




HOW FAR WE'VE COME

	Total Posts	Impressions	Twitter	Instagram	Facebook	Engagements	Video Plays	Ad Spend	Fan Votes
2023	1,272	18,205,858	11,508,528	2,774,182	3,923,148	718,166	1,987,607	\$11,032	753,000
2022	1,108	16,317,604	10,970,190	2,650,768	2,696,646	763,506	274,147	\$16,250	511,000
2021	1,171	13,070,555	8,983,681	1,542,076	2,544,798	2,004,112		\$13,917	170,000
2020	511	8,686,879	5,507,937	910,345	2,268,597	2,542,875		\$9,986	400,000
2019	383	3,592,411	3,592,329	71	11	243,168		\$5,487	199,000
2018	270	1,472,252	1,460,757	N/A	11,495	74,311		\$0	80,000

SOCIAL MEDIA: 2022-23 PAID SOCIAL PERFORMANCE

Platform	Impressions	Engagements	Cost per Engagement	Reactions	Shares and Retweets	Comments	Video Plays	Ad Spend
	2,737,381	798,996	\$0.01	16,765	602	518	1,397,746	\$4,133.07
	1,382,420	460,986	\$0.01	168,868	235	140	567,417	\$4,133.07
	851,922	851,695	\$0.03	-	221	-	22,444	\$2,766.48
TOTAL	4,971,723	2,111,677	\$0.05	185,633	1,058	658	1,987,607	\$11,032.62

SOCIAL MEDIA: 2022-23 TOTAL PERFORMANCE

Platform	Impressions	Engagements	Cost per Engagement	Reactions	Shares and Retweets	Comments	Video Plays
	3,923,148	357,211	\$0.004	22,260	3,997	9,032	1,908,902
	2,774,182	57,543	\$0.010	188,034	8,210	1,056	402,271
	11,508,528	303,402	\$0.060	78,717	9,743	3,533	559,740
TOTAL	18,205,858	718,156	\$0.009	289,011	21,950	13,621	2,870,913