



# Social Media Scorecard

Q1 2010: 1/1/10-03/31/10

The quarterly analysis of CCV's Social Media performance.

## Facebook

Total Fan Count

4,830

Q4 2009: 3,828 (+26%)

Interactions Per Post

36.3

Q4 2009: 39 (-6.9%)

Post Quality

8

Q4 2009: 12 (-33.33%)

Page Views

24,873

Q4 2009: 17,716 (+40%)

## Twitter

Followers

677

Q4 2009: \*611 (+11%)

## Further Statistics

Facebook

	Q1 2010	Q4 2009	Difference
Unsubscribed Fans	43	80	-46%
New Fans	1,197	918	+30%
Total Interactions	1,507	1,358	+11%

## Definitions

Interactions Per Post - Average number of comments, Wall posts, and likes generated by each piece of content you post.

Post Quality - Score measuring how engaging your content is to Facebook users. A higher Post Quality indicates material that better engages users.

Page Views - Total number of times a Page was viewed per day.

Total Fan Count - Total number of Facebook fans listed for the CCV Facebook page during the time specified.

Unsubscribed Fans - The number of people who have stopped being a fan of the CCV Facebook Page.

New Fans - The number of people who have become a new fan of the CCV Facebook Page.

Total Interactions - Total number of comments, Wall posts, and likes.

\* - Q4 followers total is actually taken from 01/06/2010, 6 days into Q1, due to a limitation in the current twitter reporting software.