

# CoVPN Faith Initiative Social Media Engagement Report

## Report Details

### Time Frame:

August December 2020

### Events covered:

- COVID in Black Series
- Pandemia Series
- COVID in Color
- Iman & COVID
- Making it Plan with Dr. Fauci
- The COVID 19 Fear Factor
- Souls, Storms and Science

### Social channels:

- Instagram:  
@preventCOVID19
- Facebook:  
@PreventCOVID19
- Twitter:  
@PreventCOVID\_19

## Performance Recap



**Total Reach:**  
**2,625,865**  
Organic: **94,059**  
Paid: **2,531,806**



**Total Impressions:**  
**6,509,790**  
Organic: **120,179**  
Paid: **6,389,611**



**Total Engagements:**  
**117,072**  
Organic: **10,889**  
Paid: **106,183**



**Total Posts:**  
**86**  
Organic: **79**  
Paid: **7**

## Performance Recap

### FACEBOOK ORGANIC

Total Posts: **36**  
Total Reach: **55,385**  
Total Impressions: **60,226**  
Total Engagements: **9,495**

### FACEBOOK PAID

Total Posts: **7**  
Total Reach: **2,531,806**  
Total Impressions: **6,389,611**  
Total Engagements: **106,183**

### TWITTER ORGANIC

Total Posts: **21**  
Total Reach: **22,037**  
Total Impressions: **40,221**  
Total Engagements: **452**

### INSTAGRAM ORGANIC

Total Posts: **22**  
Total Reach: **16,637**  
Total Impressions: **19,732**  
Total Engagements: **942**

Reach represents the number of people who saw the post; Impressions represents how many times the post was seen – some people may have looked at it more than once. Engagement represents the number of times people interacted with the post – commenting or liking, etc.

Organic impressions are the number of unique people who saw content for free in a newsfeed. Paid impressions are the number of unique people who saw content as the result of a paid social media ad.