



## 01 News

**NUMBER OF ARTICLES DOWN**

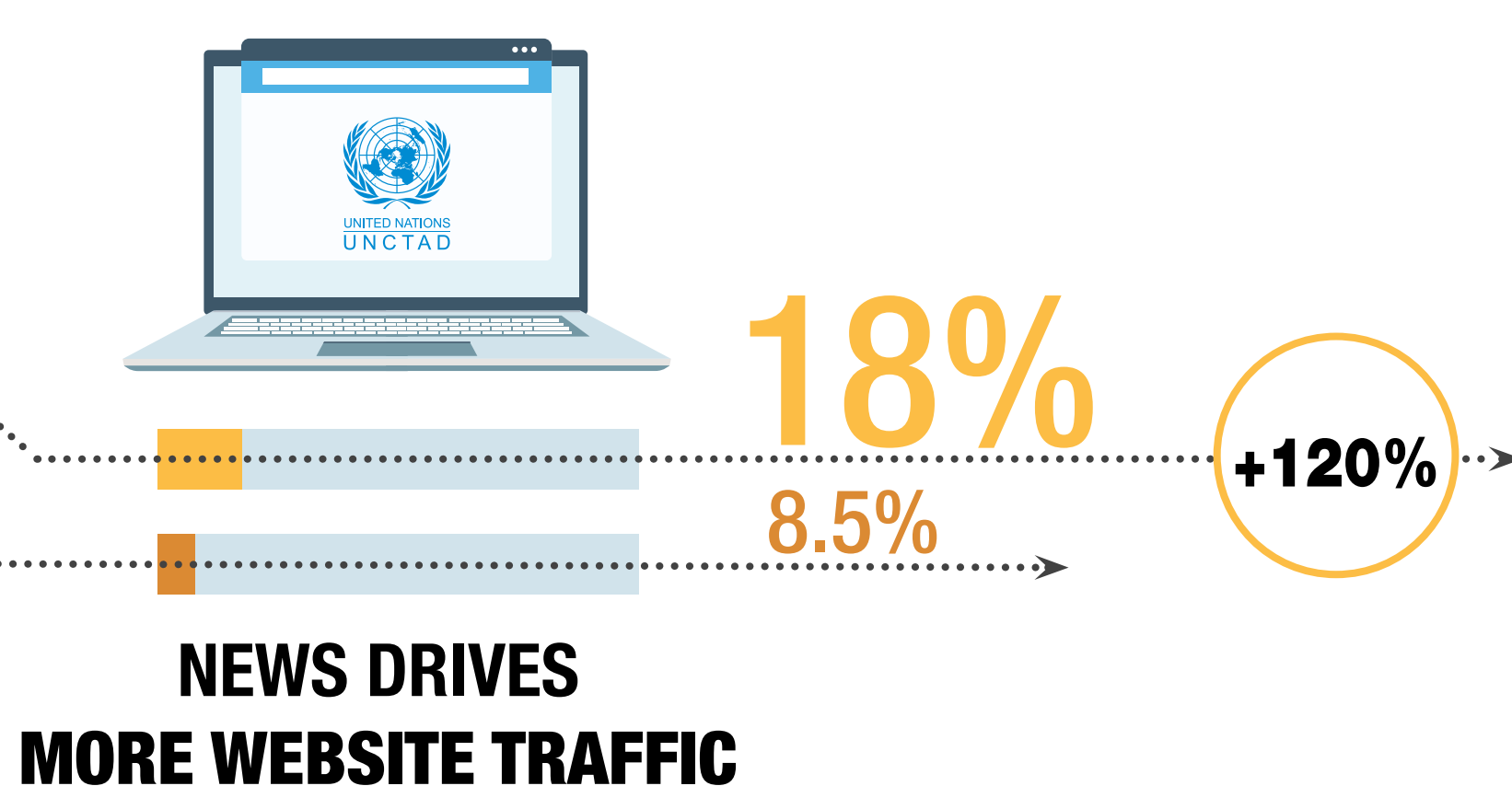
289 2019 **190** 2020 **-34%**

**QUALITY OVER QUANTITY**

**READERSHIP UP**

more than 3 times as many readers as last year

322,396 2019 **1,080,000** 2020 **+234%**



## 02 Social Media

**NUMBER OF TWEETS DOWN**  
Average monthly Tweets

138 2019 **70** 2020 **-49%**

**TWITTER: QUALITY OVER QUANTITY**

**BUT VISIBILITY UP**  
Impressions per Tweet

6.8K 2019 **13.5K** 2020 **+100%**

**AND NEW FOLLOWERS UP**

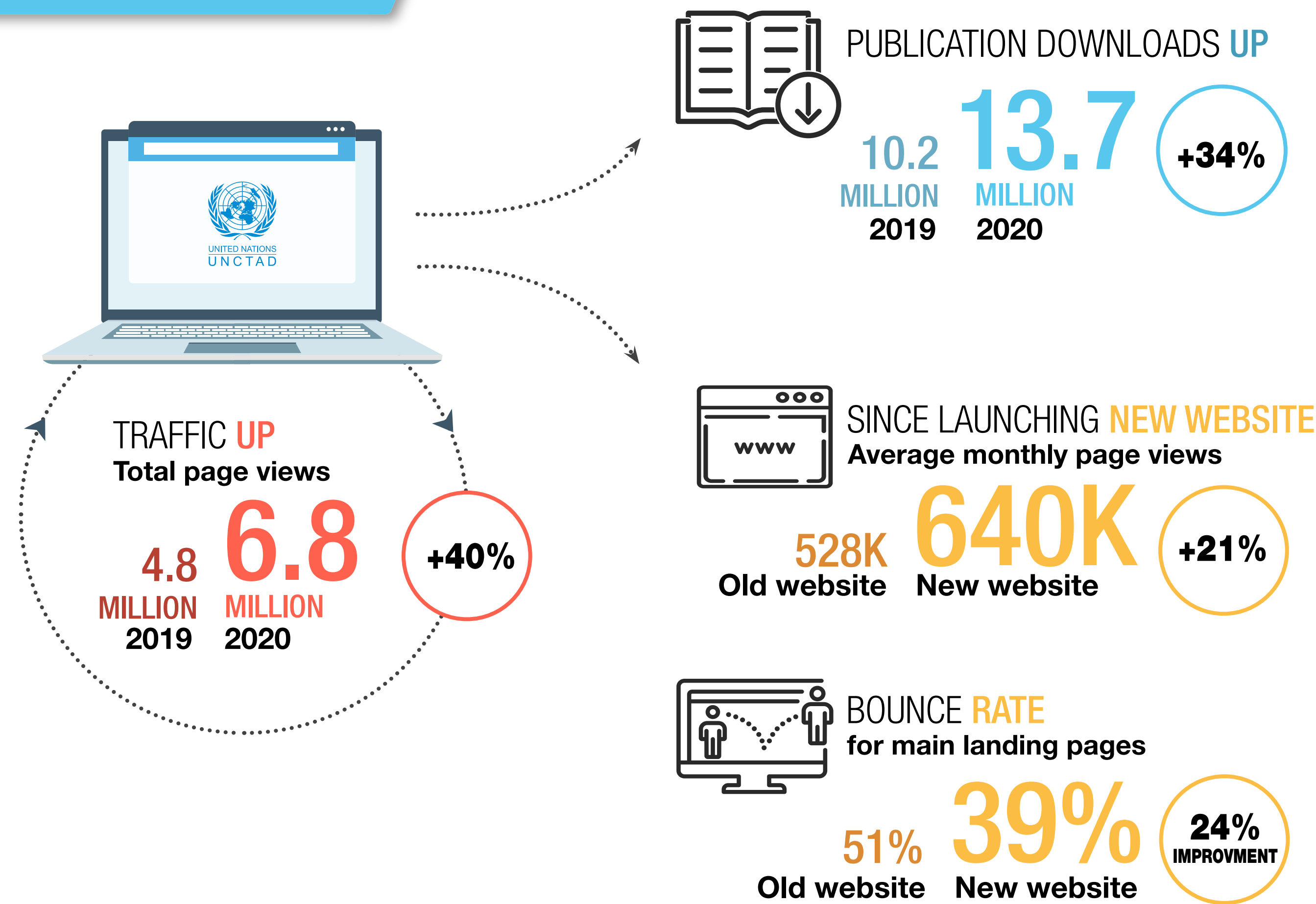
13.5K 2019 **21.2K** 2020 **+57%**



**LINKEDIN: FASTEST GROWING AUDIENCE**

**35K** NEW FOLLOWERS in 2020 **+71%**

## 03 Web



## 04 Media

