

MCDC FACEBOOK METRICS					
	Total Posts Original/Total	Followers	Engagements	Total Reach	Impressions
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
Sep '19	27/33	2356	741	10989	18813
Oct '19	30/37	2378	487	16767	26071
Nov '19	39/46	2387	396	10025	18559
Dec '19	36/39	*2572	1287	635381	95249
Jan '20	20/22	2586	205	8654	11697
Feb '20	31/27	2602	246	13126	13291
Mar '20	60/78	2630	305	7940	17125
Apr '20	46/38	2658	169	8410	17984
May '20	42/53	2664	294	6852	13963
June '20	68/76	2669	203	8501	16900
July '20	32/44	2673	118	5662	11908
Aug '20	25/32	2689	84	4400	9862
Sept '20	34/41	2696	217	4494	7391
Oct '20	39/47	2714	341	16265	19788
Nov '20	34/39	2738	824	20593	23359

*June '19 -- All Abilities, Collin College 4-year degrees
 *August '19 -- Wine & Music Fest multiple posts/shares
 *October '19-- George Webb Park opening, Wine & Music Fest
 *December '19-- High stats mostly attributed to "co-hosting" Parade event
 (upwards trend expected based on November stats not December totals)

MCDC TWITTER METRICS					
	Followers	Total Tweets	Retweets	Engagements	Mentions
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	65
Sep '19	1241	12	2	19	9
Oct '19	1255	22	7	34	14
Nov '19	1263	26	18	51	8
Dec '19	1273	13	17	38	32
Jan '20	1284	8	4	22	5
Feb '20	1301	12	13	37	13
Mar '20	1352	15	18	52	7
Apr '20	1375	16	15	37	7
May '20	1377	17	18	54	5
June '20	1416	26	16	40	3
July '20	1441	16	8	24	12
Aug '20	1456	12	7	18	31
Sept '20	1463	16	10	89	16
Oct '20	1463	16	6	146	9
Nov '20	1465	17	7	116	6

MCDC WEBSITE METRICS						
	Sessions	Pageviews	Users	Desktop Hits	Mobile Hits	Tablet Hits
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	768	336	74	16	1
Sep '19	460	907	400	261	113	26
Oct '19	498	1737	366	278	76	12
Nov '19	516	1183	459	352	130	6
Dec '19	634	1331	544	375	158	8
Jan '20	710	1646	605	432	161	12
Feb '20	561	1453	464	352	100	12
Mar '20	628	1132	536	322	206	8
May '20	962	798	1596	457	308	3
June '20	747	1328	608	359	233	16
July '20	505	1002	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