

Social Media and Website Analytics Report

Monthly

MIC3.NET	July	August	September	October	November	December	January	February	March	April	May	June
Total Visitors	1,843	2,318	2,246	2,441	2,002	1,814	2,506	2,531	3,077	3,402	1,877	1,725
New Visitors	1,711	2,167	2,081	2,194	1,800	1,595	2,277	1,119	2,772	3,133	1695	1,571
Page Views	6,328	7,683	7,494	8,605	6,266	5,220	7,605	7,375	8,801	8,183	5,464	6,117
Engage Sessions	1,660	2,065	2,101	2,371	1,762	1,550	2,218	2,215	2,574	2,656	1,531	1,521
Top Pages	Interactive Map 2024 ABM Resources	Resources Interactive Map 2024 ABM	Interactive Map 2024 ABM Resources	2024 ABM Interactive Map Resources	MIC3Training.net Interactive Map Resources	Interactive Map Resources MIC3Training.net	MOTMC Resources Interactive Map	MOTMC Resources Interactive Map	MOTMC Resources Interactive Map	MOTMC Resources Interactive Map	Interactive Map Resources Commissioner	Interactive Map Resources 2025 ABM

FACEBOOK	July	August	September	October	November	December	January	February	March	April	May	June
Total Followers	2,091	2,096	2,101	2,103	2,106	2,105	2,109	2,112	2,130	2,136	2,143	2,160
Facebook Follows	13	8	7	11	6	5	10	12	17	21	10	19
Post Reached	2,049	3,867	979	1,870	4,827	1,760	1,264	1,571	2,612	3,401	1,428	2,366
Content Interactions	89	214	49	54	65	48	69	63	151	369	63	122
Link Clicks	1	7	1	2	6	4	No links	11	10	19	13	15
Top Posts	MCSAS COM101 Training MCEC Podcast (TX)	Compact 101 Training	Dyess AFB Training Event	Compact 101 Training	Compact 101 Training Veterans Day Graphic	December Compact 101 Happy Holidays	AFSL Training Navy Region SE Happy New Years	2025 Compact 101 February COM101 MIC3Training.net	KY Proclamation MISA/MIC3 N.C. Training March COM101	EXCOM Spring Retreat Day 1 WY MOMC Proclamation EXCOM Purple Up!	May Compact 101 Compact 101 Info Memorial Day	Compact 201 Trainings June Compact 101 Compact 101 Calendar

Instagram	July	August	September	October	November	December	January	February	March	April	May	June
Total Followers	218	224	225	224	224	225	228	230	230	233	233	233
Total Reach	64	16	51	13	6	9	41	30	89	73	30	30
Engagement	7	0	9	3	0	0	8	1	7	34	1	2
Profile Visits	15	9	11	4	6	1	12	4	8	28	3	9
Top Posts	MCSAS COM101 Training MCEC Podcast (TX)	Compact 101 Calendar	Dyess AFB Training Event	Compact 101 Training	Compact 101 Training	Happy New Year	Happy New Years 2025 Com101 Training Calendar	February Compact 101	MISA/MIC3 NC March COM101	EXCOM Day 1 MOMC Week 1 Post Purple Up! Celebration Ideas	May Compact 101 BSF Survey	Compact 201 Trainings June Compact 101 Compact 101 Calendar

Key:

Total Visitors - The total number of unique users who have logged an event

New Visitors - The number of users who interact with the site for the first time

Page Views - the number of views the website received for all pages

Engage Sessions - The number of sessions that lasted longer than 10 seconds, had a key event, or had 2 or more screen or page views

Reach - The number of people who saw any of your posts at least once.

Content Interactions - The number of reactions, comments, shares and clicks on your posts.

Link Clicks - The number of times a posted link is clicked on

Engagement- The number of reactions, comments, shares and clicks on your posts.

Profile Visits - the number of accounts that visited the profile

Social Media and Analytics Report

Quarterly

MIC3.NET	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Total Visitors	6,407	6,257	8,114	8,356
New Visitors	5,959	5,589	6,168	6,399
Page Views	21,505	20,091	23,781	19,764
Engage Sessions	5,826	5,683	7,007	5,708
Top Pages	2024 ABM Interactive Map Resources	MIC3Training.net Resources Interactive Map	MOTMC Resources Interactive Map	MOTM Interactive Map Resources

FACEBOOK	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Total Followers	2,101	2,105	2,130	6,439
Facebook Follows	28	22	39	50
Post Reached	6,895	8,457	5,447	7,195
Content Interactions	352	167	283	554
Link Clicks	9	12	21	47
Top Posts	Compact 101 Training MCSAS MCEC Podcast	Compact 101 Training Veterans Day Happy Holidays	Compact 101 Training MIC3Training.net MISA/MIC3 N.C. Training	Compact 101 Calendar Compact 201 Trainings

INSTAGRAM	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Total Followers	225	225	230	699
Total Reach	131	28	160	133
Engagement	16	3	16	37
Profile Visits	35	11	24	40
Top Posts	Compact 101 Training MCSAS MCEC Podcast	Compact 101 Training Happy New Year	Compact 101 Calendar Compact 101 Training MISA/MIC3 N.C. Training	May Compact 101 BSF Survey Compact 201 Trainings