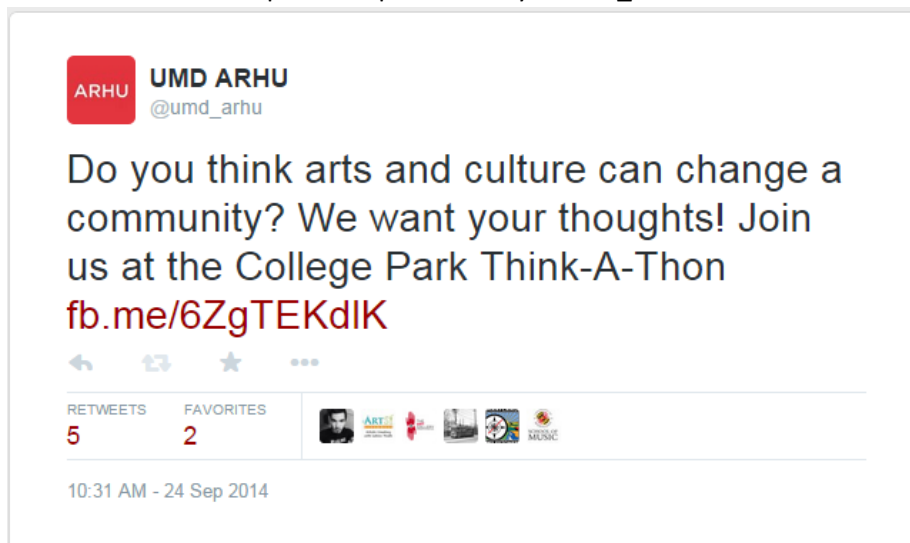


College Park Think-A-Thon Digital Analytics (9/15-10/11-4 weeks)

Twitter:

- **1,019** followers on Sept. 15 & **1,092** followers on October 15
- **20** retweets
- **18** favorited tweets
- **8,303** estimated accounts reached during live tweet
- **49,959** estimated impressions during live tweet
- **58** total tweets during live tweets
- **32** #thinkathonumd tweets (from @umd_arhu)
- **18** #thinkathonumd tweets (not from @umd_arhu)
- The tweet with the most impact was published by @umd_arhu



Facebook:

- **768** followers Sept 15; **797** followers on Oct. 15
- Estimated **439** reached through original Facebook posts about Think-A-Thon

Ter.ps:

- ter.ps/thinkcollab, **37** clicks
- ter.ps/thinksynergy,
- ter.ps/thinkpics, **28** clicks
-

ARHU Website:

- Gallery, **146** reads
- Event Page, **2127** reads
- Registration Page, **5,582**