

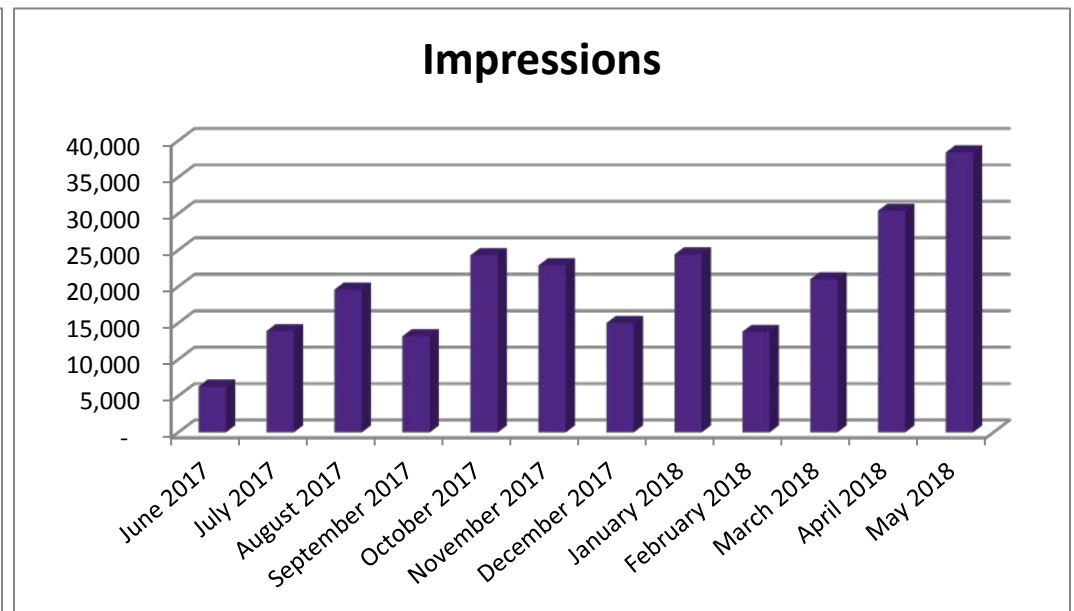
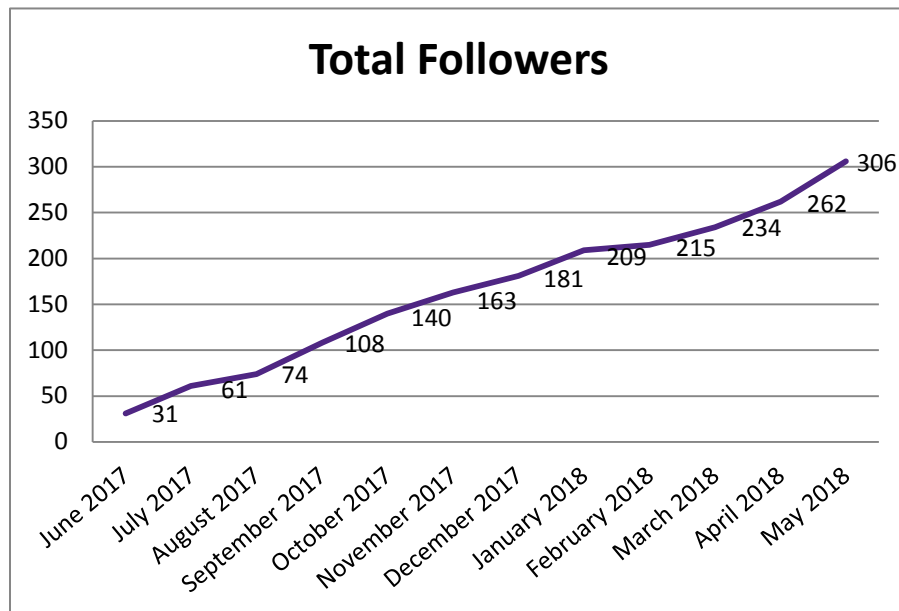
@WESTERNUCNS ANNUAL SOCIAL MEDIA ANALYTICS REPORT

The Department of Clinical Neurological Sciences launched its official Twitter account on June 16th, 2017 as a part of an overall communications strategy with the goal of elevating the Department's status in the world of neuroscience research, at the Schulich School of Medicine & Dentistry, Western University, and the international research and educational community.

Since the launch, @westernuCNS has accrued **over 300 followers** and an average **engagement rate of 2%**. There have been 395 tweets posted which have garnered over **240,000 impressions** and nearly **5,000 engagements**.

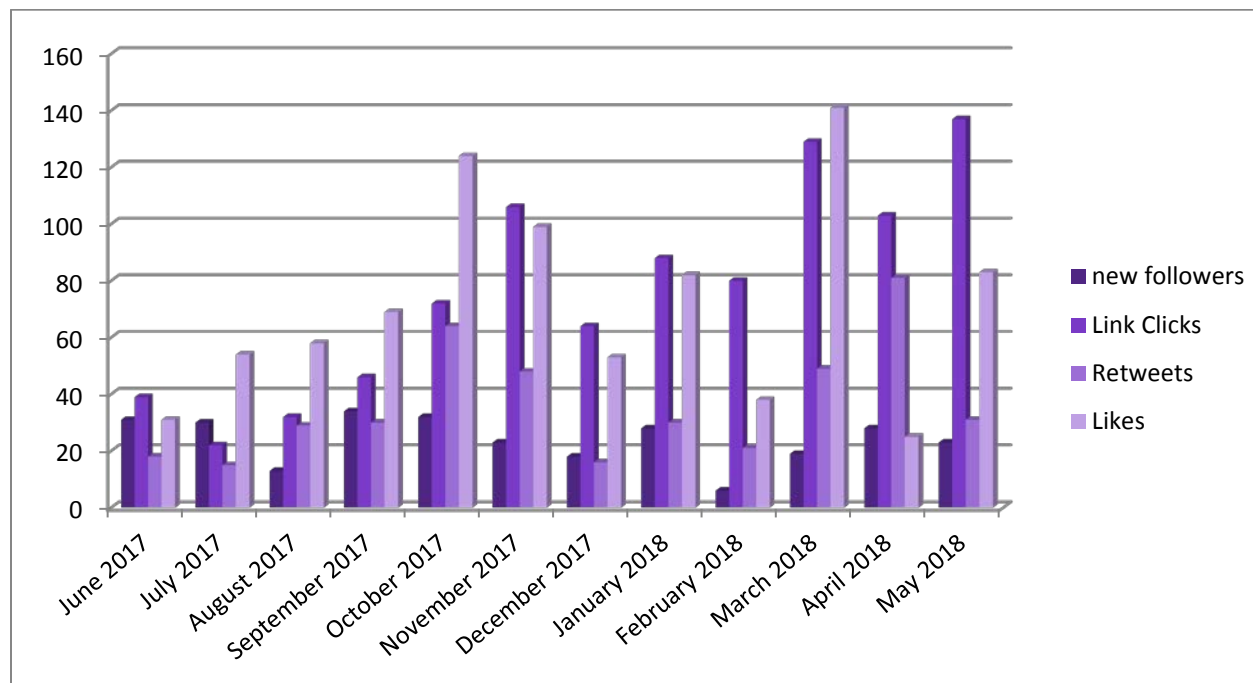
GROWTH:

The follower count has also grown steadily since the launch of the channel. Impressions have also increased, with slightly lower numbers in December and February. These discrepancies can likely be attributed to a reduced number of tweets during winter holidays and Reading Week.

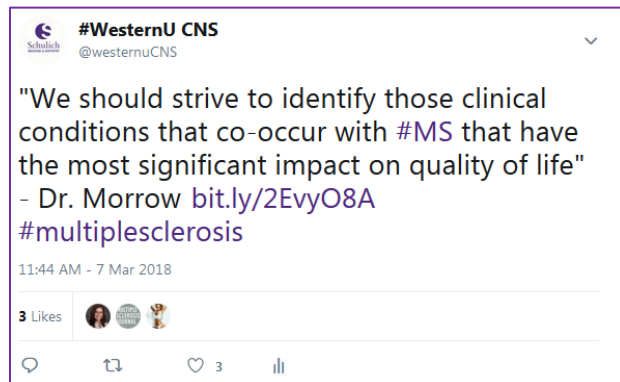


ENGAGEMENT:

An engagement rate is a metric that measures the level of engagement that a tweet receives from the followers of the account from which it is posted. The engagement rate with content posted to @westernuCNS mirrors major Department events such as guest lectures and Research Day. The number of engagements per month has steadily climbed since the launch of the channel with an overall average rate of 2%, far surpassing the industry average of .06%.



TWEETS WITH THE HIGHEST ENGAGEMENT RATE:



► 16%



► 12%



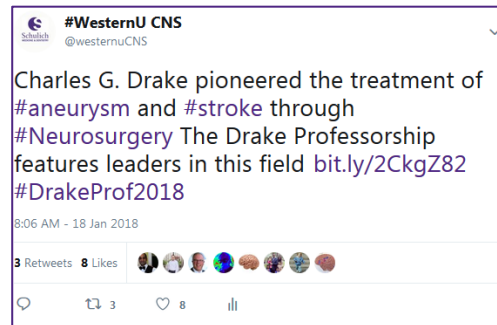
► 10%

TWEETS WITH THE MOST URL CLICKS:

URL Clicks count as toward overall engagement percentages. They are also a good metric to track how much traffic is driven to the CNS website from each individual tweet.



► 32 clicks



► 27 clicks



► 26 clicks

TWEETS WITH THE MOST IMPRESSIONS:

Impression count is a metric based on how many times a tweet was viewed. These numbers are bolstered when a tweet is retweeted or liked as this will lead to the tweet being shared to the followers of the account who has retweeted, thus reaching an audience outside of @westernuCNS's followership.



► 6699 Impressions



► 6558 Impressions



► 6337 Impressions