

# REAACT Research Program

## Social Media Report

April 2024

# X (formerly Twitter)

## Summary

In April, REACT published 57 Tweets and Reposted 11 times. As a result, your Total Engagement (497) increased by 418%. Your Views skyrocketed to 93, 041, which was a 2,116% jump from the month prior. REACT picked up 16 new Followers (183) and began Following 4 new profiles (140).

## X Analytics

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Tweets	2	6	2	10	2	1	2	6	8	57		
Reposts	0	0	2	0	0	0	15	4	4	11		
Views	749	4436	4791	8150	577	296	4103	1117	4199	93K		
Retweets	6	0	15	24	1	1	3	0	16	137		
Replies	0	1	7	2	0	0	2	5	3	92		
Likes	17	30	31	65	17	9	62	10	77	268		
Total Engagement	23	31	53	91	18	10	67	15	96	497		
Engagement (+/-)	ND	+35%	+71%	+72%	-80%	-44%	+570%	-78%	+540%	+418%		
Followers	ND	ND	ND	ND	ND	ND	152	165	167	183		
Following	ND	ND	ND	ND	ND	ND	132	132	136	140		

\*ND = No Data

# YouTube

## Summary

REAACT uploaded 4 videos in April. These videos generated 507 Views generating 45 Likes and 6 Comments. You also picked up 56 new Subscribers for a new total of 278.

## YouTube Analytics

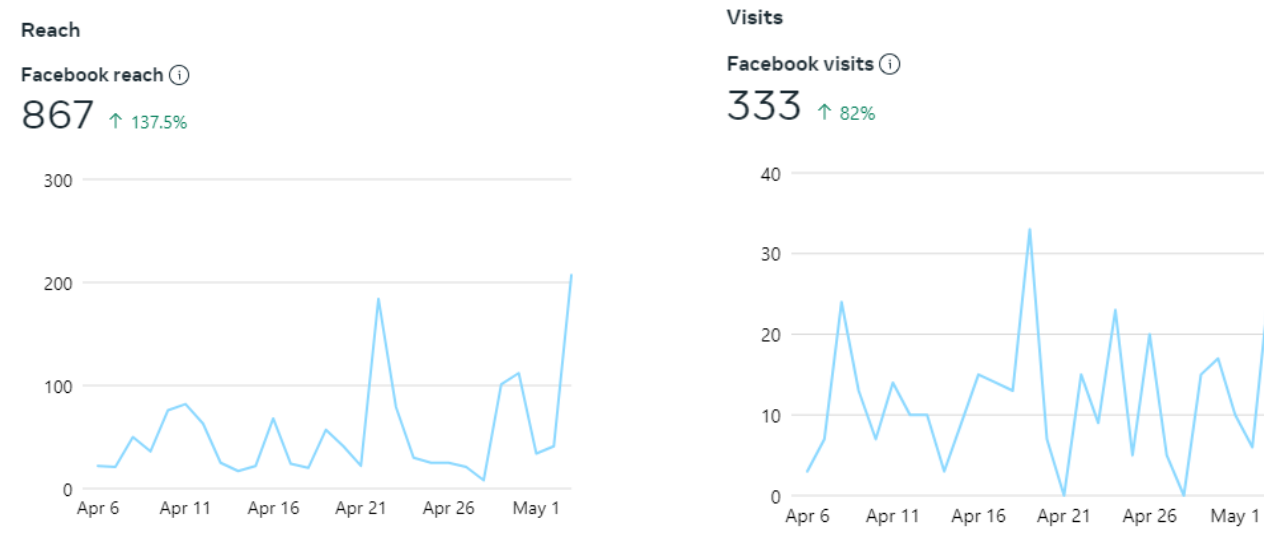
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Videos Posted	0	1	1	1	0	0	4	0	0	4		
Views	0	156	37	44	0	0	125	0	0	507		
Likes	0	0	0	0	0	0	0	0	0	45		
Dislikes	0	0	0	0	0	0	0	0	0	0		
Shares	0	0	0	0	0	0	0	0	0	0		
Comments	0	0	0	0	0	0	1	0	0	6		
Total Engagement	0	0	0	0	0	0	1	0	0	51		
Engagement +/-	ND	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Subscribers	ND	ND	ND	ND	ND	ND	137	173	222	278		

\*ND = No Data

# Facebook

## Summary

In April, REACT published 40 posts which resulted in a 353% increase in Engagement from the month prior. Your total Reach (867) also increased by roughly 137.5%. There were 333 Facebook Visits and you increased to 19 Likes and 33 Followers.



## Facebook Analytics

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Posts	0	0	0	0	0	1	2	3	7	40		
Reposts	0	0	0	0	0	0	0	0	1	0		
Reach	9	4	6	6	5	7	293	84	234	867		
Likes/Loves	0	0	0	0	0	2	7	6	15	166		
Comments	0	0	0	0	0	0	1	0	2	35		
Shares	0	0	0	0	0	0	4	2	5	43		
Visits	2	0	18	13	10	22	69	0	101	333		
Total Engagement	2	0	18	13	10	24	81	8	123	557		
Engagement +/-	ND	-100%	+1700%	-28%	-23%	+140%	+238%	-90%	+1438%	+353%		
Followers	ND	ND	ND	22	22	22	21	23	25	33		
Following	ND	ND	ND	ND	ND	ND	17	17	17	17		

\*ND = No Data

# Instagram

## Summary

REACT had 40 posts on Instagram for April and has a Total Engagement of 592. experienced a 49% decrease in Engagement from February. Your Reach (542) significantly increased by 337% compared to March. You picked up 14 new Followers (68) and began Following 10 new profiles on Instagram.



## Instagram Analytics

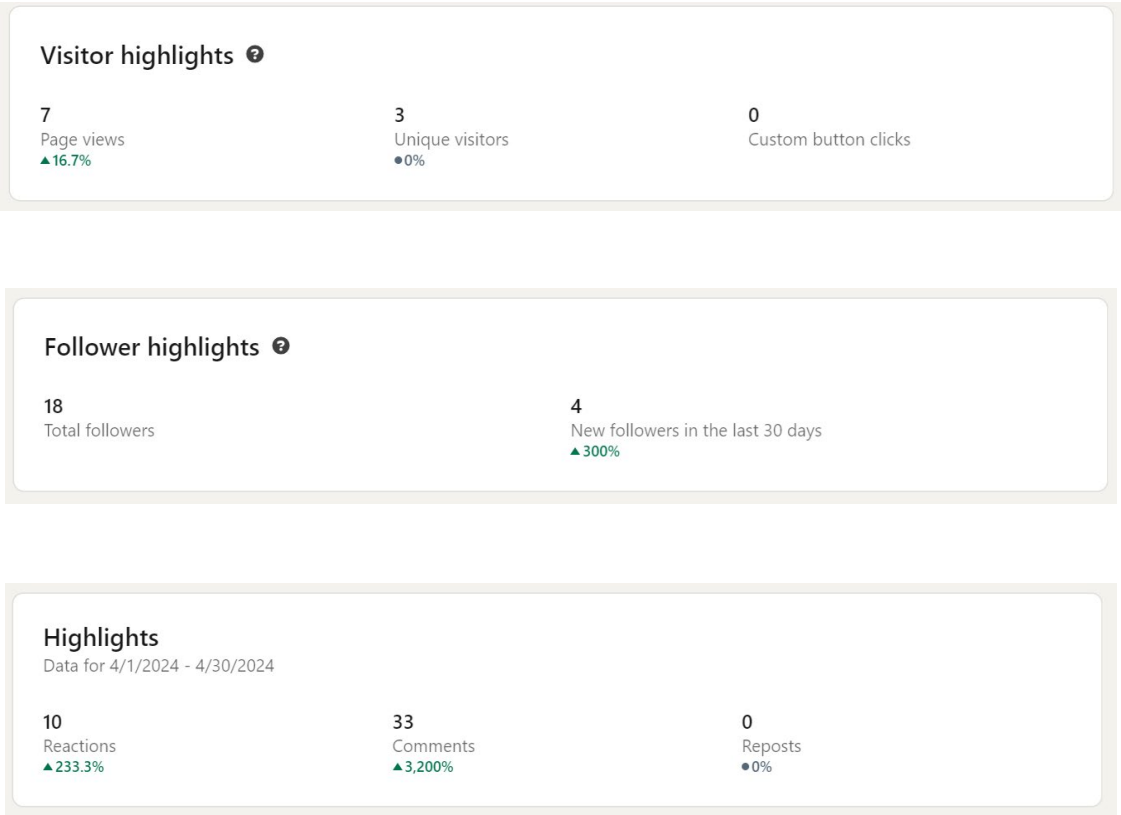
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Posts	0	0	0	4	0	0	2	3	1	40		
Reach	0	0	0	0	0	26	73	154	86	542		
Likes	0	0	0	43	0	0	13	27	16	353		
Comments	0	0	0	3	0	0	2	0	6	38		
Shares	0	0	0	0	0	0	2	4	3	0		
Saved	0	0	0	2	0	0	1	2	0	0		
Visits	0	0	0	0	0	23	56	39	12	201		
Total Engagement	0	0	0	48	0	23	74	72	37	592		
Engagement +/-	ND	0	0	+4700%	-100%	+2200%	+228%	-3%	-49%	+1500%		
Followers	ND	ND	ND	ND	ND	ND	59	62	68	82		
Following	ND	ND	ND	ND	ND	ND	13	13	25	35		

\*ND = No Data

# LinkedIn

## Summary

In April, REACT published 36 posts, which increased your Impressions (468) and your Total Engagement (50) has been the highest earning month this grant year. Your LinkedIn Page received 7 Page Views and currently have 18 Followers.



## LinkedIn Analytics

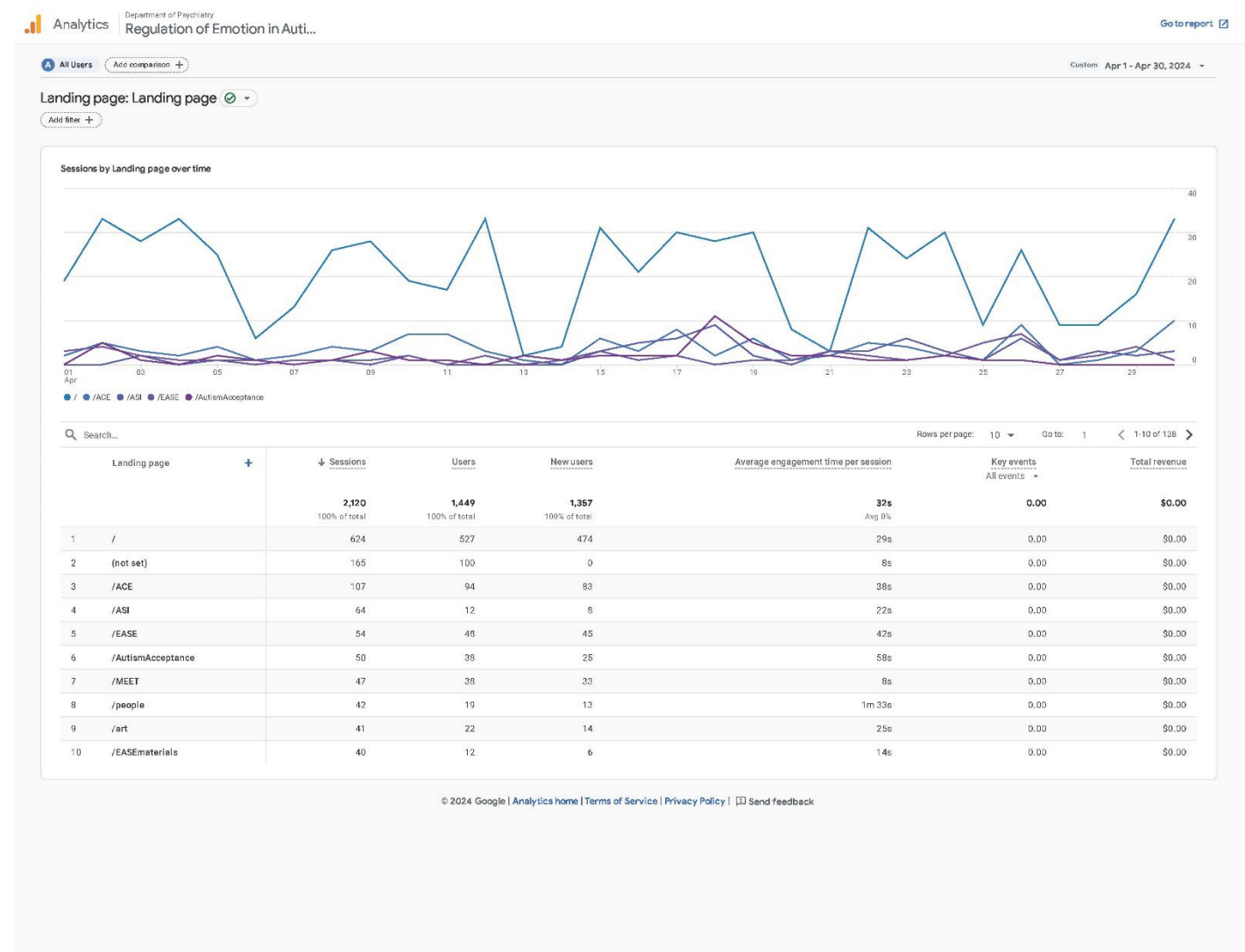
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Posts	0	0	0	0	0	0	1	3	5	36		
Reposts	0	0	0	0	0	0	0	0	0	0		
Impressions	4	36	9	5	52	13	44	88	270	468		
Likes	0	0	0	0	0	0	12	1	1	10		
Comments	0	0	0	0	0	0	0	0	1	33		
Shares	0	0	0	0	0	0	0	0	0	0		
Visits	13	10	10	4	3	1	5	4	6	7		
Total Engagement	13	10	10	4	3	1	17	5	8	50		
Engagement +/-	ND	-23%	0%	-60%	-25%	-67%	+1600%	-71%	+60%	+525%		
Unique Visits	4	3	3	2	2	1	2	1	3	3		
Followers	14	14	14	14	14	14	12	14	15	18		

\*ND = No Data

# Google Analytics

## Website Visitors/Landing Page Report

REACT had 1,449 website Users in April and 1,357 were New Users. The most popular landing page was the Home Page at 624 Sessions. The /AutismAcceptance page experienced 50 Sessions, 38 Users and 25 were New Users. The average engagement time per session was 32 seconds, however 58 seconds was the average time spent on the /AutismAcceptance.



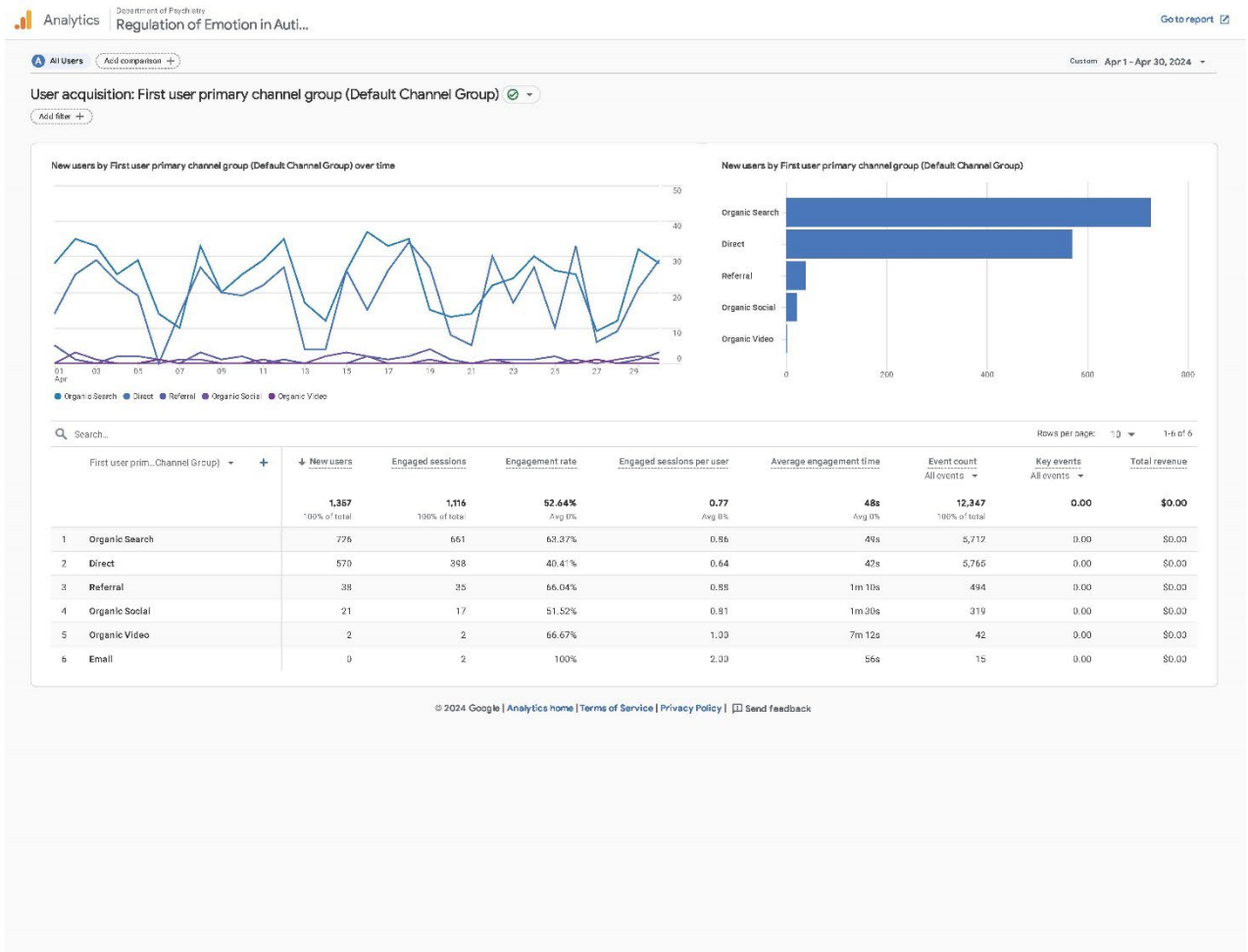
## Website Visitor Analytics

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Sessions	1249	1573	1208	1492	1530	1002	2,037	1,885	1,920	2,120		
Users	906	1106	876	1078	1111	770	1,408	1,228	1,334	1,449		
New Users	852	1036	813	1008	1045	724	1,324	1,136	1,245	1,367		
New Users +/- %	ND	+22%	-22%	+24%	+4%	-31%	+83%	-14%	+10%	+10%		
Average Engagement Time/Session	41s	41s	36s	36s	37s	36s	33s	35s	37s	32s		

# Google Analytics

## User Acquisition Report

Of all website users, 776 entered the site through an Organic Search. Whereas 579 reached it directly. Users originating from social media platforms (21) was a slight increase from the previous month (17).



## User Acquisition Analytics

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Organic	362	414	813	502	457	405	647	657	674	776		
Direct	429	494	426	406	423	289	641	432	523	570		
Referral	23	35	24	33	160	14	26	24	29	38		
Social	38	93	32	66	5	14	10	21	17	21		
Social +/- %	ND	+145%	-66%	+106%	-92%	+180%	-29%	+110%	-19%	+24%		
Video	0	0	0	0	0	0	0	2	2	2		
Email	0	0	0	0	0	2	0	0	0	0		
New Users	852	1036	813	1008	1045	724	1,324	1,136	1,245	1,357		
Engaged Sessions	714	903	686	832	870	522	1,068	996	982	1,116		
Engage Rate %	57%	57%	57%	56%	57%	52%	52%	53%	51%	53%		