

KEJC Communications Report
 9/25/2019
 Prepared by Allison Dean Crawford

Group Activity Overview

Impressions  154.4k	Engagements  5,929	Link Clicks  1,019
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Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	4,978	↗ 8.2%
Total Net Follower Growth	378	
Twitter Net Follower Growth	95	↗ 4.2%
Facebook Net Fan Growth	245	↗ 12.7%
Instagram Net Follower Growth	38	↗ 10.2%

Total followers increased by

▲ 8.2%

since previous date range

Engagement Metrics	Totals	% Change
Twitter Engagements	1,008	↗ 3.9%
Facebook Engagements	4,823	↘ 3.6%
Instagram Engagements	98	↘ 71.3%
Total Engagements	5,929	↘ 6.1%

The number of engagements decreased by

▼ 6.1%

since previous date range

Impressions Metrics	Totals	% Change
Twitter Impressions	76,760	↘ 11.3%
Facebook Impressions	75,356	↘ 6.5%
Instagram Impressions	2,312	↘ 38%
Total Impressions	154,428	↘ 9.6%

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