

Instagram	
• Total engagements (in millions)	2,527.9
• Potential impressions (in millions)	722,603.1
• Total posts (in millions)	104.7
• Total mentions (in millions)	108.7

Google	
• Total engagements (in millions)	24.3
• Potential impressions (in millions)	215,884.2
• Total posts (in millions)	19.31
• Total mentions (in millions)	22.33

Facebook	
• Total engagements (in millions)	10.48
• Potential impressions (in millions)	485,474.1
• Total posts (in millions)	23.43
• Total mentions (in millions)	24.6

YouTube	
• Total engagements (in millions)	2.94
• Potential impressions (in millions)	528,012.3
• Total posts (in millions)	80.08
• Total mentions (in millions)	82.72