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

**Facebook:**

Post - April 27  
3,099 reached  
264 engagements

![Image of Facebook post with 3,099 reached and 264 engagements]

**Post Details:**  
PANOLA COLLEGE  
CARES ACT STUDENT RELIEF FUND  
APPLICATION NOW OPEN

**Performance for Your Post:**  
3,099 People Reached  
52 Comments  
26 Likes  
24 Shares

**Negative Feedback:**  
1 people liked  
0 people didn’t like

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Post - May 6  
1,314 reached  
118 engagements

![Image of Facebook post with 1,314 reached and 118 engagements]

**Post Details:**  
PANOLA COLLEGE  
ARE YOU A PANOLA COLLEGE STUDENT?  
COMPLETE THE CARES ACT APPLICATION TODAY

**Performance for Your Post:**  
1,314 People Reached  
13 Comments  
8 Likes  
8 Shares

**Negative Feedback:**  
0 people liked  
0 people didn’t like
Post - May 19
3,192 reached
303 engagements

Performance for Your Post

<table>
<thead>
<tr>
<th>3,192 People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>70 Reactions, Comments &amp; Shares</td>
</tr>
<tr>
<td>23 Like 8 On Post 16 On Shares</td>
</tr>
<tr>
<td>5 Love 1 On Post 4 On Shares</td>
</tr>
<tr>
<td>19 Comments 5 On Post 14 On Shares</td>
</tr>
<tr>
<td>23 Shares 21 On Post 2 On Shares</td>
</tr>
<tr>
<td>235 Post Clicks 58 Link Clicks 159 Other Clicks</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>3,444 People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>45 Reactions, Comments &amp; Shares</td>
</tr>
<tr>
<td>14 Likes 9 On Post 5 On Shares</td>
</tr>
<tr>
<td>6 Comments 3 On Post 2 On Shares</td>
</tr>
<tr>
<td>26 Shares 28 On Post 0 On Shares</td>
</tr>
<tr>
<td>370 Post Clicks 73 Link Clicks 271 Other Clicks</td>
</tr>
</tbody>
</table>

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.
Post - April 27
565 reached

Instagram:

Panola College

PANOLA COLLEGE

CARES ACT
STUDENT RELIEF FUND

APPLICATION NOW OPEN

Post - May 6
436 reached

Panola College

ARE YOU A PANOLA COLLEGE STUDENT?

COMPLETE THE CARES ACT APPLICATION TODAY

Enrolled at Panola College in March 13
Enrolled in at least 3 credit hours
Post - May 19
440 reached

**MAY 22**

**MAY 22**

**MAY 22**

Complete the CARES Act application. Closes May 22.

Enrolled at Panola College on March 13

Enrolled in at least 2 credit hours

Post - May 22
518 reached

**799**

**OUT OF**

**1,000**

Complete the CARES Act application for free relief.

Closes tonight.

http://PanolaCollegeCARES

panola_college
Panola College

panola_college PANOLA STUDENTS:
The CARES Act application closes TONIGHT.

As of now, 799 out of 1,000 eligible students have applied for free cash relief.

Click the link in our bio or visit bit.ly/PanolaCollegeCARES to learn more and access the application.

ad
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/JS6AGNgZ2Fl

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/RLF7eqsBL5

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