

**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	438,378	448,954	613,409		<b>5,963,384</b>
	# Facebook Fans Total	34,035	34,248	34,441	34,678	34,955	35,055	35,239	35,484	35,728	35,879	36,407		<b>386,149</b>
	# Facebook Engagement Monthly	42,317	25,083	27,841	38,572	28,007	15,328	25,792	32,212	21,994	21,974	38,613		<b>317,733</b>
	# Website Sessions Per Month	15,681	23,132	26,737	30,226	22,776	22,849	23,749	28,602	26,524	26,822	26,370		<b>273,468</b>
	# Website Users Per Month	12,747	14,760	12,707	14,857	10,017	11,083	11,880	14,308	13,037	12,658	13,057		<b>141,111</b>
	Email Open Rate %	17.80%	17.65%	12.78%	23.40%	20.70%	15.73%	13.73%	13.70%	14.45%	13.83%	21.02%		<b>16.80%</b>
	# of Email Click-Throughs	370	893	559	502	411	1,081	436	552	378	542	433		<b>6157</b>
	# of Instagram Likes Per Month	3,669	4,074	3,110	4,597	4,581	3,428	3,555	4,896	3,114	3,740	5,231		<b>43,995</b>
	Monthly Tweet Impressions	16,100	16,500	16,600	20,400	20,200	19,800	23,500	30,400	20,200	20,600	20,300		<b>224,600</b>
Humane Education	# of Programs	50	49	62	33	70	79	22	13	5	59	40		<b>482</b>
	# of Students	1,084	1,135	1,336	832	1,628	1,960	358	282	51	1,266	679		<b>10,611</b>
Volunteer	# of Attendees at Monthly Gen Info Sessions	27	70	60	61	50	36	27	31	38	32	45		<b>477</b>
	% of attendees who submit an application & complete an orientation class	63%	81%	72%	85%	68%	67%	63%	61%	92%	59%	73%		<b>71%</b>
	# of NEW Volunteers Donating 4+ Hours Monthly	41	49	53	46	37	31	31	36	32	26	26		<b>37.09</b>
	# of TOTAL Volunteers Donating 4+ Hours Monthly	113	122	128	117	121	110	123	132	119	134	104		<b>120.27</b>