

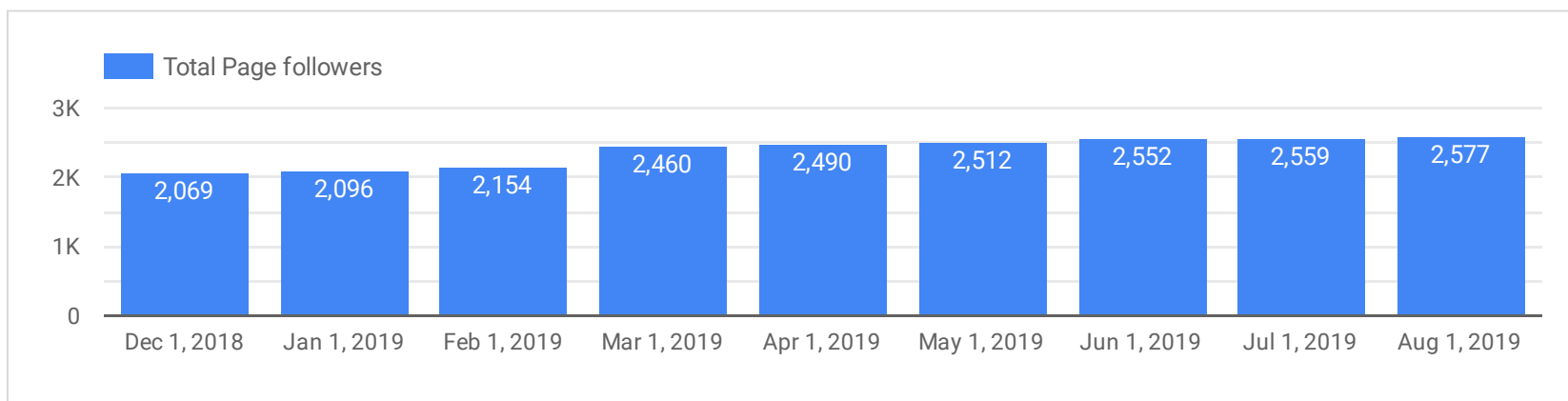
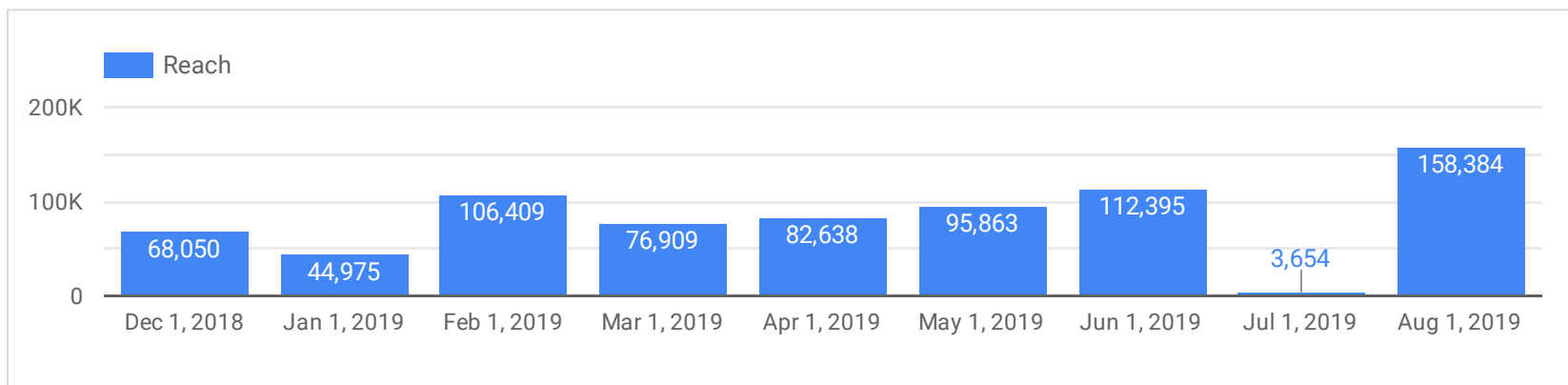
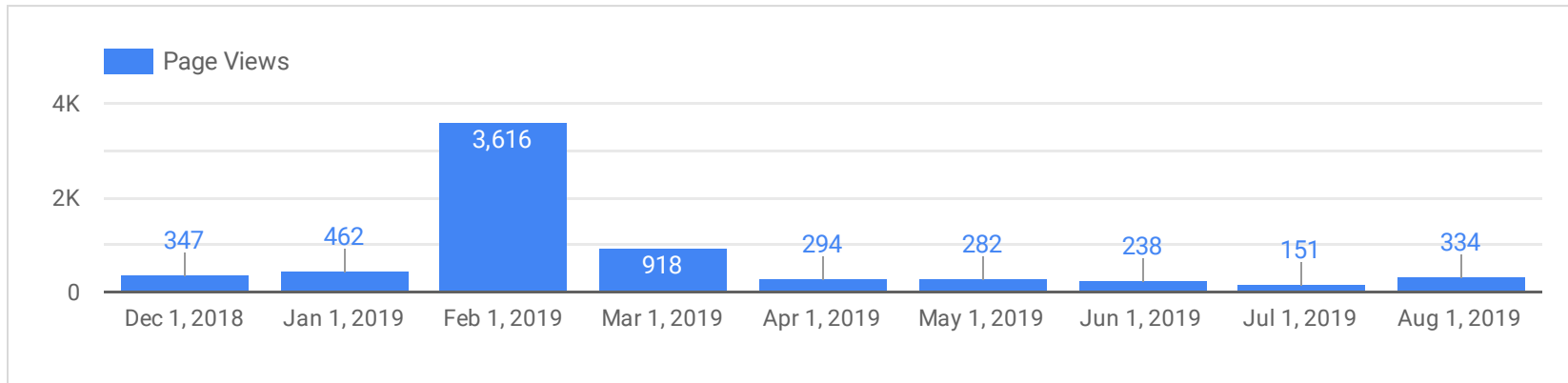






# SOCIAL MEDIA / Facebook

## May include Organic & Paid Traffic



### NOTES & ANALYSIS

Our August data is slight inflated due to the above-normal ad spend that month.

What's not inflated are our total Followers, which **increased by 18 in one month.**



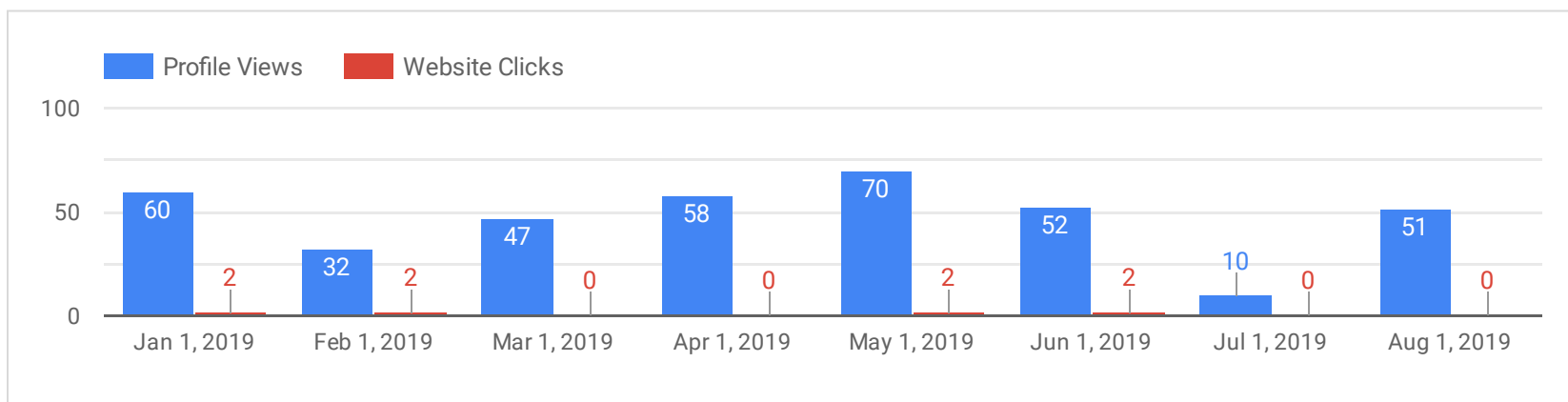
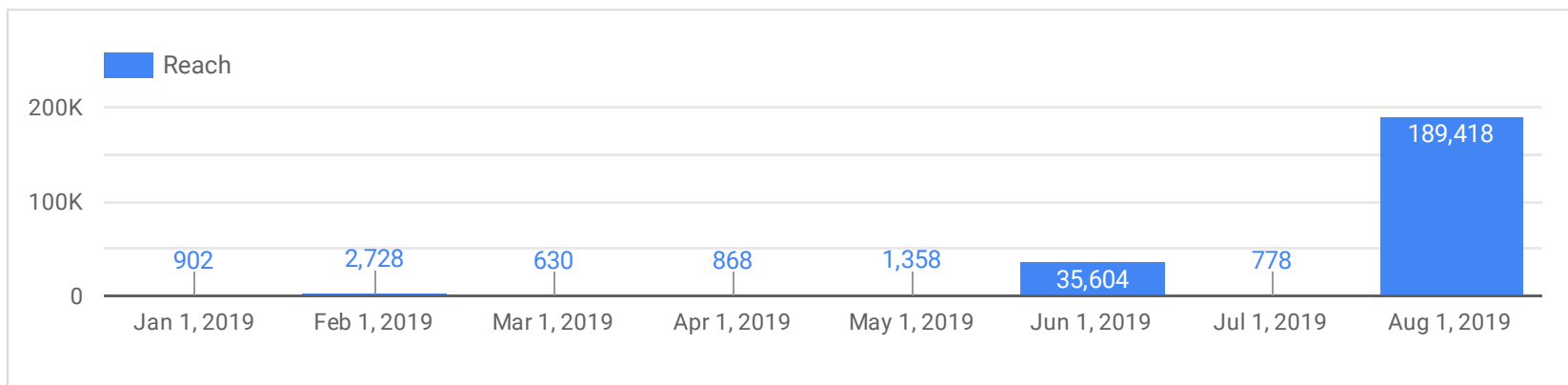
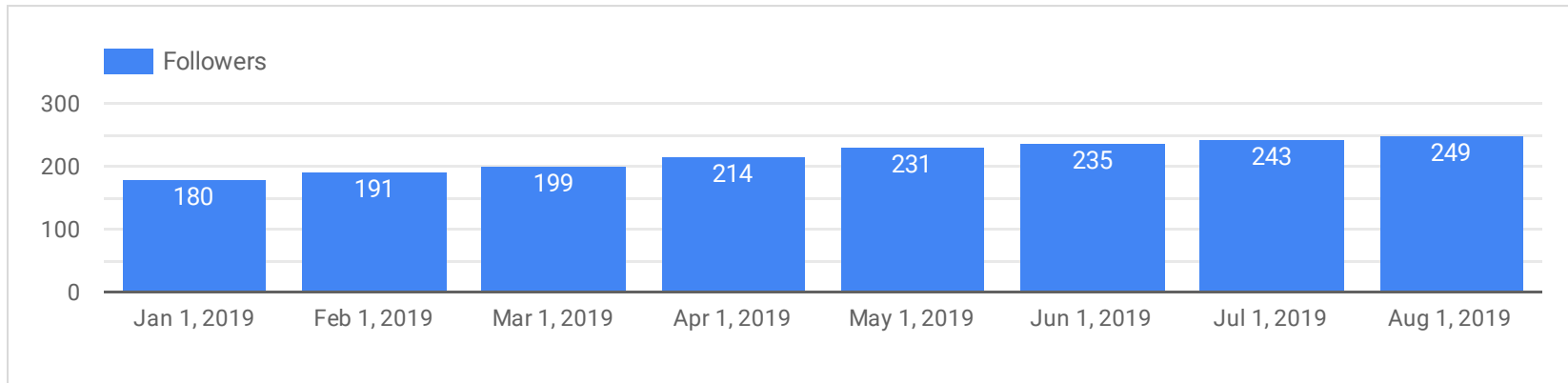
Campaign Name	Starts	Ends	Reach	Impressions	Total Engagemen...	Engagement Rate	10-Second Video Vi...	ThruPlays
1. Greener, Cleaner Hampton Roads	Aug 1, 2019	Aug 31, 20...	161,920	504,408	501	0.1%	6,300	4,433

### NOTES & ANALYSIS

We ran the 'Greener, Cleaner Hampton Roads' video in August and it performed nicely. We added a couple of columns to this table to demonstrate the number of times these videos are being viewed. Over **4400 occurrences of the video being played all the way through** in one month is outstanding!

# SOCIAL MEDIA / Instagram

## May include Organic & Paid Traffic



### NOTES & ANALYSIS

With our inflated social media ad budget in August, Instagram saw some tremendous results.

Our total Followers continued to grow with 5 additional people following us since July!