

THRULINE SOCIAL REPORT



Current Period:

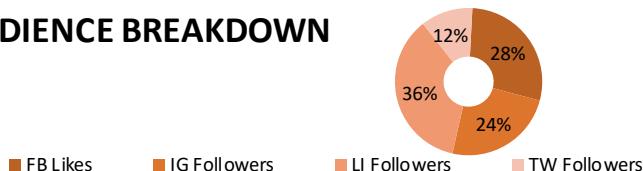
March 5 - March 11

TOTAL AUDIENCE 279

48,461
IMPRESSIONS

6.60%
ENG. RATE

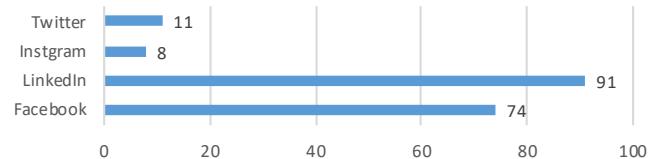
AUDIENCE BREAKDOWN



WEB REFERRALS

184

Web Referral Traffic



FACEBOOK

PAGE LIKES 79

28,404
IMPRESSIONS

10.40%
ENG. RATE

TWITTER

FOLLOWERS 32

5,131
IMPRESSIONS **3.20%**
ENG. RATE

INSTAGRAM

FOLLOWERS 68

0
IMPRESSIONS

Not Yet Available
ENG. RATE

LINKEDIN

FOLLOWERS 100

11,094
IMPRESSIONS **1.76%**
ENG. RATE

SNAPCHAT

IMPRESSIONS 3,832

41.70%

Filter Usage Rate

Total Audience:

Total number of combined Facebook Page likes, Twitter followers, Instagram followers, and LinkedIn Followers.

Total Impressions:

The total number of views received by posted content or the profile pages.

Overall Organic Engagement Rate:

The percentage of users who viewed organic posted content and, in some capacity*, engaged with the content (i.e. likes, retweets, shares). This is measured by:

$$= \frac{\text{Total # of engagements}^*}{\text{Post Reach}^{**}}$$

Audience %:

This pie graph breaks down what percentage of the total audience comes from each of Thruline's main channels.

Web Referrals

Total traffic to post.edu and blog.post.edu referred from a social channel