

ALABAMA EXTENSION

# FORESTRY, WILDLIFE, AND NATURAL RESOURCES TEAM

Working with a passion for enhancing the lives of Alabamians  
through Forestry, Wildlife, and Natural Resources education



**650**  
programs

**70,588**  
participants

**71:1**  
average ROI

## 2023 Social Media Engagement

Facebook  
**366.6K** reach  
**increase**  
**of 329.1%;**

Instagram  
**5.9K** interactions  
**increase**  
**of 156.4%**

## 2023 Newsletter

**3K** subscribers  
**increase**  
**of 66.4%**



AUBURN UNIVERSITY  
College of Forestry, Wildlife and Environment

Follow us



2023 Impact Report

## 2023 Social Media Reach

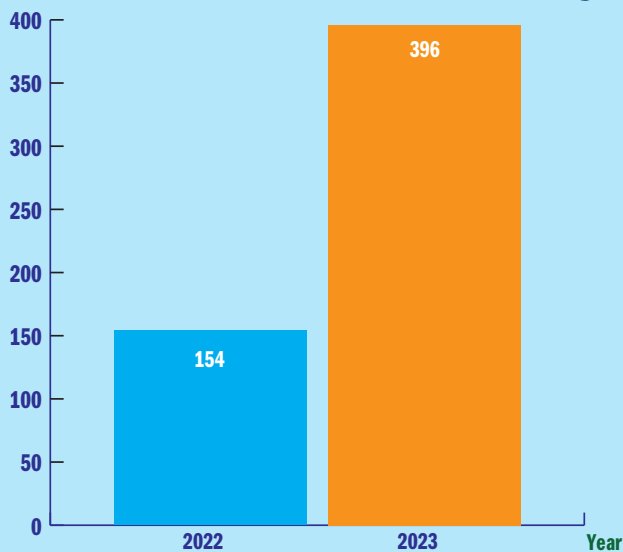
**Reach** is the total number of people who see your content.  
**Impressions** are the number of times your content is displayed, whether it was clicked or not.

Combined Posts  
Facebook & Instagram  
**396**

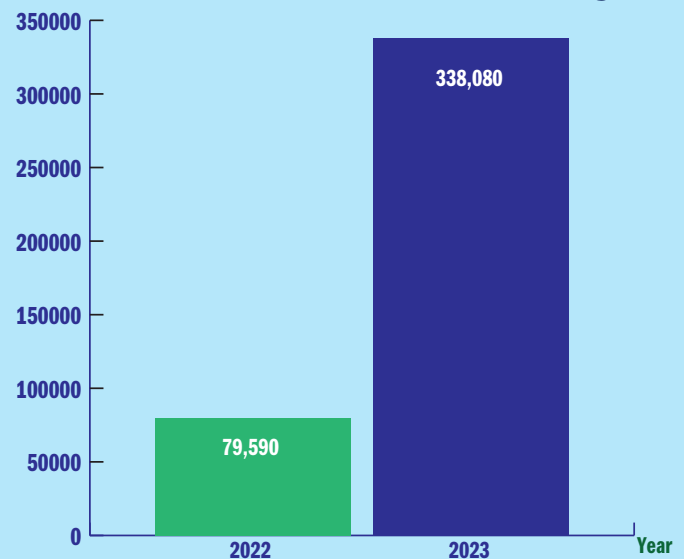


Combined Reach  
Facebook & Instagram  
**338,080**

Combined Posts Facebook & Instagram



Combined Reach Facebook & Instagram



Backyard to the  
**Back 40**  
NEWSLETTER

