

<u>KEY</u>
FY 21-22
Vendor has not shared stats yet
Cannot report due to closure
<i>Paid Ads: Impressions</i>
<i>Paid Ads: Engagement</i>
<i>Social Media: Organic Impressions</i>
<i>Social Media: Engagement</i>

The number of times your ads were on screen. If an ad is on screen and someone scrolls down, and then scrolls back up to the same ad, that counts as 1 impression. If an ad is on screen for someone 2 different times a day, that counts as 2 impressions.

The total number of actions that people take involving your ads. Post engagements can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link.

This total includes Facebook, Instagram and Twitter impressions. The number of times your Page's posts entered a person's screen through unpaid distribution.

The number of unique people who engaged in certain ways with your Page post. Engagement is liking, sharing, commenting, clicking or viewing a video post.