

| RED SOCIAL | CONCEPTO        | AÑO  | ENERO   | FEBRERO | MARZO   | ABRIL   | MAYO    | JUNIO   | JULIO | AGOSTO | SEPTIEMBRE | OCTUBRE | NOVIEMBRE | DICIEMBRE |
|------------|-----------------|------|---------|---------|---------|---------|---------|---------|-------|--------|------------|---------|-----------|-----------|
| FACEBOOK   | SEGUIDORES      | 2020 | 152,107 | 156,957 | 160,595 | 165,18  | 170,488 | 178,413 | 0     | 0      | 0          | 0       | 0         | 0         |
| FACEBOOK   | CRECIMIENTO (%) | 2020 | 660     | 4,85    | 3,638   | 4,585   | 5,308   | 7,925   | 0     | 0      | 0          | 0       | 0         | 0         |
| FACEBOOK   | PORCENTAJE DE   | 2020 | 0.43%   | 3%      | 2%      | 3%      | 3%      | 4%      | 0%    | 0%     | 0%         | 0.00%   | 0.00%     | 0%        |
| FACEBOOK   | PUBLICACIONES   | 2020 | 45      | 53      | 52      | 106     | 98      | 64      | 0     | 0      | 0          | 0       | 0         | 0         |
| FACEBOOK   | ME GUSTA EN P   | 2020 | 8771    | 9002    | 13556   | 15,022  | 38953   | 16487   | 0     | 0      | 0          | 0       | 0         | 0         |
| FACEBOOK   | PUBLICACIONES   | 2020 | 2338    | 2680    | 2802    | 4214    | 8415    | 4240    | 0     | 0      | 0          | 0       | 0         | 0         |
| FACEBOOK   | COMENTARIOS (   | 2020 | 902     | 601     | 775     | 1100    | 2614    | 1268    | 0     | 0      | 0          | 0       | 0         | 0         |
| TWITTER    | SEGUIDORES (FO  | 2020 | 62,404  | 63,232  | 64,149  | 65,41   | 66,355  | 67,496  | 0     | 0      | 0          | 0       | 0         | 0         |
| TWITTER    | CRECIMIENTO D   | 2020 | 863     | 828     | 917     | 1,261   | 945     | 1,141   | 0     | 0      | 0          | 0       | 0         | 0         |
| TWITTER    | PORCENTAJE DE   | 2020 | 1%      | 1%      | 1%      | 2%      | 1%      | 1%      | 0%    | 0%     | 0%         | 0.00%   | 0%        | 0%        |
| TWITTER    | PUBLICACIONES   | 2020 | 77      | 84      | 90      | 135     | 127     | 82      | 0     | 0      | 0          | 0       | 0         | 0         |
| TWITTER    | RETUITS         | 2020 | 563     | 601     | 748     | 847     | 1,136   | 780     | 0     | 0      | 0          | 0       | 0         | 0         |
| TWITTER    | ME GUSTA        | 2020 | 1224    | 1225    | 1601    | 1,994   | 2,667   | 2069    | 0     | 0      | 0          | 0       | 0         | 0         |
| TWITTER    | IMPACTOS        | 2020 | 197275  | 220118  | 270310  | 311,931 | 409,684 | 284147  | 0     | 0      | 0          | 0       | 0         | 0         |
| YOUTUBE    | VIDEOS          | 2020 | 1       | 2       | 5       | 4       | 4       | 4       | 0     | 0      | 0          | 3       | 5         | 0         |
| YOUTUBE    | VISUALIZACIONE  | 2020 | 12,226  | 15,605  | 19,602  | 19,452  | 21,805  | 17344   | 0     | 0      | 0          | 0       | 0         | 0         |
| YOUTUBE    | COMENTARIOS     | 2020 | 0       | 0       | 2       | 0       | 6       | 0       | 0     | 0      | 0          | 1       | 3         | 0         |
| YOUTUBE    | ME GUSTA        | 2020 | 4       | 15      | 15      | 8       | 30      | 33      | 0     | 0      | 0          | 8       | 23        | 0         |