

KING'S CAREERS & EMPLOYABILITY

Digital Engagement Report

MACADAM & SONS

April 2020

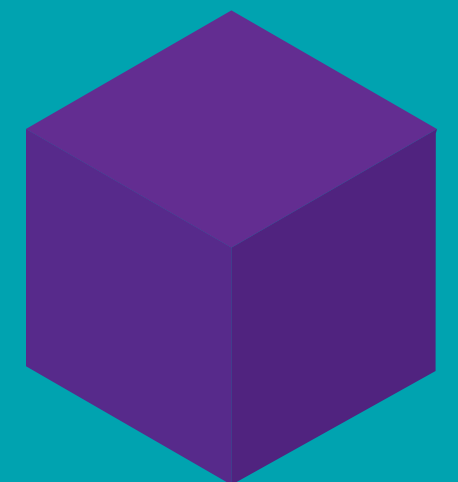
Building success

Reach

The number of unique user accounts that have seen any of our posts.

Impressions

The total number of times that all of our posts have been seen.



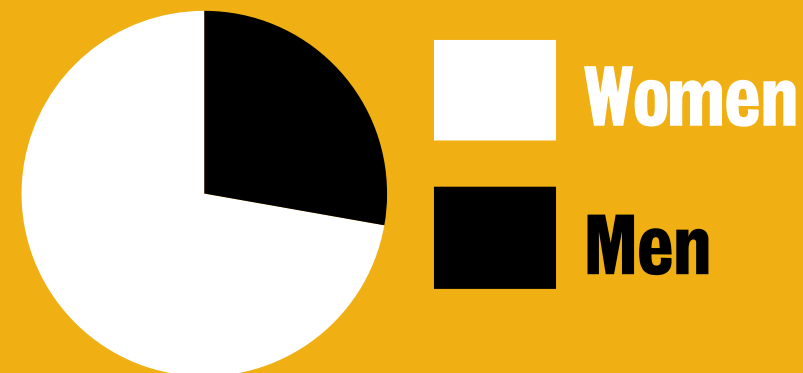
Instagram

@kingcareers: 2605 followers

Reach: 1,500 average weekly accounts

Impressions: 15,000 average weekly accounts

Profile visits & link clicks: 250 average weekly actions taken



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Stories

Reach: 388 views

Impressions: 451 views

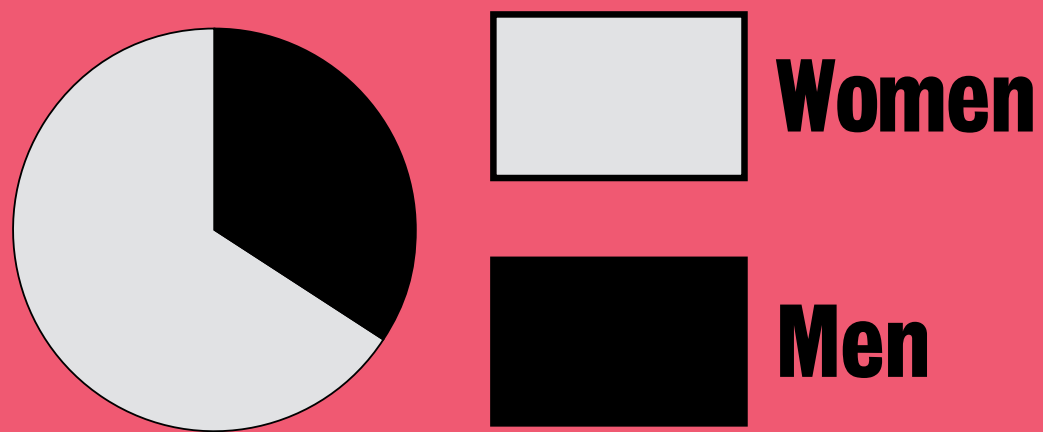
Posts

Reach: 1001 views

Impressions: 1104 views

Facebook

@kingcareers: 6,691 Followers



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Stories Reach: 43 views

Posts **Reach:** 400 views
Impressions: 413 views

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Twitter

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King's Careers @KingsCareers · Apr 7

Will you be entering your third year with an interest in marketing? Apply for this summer internship with @macadamandsons and learn more about brand planning and communication across retail platforms!

More information and applications 👉 ow.ly/mP7s50z18xm
pic.twitter.com/i03DRse07E

Impressions

959

Engagements

11

8,100 Followers

253 Retweets

817 Link clicks

274.6K Impressions

3.0K Impressions per day

 **020 7848 5860**

 **kcl.ac.uk/employers**

   **@kingcareers**