

July media reach

This report highlights the performance of Volunteer Maine public relations and media outreach for July 2021.





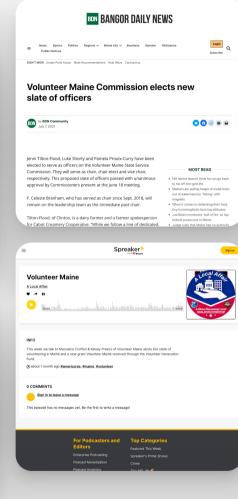


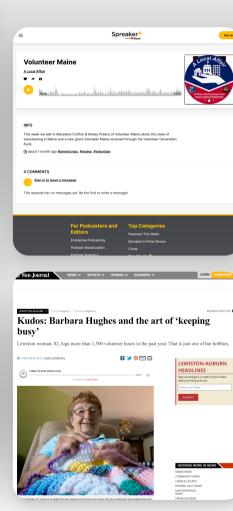






BON BANGOR DAILY NEWS





July media reach

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Summary



4

Pieces of Coverage

Total number of online, offline and social clips in this book



7.36M

Online Readership

Combined total number of people that visit the websites featuring coverage



309K

Est. Online Views

Prediction of lifetime views of online coverage, based on audience reach & number of...



429

Social Shares

Number of times the online articles have been shared on social media



84

Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on.

Provided by Moz

Coverage

4 pieces of coverage



72
Domain Authority
Provided by

513KUnique Visits

Sun Journal feature on Roll of Honor member Barbara Hughes

sunjournal.com/2021/08/01/kudos-barbar...

Estimated Views

2.51K [⊙]

Estimated views calculated based on audience size and social engagement

Engagements

429 [©]

Total number of social engagements





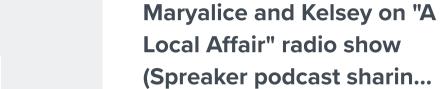
Spreaker

Start your podcasting journey in a matter of seconds Spreaker, the one-stop-shop for recording, publishing,... 88

Domain Authority

Provided by MOZ

4.88M **Unique Visits**



ONLINE

spreaker.com/user/portbroadcasting/volu...

Estimated Views

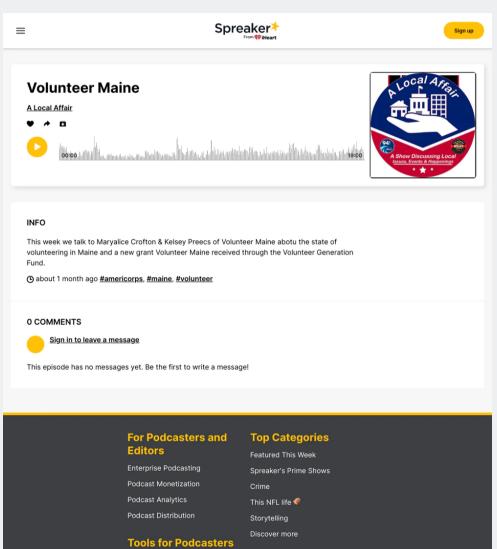
8.36K [©]

Estimated views calculated based on audience size and social engagement

Engagements

0 🛇

Total number of social engagements



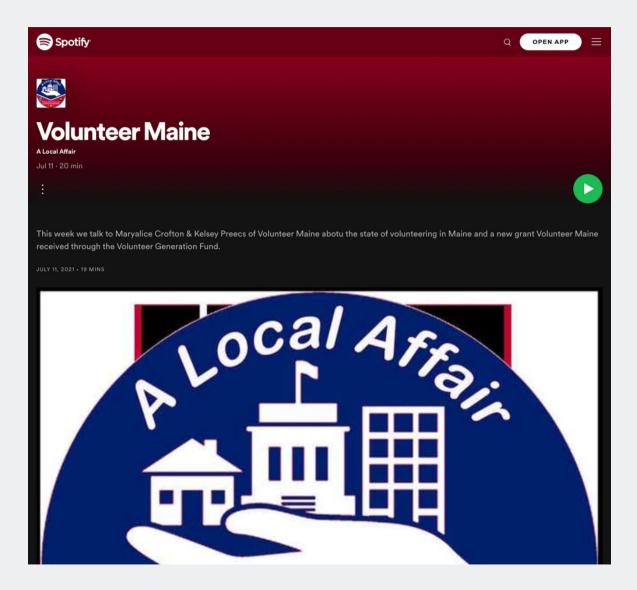


Spotify

Spotify is a digital music service that gives you access to millions of songs.

93Domain Authority
Provided by

MOZ



July 11, 2021 • ⊕ ONLINE

Maryalice and Kelsey on "A Local Affair" radio show (Spotify version)

open.spotify.com/episode/6fyaZSwSF1LZ...

Estimated Views

293K [⊗]

Estimated views calculated based on audience size and social engagement

Engagements



Total number of social engagements

July media reach



Bangor Daily News

Maine's premier news source. With local news from across the state, opinion, obits, and political coverage, The Bango...

an even stronger Maine through volunteerism," said Tilton-Flood.

86

Domain Authority

Provided by

1.97M

Unique Visits

sits

Bangor Daily News

July 07, 2021 • ⊕ ONLINE

bangordailynews.com/2021/07/07/bdn-m...

Estimated Views

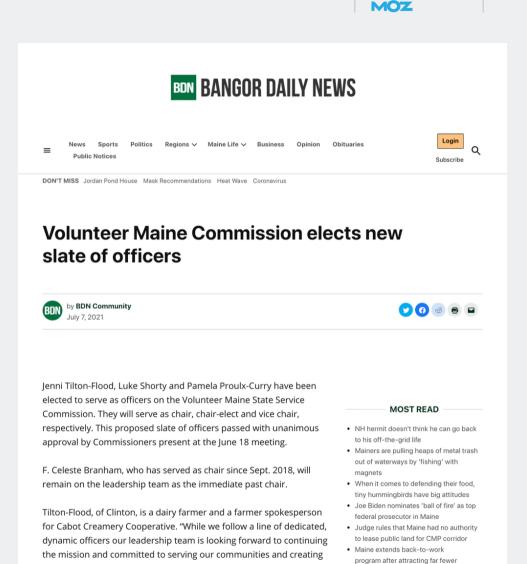
4.44K [©]

Estimated views calculated based on audience size and social engagement

Engagements

00

Total number of social engagements



v media reach 10

applicants than expected