

**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	307,753	537,977	701,152					4,462,643	
	# Facebook Fans Total	34,035	34,248	34,441	34,678	34,955	35,055	35,239	35,484					278,135	
	# Facebook Engagement Monthly	42,317	25,083	27,841	38,572	28,007	15,328	25,792	32,212					235,152	
	# Website Sessions Per Month	15,681	23,132	26,737	30,226	22,776	22,849	23,749	28,602					193,752	
	# Website Users Per Month	12,747	14,760	12,707	14,857	10,017	11,083	11,880	14,308					102,359	
	Email Open Rate %	17.80%	17.65%	12.78%	23.40%	20.70%	15.73%	13.73%	13.70%						16.94%
	# of Email Click-Throughs	370	893	559	502	411	1,081	436	552						4804
	# of Instagram Likes Per Month	3,669	4,074	3,110	4,597	4,581	3,428	3,555	4,896						31,910
	Monthly Tweet Impressions	16,100	16,500	16,600	20,400	20,200	19,800	23,500	30,400						163,500
Humane Education	# of Programs	50	49	62	33	70	79	22	13					378	
	# of Students	1,084	1,135	1,336	832	1,628	1,960	358	282					8,615	
Volunteer	# of Attendees at Monthly Gen Info Sessions	27	70	60	61	50	36	27	31					362	
	% of attendees who submit an application & complete an orientation class	63%	81%	72%	85%	68%	67%	63%	61%					70%	
	# of NEW Volunteers Donating 4+ Hours Monthly	41	49	53	46	37	31	31	36					324	
	# of TOTAL Volunteers Donating 4+ Hours Monthly	113	122	128	117	121	110	123	132					966	