

JUNE 2020 UTAH OUTREACH CAMPAIGN

"God's Love and Acceptance"

SOCIAL
MEDIA

Engagement
IN JUNE



88,368

PEOPLE REACHED

263,840

IMPRESSIONS

12,353

WEBSITE VISITORS

3,299

REACTIONS

93

COMMENTS

362

POST SAVES & SHARES

GLOSSARY OF DIGITAL TERMS

REACH: The number of individuals who have seen our ads.

IMPRESSIONS: The amount of times an ad was visible on an individual's screen.

WEBSITE VISITORS: The number of individuals visiting our website, beyeperfect.org, since June 1st.

REACTIONS: The amount of likes/loves/haha/angry on our social media ads.

COMMENTS, SAVES & SHARES: A measurement of how people are engaging with our content.