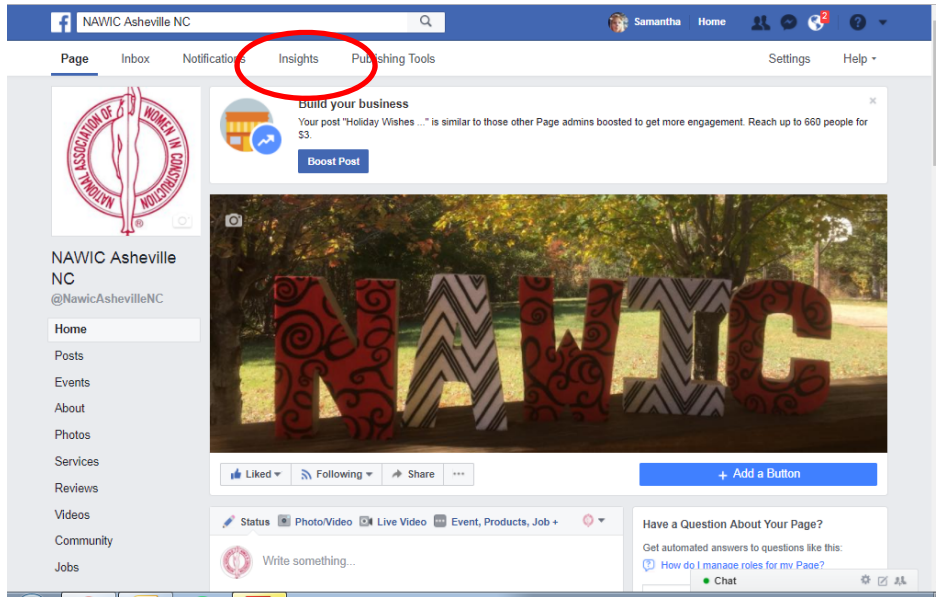
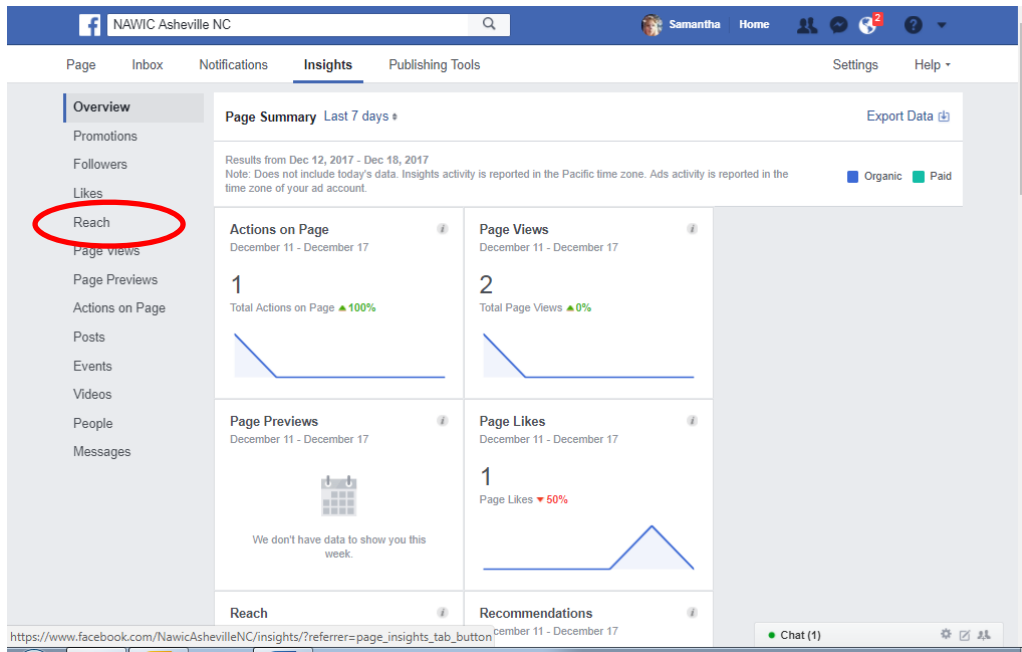


PR & Marketing Social Media Contest Report

1. Open your Chapter Page.
2. Select Insight at the top



3. Select Reach



PR & Marketing Social Media Contest Report

4. Change the Date on the Right Hand Side

The screenshot shows the Facebook Insights interface for a page. The 'Insights' tab is selected. On the right side, there is a date range selector. A calendar pop-up is displayed, showing the month of October 2017. The date '1' is highlighted, indicating the start of the selected range. The calendar is circled in red. Below the calendar, there is a line chart showing 'Post Reach' data for the selected period. The chart shows several peaks in reach, with the highest peak occurring around November 19th. The y-axis represents the number of people served, ranging from 0 to 60. The x-axis shows dates from late October to late November.

5. Print Page (Right click on page and select print).

6. Submit report to PRMarketing@nawic.org in PDF format.

The screenshot shows the Facebook Insights interface for a page. The 'Insights' tab is selected. On the right side, there is a date range selector. The 'Start' date is set to 10/1/2017 and the 'End' date is set to 12/19/2017. Below the date range selector, there is a line chart showing 'Post Reach' data for the selected period. The chart shows several peaks in reach, with the highest peak occurring around November 19th. The y-axis represents the number of people served, ranging from 0 to 150. The x-axis shows dates from late October to late November. A legend indicates that the data is split into 'Organic' (light orange) and 'Paid' (dark orange) reach. A tooltip is visible over the chart, showing 'Organic 4 Nov 21, 2017'. On the right side of the chart, there is a 'BENCHMARK' section with a table for comparing performance over time.

Category	Value
Organic	
Paid	