

FACEBOOK-statistics week of March 31, 2016

Page Likes

13,500 Up 4.3% over prior week

Post Reach

548,915 Up 31% over prior week

Engagement Up 39% over prior week

112,126

Largest reach 151.7K

Lady Slipper Image

27K image of a line of birds looked like a caterpillar

Compared with other sites similar to HSA

Rank 4th

American Horticulture Society-3rd

American Public Gardens-5th

Audience

86% Women

10% 25-34 years of age

19% 35-44 years of age

22% 45-54 years of age

22% 55-64 years of age

11% over 65 years of age