# KEJC Communications Report

9/25/2019  
Prepared by Allison Dean Crawford

## Group Activity Overview

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Engagements</th>
<th>Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Impressions</strong></td>
<td>154.4k</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Engagements</strong></td>
<td></td>
<td>5,929</td>
<td></td>
</tr>
<tr>
<td><strong>Link Clicks</strong></td>
<td></td>
<td></td>
<td>1,019</td>
</tr>
</tbody>
</table>

## Audience Growth Metrics

<table>
<thead>
<tr>
<th></th>
<th>Totals</th>
<th>Total Followers % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Followers</strong></td>
<td>4,978</td>
<td>🔄 8.2%</td>
</tr>
<tr>
<td><strong>Total Net Follower Growth</strong></td>
<td>378</td>
<td></td>
</tr>
<tr>
<td>Twitter Net Follower Growth</td>
<td>95</td>
<td>🔄 4.2%</td>
</tr>
<tr>
<td>Facebook Net Fan Growth</td>
<td>245</td>
<td>🔄 12.7%</td>
</tr>
<tr>
<td>Instagram Net Follower Growth</td>
<td>38</td>
<td>🔄 10.2%</td>
</tr>
</tbody>
</table>

## Engagement Metrics

<table>
<thead>
<tr>
<th></th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter Engagements</td>
<td>1,008</td>
<td>🔄 3.9%</td>
</tr>
<tr>
<td>Facebook Engagements</td>
<td>4,823</td>
<td>🔄 3.6%</td>
</tr>
<tr>
<td>Instagram Engagements</td>
<td>98</td>
<td>🔄 71.3%</td>
</tr>
<tr>
<td><strong>Total Engagements</strong></td>
<td>5,929</td>
<td>🔄 6.1%</td>
</tr>
</tbody>
</table>

## Impressions Metrics

<table>
<thead>
<tr>
<th></th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter Impressions</td>
<td>70,700</td>
<td>🔄 11.3%</td>
</tr>
<tr>
<td>Facebook Impressions</td>
<td>75,356</td>
<td>🔄 6.5%</td>
</tr>
<tr>
<td>Instagram Impressions</td>
<td>2,312</td>
<td>🔄 38%</td>
</tr>
<tr>
<td><strong>Total Impressions</strong></td>
<td>154,428</td>
<td>🔄 9.6%</td>
</tr>
</tbody>
</table>

Total followers increased by **8.2%** since previous date range.

The number of engagements decreased by **6.1%** since previous date range.

Total Impressions decreased by **9.6%** since previous date range.

Message volume increased by **18%** since previous date range.

Message volume increased by **15.8%** since previous date range.