

MCDC FACEBOOK METRICS

	Total Posts Original/Total	Followers	Engagements	Total Reach	Impressions
Dec '18	3/6	2134	165	2824	4236
Jan '19	6/11	2135	253	4036	6432
Feb '19	16/25	2148	778	7436	13816
Mar '19	31/41	2190	1865	17940	*33827
Apr '19	22/35	2204	584	9523	18488
May '19	14/25	2228	561	8033	14319
Jun '19	23/35	2245	1190	13823	*23914
Jul '19	26/31	2257	282	9018	17006
Aug '19	27/34	2311	782	18536	*47010

*March -- All Abilities, Top 100 Places to Live, TxDOT alignments, NCAA contract

*June -- All Abilities, Collin College 4-year degrees

*August -- Wine & Music Fest multiple posts/shares

MCDC TWITTER METRICS

	Followers	Total Tweets	Retweets	Engagements	Mentions
Dec '18	1118	7	0	0	0
Jan '19	1129	14	7	24	0
Feb '19	1133	28	7	21	7
Mar '19	1150	45	1	16	3
Apr '19	1166	41	11	34	5
May '19	1172	7	5	16	10
Jun '19	1192	22	23	91	7
Jul '19	1210	15	8	41	4
Aug '19	1226	17	7	36	4

MCDC WEBSITE METRICS

	Sessions	Pageviews	Users	Desktop Hits	Mobile Hits	Tablet Hits
Dec '18	550	1269	451	349	88	14
Jan '19	535	1223	461	343	105	13
Feb '19	438	1115	376	277	79	20
Mar '19	581	1476	510	386	110	14
Apr '19	443	1211	381	290	72	19
May '19	574	1249	472	336	118	18
Jun '19	493	1069	411	295	99	17
July '19	462	975	400	303	86	11
Aug '19	388	135	336	74	16	1

\\mckcifs1\users\$\ljones2\Documents\Social Media\[Social Media Metrics.xlsx]Sheet1