Data for #TornadoWeek infographic:

* 49,691 total unique tweets mentioning the #TornadoWeek hashtag
* 539,496 total minutes watched of the #TornadoWeek Livestream on YouTube
* 140mph - Top “Effective Wind Speed” at campaign end
* 11 fans used to create the #TornadoWeek winds
* 2,300 – number of social of the Mashable article covering #TornadoWeek
* 63,290 – number of visits to weather.com/intern
* 10,418,255 views - Estimated Potential Reach of press coverage of #TornadoWeek
* 10,388,605 - Estimated Total Reach of brand/press tweets
* 754 – number retweets of BuzzFeed’s tweet about #TornadoWeek
* 12 – the number of doughnuts in the free box sent to the #TornadoWeek interns by Krispy Kreme
* tweets with both #TornadoWeek and #SharkWeek
* 6 – the number of Angry Man cartoons drawn by Julie R. Neidlinger about #TornadoWeek - <http://cartoons.loneprairie.net/tornado-week-fabio/> <http://cartoons.loneprairie.net/tornado-week-interns/> <http://cartoons.loneprairie.net/tornado-week/>