



	2016	2017	2018	2019	2020
TOTAL NUMBER OF FACEBOOK POSTS	761	2 550	1 369	1 312	
TOTAL REACH ON FACEBOOK	13 828 395	5 606 023	5 944 377	9 150 556	
TOTAL FACEBOOK INBOX QUERIES HANDLED	3 165	3 760	5 373	12 121	
TOTAL NUMBER OF TWEETS	835	954	2 870	2 530	
IMPRESSIONS ON TWITTER	6 718 757	11 010 881	8 353 224	10 675 927	
TOTAL NUMBER OF YOUTUBE VIDEOS POSTED	36	216	151	125	
TOTAL NUMBER OF LINKEDIN POSTS	107	152	314	774	
DAILY SOCIAL MEDIA REPORTS	182	229	175	244	238

