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### 2021 Social Media Impact

#### Facebook
- Added 1905 new followers in 2021
- Average 6,952 reaches per post
- Average 272 engagements per post
- 203% increase in reach over 2020

#### YouTube
- Added 722 new followers in 2021, an increase of 260%
- 1.1 million in reach - 468% increase
- Top Video - NHD medalist “Dorothea Dix and Prison Reform in the U.S.”
- Added 288 new followers in 2021
- 23,103 engagements
- 2.3% engagement rate (over 1% is excellent)

#### Twitter
- Added 288 new followers in 2021
- 23,103 engagements
- 2.3% engagement rate (over 1% is excellent)

#### Instagram
- Added 407 new followers in 2021
- 11,380 total reach 2021
- 77% increase in reach over 2020

#### Online Review Averages
- Yelp: 5-star business
- TripAdvisor: 4.5 stars
- Google: 4.8/5 stars

Total reach across Facebook, Twitter and Instagram: 3,050,955