

MCDL 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
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

*March '19 -- All Abilities, Top 100 Places to Live, TxDOT alignments, NCAA contract
 *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)

MCDL 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	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

MCDL 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	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
Apr '20	591	1078	501	315	168	18
May '20	962	798	1596	457	308	3
June '20	747	1328	608	359	233	16