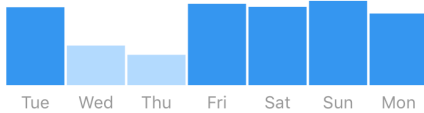


SOCIAL MEDIA BREAKDOWN



Discovery ⓘ

28,450
Accounts reached from
Jan 29 - Feb 04

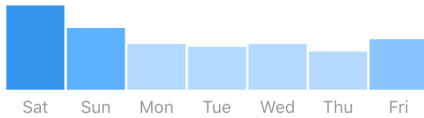


Reach 28,450
+2,118 vs. Jan 22 - Jan 28

Impressions 629,820
+312,008 vs. Jan 22 - Jan 28

Discovery ⓘ

30,837
Accounts reached from
Feb 09 - Feb 15

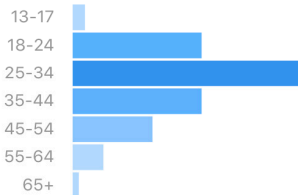


Reach 30,837
-795 vs. Feb 02 - Feb 08

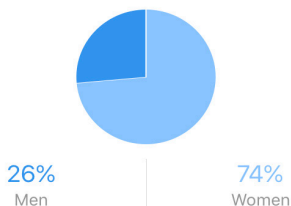
Impressions 584,009
-172,226 vs. Feb 02 - Feb 08

Age Range ⓘ

All Men Women

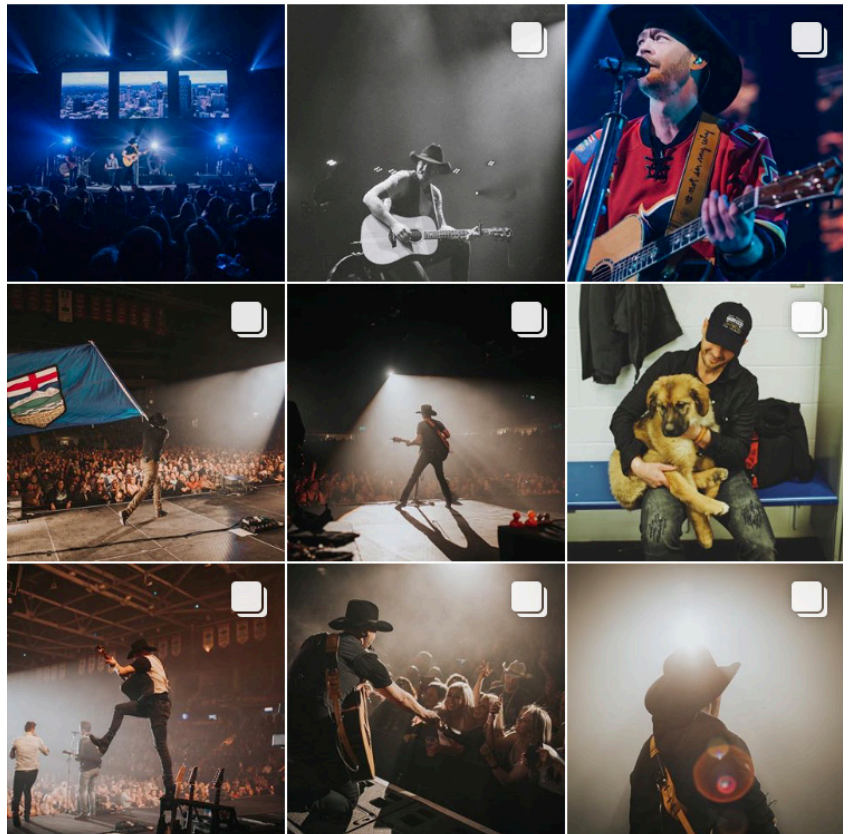


Gender ⓘ



INSTAGRAM

- REACHED AN AVERAGE OF 30,000 ACCOUNTS PER WEEK
- FEED POSTS GAINED AN AVERAGE OF 14,000 IMPRESSIONS PER POST
- FEED POSTS AND STORIES COMBINED GAINED AN AVERAGE OF 600,000 IMPRESSIONS PER WEEK
- TOUR POSTS GAINED AN AVERAGE OF 1400 ENGAGEMENTS PER POST, TOTALING 64,000 ENGAGEMENTS
- FOLLOWERS INCREASED BY 56% DURING TOUR
- THE POST OF THE JOURNEY TOUR TRUCK FEATURING PARTNER LOGOS HAD 4TH HIGHEST ENGAGEMENT OF ALL POSTS IN THE LAST YEAR, GAINING 3800 LIKES AND REACHING 23.4K PEOPLE



TWITTER

- AVERAGE ENGAGEMENT RATE OF 2%
- TOP TWEETS GAINED AN AVERAGE OF 26,500 IMPRESSIONS EACH, WITH AN AVERAGE ENGAGEMENT RATE OF 3.1%
- AVERAGE OF 634 ENAGEMENTS PER DAY ON TWITTER
- TWEETS GAINED AN AVERAGE OF 51,000 IMPRESSIONS PER DAY, TOTALING 1.5 MILLION IMPRESSIONS FOR THE MONTH
- GAINED 1000 NEW FOLLOWERS DURING TOUR



paulbrandt @paulbrandt · Feb 24
 That's a wrap! This tour has been the most incredible experience. Thank you to our fans across Canada for joining us on #TheJourneyTour! We wouldn't be able to do this without you. @HIGHVALLEY @jessmoskaluke @HunterBros



0:05 8,638 views

26 32 383

Retweets

1.9K

Feb 22
12 Retweets

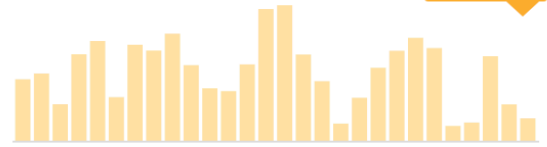


On average, you earned **67 Retweets** per day

Likes

15.2K

Feb 22
174 likes



On average, you earned **542 likes** per day

Replies

703

Feb 22
2 replies



On average, you earned **25 replies** per day

28 day summary with change over previous period

Tweets

275 ↑271.6%



Tweet impressions

1.48M ↑264.7%



Profile visits

26.7K ↑221.6%



Mentions

3,523 ↑400.4%

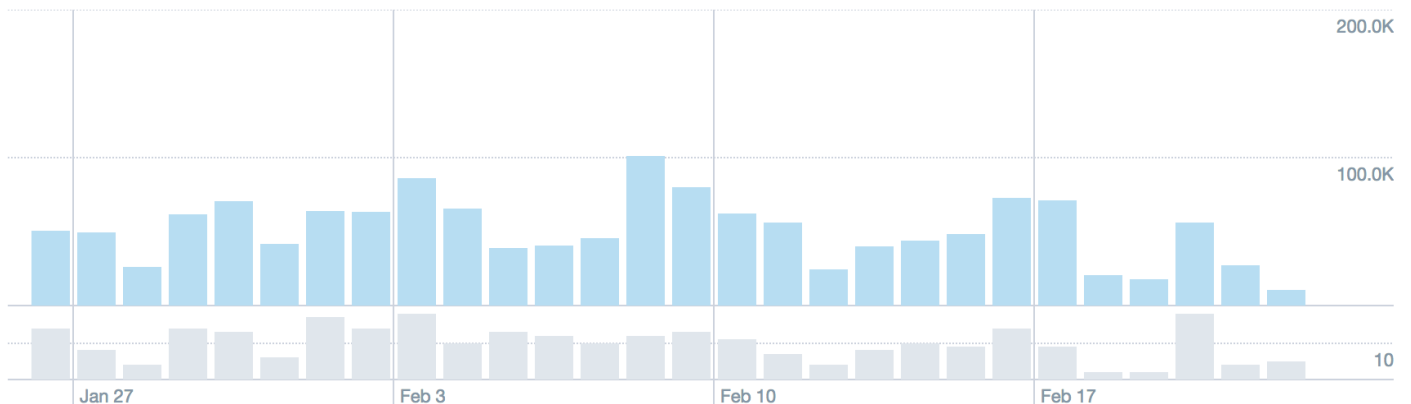


Followers

54.9K ↑547



Your Tweets earned 1.5M impressions over this 28 day period



Thank you, thank you. The most amazing tour ever. Canada, you rocked us. 🇨🇦 #TheJourneyTour.



14,685 People Reached **2,073** Engagements [Boost Post](#)

👍❤️👍 912 125 Comments 26 Shares

FACEBOOK

- TOUR POSTS REACHED 1.3 MILLION PEOPLE THROUGH FACEBOOK
- TOUR POSTS GAINED 300,000 ENGAGEMENTS DURING THE MONTH
- VIDEO VIEWS INCREASED BY OVER 1000%
- 2000 NEW FOLLOWERS GAINED DURING TOUR - GOING FROM 63.5K TO 65.5K
- TOP POSTS ON FACEBOOK HAD AN AVERAGE REACH OF 28,000

Post Engagements

January 24 - February 20

300,604

Post Engagement ▲ **290%**



Videos

January 24 - February 20

750,071

3-Second Video Views ▲ **1063%**



Page Followers

January 24 - February 20

2,273

Page Followers ▲ **254%**



257.9K

Minutes Viewed

▲ **1346%** from previous 28 days

750.1K

3-Second Video Views

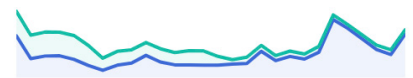
▲ **1063%** from previous 28 days

Post Reach

January 24 - February 20

1,269,599

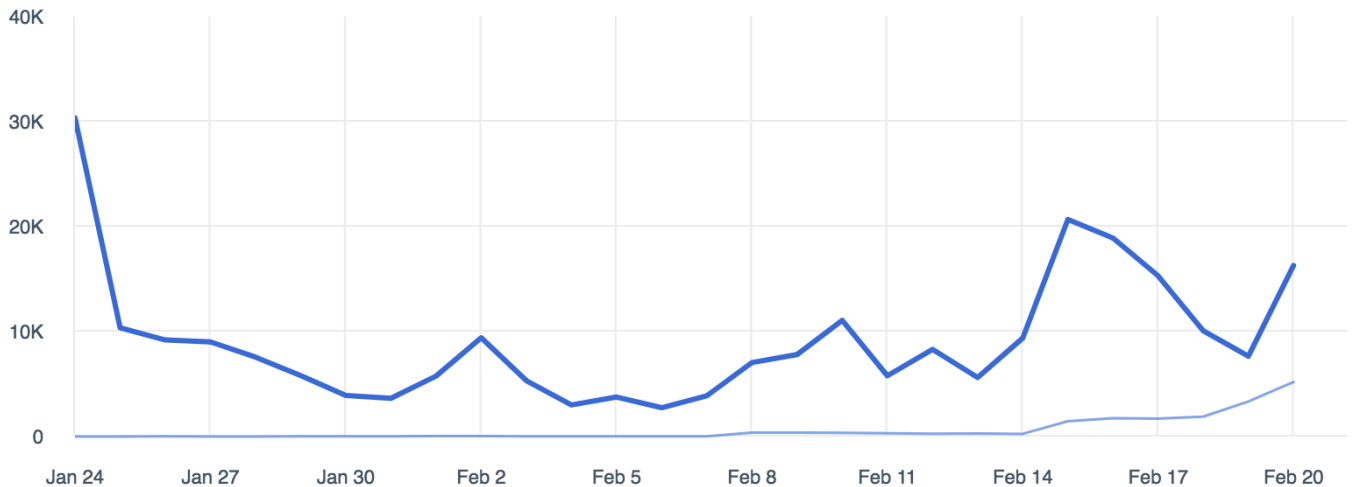
People Reached ▲ **195%**



Jan 24, 2019 - Feb 20, 2019

257,859 Minutes Viewed

17,833 Previous Period



TINTUP

TINTUP IS A UGC PLATFORM THAT WAS UTILIZED DURING THE JOURNEY TOUR TO COLLECT AND CURATE USER GENERATED POSTS WITH TOUR AND PARTNER HASHTAGS. THESE POSTS WERE DISPLAYED ON SCREEN DURING SHOW BREAKS AT EACH STOP OF THE TOUR.

- POSTS FEATURING THE HASHTAG #THEJOURNEY TOUR CREATED ALMOST 25 MILLION IMPRESSIONS
- DURING THE TOUR THE HASHTAG #THEJOURNEYTOUR WAS USED IN 4000 POSTS



24.72 M

TOTAL IMPRESSIONS ⓘ

4.02 K

TOTAL POSTS ⓘ

POSTS BY LOCATION ⓘ

