

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	<b>THE BANKS PUBLIC PARTNERSHIP: TWITTER ANALYTICS FOR @IBACKTHEBANKS</b>														
2															
3															
4	<b>2020</b>														
5	<b>METRIC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUG</b>	<b>SEPT</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>TOTAL</b>	<b>MONTHLY AVERAGE</b>
6	<b>Total Followers</b>	1,610		1,619		1,627		1,626		1,632		1,626		9,740	1,623
7															
8	<b>Twitter Posts</b>	37		45		42		31		43		44		242	20
9															
10	<b>Total Impressions</b>	35,300		50,300		57,800		36,000		17,600		16,000		213,000	17,750
11															
12	<b>Total Engagements</b>	1,050		1,612		2,133		1,032		730		725		7,282	607
13															
14	<b>Media Mentions</b>	395		139		292		207		173		138		1,344	112