

THRULINE SOCIAL REPORT



Current Period: March 5 - March 11

TOTAL AUDIENCE 279

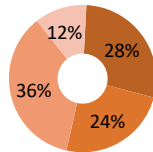
48,461

IMPRESSIONS

AUDIENCE BREAKDOWN

6.60%

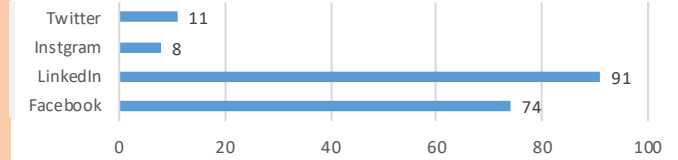
ENG. RATE



■ FB Likes ■ IG Followers ■ LI Followers ■ TW Followers

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