
Oct	831	153	1,626	108	723	83/17
Nov	393	163	1,762	54	339	87/13
Dec	291	169	3,951	54	237	85/15
Jan	451	145	2,173	49	402	81/19
Feb	422	168	670	0	422	74/26
March	159	76	425	8	151	76/24
April	646	232	1,128	43	603	54/46
May	457	127	755	121	336	70/30
June	380	172	776	124	256	72/28
July	264	153	657	58	206	70/30
Aug	579	276	1,207	70	509	81/19
Sept	471	268	1,265	169	302	71/29
Oct	203	106	422	50	153	77/23
Nov	108	60	242	9	99	71/29
Dec	159	65	342	41	118	57/43
Jan	243	119	646	88	155	95/5
Feb	249	183	731	61	188	86/14
March						
April						
May						
June						
July						
Aug						
Sept						
Oct						
Nov						
Dec						
Total	4,299	1,848	10,062	742	3,557	
Average	358	154	839	62	296	
2016 total	3,310	1,217	15,557	843	2,467	
2017 total	4,299	1,848	10,062	742	3,557	

Jan	516	673	1:18	1	0
Feb	627	1,028	1:38	4	0
March	583	1,087	1:51	11	3
April	746	1,288	1:43	19	4
May	677	1,440	2:07	14	1
June	775	1,333	1:43	23	2
July	710	997	1:24	2	5
Aug	717	1,078	1:30	10	5
Sept	752	1,298	1:43	16	1
Oct	522	877	1:40	6	1
Nov	641	848	1:19	2	2
Dec	954	2,530	2:39	20	0
Jan	1,107	3,000	2:42	14	2
Feb	572	1,257	2:11	3	0
March	662	1,522	2:17	10	2
April	1,457	5,722	3:55	22	9
May	797	1,650	2:04	0	0
June	693	1,282	1:51	11	0
July	634	1,013	1:35	8	0
Aug	1,145	1,544	1:20	15	3
Sept	769	1,450	1:53	11	4
Oct	759	1,383	1:49	4	1
Nov	1,309	1,969	1:30	41	5
Dec	1,022	1,240	1:12	28	4
Jan	2,562	2,027	0:47	41	7
Feb	1,236	1,651	1:20	12	3
March					
April					
May					
June					
July					
Aug					
Sept					
Oct					
Nov					
Dec					
Total	10,926	23,032		167	30
Average	911	1,919	2:01	14	3
2016 total	8,220	14,477		128	24
2017 total	10,926	23,032		167	30