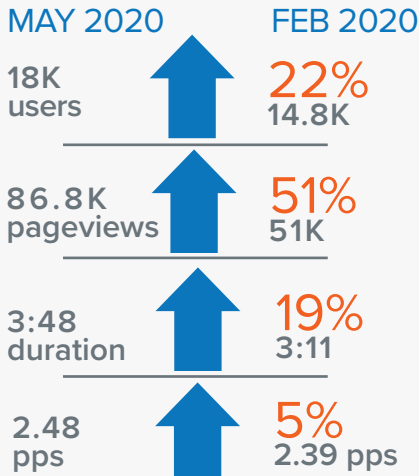


MARKETING/OUTREACH COMMUNICATIONS REPORT - MAY 13, 2020

Communications analytics for reporting period February 1 through May 10, 2020.

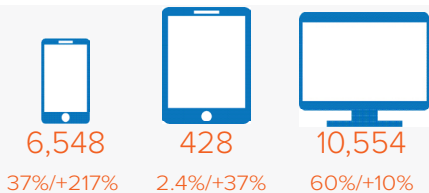
WEBSITE



Top Visited Pages*

- #1 Candidates (14,287)
 - #2 COVID-19 (8,822)
 - #3 Calendar (2,836)
 - #4 Newsroom (1,892)
 - #5 RA (1,438)
 - #6 Business Services (1,337)
 - #7 Job Search (1,184)
- * Excluding Home Page (31,292)

DEVICES USED



MEDIA

EARNED MEDIA

10 News Releases
100+ print/online/broadcast articles
600+ PSAs/mentions
Top Sources: Star-Banner/
Ocala.com, Chronicle/Chronicle
Online, Gainesville Sun
Potential Reach: 20.4 million
AVE: \$178,420

PLACED MEDIA

38 print ads
Digital ads (2 outlets) / 19 weeks
450+ radio spots (:30)
(WIND, WOGK, WZCC, WLQH & WOCA)
5 Business Showcases (125 mins)

TOP OWNED MEDIA

RA Paper Applications (4/6/20)
8,200 impressions / 7,100 reach
497 link click throughs
5% Engagement Rate

YOUTUBE

Lifetime
97 videos/14 playlists
22,243 views/282 hours
This reporting period
1,101 views/19 hours

LINKEDIN

497 Followers (+11.5%)
8.55% engagement rate compared to
8.13% CS Pinellas, 6.98% CS PBC, 6% CS FLA
53 Updates / 8,851 Impressions

TWITTER

882 Followers/7,882 Tweets

MAY 68,387 impressions
396 posts this report
706 reach/day
1.3% engagement rate

INSTAGRAM

POSTS 135 (+26%) FOLLOWERS 170 (+35%)
REACH 13,181 ENGAGEMENT 629

FACEBOOK

1,841,932 Impressions
900,257 Reach
736,075 Viral Reach
61,730 Engaged Uniques
Average Reach by Post Type
712 Photo → 690 Video → 105 Link
Average Engagement by Post
1451 Photo → 141 Video → 80 Link



EARNED MEDIA EXAMPLES careersourceclm.com/in-the-news

