Summary:

This metrics report provides an analysis into how your social media platforms are performing as well as what content is working and what’s not. This report was pulled together by downloading metrics from each platform on a monthly basis, recording results and assessing them through the year of 2019. Content feedback is included in each platform’s section to highlight what is going well and what needs improved upon. Also included in these sections are the three top performing posts by quarter to highlight what content does well in order to help you write content going forward.

In order to better understand platform performance, it is critical to know who Snake River Alliance’s audiences are on each social media channel. Therefore, under each platform section, a brief audience description is also included. Understanding your current audience will help improve platform and content performance as you develop content that resonates with these people. Additionally, it gives you insight into how you can target new followers to expand growth and overall support of the organization.

FACEBOOK

Platform Performance:

- Started seeing true growth in followers in July (Q2), averaging 2%.
- The engagement rate\(^1\) for 2019 averaged 7%  
  - Note that the average engagement rate increased in the second half of the year by 1%.
- August and September were the strongest months for engagement. The climate strike definitely influenced this!

2019 Content Feedback:

- Avoid: jargon, acronyms (always assume the reader doesn’t know anything, requiring you to break it down into a very simple summary).
- Be sure to tag relevant people/businesses/media outlets/etc in posts to extend reach.
- Watch spelling and grammar closely. Do not sure double spaces between punctuation.
- Can delete links in posts once they populate the thumbnail. A lot of links are long and it looks better not to have them unless you’re sharing two links in one post (which I advise against doing unless there’s a special circumstance).
- Content on health with broader scope (national, international) performs well with your followers.
- Nuclear outperforms clean energy.

\(^1\) Engagement rate is the number of Engaged Users divided by the total reach.
- Nuclear is posted about more often than the clean energy topic is.
- Avoid using hashtags within body content. OK to use (if relevant) at the end of posts.
- Idaho Power solar issue performed well with your audience.
- Fundraising campaigns on Facebook do ok but there is a lot of room for improvement. To start, adjust frequency and ensure messaging is clear and impact driven.
  - Fundraising posts that had very generic messaging without stating why donating is important did not perform well.
  - Mix in fundraising posts with other content so that you’re connecting the narrative of your work to the need for funding.
- Hyper local content did not perform well with your audience.
- Posts including links outperform photo-only posts.
- Do not publish posts earlier than 8 a.m. or later than 9 p.m.
- Be sure to consider WHAT you want your audience to do with the content you are sharing. Ask yourself “why should they engage with what I’m sharing” and be sure to incorporate that into your content. A lot of posts are too vague and don’t include a specific call to action.
- Post frequency is pretty good. Because Facebook has a longer shelf-life, it’s better to limit posts to a maximum of 3 per day, spaced out. At events, plan for this so that you’re not overwhelming your audience.
  - The climate strike is an example of too many posts in one day. Can easily organize something like this with a kick off post, update during event post, and summary post. If you have great images to share, upload an album or share them all at one time.

Top Performing Posts

Q1:

- **3/4/19:** A fringe group is now advocating that radiation is good for your health, and NRC is considering it!! 😰 When you get down to it, foregoing safety precautions is the easiest way to save money. This belief is counter to mainstream science and the Federal government’s own words and actions. The government has admitted that working at INL has led to about 400 worker deaths and numerous health effects. (Read more here: https://www.idahostatesman.com/news/local/environment/article49532385.html) "...a presentation entitled ‘(Mis)Understanding Radiation...was written several weeks after the McClatchy newspaper chain published a series documenting how more than 30,000 nuclear weapons workers had died from cancer caused on the job. In a section of the Los Alamos presentation...[the] authors undiplomatically used this blunt bullet point first: 'Everybody dies of something, eventually.' 'I was horrified when I read that,' particularly on the letterhead of a Department of Energy-sponsored laboratory where some of the dead and sickened workers were employed, said Terrie Barrie, an advocate in Colorado who assists weapon workers in their pursuit of health-related benefits. 'For the current workers, it has to raise questions about whether they’re taking care of the workers the
way they should be.” Read more about the 'health benefits' of radiation here: https://publicintegrity.org/national-security/radiation-is-good-for-you-the-heretical-view-gains-ground-under-trump/?utm_source=Watchdog&utm_campaign=8dbce33ba6-EMAIL_CAMPAIGN_2018_03_05_COPY_01&utm_medium=email&utm_term=0_ffd1d0160d-8dbce33ba6-100389293&mc_cid=8dbce33ba6&mc_eid=da418fa57f

- Total Reach: 1514
- Total Engaged Users: 127
  - Likes: 59
  - Shares: 15
  - Comments: 20

- 1/22/19: Read Tami Thatcher's comments on DOE's plan to reclassify high level waste. Tami is a former nuclear safety analyst at Idaho National Laboratory and is now a nuclear safety consultant. "The DOE maneuvers continue to keep the public in the dark...The public must demand that the DOE explain how its proposed HLW reclassification may affect existing commitments with Idaho, as well as other states. I think it is time for Brad Little to represent Idaho’s interests, not the Department of Energy’s. And he can start with some transparency so the public knows what's really going on." https://www.postregister.com/opinion/guest_column/doe-must-explain-high-level-waste-reclassification/article_6d37ada9-c31e-5cee-9e57-eefa842730d9.html

  - Total Reach: 1311
  - Total Engaged Users: 103
    - Likes: 46
    - Shares: 19
    - Comments: 8

- 3/26/19: Fabulous news! The Alliance helped start this work and pushed the Treasure Valley further with our "Solarize the Valley" campaign. We are overjoyed to see the fruition of our efforts. Just a quick note that Idaho power's own recent 20 year modeling did not find any cost-effective nuclear power in any of their 24 modeled portfolios even though it was considered. With the sheer number of uncertainties and risk in nuclear, we don't believe nuclear will pencil out in a clean energy future for Idaho. Feel free to message me if you have any questions :) https://m.boiseweekly.com/boise/idaho-power-sets-goal-of-100-percent-clean-energy-by-2045-signs-new-deal-with-magic-valley-solar-farm/Content?oid=17752690

  - Total Reach: 834
  - Total Engaged Users: 87
    - Likes: 57
    - Shares: 6
    - Comments: 7

---

2 Total Reach means is the number of unique people who saw your content.
3 Engaged Users are people who clicked anywhere in your posts
Q2:

- **4/19/19**: "The nuclear industry is also pushing the NRC to cut down on safety inspections and rely instead on plants to police themselves...But time and again, industries have proven that they will skimp on safety and cheat the rules if the government has made clear that it’s not watching....Sometimes it causes thousands of people to get sick. And sometimes it causes hundreds to die"

  https://newrepublic.com/article/153465/its-not-just-pork-trump-also-letting-nuclear-plants-regulate-safety?fbclid=IwAR2qYKz2Kv5GHAJjnwnNGI6zm2XjOdaJwJHPiHsm9l0i3OgYZLfCUbYmlK1M

  - Total Reach: 1121
  - Total Engaged Users: 106
    - Likes: 59
    - Shares: 16
    - Comments: 10

- **4/26/19**: Today marks the 33rd anniversary of the Chernobyl nuclear disaster. The Chernobyl catastrophe is considered the most disastrous nuclear power plant accident in history, both in terms of cost and casualties.

  - Total Reach: 980
  - Total Engaged Users: 91
    - Likes: 41
    - Shares: 15
    - Comments: 5

- **4/1/19**: FYI. There’s not enough customers for new nuclear power generation (should be a red flag), so this bill is a push to give the Federal government the power to sign 40 year power agreements. Taxpayer money is being used to subsidize the small modular nuclear power project AND if this passes, it will also be used to buy the electricity generated. Read more for the newest update on the push to make the small modular nuclear reactors a reality, as well as other nuclear projects.


  - Total Reach: 800
  - Total Engaged Users: 61
    - Likes: 24
    - Shares: 13
    - Comments: 4

Q3:

- **8/17/19** (Boosted): Do you understand the connection between the Russian nuclear explosion and the nuclear reactor power plant NuScale wants to build in Idaho? Check out seven reasons why "small modular nuclear reactors" are bad for Idaho (and Australia).  #NoNuclear #DirtyDozen
7/22/19 (Organic): @NuScale and @UAMPS want a nuclear power plant built over the drinking water of more than 300,000 Idahoans! The plan to build 12 nuclear reactors over the Snake River Aquifer just completed the 2nd and 3rd phases of review.

#DirtyDozen #NoNuclear #NoSMRs

9/11/19 (Organic): The operator of the ruined Fukushima Daiichi nuclear power plant is planning to dump huge quantities of radioactive contaminated water directly into the Pacific Ocean. #Nuclear is NOT the answer!

https://www.theguardian.com/environment/2019/sep/10/fuku

Q4:

10/31/19: Great news - Yesterday the House passed the Grand Canyon Centennial Protection Act, which would permanently withdraw more than 1 million acres of public lands surrounding the Grand Canyon from new uranium mining claims. #KeepItGrand

10/26/19: Idaho Power is proposing a new net metering program for solar customers. This is your chance to tell the Idaho Public Utilities Commission that program must be fair. Existing solar customers invested in their systems to meet the rules of the current net metering program. This new solar program changes those rules. It is unfair to force existing solar owners into the new program given it will reduce the value of their
investment by 50%. We urge the PUC to protect families and small businesses that invested in rooftop solar from unfair bill increases. Here are three ways to add your voice: 1. Submit your comments online (https://puc.idaho.gov/forms/casecomment.aspx/), referencing Case Number IPC-E-18-15, now through December 3rd  2. Call 1-800-920-7487 (passcode 6674832#) on December 2nd from 10:00 to4pm  3. Show up in person at 7pm Tuesday December 3rd at the PUC's Boise office - 11331 W Chinden Blvd, Building 8, Suite 201A 83714  
   ○ Total Reach: 604  
   ○ Total Engaged Users: 84  
   ▪ Likes: 14  
   ▪ Shares: 3  
   ▪ Comments: 3  
   
* 10/10/19: We held a meeting in the incomparable Mackay Main Theater. The Theater was built in 1917 and is one of the oldest still standing in Mackay. It is largely restored 1940's theater with digital projection and upgraded audio. This is one of Custer County's gems! http://idahoheritage.org/assets/popups/ec/ec_maintheater.html  
   ○ Total Reach: 604  
   ○ Total Engaged Users: 56  
   ▪ Likes: 28  
   ▪ Shares: 1  
   ▪ Comments: 0

**Audience Overview**

**Gender:**  
- 60% Women  
- 38% Men  

**Age:**  
- Your audience is fairly evenly distributed between the ages of 25-65+  

**Location:**  
- Your primary audience lives in the US and is specific to Idaho. Of your 1,909 followers, 52% live in Boise.

**INSTAGRAM**

**Platform Performance:**  
- Since Q4 growth has seen a steady, 1% increase (could not track growth prior to September)  
- The average engagement rate for 2019 on Instagram posts was 10%.  
  - There was a spike in engagement rate in April at 22%, allowing for Q2 to be the strongest quarter at an average of 16%.
2019 Content Feedback:

- Reduce the number of posts published in one day. With low engagement, it’s better to publish less frequently with high quality content (or content that resonates with your audience).
- Use more personal, relatable images for your audience. Instagram is a visual hook so the more relevant your media (image/video/infographic/etc) is to the content you want them to see, the more likely they are to engage with it.
- Use hashtags to extend post reach. Posts that did this had a much larger reach than ones that had none.
  - Avoid using hashtags within body copy of a post description. Include them at the end, adding a space to break them from the body copy.
  - Only use hashtags that are a) relevant to the post and b) have a following.
    - You can always look up hashtags in Instagram’s search box to see how many people are following them. If a hashtag is too niche, it likely won’t have a following and in most cases should not be used. However, the exception to this is when you are running a specific campaign, like #stopthedirtydozen.
- Be sure to tag people/partners/etc in relevant posts to extend reach.
- Use locations when appropriate. Local content performs well with your Instagram audience (Idaho Power, specific locations, dirty dozen campaign, etc).
- Url’s in posts do not link out automatically on Instagram so when including one, use bit.ly to shorten them so they aren’t so long. This will help tighten your content.
  - When sharing articles, tag the source in your post to extend reach. You can do this by adding a line to the end of your body content that says something like, “Read more about this via @boiseweekly at https://bit.ly/2N9w049”
- Idaho Gives, Pride, and Climate Strike posts performed well. This indicates that your audience is committed to local nonprofits/movements/campaigns.
- Posts about climate change slightly outperform nuclear.
- Posts that contain more jargon see a fall off in engagement. Avoid technical terms and keep things simple.
- Politically driven content performs well as long as the description is clear.
- Accidents Can Happen partnership posts performed well.
- The broader the topic, the less engagement the post received. Be sure to keep your audience in mind when publishing content. What does the topic mean to them, why should they see it, what should they do with it, etc.
Top Performing Posts

Q1:

- **1/19/19**: "Idaho woman are invested in every avenue of life in our beautiful state, and we know we must connect to create change, taking care of our community and state issues. We are wholly invested in the health of Idaho's environment." "We are strong like our forest's Ponderosa Pines, rooted in our lives, standing tall in our communities and state with arms reaching toward the sky touching lives globally." ~ Barbara Dixon
  - Total Reach: 108
  - Total Engaged Users: 28
    - Likes: 25
    - Comments: 1
    - Profile Visits: 2
- **1/19/19**: Stop by the Snake River Alliance booth at the Woman's March this morning. Super volunteer Barbara Dixon and staffer Amy Hilton will be there all morning!
  - Total Reach: 09
  - Total Engaged Users: 13
    - Likes: 11
    - Profile Visits: 2
- **1/7/19**: As President of the Board of the Snake River Alliance, I want to thank all our members for their ongoing support. As a member-based organization, it is all of you – all of us! – who keep Idaho’s citizens aware of the potential effects nuclear waste could have on our lives. We have a lot to be proud of AND a lot of work ahead of us in this 40th year of our existence. With your help, we look forward to a busy and successful year! Follow the link below to enjoy reading why my husband, long time Snake River Alliance member Cees Hoefnagels, and I joined the Alliance. ~Julie Hoefnagels
  - Total Reach: 88
  - Total Engaged Users: 18
    - Likes: 18

Q2:

- **6/17/19**: Smokescreen - #NuclearEnergy is not the answer to the #Climate Crisis. "It is a Fount of Atomic Waste" vimeo.com/189456305
  - Total Reach: 132
  - Total Engaged Users: 16
    - Likes: 13
    - Comments: 1
    - Profile Visits: 2
- **4/25/19**: 6 days until Idaho Gives!
  - Total Reach: 105
- Total Engaged Users: 29
  - Likes: 18
  - Shares: 1
  - Profile Visits: 10

- **6/19/19**: Help support the documentary about the silenced story of the women from the Three Mile Island nuclear accident. It is the story of four mothers, Paula, Linda, Beth, and Joyce, who lived five miles away in Harrisburg, PA in 1979. They fought back! [https://www.accidentscanhappenthefilm.com/](https://www.accidentscanhappenthefilm.com/)
  - Total Reach: 107
  - Total Engaged Users: 13
    - Likes: 9
    - Profile Visits: 4

Q3:

- **8/20/19**: "SnkRvrAlliance is joining young climate strikers on the streets of Boise to demand an end to the age of fossil fuels. Our house is on fire — let's act like it!
Friday, September 20, 2019 • 12:00 PM
Boise Capitol front steps
700 W Jefferson St
[http://globalclimatestrike.net](http://globalclimatestrike.net)"
  - Total Reach: 139
  - Total Engaged Users: 50
    - Likes: 21
    - Comments: 1
    - Shares: 13
    - Bookmarks: 5
    - Profile Visits: 10

- **7/25/19**: "The Sheep Fire at the Idaho National Laboratory burned 113,000 acres. Officials expect the fire to be contained by Friday and report radiological monitoring at all site locations is consistent with normal levels. [http://ow.ly/6GIO5vbMgG](http://ow.ly/6GIO5vbMgG)"
  - Total Reach: 101
  - Total Engaged Users: 22
    - Likes: 12
    - Comments: 1
    - Shares: 4
    - Profile Visits: 5

- **8/2/19**: "Switching just 10-30% of the international fossil fuel subsidies would pay for a global transition to clean energy. #EndFossilFuelSubsidies #PeopleOverProfits #PlanetOverProfits
Q4:

- **10/13/19**: "Our Executive Director Holly Harris and Dr. Heidi Hutner are collaborating to stop the proposal to build a 12-reactor nuclear power plant in Idaho above the Snake River Aquifer. The melted core from #ThreeMileIsland is stored in Idaho. Dr. Hutner and her team are including the Idaho story in the documentary Accidents Can Happen: The Women of Three Mile Island
  #StopTheDirtyDozen #eco feminism #radiation #environmentaljustice #NoNuclear"
  - Total Reach: 173
  - Total Engaged Users: 19
    - Likes: 17
    - Comments: 1
    - Profile Visits: 1

- **11/7/19**: "Governor Brad Little and Attorney General Wasden just announced an agreement with the U.S. Department of Energy that provides a path to resolve the department’s breaches of the state’s 1995 nuclear waste Settlement Agreement and re-commence research on commercial spent nuclear fuel at Idaho National Laboratory (INL). Holly Harris, Snake River Alliance Executive Director: “Snake River Alliance applauds Governor Little and Attorney General Wasden for holding the federal government to its commitments to clean up the radioactive mess at Idaho National Laboratory. We must protect Idaho’s people, environment, and economy from the adverse impacts of nuclear activities. The nuclear waste at INL will remain radioactive and harmful to people for thousands of years, making it imperative that Idahoans ensure the federal government is treating, containing, and cleaning up that waste to the fullest possible extent.
  We strongly oppose additional nuclear waste coming into Idaho. We need to protect Idaho’s lifeblood – the Snake River Plain and the Snake River Aquifer from more nuclear waste. We need to move away from Idaho’s toxic nuclear legacy and prevent future nuclear projects from endangering Idahoans and our extraordinary quality of life.”"
  - Total Reach: 112
  - Total Engaged Users: 26
    - Likes: 17
    - Comments: 2
    - Shares: 3
    - Bookmarks: 2
    - Profile Visits: 1

- **10/29/19**: "The House is voting this week on the Grand Canyon Centennial Protection Act to make the moratorium on #uranium mining permanent. Let’s return to the days of
bipartisan support for protecting the Grand Canyon from uranium mining and contamination.

#KeepItGrand"

- Total Reach: 112
- Total Engaged Users: 20
  - Likes: 18
  - Bookmarks: 2

**Audience Overview**

**Gender:**
- 65% Women
- 35% Men

**Age:**
- The majority of your audience is 25-44 years old

**Location:**
- Your audience lives in the US with the majority in Boise.

**TWITTER**

**Platform Performance:**
- Over 2019, the average growth rate in followers on Twitter was 2%.
- The average engagement rate increased from 0% in the first half of the year to an average of 1% by quarters 3 and 4.
- The number of total engagements went up significantly in quarters 3 & 4 (a 265 jump from Q2 to Q3).

**2019 Content Feedback:**
- Don’t incorporate hashtags into the body copy (it makes it hard to read) and limit the number of hashtags used in a tweet.
  - Include hashtags at end and stick to 3-4 tops.
  - You want people to click on the link so make sure if there’s a link to include, it comes before the hashtags.
  - Try to use hashtags that have a follower base or ones that are trending. This will help extend your reach and not overuse hashtags.
- No need to tag SRA in tweets speak about the org in first person or spell it out.
- Watch spelling and grammar and be sure not to add punctuation at the end of hashtags unless they’re ending a sentence (which should be very rare).
- Avoid using jargon and acronyms in tweets unless they’re broadly known terms.
- Political content does well with your Twitter audience.
- Nuclear is a popular topic with your Twitter audience.
The Grand Canyon Centennial Protection Act tweets performed well with your audience. Make opinion tweets very clear. When tweeting articles, be sure to tag the source to extend reach. Try to include call to actions in tweets when possible. Ensure that those CTA's are descriptive so people understand what's at stake and what their action's impact will be. Don’t assume people know what you’re talking about. Try to be descriptive, even when working with limited characters.

An example: The Three Mile Island accident is brought up a lot. Can't assume people know what that is. Provide a little context to see engagement increase around this topic.

Try to stick to topics that are trending. Talking about really wonky, industry-specific stuff does not perform well with your audience. Be sure to tag companies/people/etc in tweets when you mention them in the body copy. This helps extend reach and engagement.

Don't be afraid to tag politicians.

Hyper local content doesn’t perform well with your audience on this platform.

A way to improve this might be tagging local news outlets in relevant tweets or tying it to a larger issue.

Fundraising content performance isn’t great. If you can drive the impact results and add in political or trending content I think engagement will increase.

In Q4, #DirtyDozen tweets and Accidents Can Happen tweets did ok.

Top Performing Tweets

Q1:

1/22/19: "Read a nuclear safety consultant's comments, ""The DOE maneuvers continue to keep the public in the dark...I think it is time for Brad Little to represent Idaho's interests, not the Department of Energy's. And he can start with some transparency...""

H"

Total Impressions⁴: 638
Total Engagements⁵: 8
Profile Clicks: 1
Url Clicks: 7

2/8/19: "Do you want to help protect Idaho's water, land, and air? Then get excited because the Snake River Alliance is hiring! Join the fight to protect Idaho (while having fun) by joining our staff. Learn more by following the link.

http://snakeriveralliance.or"

---

⁴ Twitter impressions are the number of times a tweet shows up in somebody's timeline.
⁵ Engagements: Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.
1/14/19: Read more about why the DOE's attempt to reclassify high level nuclear waste as low level waste in an attempt to save money is a terrible idea that will likely increase the risk for nuclear waste leaks, spills, and accidents! [https://t.co/vPzkQQSZwG](https://t.co/vPzkQQSZwG)

Q2:

6/26/19: "Renewables Surpass Coal in U.S. Power Mix
Clean-energy supplied more of America’s electricity than coal for the first time ever in April. Solar and wind power are so cheap Bloomberg projects half the world’s power may come from renewable energy by 2"

Q3:

8/19/19: "#Nuclear is not climate friendly. Stanford's @mzjacobson concluded new nuclear plants:
- Cost 2.3 to 7.4 times onshore wind or utility solar PV per kWh
- Take 5-17 yrs longer
- Produce 9-37 times the emissions per kWh as wind [https://t.co/odCZdKGPTn](https://t.co/odCZdKGPTn)"

6 Media Engagements: engagement (clicks) with the media (photos, images, etc)
● **8/15/19:** "Have you ordered your free energy efficiency kit from @idahopower? Energy efficiency reduces climate change pollution, cuts utility bills, and spurs economic growth. Households - [https://t.co/qVdK77TuC5](https://t.co/qVdK77TuC5)
   Businesses - [https://t.co/UYCMRgnjGu](https://t.co/UYCMRgnjGu)
   ○ Total Impressions: 1084
   ○ Total Engagements: 10
      ■ Retweets: 1
      ■ Likes: 1
      ■ Url Clicks: 5
      ■ Details Expanded: 3

● **7/17/19:** "Shout out to @idahopower for introducing energy efficiency incentives for new residential construction! The program offers incentives to build new energy-efficient, all electric homes using heat pump tech. To learn more visit: [https://t.co/wpiADDqeght](https://t.co/wpiADDqeght)"
   ○ Total Impressions: 1269
   ○ Total Engagements: 7
      ■ Retweets: 1
      ■ Likes: 1
      ■ Url Clicks: 3
      ■ Details Expanded: 1
      ■ Media Engagements: 1

Q4:

● **11/9/19:** Proud to be in New Mexico at the Grassroots Summit on Radioactive Waste and attend last night’s #EnvironmentalJustice Panel on Nuclear Colonialism. #NoNuclear #StopTheDirtyDozen [https://t.co/uTJcO0AWmb](https://t.co/uTJcO0AWmb)
   ○ Total Impressions: 986
   ○ Total Engagements: 23
      ■ Retweets: 9
      ■ Likes: 9
      ■ Profile Clicks: 1
      ■ Details Expanded: 4

● **10/2/19:** "Two years after Hurricane Maria devastated Puerto Rico and its power grid, now the federal government and Idaho National Laboratory want to experiment with nuclear power on the island. Hurricanes and nuclear reactors … seriously. [https://t.co/JGfZK7kc](https://t.co/JGfZK7kc)"
   ○ Total Impressions: 419
   ○ Total Engagements: 40
      ■ Replies: 1
      ■ Profile Clicks: 14
10/22/19: "@idahopower wants to lower customer rates as a result of the decision to shut down the Boardman coal-fired power plant on Dec. 31, 2020. IdahoCleanEnergy - going green and saving money!
https://t.co/F5bNq3Kg0A https://t.co/rzesi3FdlN"

- Total Impressions: 1330
- Total Engagements: 15
  - Retweets: 1
  - Likes: 2
  - Profile Clicks: 4
  - Url Clicks: 4
  - Details Expanded: 3
  - Media Engagements: 1

### Audience Overview

**Gender:**
- 63% Women
- 37% Men

**Age:**
- Not available

**Location:**
- 82% of your audience lives in the US with 35% living in Idaho.

**Top Interests:**
- Dogs
- Weather
- Science news
- Technology
- Politics