



MRS. GREEN'S WORLDSM

Quarterly Report Q4 October – December 2019

Media	Total/Avg. for Quarter
Web Stats	
• Visitors	5,445 (36.5% ^)
• Pageviews	9,448 (50.4% ^)
• Sessions by Location (AZ / US/ International)	1,224 / 5,101/1,010
• New Visitor/Returning Visitor	80.5%/19.5%
Show Listenership	
• Podcast Listens	185,713 (1.6% ^)
Newsletter	
• Subscribers	3,431 (7.5% ^)
• Open rate	11% avg.
Twitter	
• Followers	3,692 (.02% ^)
Facebook	
• Page Likes	7,870 (.35% ^)
• Page Follows	8,219 (.32% ^)
• Facebook Impressions	199,744

Media	Total/Avg. for Quarter
<ul style="list-style-type: none"> Facebook Engagement 	23,321
<ul style="list-style-type: none"> Top Facebook post (measured by engagement) 25.9% engagement 	<p>Spoiler Alert on October 10, 2019 – sharing meme: Here’s The Plot: 97% of the World’s scientists conspire to create an imaginary environmental crisis, only to be exposed by a band of billionaires, Senators and oil companies!</p>
<ul style="list-style-type: none"> Top Facebook post (measured by reaction) 765 reactions 	<p>Sharing article about Cameroon activist uses plastic bottles to create boats for his community</p>
<ul style="list-style-type: none"> Facebook Demographics 	Females 77%, Males 22%
YouTube	
<ul style="list-style-type: none"> Video Views / Subscribers 	<p>21,670 total views 144 subscribers</p>
LinkedIn	
<ul style="list-style-type: none"> Connections 	3,638 (14.9% ^)
Instagram	
<ul style="list-style-type: none"> Followers 	1,756 (1.67%^)
Events & Presentations	

Media	Total/Avg. for Quarter
<ul style="list-style-type: none">• Number of Events Attended• Number of Attendees at Events <p>Event Highlights: Bioneers, TMC Seniors presentation, Carson Scholars reception, Angel Ball, TMC Gala</p>	<p>14 total 2,965 total</p>