

Facebook					
	Sept. 23rd - Oct. 21st	Oct. 22nd - Oct. 28th	Oct. 29th - Nov. 4th	Nov. 5th - Nov. 12th	Notes
Likes	4352 (gained -10 new followers)	4,356 (gained -4 new followers)	4,356 (stayed same)	4,358 (two new followers)	Numbers look good. Top post was a recall.
Engagements	1,667 (up 36%)	667 (up 22%)	275 (down 57%)	217 (down 21%)	Current things we're promoting: Make report download app, pushing Medium blog posts, fun content
Page Views	19 (down 5%)	135 (up 5%)	107 (down 20%)	152 (up 42%)	Fun Content Ideas: do we wanna do a chicken noodle soup recipe contest, polls, Spotify playlists, fun memes, etc.
Reach	15,230 (up 19%)	2,124 (up 2%)	1,512 (down 29%)	1,526 (up 1%)	This week: Push Flu camping with Families Fighting Flu
Paid CCF Ads	\$349.68 total spent	283 total link clicks // 16,804 total reached // Takeaway: Got ad in front of people's newsfeed, but it's hard to get them to click			

Twitter					
	Sept. 23rd - Oct. 21st	Oct. 22nd - Oct. 28th	Oct. 29th - Nov. 4th	Nov. 5th - Nov. 12th	Notes
Likes	3,407 (gained -18 new followers)	3,409 (gained -2 new followers)	3,411 (gained -2 new followers)	3,399 (Lost 12 followers in last week)	Lost followers (probably bots) but engagements and impressions were up.
Engagements	556 (373 more engagements)	72	76 (up 4 vs. last week)	103 (up 27 vs. last week)	Current things we're promoting: Make report download app, pushing Medium blog posts, Enterprise push, pro vaccine articles, FDA recalls
Page Views	1,685 (1,259 more views)	451	467 (up 16 vs. last week)	414 (down 53 vs. last week)	This week: Push Flu camping with Families Fighting Flu + New B2B campaigns
Impressions	65.5K (up 64%)	12.4 K impressions	9,067 (-3,000 less vs. last week)	13.8K (up -3K vs. last week)	
Paid CCF Ads	\$150 total spent	2,047 total link clicks // 23,750 total impressions // Takeaway: Get get better bang for our buck on paid Twitter ads			

LinkedIn					
	Sept. 23rd - Oct. 21st	Oct. 22nd - Oct. 28th	Oct. 29th - Nov. 4th	Nov. 5th - Nov. 12th	Notes
Likes	312 (gained +0 new followers)	312 (stayed the same)	313 (gained 1 new follower)	315 (gained 2 new followers)	LinkedIn gained a little bit more traction this week.
Link Clicks	83 (30 more clicks)	32	20 (12 less link clicks)	34 (up 14 vs. last week)	Current things we're promoting: Make report download app, pushing Medium blog posts, Enterprise push, pro vaccine articles, FDA recalls
Impressions	2,236 impressions (-2,000 more)	618	485 (133 less)	851 (up 366 vs. last week)	Proposed content: more marketing/industry thought-leader articles?
Paid CCF Ads	\$75.68 total spent	4 link clicks // 685 total impressions // Takeaway: LinkedIn is expensive and our lowest performing paid social stat. Use for B2B only!			

Instagram					
	Oct. 15th - Oct. 21st	Oct. 22nd - Oct. 28th	Oct. 29th - Nov. 4th	Nov. 5th - Nov. 12th	Notes
Likes	72 (12 new followers)	75 (3 new followers)	79 (4 more followers)	85 (6 more followers)	Current things we're promoting: Make report download app, pushing Medium blog posts, Enterprise push, pro vaccine facts, FDA recalls, some infographics from NFD/FDA/CDC/WHO
Reach	87 (38 more)	59	68 (9 more vs. last week)	78 (10 more vs. last week)	
Impressions	284 (164 more)	283	282 (1 less vs. last week)	299 (17 more vs. last week)	

Push Notifications					
Notification	PA Whooping Cough	DE Salmonella	ID First Flu Death		
% clicked	9.99%	8%	8%		

Sendgrid					
	Delivered	Unique Opens	Unique Clicks	Notes: Lists have been scrubbed	
B2B WarmUp #1	100% (437)	2.29% (10)	.46% (2)	2 unsubscribes	
B2B WarmUp #2	100% (711)	4.92% (35)	4.65% (33)	0 unsubscribes	
B2B WarmUp #3	99.51% (3,049)	7.28% (222)	1.28% (39)	8 unsubscribes	
B2B WarmUp #4	97.87% (6,123)	1.01% (62)	0.08% (5)	7 unsubscribes	

Consumer Website					
	Sept. 23rd - Oct. 21st	Oct. 22nd - Oct. 28th	Oct. 29th - Nov. 4th	Nov. 5th - Nov. 12th	Top Pages
Visitors	-20,000 (16,000+ new visitors)	-4,500 (4,500 in 2017)	3,929 (4,307 in 2017)	3,958 (4,584 in 2017)	1) Live Map
Sessions	-23,000+	-4,500 (5,500 in 2017)	4,408 (4,930 in 2017)	4,546 (5,205 in 2017)	2) How SW works
Pageviews	-40,000	-8,000 (10,000 in 2017)	7,193 (8,954 in 2017)	7,579 (9,519 in 2017)	3) Location Update
					4) Conference
					5) Widget

Enterprise Website					
	Sept. 23rd - Oct. 21st	Oct. 22nd - Oct. 28th	Nov. 5th - Nov. 12th	Nov. 5th - Nov. 12th	Top Pages
Visitors	728 (466 last year)	120 (93 in 2017)	164 (177 in 2017)	256 (196 in 2017)	1) Resources/Sign up page
Sessions	951 (565 last year)	171 (127 in 2017)	209 (239 in 2017)	314 (279 in 2017)	2) Contact
Pageviews	2,885 (1,366 last year)	393 (263 in 2017)	553 (610 in 2017)	782 (708 in 2017)	3) Console
Number on call	2	2	2	2	4) Resources/Documentation
API Key page	410	73 (42 in 2017)	100 (107 in 2017)	132 (92 in 2017)	5) Login
API Key Requests	13	3	7	3	

SW App												
	REPORTS PER DAY	REPORTS PER DAY	TOTAL REPORTS	DATE LAST UPDATED	REPORTS PER DAY	ACTION REPORTS PER DAY	REPORTS PER DAY	TOTAL REPORTS	DATE LAST UPDATED	TOTAL REPORTS		
	1.2K	6.2K	13.1K	2	105.9K	1	1.1K	6.2K	14.4K	2	101.7K	1.6
				Location Update	View Map Tapped	Report Tab Tapped	Alerts Tab Tapped	Family Tab Tapped	Group Tab Tapped			
Nov. 5th - Nov. 12th			30,835		2,865		1,307		1,161		1,113	692
Oct. 28th - Nov. 4th			31,121		2,519		1,053		996		917	603
				Report Illness	Report Button Tapped							
			509		212							
			522		248							