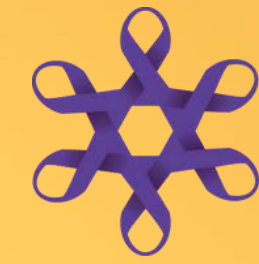




Podcast

AGING VIBRANTLY

Conversations to Empower Seniors

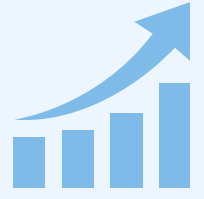


Elder Abuse
Prevention
Ontario

SEASON 1 - OUTREACH AT A GLANCE

Social Media Performance Overview

January - March 2025



Total Reach
330 030



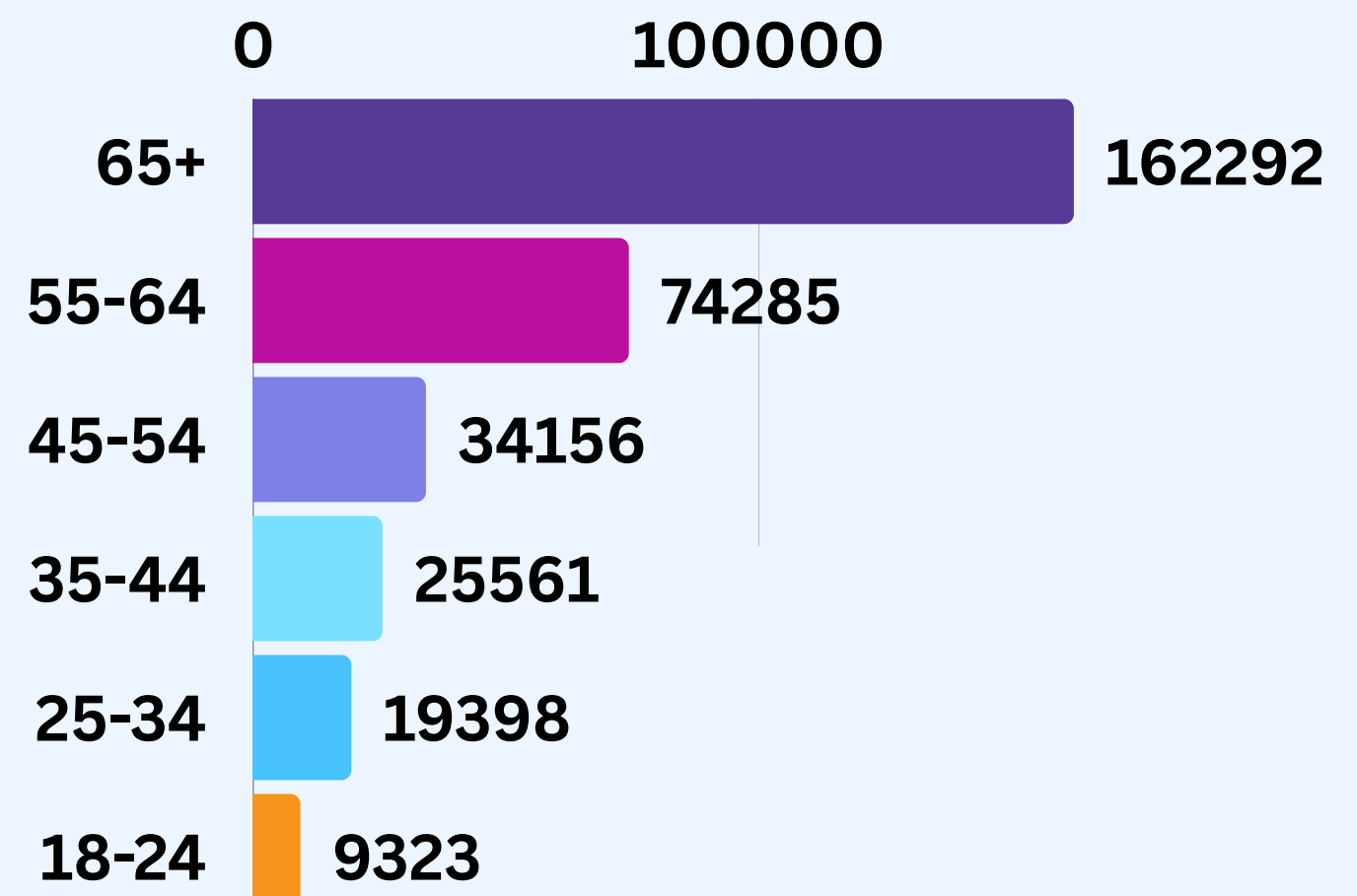
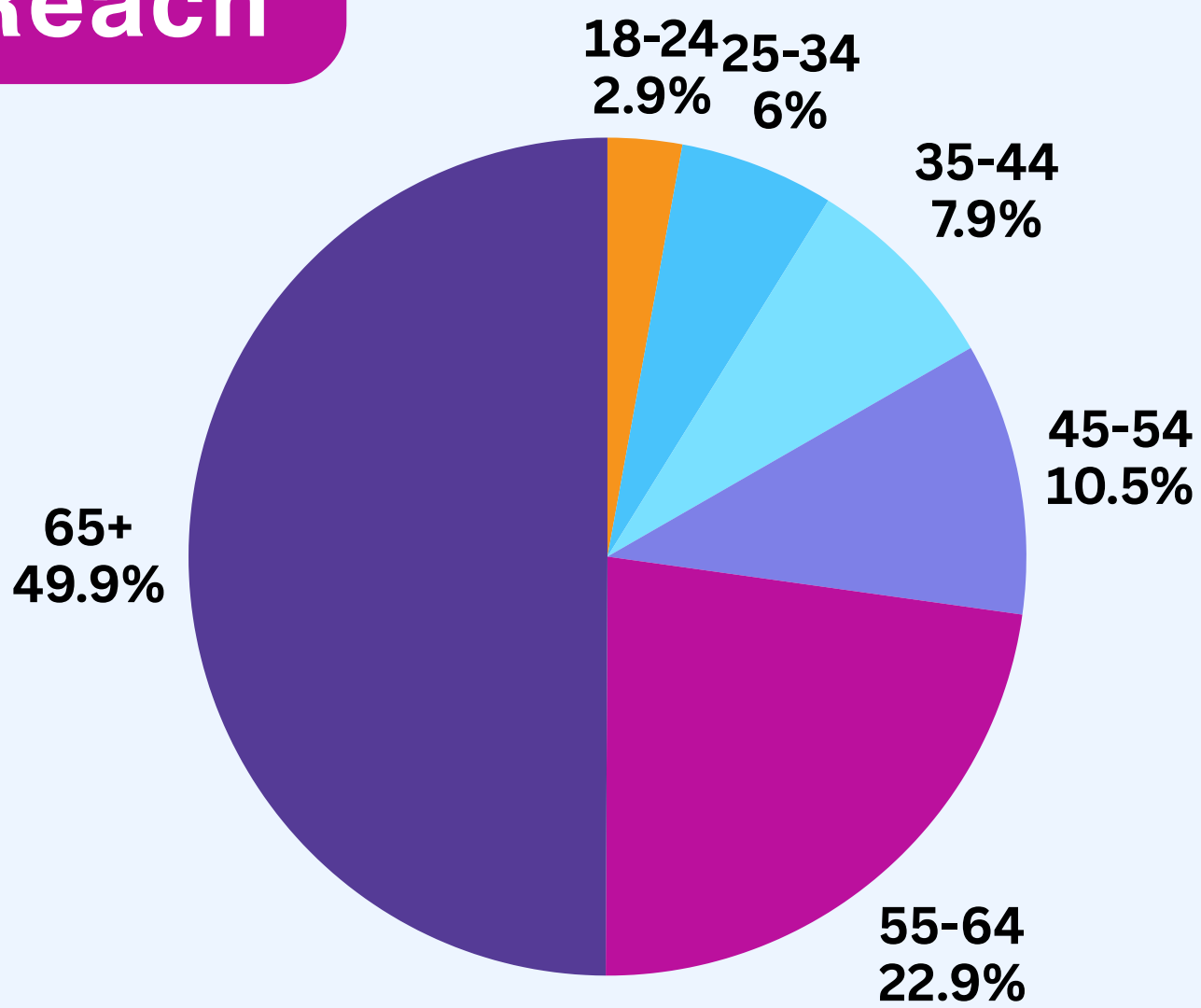
Total Impressions
783 410



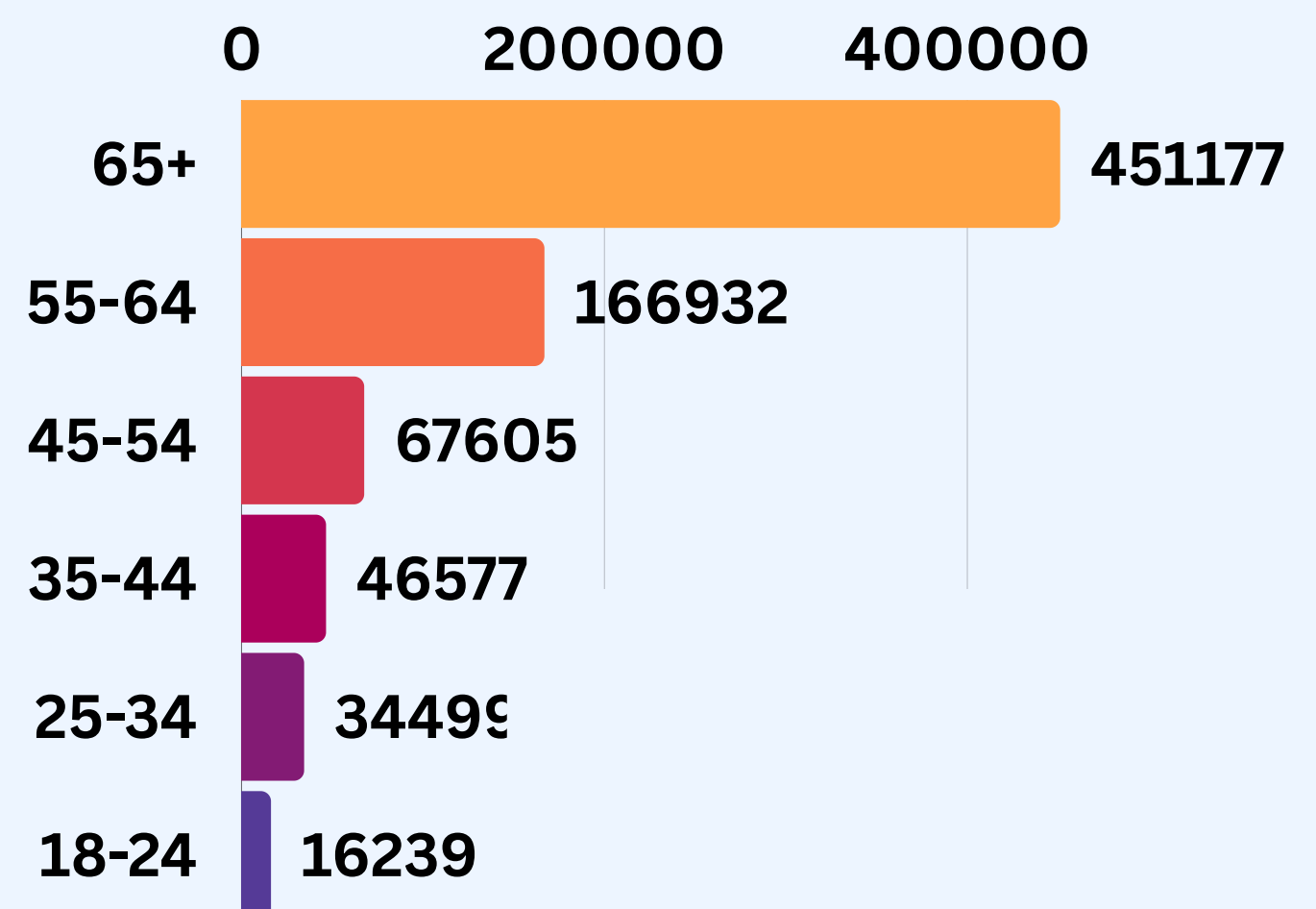
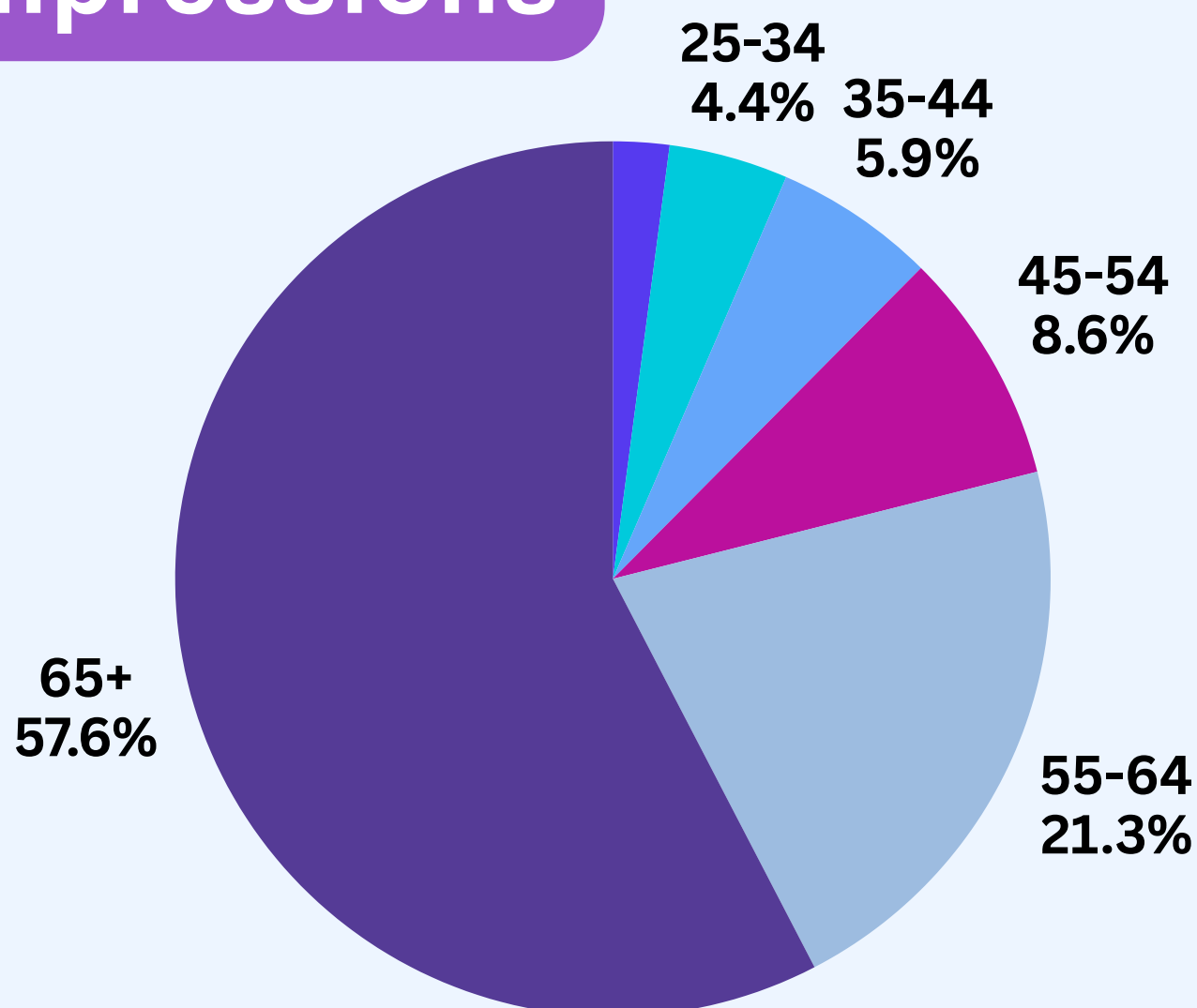
Total Engagement
40 238

REACH, IMPRESSIONS AND ENGAGEMENT RATE BY AGE GROUP

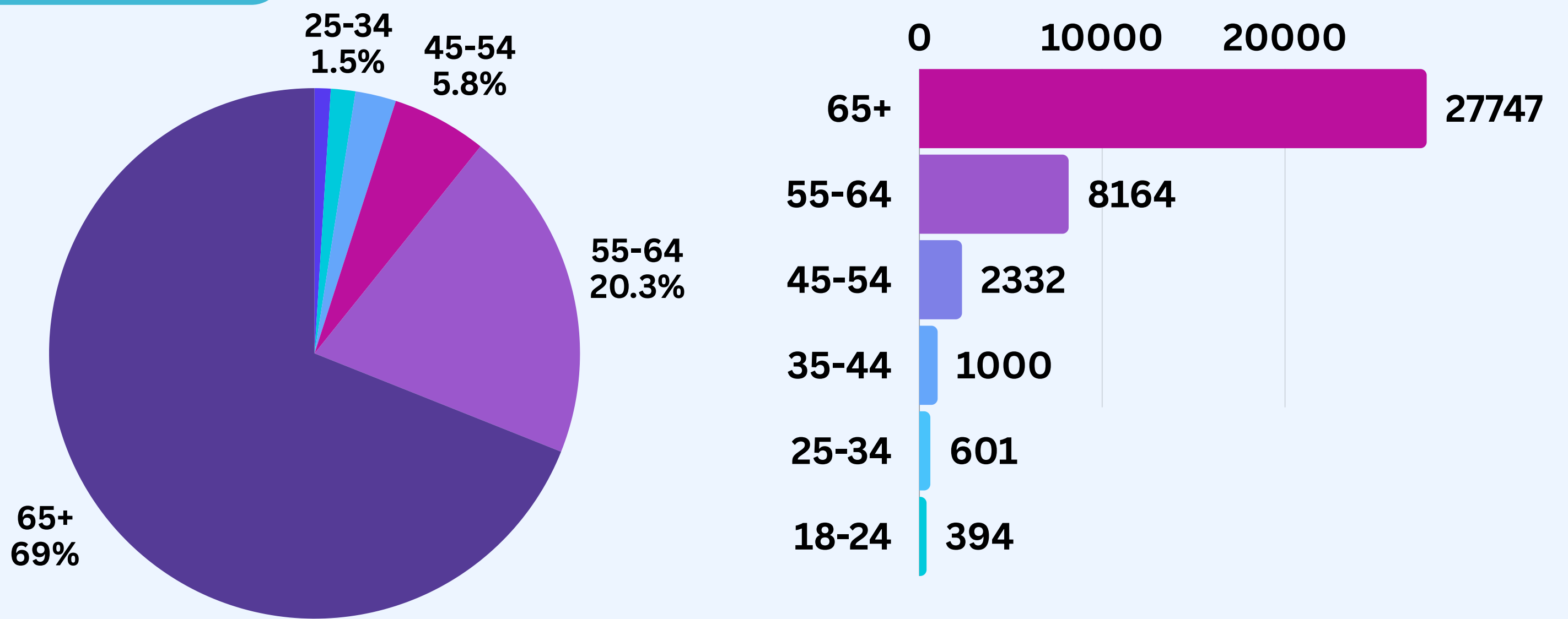
Reach



Impressions



Engagement



✓ The 65+ age group has the highest Reach, Impressions and Engagement Rate

YouTube Performance Overview

Total Views
1970

Total Impressions
22538

Watch Time
124.3 hours

Impressions CTR %
4.25

Playback Locations:

Views (%)

Watch time (hours)

YouTube watch page

92.8%

106.6

Embedded in external websites and apps

6.6%

17.6

Browse features

6.6%

17.6

Device type viewers used to watch/listen to podcast:



Computer
45.5%

Mobile Phone
40.9%

TV
1.4%

Tablet
11.9%