



MRS. GREEN'S WORLDSM

Quarterly Report Q4 October – December 2020

Media	Total/Avg. for Quarter
Web Stats	
• Visitors	8,421 (25.4% ^)
• Pageviews	10,845 (24.8% ^)
• Sessions by Location (AZ / US/ International)	1,408/5,973/2, 349
• New Visitor/Returning Visitor	88.4%/11.6%
Show Listenership	
• Podcast Listens	192,429 (1.72% ^)
Newsletter	
• Subscribers	3,291 (1.6% ^)
• Open rate	13.9% avg.
Twitter	
• Followers	3,611 (.82% ^)
Facebook	
• Page Likes	8,027 (.11% ^)
• Page Follows	8,901 (5.9%^)
• Facebook Impressions	16,839

Media	Total/Avg. for Quarter
<ul style="list-style-type: none"> Facebook Engagement 	954
<ul style="list-style-type: none"> Top Facebook post (measured by reach) 1,240 reach; 17 engagements 	December 7, 2020 post about Down to Earth podcast featuring TEP low income energy programs (boosted post)
<ul style="list-style-type: none"> Top Facebook post (measured by reaction) 56 reactions 	December 18, 2020 post about Down to Earth podcast featuring TEP volunteer program (boosted post)
<ul style="list-style-type: none"> Facebook Demographics 	Females 77%, Males 22%
YouTube	
<ul style="list-style-type: none"> Video Views / Subscribers 	22,754 total views 157 subscribers
LinkedIn	
<ul style="list-style-type: none"> Connections (GMD and MGW page) 	3,994 (4.5% ^)
Instagram	
<ul style="list-style-type: none"> Followers 	1,853 (.27% ^)
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: TMC Seniors presentation and Scale Up in partnership with Local First Arizona</p>	<p>12 total 498 total</p>