

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



2024 Social Media Engagement

Facebook
495.1K reach
**increase
of 39%**

Instagram
4.4K reach
**increase
of 201%**

2024 Newsletter
6K subscribers
**increase
of 200%**



AUBURN UNIVERSITY
College of Forestry, Wildlife and Environment

Follow us



2024 Impact Report

2024 Social Media Reach

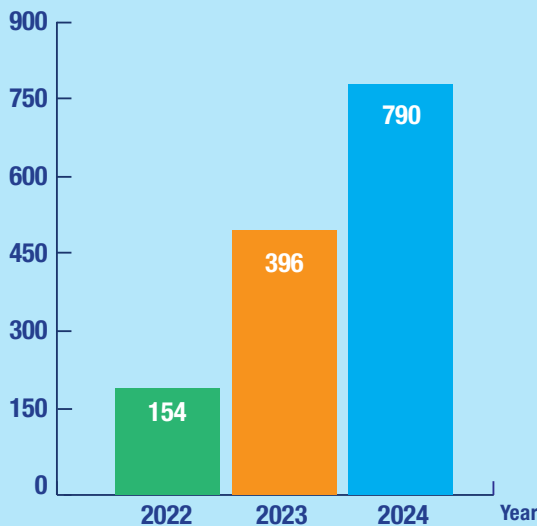
Reach is the total number of people who see your content.
Impressions are the number of times your content is displayed, whether it was clicked or not.

Combined Posts/Reels
Facebook & Instagram
790

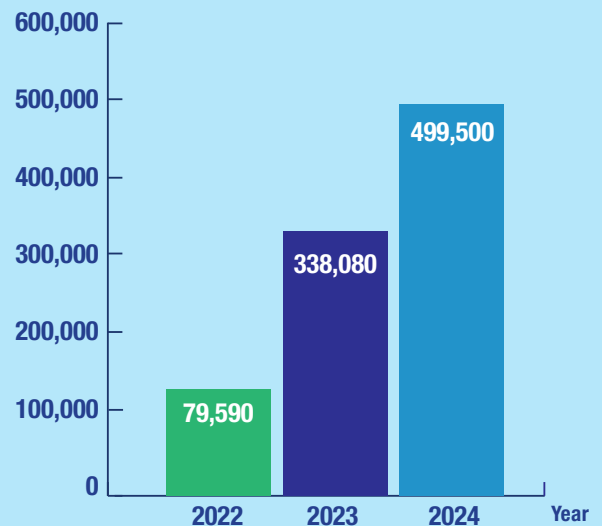


Combined Reach
Facebook & Instagram
499,500

Combined Posts for Facebook & Instagram



Combined Reach for Facebook & Instagram



Backyard to the
Back 40
NEWSLETTER

