

MCDL FACEBOOK METRICS					
	Total Posts Original/Total	Followers	Engagements	Total Reach	Impressions
Jan '20	20/22	2,586	205	8,654	11,697
Feb '20	31/27	2,602	246	13,126	13,291
Mar '20	60/78	2,630	305	7,940	17,125
Apr '20	46/38	2,658	169	8,410	17,984
May '20	42/53	2,664	294	6,852	13,963
June '20	68/76	2,669	203	8,501	16,900
July '20	32/44	2,673	118	5,662	11,908
Aug '20	25/32	2,689	84	4,400	9,862
Sept '20	34/41	2,696	217	4,494	7,391
Oct '20	39/47	2,714	341	16,265	19,788
Nov '20	34/39	2,738	824	20,593	23,359
Dec '20	34/41	2,750	823	5,478	8,892
Jan '21	19/23	2,757	219	2,797	4,050
Feb '21	19/25	2,763	189	7,904	9,501
Mar '21	38/46	2,784	319	7,147	9,642
Apr '21	42/48	2,818	1,306	6,752	10,219
May '21	36/42	2,872	641	5,697	8,675
June '21	32/38	2,875	787	5,634	7,953
July '21	28/32	2,891	303	6,134	7,534
Aug '21	20/22	2,983	246	4,936	6,096
Sept '21	34/37	2,985	721	10,110	12,132

MCDL TWITTER METRICS				
	Followers	Total Tweets	Retweets	Engagements
Jan '20	1,284	8	4	22
Feb '20	1,301	12	13	37
Mar '20	1,352	15	18	52
Apr '20	1,375	16	15	37
May '20	1,377	17	18	54
June '20	1,416	26	16	40
July '20	1,441	16	8	24
Aug '20	1,456	12	7	18
Sept '20	1,463	16	10	89
Oct '20	1,463	16	6	146
Nov '20	1,465	17	7	116
Dec '20	1,472	11	3	79
Jan '21	1,435	13	4	35
Feb '21	1,448	12	2	53
Mar '21	1,459	9	4	90
Apr '21	1,463	20	2	51
May '21	1,467	16	4	34
June '21	1,473	13	3	97
July '21	1,480	9	5	90
Aug '21	1,485	6	1	40
Sept '21	1,490	13	7	105

MCDL WEBSITE METRICS						
	Sessions	Pageviews	Users	Desktop Hits	Mobile Hits	Tablet Hits
Jan '20	710	1,646	605	432	161	12
Feb '20	561	1,453	464	352	100	12
Mar '20	628	1,132	536	322	206	8
May '20	962	798	1,596	457	308	3
June '20	747	1,328	608	359	233	16
July '20	505	1,002	432	274	150	8
Aug '20	489	815	425	300	117	9
Sept '20	631	1,114	556	410	135	11
Oct '20	757	1,320	657	454	195	8
Nov '20	552	1,172	460	345	132	5
Dec '20	819	677	1,532	437	234	6
Jan '21	636	1,377	521	403	117	1
Feb '21	888	1,582	787	597	185	5
Mar '21	1,073	2,265	903	607	277	19
Apr '21	977	1,834	851	572	258	21
May '21	1,025	1,655	909	771	133	5
June '21	736	1,469	639	501	131	7
July '21	484	413	992	271	133	9
Aug '21	473	1,021	388	280	105	3
Sept '21	477	1,151	390	279	108	3