

# SOCIAL MEDIA

- DECEMBER SOCIAL GENERATED 2,540,486 IMPRESSIONS & 42,240 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 22,449 CLICKS AT AN AVERAGE OF \$0.28 CPC;
- 'WHITE WINE WEEKEND' GENERATED 2,247 CLICKS AT AN AVERAGE OF \$0.56 CPC;
- 'SEAFOOD & SIPS' GENERATED 8,911 CLICKS AT AN AVERAGE OF \$0.30 CPC;
- 'SPARKLING WINE CELEBRATION' GENERATED 3,699 CLICKS AT AN AVERAGE OF \$0.72 CPC;
- 'CRAB CAKE COOK OFF' GENERATED 4,156 CLICKS AT AN AVERAGE OF \$0.56 CPC;
- 'CIOPPINO DINNER' GENERATED 8,911 CLICKS AT AN AVERAGE OF \$0.30 CPC;

