## Social media statistics - 2017

<table>
<thead>
<tr>
<th></th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>Sept</th>
<th>October</th>
<th>Nov</th>
<th>Dec</th>
<th>Year Average</th>
<th>Year Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Followers</td>
<td>11</td>
<td>21</td>
<td>6</td>
<td>18</td>
<td>16</td>
<td>9</td>
<td>40</td>
<td>17</td>
<td>18</td>
<td>12</td>
<td>36</td>
<td>20</td>
<td>224</td>
<td></td>
</tr>
<tr>
<td>New Page Likes</td>
<td>18</td>
<td>6</td>
<td>17</td>
<td>16</td>
<td>9</td>
<td>40</td>
<td>18</td>
<td>18</td>
<td>10</td>
<td>36</td>
<td>30</td>
<td>218</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Daily Total Reach Column H</td>
<td>The number of people who have seen any content associated with your Page</td>
<td>1,250</td>
<td>1,588</td>
<td>1,470</td>
<td>1,099</td>
<td>1,285</td>
<td>1,106</td>
<td>1,088</td>
<td>1,121</td>
<td>1,032</td>
<td>1,099</td>
<td>1,175</td>
<td>980</td>
<td>1,191</td>
</tr>
<tr>
<td>Average Daily Engagement Column E</td>
<td>The number of people who engaged with your Page. Engagement includes any click or story created.</td>
<td>34</td>
<td>33</td>
<td>44</td>
<td>30</td>
<td>34</td>
<td>34</td>
<td>35</td>
<td>29</td>
<td>30</td>
<td>25</td>
<td>35</td>
<td>39</td>
<td>34</td>
</tr>
<tr>
<td>Average Daily Impressions Column T</td>
<td>The number of impressions seen of any content associated with your Page</td>
<td>2,648</td>
<td>2,798</td>
<td>2,663</td>
<td>2,246</td>
<td>2,659</td>
<td>2,394</td>
<td>2,182</td>
<td>2,326</td>
<td>2,007</td>
<td>2,688</td>
<td>2,700</td>
<td>1,862</td>
<td>2,431</td>
</tr>
<tr>
<td>Post Reach Monthly Average</td>
<td>1,207</td>
<td>1,581</td>
<td>1,465</td>
<td>1,101</td>
<td>1,278</td>
<td>1,131</td>
<td>1,074</td>
<td>1,100</td>
<td>1,023</td>
<td>1,088</td>
<td>1,174</td>
<td>1,143</td>
<td>977</td>
<td>1,183</td>
</tr>
<tr>
<td>Reactions/Likes Monthly Average</td>
<td>17</td>
<td>16</td>
<td>19</td>
<td>12</td>
<td>14</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>13</td>
<td>12</td>
<td>16</td>
<td>15</td>
<td>15</td>
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<tr>
<td>Comments Monthly Average</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>3</td>
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<td></td>
</tr>
<tr>
<td>Shares Monthly Average</td>
<td>6</td>
<td>8</td>
<td>6</td>
<td>5</td>
<td>5</td>
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<td>8</td>
<td>8</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Total Reach Monthly Average</td>
<td>1,216</td>
<td>1,588</td>
<td>1,470</td>
<td>1,110</td>
<td>1,285</td>
<td>887</td>
<td>774</td>
<td>849</td>
<td>810</td>
<td>1,099</td>
<td>1,178</td>
<td>980</td>
<td>1,104</td>
<td></td>
</tr>
<tr>
<td>Number of Post Per Month</td>
<td>64</td>
<td>54</td>
<td>51</td>
<td>56</td>
<td>70</td>
<td>68</td>
<td>57</td>
<td>56</td>
<td>57</td>
<td>48</td>
<td>49</td>
<td>57</td>
<td>687</td>
<td></td>
</tr>
</tbody>
</table>

## Monthly comments on page post updates
- January: 45
- February: 43
- March: 73
- April: 35
- May: 39
- June: 54
- July: 51
- August: 77
- September: 53
- October: 28
- November: 68
- December: 74
- Year Totals: 630

## Monthly likes on page post updates
- January: 454
- February: 449
- March: 566
- April: 312
- May: 423
- June: 398
- July: 462
- August: 466
- September: 397
- October: 374
- November: 494
- December: 439
- Year Totals: 5,234

## Monthly shares on page post updates
- January: 115
- February: 165
- March: 132
- April: 79
- May: 109
- June: 104
- July: 141
- August: 121
- September: 120
- October: 86
- November: 137
- December: 129
- Year Totals: 1,438

## Monthly link clicks on posts
- January: 247
- February: 198
- March: 238
- April: 296
- May: 300
- June: 203
- July: 208
- August: 94
- September: 106
- October: 188
- November: 143
- December: 158
- Year Totals: 2,379

## Monthly other clicks on post
- January: 467
- February: 411
- March: 794
- April: 454
- May: 503
- June: 553
- July: 568
- August: 442
- September: 466
- October: 323
- November: 784
- December: 665
- Year Totals: 6,430

## Monthly photo view on post
- January: 31
- February: 39
- March: 63
- April: 26
- May: 104
- June: 114
- July: 29
- August: 89
- September: 57
- October: 41
- November: 125
- December: 81
- Year Totals: 799