



Coverage of the epic winter helped set new records across the board for our social media reach



SacramentoValley.org

SESSIONS
(times visited)

14,750
2017

13,335
2016

Up 11% ↑




SacramentoValley.org

PAGE VIEWS

23,100
2017

20,893
2016

Up 11% ↑




Facebook

REACH

up 115%

5.8 million
2017

2.7 million
2016




Twitter

IMPRESSIONS

1.2 m
2017

732,000
2016

Up 63% ↑



Instagram

FOLLOWERS

+520
2017

+320
2016

Up 63% ↑

Daily posts with impressive growth



YouTube

POSTS

82
2017

2017: 82 posts, **66,000 views**, average 3 hours, 45 minutes viewing time per day

2016: 92 posts, **10,000 views**, average 40 minutes viewing time per day

Up 560% ↑

For Views



Total reach, Facebook and Twitter



Up 106%
from 2016



Twitter reach for 2017 was higher than prior three years combined.



Facebook reach for January and February of this year equaled the prior three years combined.