

SOCIAL CAMPAIGN

Analysis Report

Facebook

Date (pinned on FB)	Views	Reach	Interactions	Clicks
	82,335	51,671	412	1,397

VIEWS

The total number of times your video or post was watched/viewed (may include repeat views)

REACH

The number of unique users who saw your post in their feed

INTERACTIONS

Engagements such as likes, comments, shares, and reactions that show people are engaging with your content.

CLICKS

The number of times users clicked on a link, image, video, or call-to-action in your post.

Email Newsletter

Website/Platform	Open Rate	Total Clicks	Total Click-Through-Rate
CBW Weekly Newsletter	44.86%	339	21.51%