



Public Relations

*PR Value is determined by multiplying the News Ad Value by 3, this a public relations industry standard (which takes into account third party opinion values and strategic messaging)

Social Media

Reach: The number of people who saw any of your Page posts.

Monthly Engagements: The number of times people have engaged with your posts through likes, comments and shares.

Followers: The number of people who follow the page and receive updates in their newsfeed.

Instagram Engagements: The number of times people have engaged with your posts through likes and comments.