

Twitter

Appendix 4

|      |          |                   |                |          |               |
|------|----------|-------------------|----------------|----------|---------------|
| 2015 | October  |                   |                |          |               |
|      | Tweets   | Tweet Impressions | Profile Visits | Mentions | New Followers |
|      | 117      | 45000             | 1465           | 139      | 56            |
|      | November |                   |                |          |               |
|      | Tweets   | Tweet Impressions | Profile Visits | Mentions | New Followers |
|      | 138      | 70400             | 1742           | 142      | 70            |
|      | December |                   |                |          |               |
|      | Tweets   | Tweet Impressions | Profile Visits | Mentions | New Followers |
|      | 84       | 41400             | 2234           | 107      | 49            |

|           |                   |                   |                |               |               |
|-----------|-------------------|-------------------|----------------|---------------|---------------|
| 2016      | January           |                   |                |               |               |
|           | Tweets            | Tweet Impressions | Profile Visits | Mentions      | New Followers |
|           | 114               | 67100             | 2343           | 202           | 75            |
|           | February          |                   |                |               |               |
|           | Tweets            | Tweet Impressions | Profile Visits | Mentions      | New Followers |
|           | 42                | 36900             | 1109           | 162           | 26            |
|           | March             |                   |                |               |               |
|           | Tweets            | Tweet Impressions | Profile Visits | Mentions      | New Followers |
|           | 67                | 55300             | 1833           | 227           | 59            |
|           | April             |                   |                |               |               |
|           | Tweets            | Tweet Impressions | Profile Visits | Mentions      | New Followers |
|           | 35                | 38300             | 1045           | 211           | 77            |
|           | May               |                   |                |               |               |
|           | Tweets            | Tweet Impressions | Profile Visits | Mentions      | New Followers |
|           | 23                | 38200             | 1024           | 287           | 55            |
|           | June              |                   |                |               |               |
|           | Tweets            | Tweet Impressions | Profile Visits | Mentions      | New Followers |
|           | 48                | 46000             | 1082           | 246           | 42            |
|           | July              |                   |                |               |               |
|           | Tweets            | Tweet Impressions | Profile Visits | Mentions      | New Followers |
|           | 53                | 50200             | 1247           | 289           | 69            |
|           | August            |                   |                |               |               |
|           | Tweets            | Tweet Impressions | Profile Visits | Mentions      | New Followers |
|           | 49                | 57300             | 1241           | 179           | 66            |
| September |                   |                   |                |               |               |
| Tweets    | Tweet Impressions | Profile Visits    | Mentions       | New Followers |               |
| 37        | 37700             | 961               | 220            | 45            |               |
| October   |                   |                   |                |               |               |
| Tweets    | Tweet Impressions | Profile Visits    | Mentions       | New Followers |               |
| 35        | 44600             | 1124              | 199            | 67            |               |