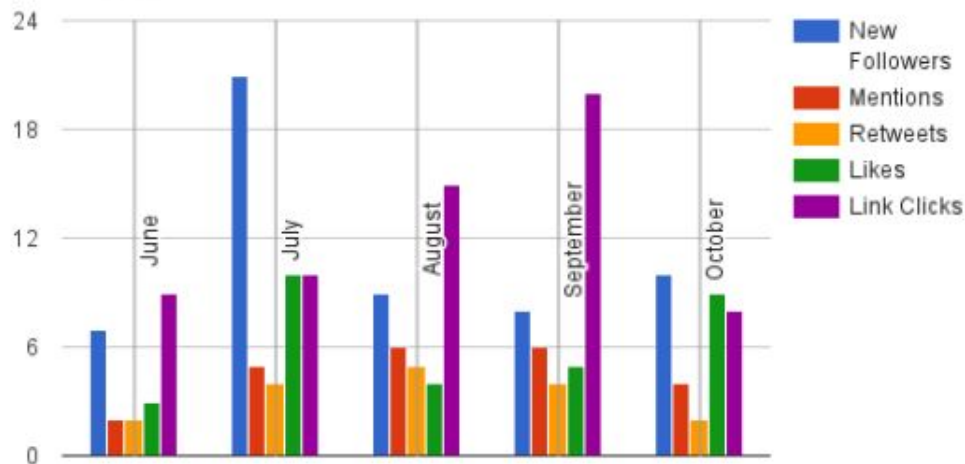




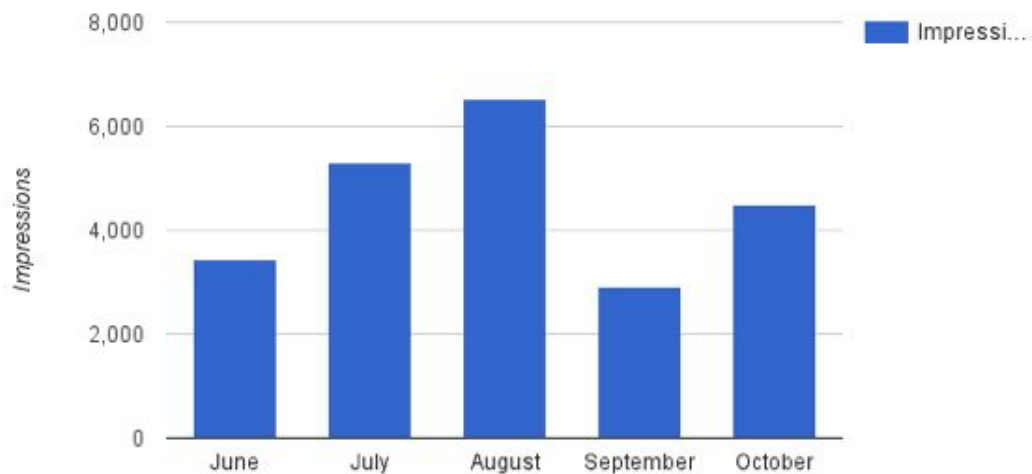
Dead Man's Snitch Social Media Analytics October 2016

Engagement



October was a very flat month for us. However we did see increases in new followers and likes which means our content is resonating with the audience. To grow our numbers, we'll post content more regularly.

Total Impressions



Overall impressions were down for the month. This can likely be tied to the fact only three posts were made for the month. The low post number also contributed to our flat Engagement numbers seen above.