

MARKETING & OUTREACH KPI's 2018

Sub-Dept.	Metric	January	February	March	April	May	June	July	August	September	October	November	December	Totals
Marketing	# Facebook Impressions Monthly	984,520	589,882	650,323	723,743	504,732								3,453,200
	# Facebook Fans Total	34,035	34,248	34,441	34,678	34,955								172,357
	# Facebook Engagement Monthly	42,317	25,083	27,841	38,572	28,007								161,820
	# Website Sessions Per Month	15,681	23,132	26,737	30,226	22,776								118,552
	# Website Users Per Month	12,747	14,760	12,707	14,857	10,017								65,088
	Email Open Rate %	17.80%	17.65%	12.78%	23.40%	20.70%								18.47%
	# of Email Click-Throughs	370	893	559	502	411								2735
	# of Instagram Likes Per Month	3,669	4,074	3,110	4,597	4,581								20,031
	Monthly Tweet Impressions	16,100	16,500	16,600	20,400	20,200								89,800
Humane Education	# of Programs	50	49	62	33	70								264
	# of Students	1,084	1,135	1,336	832	1,628								6,015
Volunteer	# of Attendees at Monthly Gen Info Sessions	27	70	60	61	50								268
	% of attendees who submit an application & complete an orientation class	63%	81%	72%	85%	68%								74%
	# of NEW Volunteers Donating 4+ Hours Monthly	41	49	53	46	37								226
	# of TOTAL Volunteers Donating 4+ Hours Monthly	113	122	128	117	121								601