

# SOCIAL MEDIA

- FEBRUARY SOCIAL GENERATED 886,880 IMPRESSIONS & 17,195 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 24,098 CLICKS AT AN AVERAGE OF \$0.17 CPC;
- 'WHITE WINE WEEKEND' GENERATED 2,040 CLICKS AT AN AVERAGE OF \$0.47 CPC;
- 'SEAFOOD & SIPS' GENERATED 756 CLICKS AT AN AVERAGE OF \$0.32 CPC;
- 'CIOPPINO DINNER' GENERATED 600 CLICKS AT AN AVERAGE OF \$0.28 CPC;

