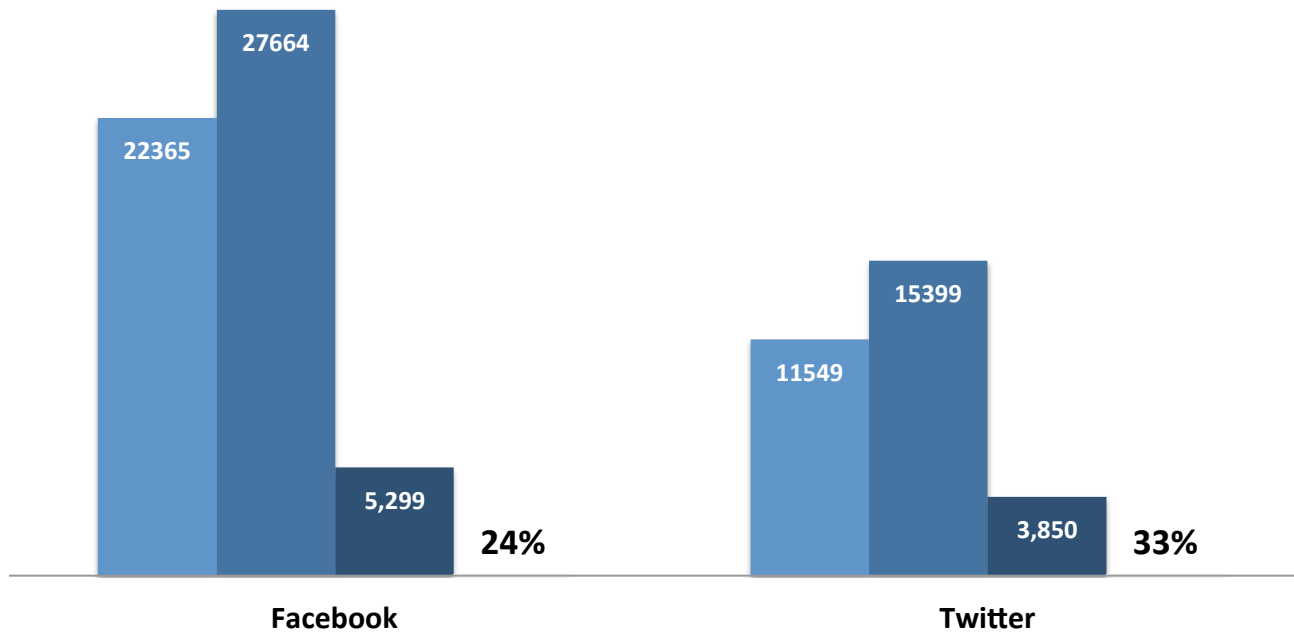
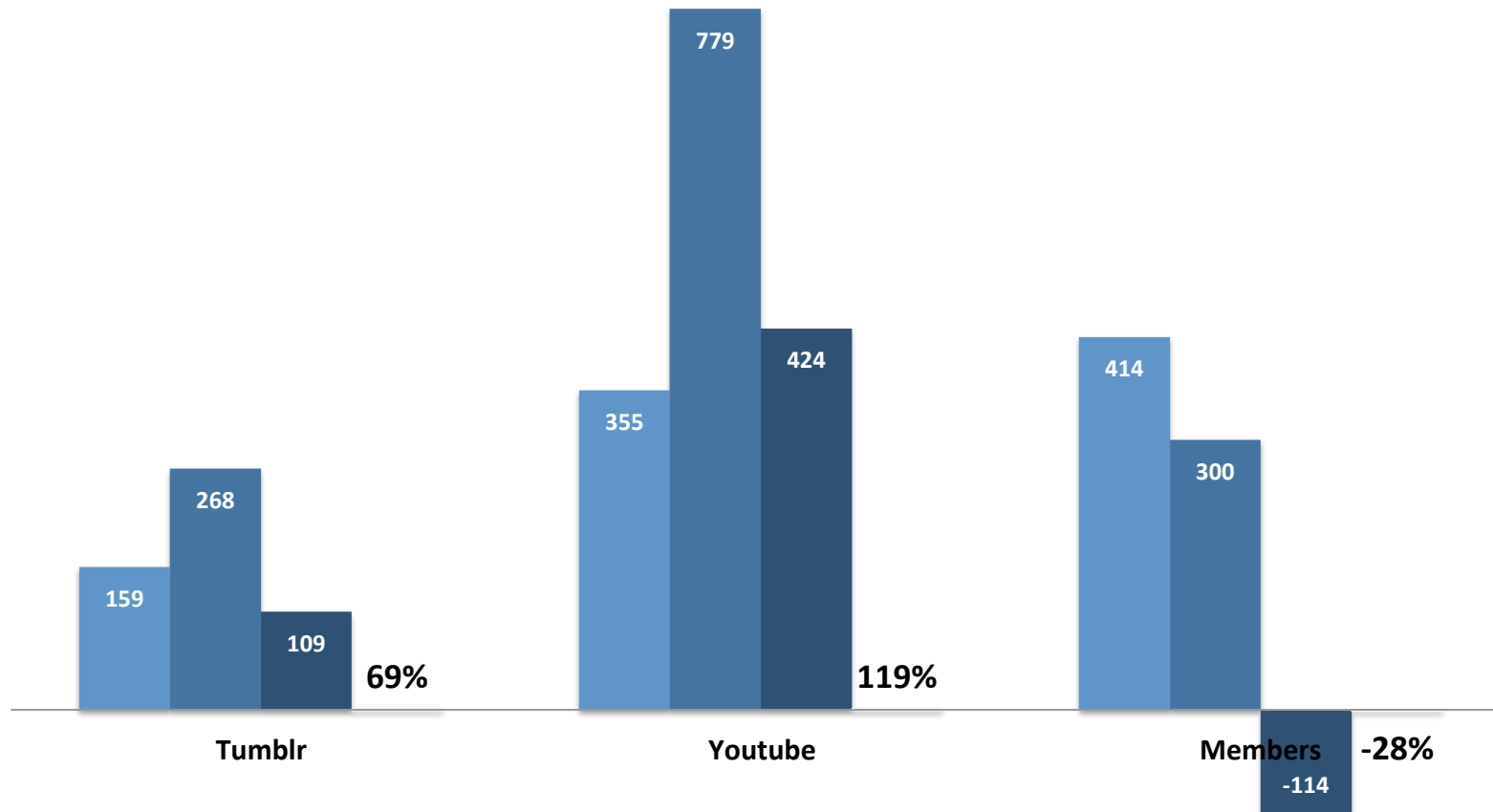
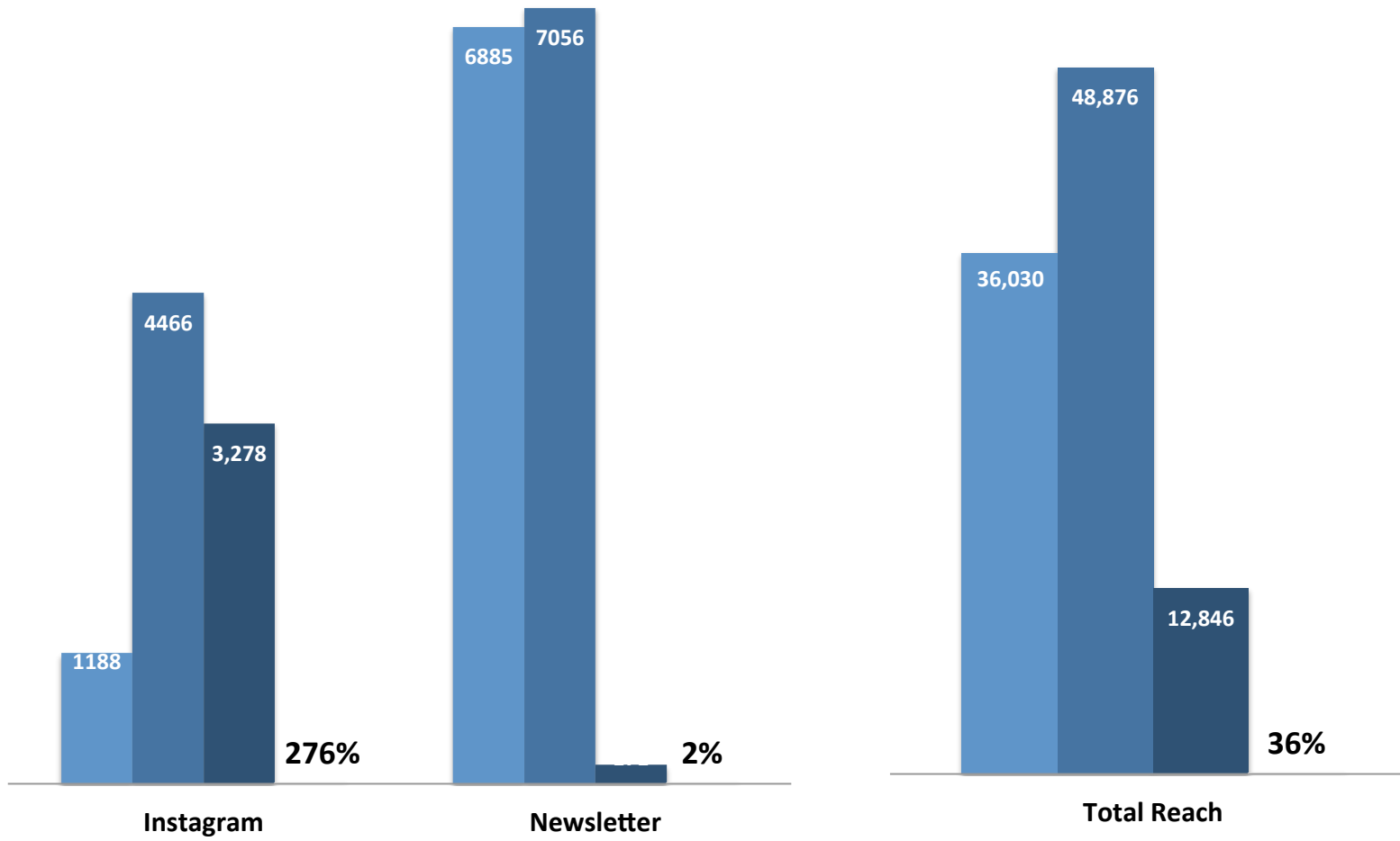


MOCAD Social Media and Communications Growth

DATE	7/15/14	10/5/15	Growth	% increase
Facebook	22365	27664	5,299	24%
Twitter	11549	15399	3,850	33%
Tumblr	159	268	109	69%
Youtube	355	779	424	119%
Members	414	300	-114	-28%
Instagram	1188	4466	3,278	276%
Newsletter	6885	7056	171	2%
Total Reach	36,030	48,876	12,846	36%







Prepared by Michael Kulick