



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

## Quarterly Report Q3 July – September 2020

Media	Total/Avg. for Quarter
<b>Web Stats</b>	
• Visitors	6,714 (29.3% ^)
• Pageviews	8,689 (33.6% ^)
• Sessions by Location (AZ / US/ International)	531/4,531/2,123
• New Visitor/Returning Visitor	87.2%/12.8%
<b>Show Listenership</b>	
• Podcast Listens	189,159 (.67% ^)
<b>Newsletter</b>	
• Subscribers	3,344 (.71% ^)
• Open rate	12.2% avg.
<b>Twitter</b>	
• Followers	3,641 (.44% ^)
<b>Facebook</b>	
• Page Likes	8,036 (.21% ^)
• Page Follows	8,399 (1.08% ^)
• Facebook Impressions	10,797

Media	Total/Avg. for Quarter
<ul style="list-style-type: none"> <li>Facebook Engagement</li> </ul>	787
<ul style="list-style-type: none"> <li>Top Facebook post (measured by engagement) 1,000 reach; 191 engagements</li> </ul>	July 27, 2020 post about newsletter article Rebuilding Our World. One That Works for Everyone (boosted post)
<ul style="list-style-type: none"> <li>Top Facebook post (measured by reaction) 157 reactions</li> </ul>	July 27, 2020 post about newsletter article Rebuilding Our World. One That Works for Everyone (boosted post)
<ul style="list-style-type: none"> <li>Facebook Demographics</li> </ul>	Females 76%, Males 22%
<b>YouTube</b>	
<ul style="list-style-type: none"> <li>Video Views / Subscribers</li> </ul>	22,488 total views 156 subscribers
<b>LinkedIn</b>	
<ul style="list-style-type: none"> <li>Connections</li> </ul>	3,822 (1.97% ^)
<b>Instagram</b>	
<ul style="list-style-type: none"> <li>Followers</li> </ul>	1,858 (.8% ^)
<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> Tucson Electric Power Go Green Awards (virtual stream) and Scale Up in partnership with Local First Arizona</p>	<p>9 total 580 total</p>