

	2017 JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
TOTAL UC DAVIS SAMC FANS	29876	46183	47525	48352	48539		
TOTAL ENGAGEMENTS		6637	8232	14730	14743		
FACEBOOK - STUDENT LIFE							
Total Fans	5406	5430	5708	5768	5777		
New Fans	0	22	277	60	9		
Total Reach	18208	27425	88874	140245	141220		
Total Post Engagements	616	200	1846	1830	729		
Total Reactions	49	32	346	178	188		
Total Comments	8	2	24	101	8		
Total Shares	2	0	10	27	1		
Total Posts Published	7	5	17	17	18		
FACEBOOK - SHCS							
Total Fans	2509	2522	2616	2688	2705		
New Fans	15	13	94	72	17		
Total Reach	6214	0	21448	49338	34149		
Total Post Engagements	98	0	565	863	855		
Total Reactions	41	0	54	211	259		
Total Comments	1	0	6	34	14		
Total Shares	8	0	8	27	27		
Total Posts Published	3	0	5	33	27		
FACEBOOK - CAMPUS RECREATION							
Total Fans	6685	6667	6692	6701	6727		
New Fans	-10	-18	25	9	26		
Total Reach	4386	64899	56877	90370	62817		