

| Metrics Last Updated | Post               | Post Day of Week | Post Date | Time Posted | Platform  | Total Views | Individual Viewers/Accounts | Engagements | Engagement Rate (Individual Viewers/Engagements) | Post Type     | Reason for Post  | Extra Explanation | Collaboration Post? | Anyone Tagged? | Comments                                                                                   |
|----------------------|--------------------|------------------|-----------|-------------|-----------|-------------|-----------------------------|-------------|--------------------------------------------------|---------------|------------------|-------------------|---------------------|----------------|--------------------------------------------------------------------------------------------|
| June 11              | EOY Giving Post 1  | Thursday         | June 4    | 5:00 PM     | Instagram | 328         | 178                         | 16          | 8.99%                                            | Graphic/Photo | Fundraising      | EOY Giving        | No                  | No             |                                                                                            |
| June 11              | EOY Giving Post 1  | Thursday         | June 4    | 5:00 PM     | Facebook  | 329         | 174                         | 11          | 6.32%                                            | Graphic/Photo | Fundraising      | EOY Giving        | No                  | No             |                                                                                            |
| June 11              | Camp Post 1.5      | Friday           | June 5    | 9:00 AM     | Facebook  | 4,455       | 2,442                       | 91          | 3.73%                                            | Full Graphic  | Girl Recruitment | Camp              | No                  | No             |                                                                                            |
| June 15              | Moment vs. Picture | Friday           | June 5    | 12:00 PM    | Instagram | 548         | 204                         | 21          | 10.29%                                           | Full Photo    | Filler           |                   | No                  | No             |                                                                                            |
| June 15              | Moment vs. Picture | Friday           | June 5    | 12:00 PM    | Facebook  | 445         | 265                         | 47          | 17.74%                                           | Full Photo    | Filler           |                   | No                  | No             |                                                                                            |
| June 15              | Camp Reel          | Saturday         | June 6    | 9:00 AM     | Instagram | 439         | 257                         | 18          | 7.00%                                            | Reel          | Girl Recruitment | Camp              | No                  | No             |                                                                                            |
| June 15              | Camp Reel          | Saturday         | June 6    | 9:00 AM     | Facebook  | 181         | 118                         | 10          | 8.47%                                            | Reel          | Girl Recruitment | Camp              | No                  | No             |                                                                                            |
| June 15              | Camp Post 2        | Monday           | June 8    | 11:30 AM    | Instagram | 269         | 165                         | 9           | 5.45%                                            | Full Photo    | Girl Recruitment | Camp              | No                  | No             |                                                                                            |
| June 15              | Camp Post 2        | Monday           | June 8    | 11:30 AM    | Facebook  | 365         | 226                         | 13          | 5.75%                                            | Full Photo    | Girl Recruitment | Camp              | No                  | No             |                                                                                            |
| June 17              | EOY Giving Post 2  | Wednesday        | June 10   | 8:00 AM     | Instagram | 185         | 116                         | 17          | 14.66%                                           | Graphic/Photo | Fundraising      | EOY Giving        | No                  | No             |                                                                                            |
| June 17              | EOY Giving Post 2  | Wednesday        | June 10   | 8:00 AM     | Facebook  | 136         | 84                          | 1           | 1.19%                                            | Graphic/Photo | Fundraising      | EOY Giving        | No                  | No             |                                                                                            |
| June 22              | Parent Guide       | Friday           | June 12   | 9:00 AM     | Instagram | 241         | 125                         | 7           | 5.60%                                            | Full Photo    | Other            | Resource Sharing  | No                  | No             |                                                                                            |
| June 22              | Parent Guide       | Friday           | June 12   | 9:00 AM     | Facebook  | 937         | 556                         | 48          | 8.63%                                            | Full Photo    | Other            | Resource Sharing  | No                  | No             |                                                                                            |
| June 22              | Twilight 5K Ad 2   | Monday           | June 15   | 2:45 PM     | Instagram | 378         | 193                         | 16          | 8.29%                                            | Graphic/Photo | Event            | Twilight 5K       | No                  | Yes            | Tagged VWU, Wesleyan Engaged, and Flat Out - Wesleyan engaged shared to story and reposted |
| June 22              | Twilight 5K Ad 2   | Monday           | June 15   | 2:45 PM     | Facebook  | 397         | 246                         | 16          | 6.50%                                            | Graphic/Photo | Event            | Twilight 5K       | No                  | No             | Tagged VWU and Flat Out                                                                    |
| June 25              | EOY Giving Post 3  | Wednesday        | June 17   | 3:45 PM     | Instagram | 247         | 192                         | 12          | 6.25%                                            | Reel          | Fundraising      | EOY Giving        | No                  | No             |                                                                                            |
| June 25              | EOY Giving Post 3  | Wednesday        | June 17   | 3:45 PM     | Facebook  | 74          | 60                          | 3           | 5.00%                                            | Reel          | Fundraising      | EOY Giving        | No                  | No             |                                                                                            |
| June 25              | Father's Day Reel  | Sunday           | June 21   | 9:00 PM     | Instagram | 66          | 47                          | 5           | 10.64%                                           | Reel          | Other            | Father's Day      | No                  | No             |                                                                                            |
| June 25              | Father's Day Reel  | Sunday           | June 21   | 9:00 PM     | Facebook  | 81          | 61                          | 7           | 11.48%                                           | Reel          | Other            | Father's Day      | No                  | No             |                                                                                            |