CARES Act Social Media Insights
(as of May 23, 2020)

Facebook:

Post - April 27
3,099 reached
264 engagements

Post Details

Performance for Your Post

<table>
<thead>
<tr>
<th>Likes</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
<td>11</td>
<td>16</td>
</tr>
</tbody>
</table>

26 Comments
24 Shares

Performance for Your Post

<table>
<thead>
<tr>
<th>Likes</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

1 Comments
8 Shares

Performance for Your Post

<table>
<thead>
<tr>
<th>Likes</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>105</td>
<td>30</td>
<td>67</td>
</tr>
</tbody>
</table>

105 Views
30 Clicks

Post - May 6
1,314 reached
118 engagements

Post Details

Performance for Your Post

<table>
<thead>
<tr>
<th>Likes</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

0 Comments
8 Shares

Performance for Your Post

<table>
<thead>
<tr>
<th>Likes</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

0 Comments
8 Shares

Performance for Your Post

<table>
<thead>
<tr>
<th>Likes</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

0 Comments
8 Shares

Depressed tank may be returned after what appears at post.
Post - May 19
3,192 reached
303 engagements

Performance for Your Post
3,192 People Reached
70 Reactions, Comments & Shares
23 Likes
8 On Post
16 On Shares
5 Loves
1 On Post
4 On Shares
19 Comments
5 On Post
14 On Shares
23 Shares
21 On Post
2 On Shares
233 Post Clicks
16 Photo Views
58 Like Clicks
159 Other Clicks

NEGATIVE FEEDBACK
1 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported links may be delayed from what appears on posts.

Post - May 22
3,444 reached
415 engagements

Performance for Your Post
3,444 People Reached
45 Likes, Comments & Shares
14 Likes
9 On Post
6 On Shares
5 Comments
3 On Post
2 On Shares
28 Shares
28 On Post
0 On Shares
370 Post Clicks
26 Photo Views
73 Like Clicks
271 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported links may be delayed from what appears on posts.
Instagram:

Post - April 27
565 reached

PANOLA COLLEGE

CARES ACT
STUDENT RELIEF FUND

APPLICATION
NOW OPEN

Post - May 6
436 reached

ARE YOU A
PANOLA COLLEGE
STUDENT?

COMPLETE THE CARES
ACT APPLICATION TODAY

ENROLLED AT PANOLA COLLEGE ON MARCO
ENROLLED IN STUDENT SERVICES

panola_college: accepting applications for the CARES Act Student Relief Fund grants that will provide direct financial support to students impacted by the coronavirus and COVID-19.

https://bit.ly/PanolaCollegeCARES

jennamay89: Y'all have been awesome through all this! Thanks so much!

panola_college: PANOLA STUDENTS: Have you completed the CARES Act application yet?

Link in bio to learn more and access the application. The application will remain open until May 22, 2020.

a.n.b.a.t.19: When do we get the refund back?

View replies (2)
**Post - May 22**

440 reached

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**MAY 22**

**MAY 22**

**MAY 22**

COMPLETE THE CARES ACT APPLICATION. Closes May 22.

Enrolled at Panola College on or before May 15
Enrolled in at least 2 credit hours

---

Lisby tonjeter13 and 12 others

6 days ago

Add a comment...

---

**Post - May 22**

518 reached

---

799 OUT OF 1,000

COMPLETE THE CARES ACT APPLICATION FOR FREE RELIEF. Closes TONIGHT.

---

Lisby gregpowell and 18 others

4 days ago

Add a comment...
Twitter:

Post - April 27
453 reached
31 engagements

Panola College @PanolaCollege
Panola College is now accepting applications for the CARES Act Student Relief Fund grants. The application is available on the Panola College website (http://bit.ly/PanolaCollegeCARES) and will remain open until May 22, 2020. pic.twitter.com/J5A6NgZ2FI

Impressions
453
Times people saw this Tweet on Twitter

Total engagements
31
Times people interacted with this Tweet

Media engagements
14
Number of clicks on your media counted across videos, vines, gifs, and images

Detail expands
11
Times people viewed the details about this Tweet

Link clicks
5
Clicks on a URL or Card in this Tweet

Profile clicks
1
Number of clicks on your name, @handle, or profile photo

Post - May 6
503 reached
22 engagements

Panola College @PanolaCollege
PANOLA STUDENTS: Have you completed the CARES Act application yet?

Visit
http://bit.ly/PanolaCollegeCARES
... to learn more and access the application. The application will remain open until May 22, 2020.
pic.twitter.com/RLF7eqlsBL5

Impressions
503
Times people saw this Tweet on Twitter

Total engagements
22
Times people interacted with this Tweet
bit.ly: (links included within posts and articles)
373 clicks
Facebook - 280 clicks
Instagram - 45 clicks
Email, SMS, Direct, Other - 48 clicks

Constant Contact:
Email #1:
2,414 sends
852 opens (37.1% open rate)
116 bounces (invalid addresses)
315 clicks

Email #2:
2,414 sends
865 opens (37.6% open rate)
116 bounces (invalid addresses)
274 clicks