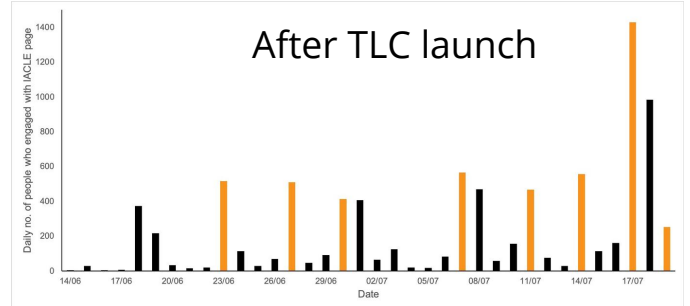
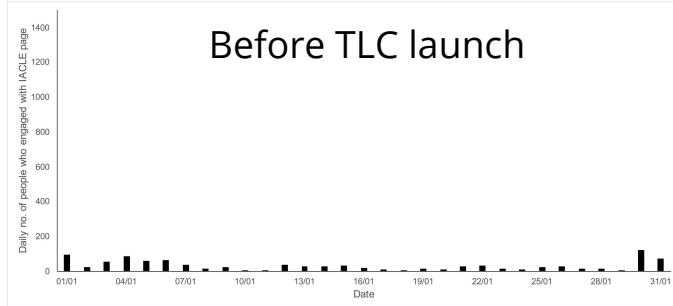


International Association of Contact Lens Educators

## Facebook



### After TLC launch

**Page followers**  
23 June - 20 July

**1,026**  
Page followers ▲247%

**Page Likes**  
23 June - 20 July

**759**  
Page likes ▲295%

**Post reach**  
23 June - 20 July

**69,856**  
People reached ▲396%

**Page Views**  
23 June - 20 July

**4,501**  
Total Page views ▲256%

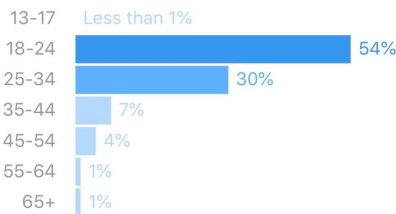


## Instagram

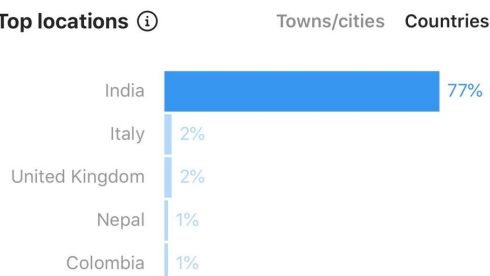
Launched June 2020



**Age range** ⓘ



**Top locations** ⓘ

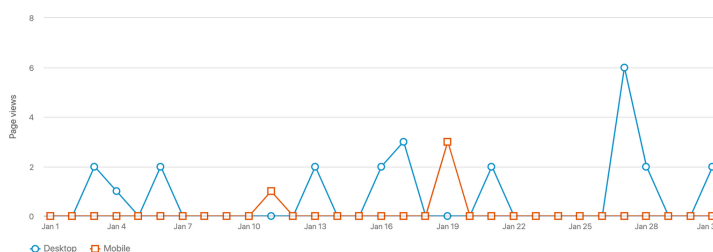


## Twitter

| January 2020                      | July 2020                          |
|-----------------------------------|------------------------------------|
| <b>Tweets</b><br>15               | <b>Tweets</b><br>10                |
| <b>Tweet impressions</b><br>6,524 | <b>Tweet impressions</b><br>10,000 |
| <b>Profile visits</b><br>51       | <b>Profile visits</b><br>205       |
| <b>Mentions</b><br>3              | <b>Mentions</b><br>12              |
| <b>New followers</b><br>12        | <b>New followers</b><br>583        |

## LinkedIn

Before TLC launch



After TLC launch

