

MARKETING & OUTREACH KPI's 2019																	
Sub-Dept.	Metric	2018 Averages	January	February	March	April	May	June	July	August	September	October	November	December	Totals		
Marketing	# Facebook Impressions Monthly	518,739	1,101,504	488,242	543,653	514,266	289,476	395,454	490,853	549,760	350,275	206,649	179,940		5,110,072		5,380,185
	# Facebook Fans Total	36,652 (Total)	37,114	37,328	37,690	37,907	38,111	38,237	38,396	37,840	37,932	38,880	39,138		39,138		
	# Facebook Engagement Monthly	27,568	56,303	20,721	31,853	23,841	13,486	16,463	23,407	30,931	17,441	9,335	13,015		256,796		
	# Website Sessions Per Month	25,132	28,832	31,321	32,111	32,366	28,574	28,195	29,696	35,060	28,851	33,540	30,164		338,710	30,792	
	# Website Users Per Month	12,883	13,354	16,533	14,554	25,939	23,224	13,944	14,939	17,238	14,278	15,646	15,785		185,434	16,858	
	Email Open Rate %	17.94%	27.40%	16.74%	15.50%	12.27%	13.80%	13.40%	34.35%	14.40%	15.20%	12.03%	10.40%		16.86%		
	# of Email Click-Throughs	585	545	920	332	684	553	591	397	321	538	446	868		6195		
	# of Instagram Likes Per Month	4,058	7,070	8,565	6,434	4,294	4,903	4,925	3,823	7,594	4,328	3,944	5,522		61,402		
	Monthly Tweet Impressions	20,942	44,900	22,200	29,800	17,400	17,500	16,700	10,700	17,600	10,600	12,200	9,111		208,711		
Humane Education	# of Programs	41.83333333	98	65	68	90	95	40	18	14	2	83	98		671		
	# of Students	896	1,537	1,162	1,000	1,551	2,075	998	474	305	127	972	582		10,783		
Volunteer	# of Attendees at Monthly Gen Info Sessions	42.75	30	46	44	38	38	41	27	38	75	52	41		470		
	% of attendees who submit an application & complete an orientation class	69%	77%	87%	84%	53%	58%	61%	81%	76%	77%	85%	78%		74%		
	# of NEW Volunteers Donating 4+ Hours Monthly	36.25	32	25	35	24	31	38	40	29	207	32	41		48.55		
	# of TOTAL Volunteers Donating 4+ Hours Monthly	117.25	104	90	117	106	110	134	138	122	123	146	132		120.18		