

Rising GEN Social Audiences

GEN Facebook Audience Profile



83,000+ Fans

2 Years Ago 980

WEEKLY TOTAL REACH: 47,500
Number of unique people who have seen any of our content

TOP COUNTRIES: India, U.S., Brazil, Mexico

AVERAGE ENGAGED USERS: 12,175
Number of people who clicked on a post or shared a story

May – August 2013 Facebook Insights

GEN Twitter Audience Profile



16,000+ Followers

Engagement: Doubled # of @mentions and retweets

VELOCITY: Average 5 Tweets a day

TRAFFIC: Top stories received 1,000+ clicks

May to August 2013: Sprout Social