Rail Safety Week Social Report
(Data from Sept. 16 to Sept. 30, 2018)

* Total Messages: 52
	+ This includes BLE Facebook, CATS Main Facebook, CATS Main Twitter, BLE Twitter, Gold Line Twitter and Gold Line Facebook
* Total Impressions: 40,279
	+ Twitter Total: 27,681
	+ Facebook Total: 12,598
* Reach
	+ Facebook: 9,196
* Total Engagements: 142
	+ Total Clicks: 57
	+ Twitter
		- Retweets: 9
		- Likes: 59
		- Clicks: 30
	+ Facebook:
		- Reactions: 50
		- Comments: 11
		- Shares: 13
		- Clicks: 27
* Highest Day of Engagement and Impressions: September 26
	+ Highest Tweets:
		- We’re out at UNC Charlotte Main LYNX Station talking to students about rail safety! #RailSafetyWeek pic.twitter.com/i64GJOC193



* + - Team @CLTgov participated in #WearGreenForRailSafety! Did you?! Show us your green in honor of Rail Safety Week! Learn more about how to be safe near the tracks at http://safety.ridetransit.org . pic.twitter.com/TNSkyjloU7

