



# MRS. GREEN'S WORLD<sup>SM</sup>

## Quarterly Report

Q2 April – June 2020

Media	Total/Avg. for Quarter
<b>Web Stats</b>	
• Visitors	9,507 (10% ^)
• Pageviews	13,099 (3% ˇ)
• Sessions by Location (AZ / US/ International)	1,488/7,231/4380
• New Visitor/Returning Visitor	85.73%/14.27%
<b>Show Listenership</b>	
• Podcast Listens	189,159 (1.5% ^)
<b>Newsletter</b>	
• Subscribers	3,368 (1.6% ˇ)
• Open rate	13.4% avg.
<b>Twitter</b>	
• Followers	3,657 (.9% ˇ)
<b>Facebook</b>	
• Page Likes	8,053 (2.32% ^)
• Page Follows	8,410 (.8% ^)
• Facebook Impressions	51,302

Media	Total/Avg. for Quarter
<ul style="list-style-type: none"> <li>Facebook Engagement</li> </ul>	4,155
<ul style="list-style-type: none"> <li>Top Facebook post (measured by engagement) 75% engagement</li> </ul>	May 19, 2020 post podcast with Skip Laitner: Getting Connected and Investing in a Sustainable Economic Future (boosted post)
<ul style="list-style-type: none"> <li>Top Facebook post (measured by reaction) 239 reactions</li> </ul>	May 19, 2020 post podcast with Skip Laitner: Getting Connected and Investing in a Sustainable Economic Future (boosted post)
<ul style="list-style-type: none"> <li>Facebook Demographics</li> </ul>	Females 77%, Males 22%
<b>YouTube</b>	
<ul style="list-style-type: none"> <li>Video Views / Subscribers</li> </ul>	295 total views 151 subscribers
<b>LinkedIn</b>	
<ul style="list-style-type: none"> <li>Connections</li> </ul>	3,748 (1.7% ^)
<b>Instagram</b>	
<ul style="list-style-type: none"> <li>Followers</li> </ul>	1,842 (3.6% ^)
<b>Events &amp; Presentations</b>	

Media	Total/Avg. for Quarter
<ul style="list-style-type: none"><li>• Number of Events Attended</li><li>• Number of Attendees at Events</li></ul> <p><b>Event Highlights:</b> Earth Day 2020 – Local First co-partner event</p>	<p>7 total 328 total</p>