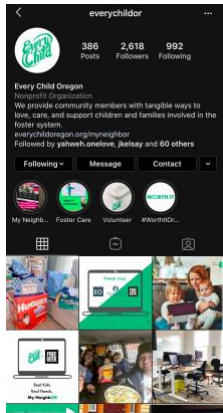




### Social Media Traction

We are encouraged by the consistent engagement. Although, our growth rate is comparatively slower this week (at 10%), we are headed into the end of the week with **2,646 followers** on Instagram and **9,113 likes** on Facebook. Check out the latest analytics below:



### Instagram Analytics

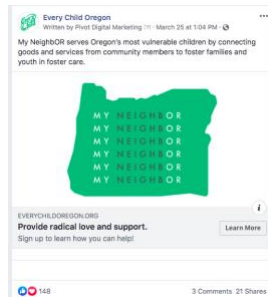
On Instagram, we are sharing daily updates of needs, matches met, and ways folks can get involved.

- **244** new followers (10.2 % growth rate)
- **1,109,751** impressions
- **1,040,428** reached
- **2,119** profile views

### Facebook Analytics

Facebook is seeing an even greater increase in traffic. Here are some highlights since the launch of My NeighbOR:

- **896** new likes
- **7.414,519** million impressions
- **3,798,311** reached
- **45,562** engaged users



### Ad Performance - 3/22-4/16

Our ads are continuing to see great traction since the start of My NeighbOR. We currently have 2 ads in English and 1 ad in Spanish.

### Overall Performance:

- **4,749,886** impressions
- **1,199,742** reached

### Laptop/Tablet Drive Ads

Our LinkedIn ad launched today! We look forward to seeing how they perform and if we receive donations directly from LinkedIn. Our Facebook ads have been up for 7 days and have been steady with 508,580 impressions and 130,813 reached.