

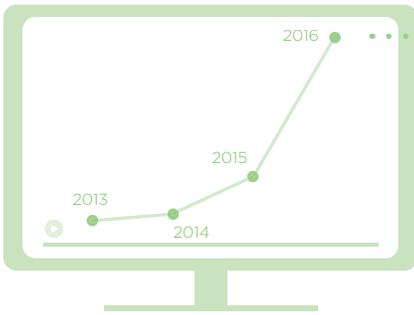
ILLINOIS POLICY DIGITAL GROWTH

2013 - 2016

VIDEO VIEWS

FACEBOOK + YOUTUBE

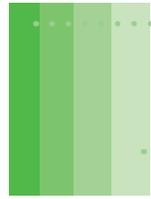
In 2013, the Insitute had just **64,087** video views across Facebook and Youtube



But by 2016, views had reached **10.5 MILLION**

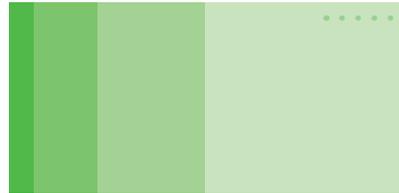
FOLLOWERS

FACEBOOK + TWITTER



The Institute's Twitter grew from **27,284 followers** in 2013

to **35,112** in 2016



While Facebook reached **220,181 likes**

An increase of **1,512%** over 2013

REACH & ENGAGEMENT

FACEBOOK



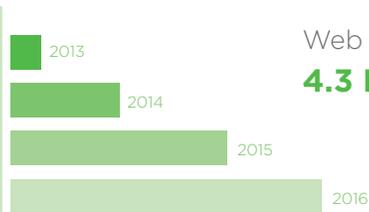
User engagement increased by **2,657%**



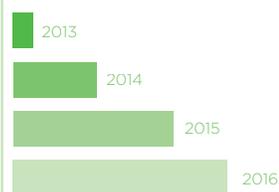
Organic reach grew by **1,969%**

WEB

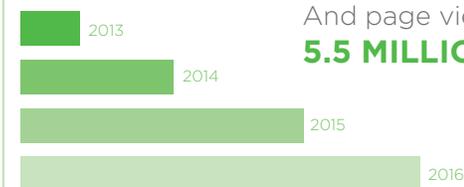
SESSIONS, USERS AND PAGE VIEWS



Web sessions grew to **4.3 MILLION** by 2016



While web users rose to **2.9 MILLION**



And page views reached **5.5 MILLION**

TOTAL

INTERACTIONS & IMPRESSIONS

By 2016, total social interactions reached **3.9 MILLION**, while total unique impressions reached **3.1 MILLION**

