

SOCIAL MEDIA STATS

Henry Art Gallery

Facebook:

Total Likes (October 2012): 8525

Total Likes (June 2012): 9729

Increase of 14%

Monthly Engaged Users (October 2012): 1392

Monthly Engaged Users (May – June 2013): 2176

Increase of 56%

Average Daily Reach (October 2012): 1228

Average Daily Reach (May – June 2013): 2387

Increase of 94%

Average Monthly Reach (October 2012): 16811

Average Monthly Reach (May– June 2013): 22918

Increase of 36%

Student Henry Advisory Group

Facebook:

Total Likes (October 2012): 48

Total Likes (May 2013): 81

Increase of 69%

Monthly Engaged Users (October 2012): 13

Monthly Engaged Users (May 2013): 194

Increase of 1392%

Average Daily Reach (October 2012): 10

Average Daily Reach (May 2013): 60

Increase of 500%

Average Monthly Reach (October 2012): 95

Average Monthly Reach (May 2013): 638

Increase of 571%

Hankblog:

Authored over 130 blog posts on Wordpress

Twitter:

Followers (January 2013): 16833

Followers (June 2013): 20269

Increase of 20%

Seattle Emerging Museum Professionals

Facebook:

Total Likes (October 2012): 116

Total Likes (June 2012): 242

Increase of 108%

Monthly Engaged Users (October 2012): 101

Monthly Engaged Users (June 2012): 157

Increase of 55%

Average Daily Reach (October 2012): 64

Average Daily Reach (June 2012): 98

Increase of 53%

Average Monthly Reach (8 months): 1116

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SOCIAL MEDIA STATS CONTINUED

Reel Grrls

Facebook:

Total Likes (October 2012): 3403

Total Likes (May 2012): 4270

Increase of 25%

Monthly Engaged Users (October 2012): 1611

Monthly Engaged Users (May 2013): 2490

Increase of 55%

Average Daily Reach (October 2012): 1505

Average Daily Reach (May 2013): 2686

Increase of 78%

Average Monthly Reach (October 2012): 16010

Average Monthly Reach (May 2013): 24511

Increase of 53%

Twitter:

Followers (February 2013): 6539

Followers (June 2013): 7463

Increase of 14%