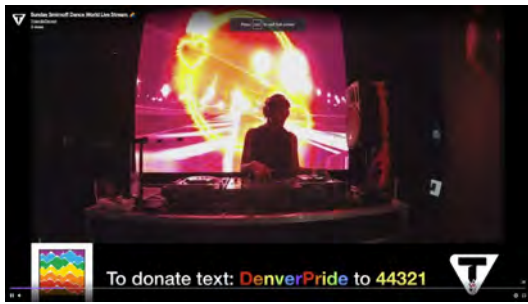
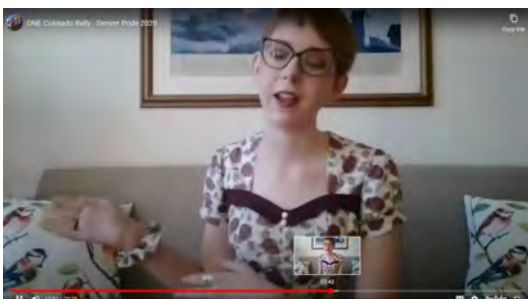
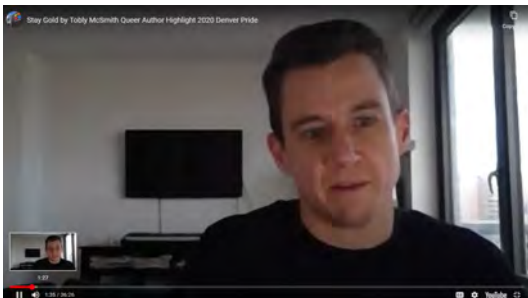


**TOGETHER WE RISE**  
2020 Denver Pride

**2020**  
**VIRTUAL**  
**DENVER**  
**PRIDE**  
**MEDIA SUMMARY**  
[DENVERPRIDE.ORG/SPONSORS](https://denverpride.org/sponsors)



# DENVER PRIDE



Dear Friends,

I'm pleased to present you with this year's Denver Pride media summary for your review.

As I write this, I still can't believe the amazing feat that the team at The Center on Colfax accomplished with this year's Denver Pride. As you recall, we were all set to produce our festival and parade at Civic Center Park when COVID-19 forced us to convert the event to a virtual experience that took place entirely online.

In January, we decided on the theme Together We Rise for Denver Pride 2020. Little did we know or expect that this theme would speak not just to our community's ability to overcome constant obstacles, but how it would also speak to the tenacity of our staff and volunteers to rise above a crippling pandemic that would derail our plans for an in-person Pride celebration.

This year marks my 20th year of being an out and proud member of the LGBTQ community, and while this isn't the celebration I had in mind, I couldn't be prouder of the resilience we were able to demonstrate in the past few months.

I also feel an overwhelming sense of gratitude towards you, our corporate sponsors, who took a chance on an event that had never been produced in this setting before. Your overwhelming support has helped us continue to operate our community center in a virtual platform to members who count on our services and resources daily. Not only did you invest in our dream, you doubled down and showed up the way you always have. And for that, I thank you.

In the next coming months, I hope to speak with you about your support for next year's Denver Pride – yes plans are already underway for 2021!

I look forward to welcoming each of you back as a sponsor so we can continue to engage, empower, enrich and advance the lives of LGBTQ Coloradans. Thank you again for your support.

Yours in Solidarity,

Joe Foster  
VP, Development & Communication

For more information about how you can become a sponsor of Denver Pride, visit [DenverPride.org/sponsors](https://DenverPride.org/sponsors) or contact Joe Foster [jfoster@lgbtqcolorado.org](mailto:jfoster@lgbtqcolorado.org)  
303.951.5204

# DENVER PRIDE

## THANK YOU TO OUR 2020 SPONSORS

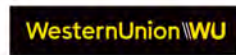
### STONEWALL SPONSORS



### ADVOCATE SPONSORS



### FRIEND SPONSORS



### PRIDE 5K SPONSORS

#### Gold Sponsors



#### Silver Sponsors



#### Bronze Sponsors



# DENVER PRIDE®

## 2020 BY THE NUMBERS

*For the first time, Denver Pride was created as a virtual event. All activities took place online June 20 and 21. In addition to live streaming on social media and the DenverPride.org website, Denver 7 broadcast highlights of the virtual parade on Sunday afternoon. Rocky Mountain Public Media also created a television special featuring Denver Pride entertainers and community stories broadcast on Saturday.*

### Social Media Engagement

- June Facebook Impressions: 759,873
- June Facebook Engagements: 58,413
- June Twitter Impressions: 114,806
- June Twitter Engagements: 1,990

### Web Statistics

- 164,557 page views
- 58,373 users

### Coors Light Virtual Denver Pride Parade

- 135,000 viewers cross posted over 23 platforms
- 124,000 unique viewers
- 2,000 viewers on THEDENVERCHANNEL.COM
- 1,400 peak viewers
- 13,000 reactions, comments, and shares
- 127 parade entries
- Parade broadcast was #2 in Denver broadcast ratings

### Virtual PRIDE 5K

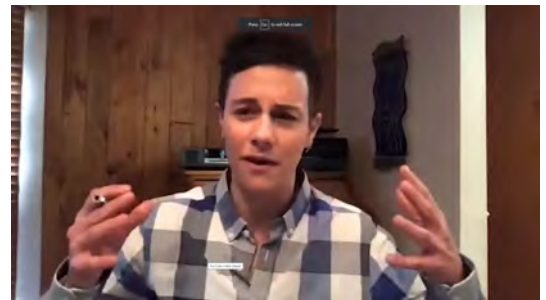
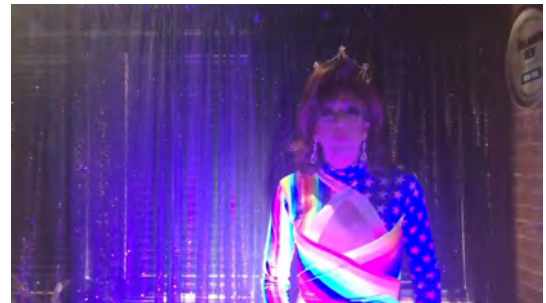
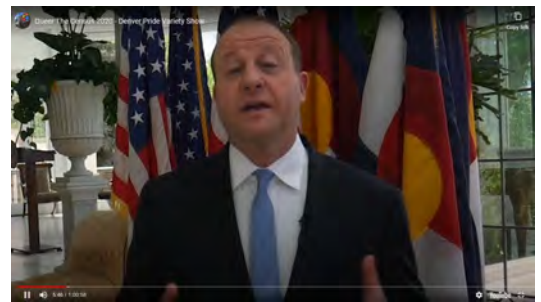
- 603 registrants

### E-Newsletters

- 92,478 emails sent
- 27.78% average open rate
- 13.62% average click-through rate

### Media Placements

- 400 placements
- Potential reach: 659.9 million
- Advertising value equivalency: \$6 million





# Facebook Pages

June 1, 2020 - June 28, 2020

Determine your impact on Facebook by analyzing your Facebook Page activity.

## Included in this Report

 Denver Pride

 The Center on Colfax

 Rainbow Alley - Official

### Facebook Performance Summary

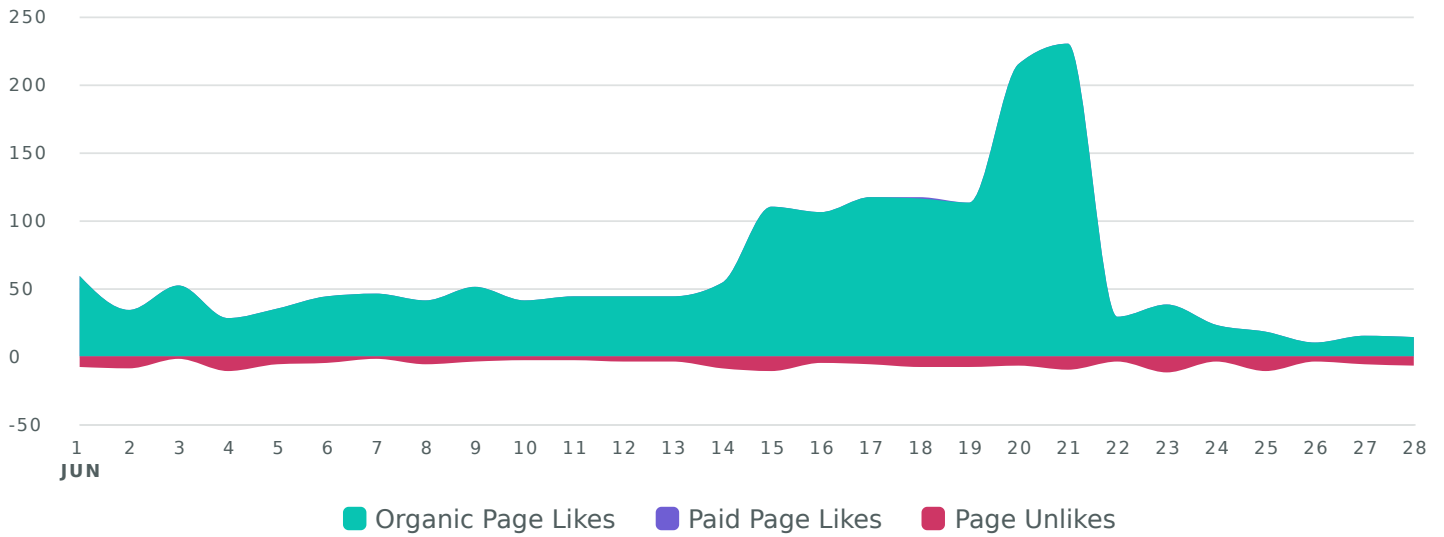
View your key profile performance metrics from the reporting period.

|  |   |   |
|--|---|---|
| <p>Impressions</p> <p><b>759,873</b> ↗836%</p> | <p>Engagements</p> <p><b>58,413</b> ↗933%</p> | <p>Post Link Clicks</p> <p><b>5,487</b> ↗901%</p> |
|--|---|---|

## Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



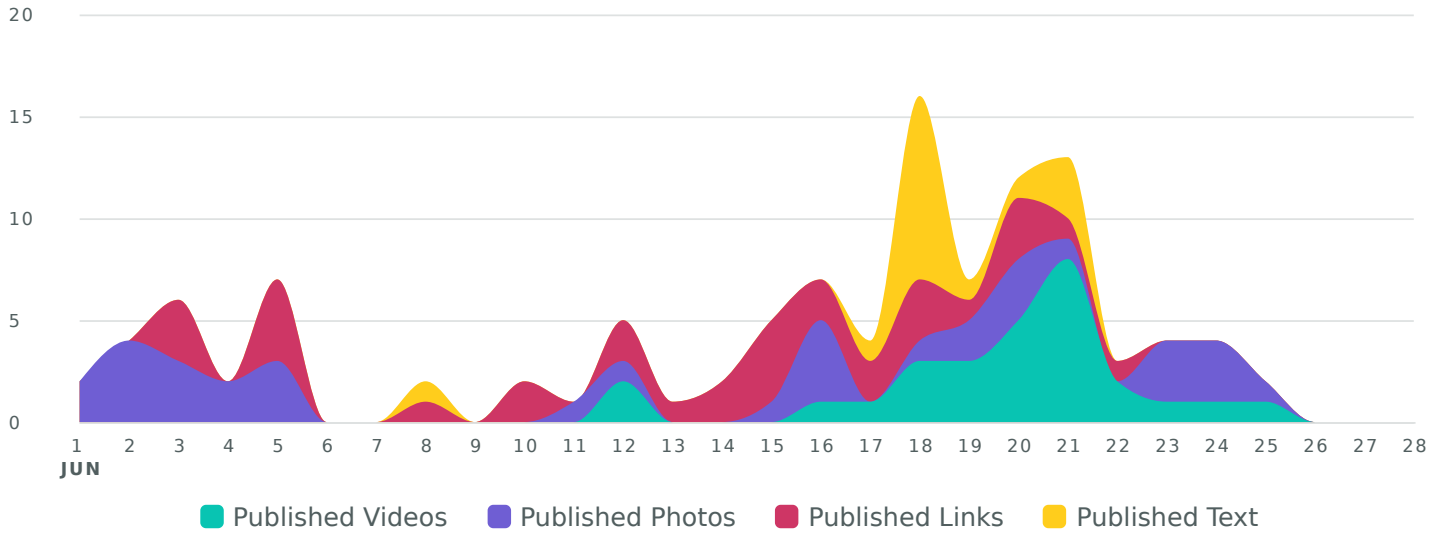
| Audience Metrics      | Totals        | % Change          |
|-----------------------|---------------|-------------------|
| <b>Fans</b>           | <b>32,999</b> | <b>↗5.05%</b>     |
| <b>Net Page Likes</b> | <b>1,593</b>  | <b>↗1,080.00%</b> |
| Organic Page Likes    | <b>1,771</b>  | <b>↗570.83%</b>   |
| Paid Page Likes       | <b>1</b>      | <b>↗100.00%</b>   |
| Page Unlikes          | <b>179</b>    | <b>↗38.76%</b>    |



## Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day




| Publishing Behavior by Content Type | Totals     | % Change        |
|-------------------------------------|------------|-----------------|
| <b>Total Published Posts</b>        | <b>111</b> | <b>↗ 236%</b>   |
| Published Videos                    | <b>28</b>  | <b>↗ 1,300%</b> |
| Published Photos                    | <b>35</b>  | <b>↗ 66.7%</b>  |
| Published Links                     | <b>32</b>  | <b>↗ 256%</b>   |
| Published Text                      | <b>16</b>  | <b>↗ 1,500%</b> |

### Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.


By Lifetime Engagements




**Denver Pride**

Sun 6/21/2020 8:29 am ...

Welcome to the Coors Light Virtual Denver Pride Parade, presented by Denver7!



|                          |              |
|--------------------------|--------------|
| <b>Total Engagements</b> | <b>6,400</b> |
| Reactions                | <b>966</b>   |
| Comments                 | <b>563</b>   |
| Shares                   | <b>129</b>   |
| Post Link Clicks         | <b>3</b>     |
| Other Post Clicks        | <b>4,739</b> |




**The Center on ...**


Mon 6/15/2020 8:08 am ...

In a huge victory for LGBTQ rights, the Supreme Court has ruled that Title VII of the Civi

In landmark case, Su...




|                          |              |
|--------------------------|--------------|
| <b>Total Engagements</b> | <b>2,709</b> |
| Reactions                | <b>2,017</b> |
| Comments                 | <b>58</b>    |
| Shares                   | <b>165</b>   |
| Post Link Clicks         | <b>148</b>   |
| Other Post Clicks        | <b>321</b>   |



**Denver Pride**

Sun 6/21/2020 8:17 am ...

The virtual Denver PrideFest Parade presented by Denver7 will feature a compilation of

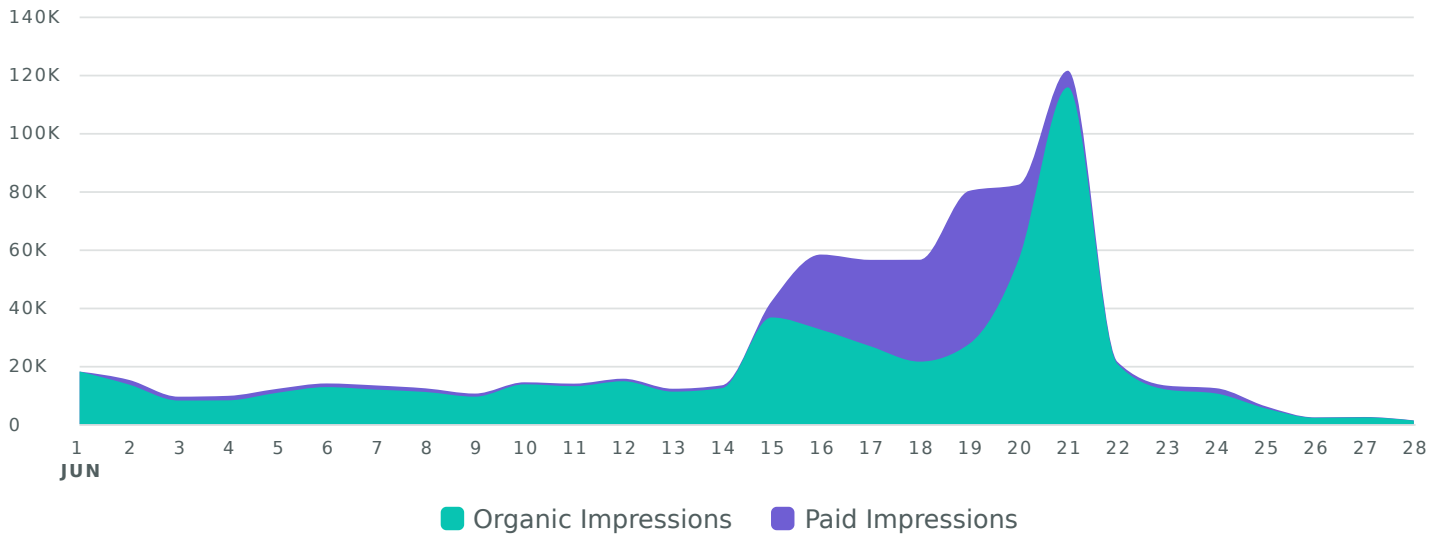


|                          |              |
|--------------------------|--------------|
| <b>Total Engagements</b> | <b>2,558</b> |
| Reactions                | <b>487</b>   |
| Comments                 | <b>166</b>   |
| Shares                   | <b>56</b>    |
| Post Link Clicks         | <b>-</b>     |
| Other Post Clicks        | <b>1,849</b> |

## Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

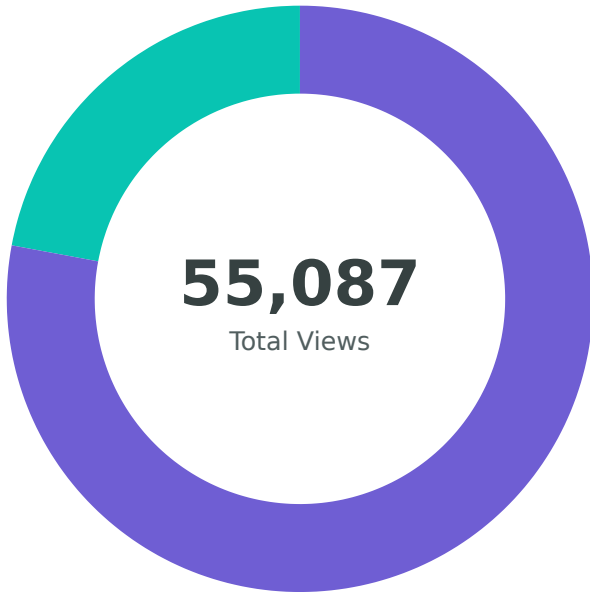


| Impression Metrics                        | Totals          | % Change         |
|---|-----------------|------------------|
| <b>Total Impressions</b>                  | <b>759,873</b>  | <b>↗ 835.62%</b> |
| Organic Impressions                       | 539,052         | ↗ 594.29%        |
| Paid Impressions                          | 200,370         | ↗ 22,799.43%     |
| <b>Average Daily Impressions per Page</b> | <b>9,046.11</b> | <b>↗ 835.62%</b> |
| <b>Average Daily Reach per Page</b>       | <b>5,796.06</b> | <b>↗ 819.23%</b> |

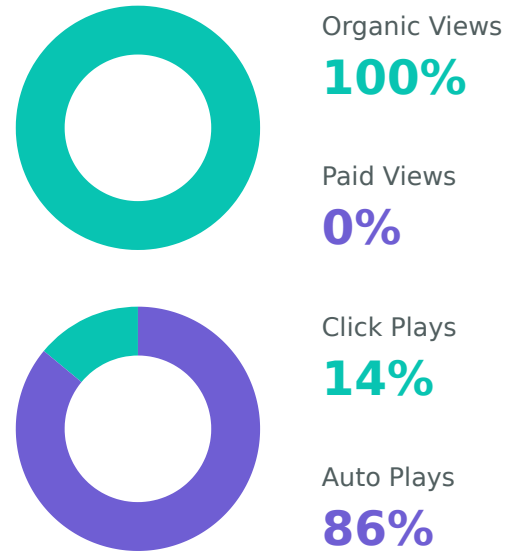
### Facebook Video Performance

View your aggregate video performance during the reporting period.

#### View Metrics



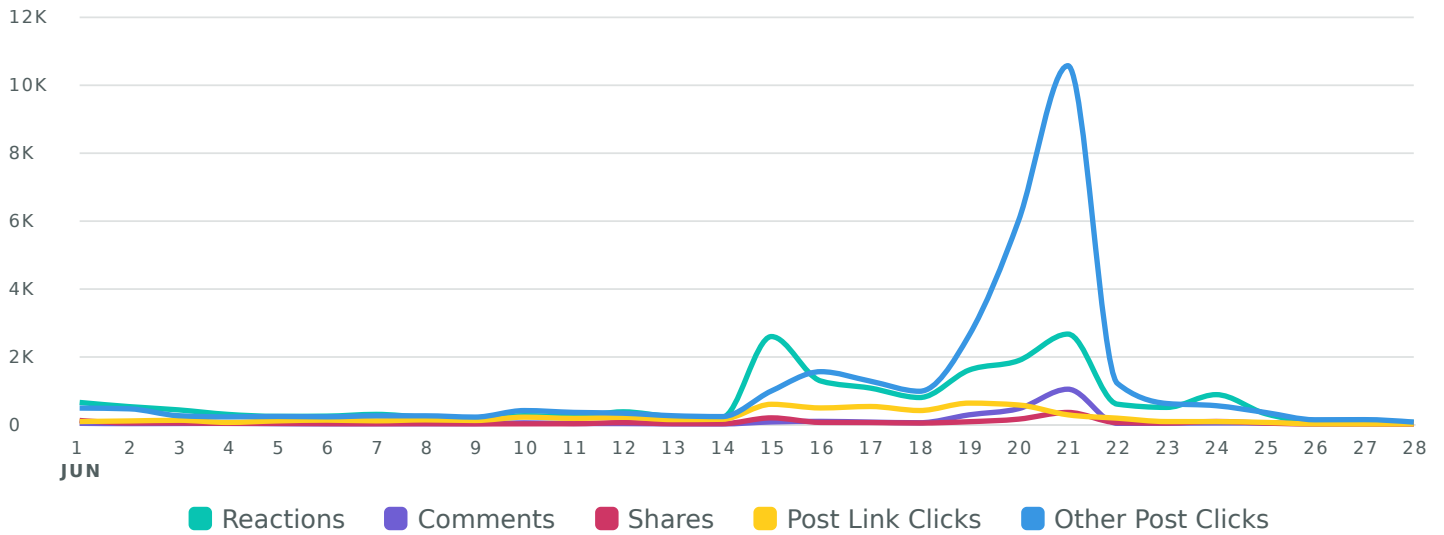
#### Viewing Breakdown



## Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

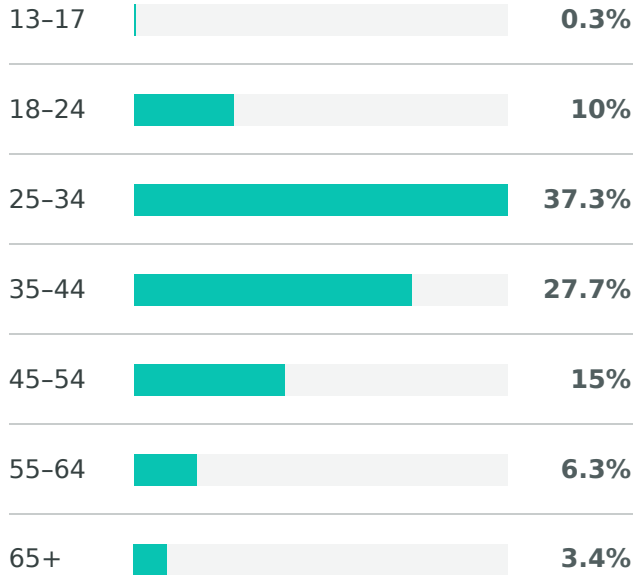


| Engagement Metrics                      | Totals        | % Change           |
|---|---------------|--------------------|
| <b>Total Engagements</b>                | <b>58,413</b> | <b>↗ 932.76%</b>   |
| Reactions                               | <b>18,355</b> | <b>↗ 1,072.09%</b> |
| Comments                                | <b>2,300</b>  | <b>↗ 1,237.21%</b> |
| Shares                                  | <b>1,361</b>  | <b>↗ 557.49%</b>   |
| Post Link Clicks                        | <b>5,487</b>  | <b>↗ 901.28%</b>   |
| Other Post Clicks                       | <b>30,910</b> | <b>↗ 877.24%</b>   |
| <b>Engagement Rate (per Impression)</b> | <b>7.7%</b>   | <b>↗ 10.38%</b>    |

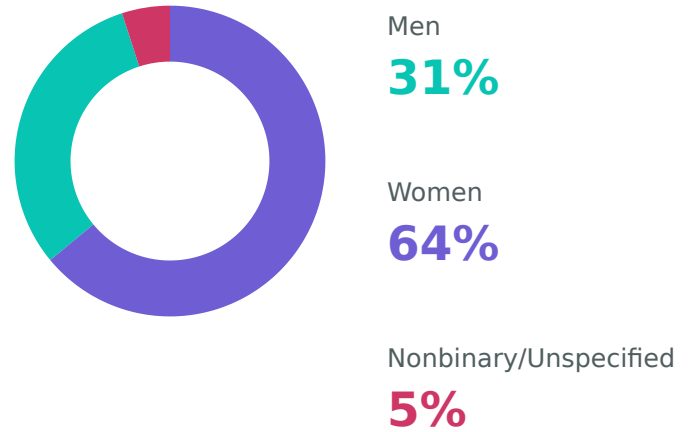
## Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

### Audience by Age ⓘ



### Audience by Gender ⓘ



**Women** between the ages of **25-34** appear to be the leading force among your fans.

### Audience Top Countries

|                      |               |
|----------------------|---------------|
| <b>United States</b> | <b>31,702</b> |
| Brazil               | 128           |
| Canada               | 123           |
| Mexico               | 112           |
| United Kingdom       | 100           |

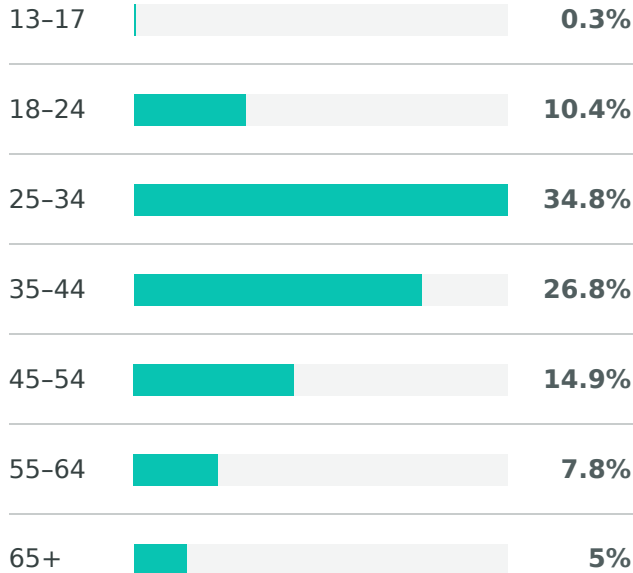
### Audience Top Cities

|                      |               |
|----------------------|---------------|
| <b>Denver, CO</b>    | <b>13,761</b> |
| Colorado Springs, CO | 1,236         |
| Aurora, CO           | 1,081         |
| Fort Collins, CO     | 705           |
| Boulder, CO          | 562           |

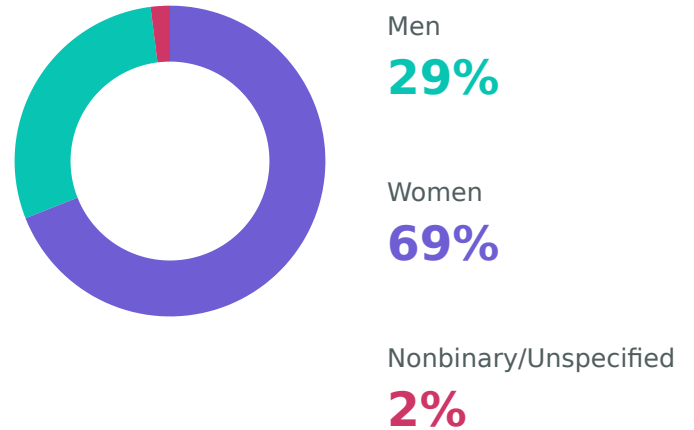
## Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

### People Reached by Age ⓘ



### People Reached by Gender ⓘ



**Women** between the ages of **25-34** have a higher potential to see your content and visit your Page.

### People Reached Top Countries Daily Average

| Country              | Daily Average    |
|----------------------|------------------|
| <b>United States</b> | <b>17,352.38</b> |
| Canada               | 114.11           |
| United Kingdom       | 110.69           |
| Mexico               | 58.31            |
| Australia            | 31.31            |

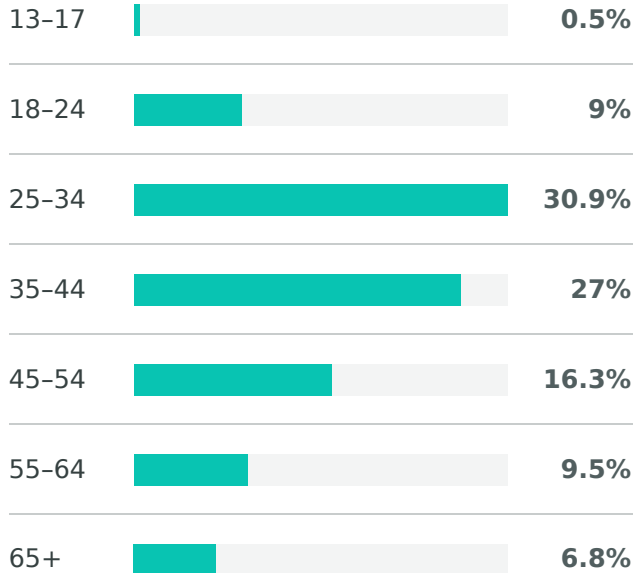
### People Reached Top Cities Daily Average

| City                 | Daily Average   |
|----------------------|-----------------|
| <b>Denver, CO</b>    | <b>8,031.97</b> |
| Aurora, CO           | 691.46          |
| Fort Collins, CO     | 488.15          |
| Colorado Springs, CO | 427.46          |
| Boulder, CO          | 381.27          |

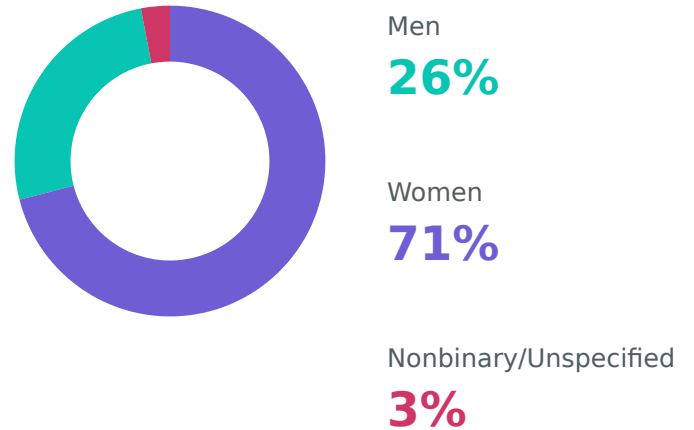
## Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reportin...

### People Engaged by Age 📘



### People Engaged by Gender 📘



**Women** between the ages of **25-34** are most likely to engage with your content.




| People Engaged Top Countries | Daily Average   |
|------------------------------|-----------------|
| <b>United States</b>         | <b>1,150.92</b> |
| Canada                       | 5.96            |
| United Kingdom               | 5.92            |
| Mexico                       | 3.2             |
| Germany                      | 2.24            |

| People Engaged Top Cities | Daily Average |
|---------------------------|---------------|
| <b>Denver, CO</b>         | <b>430.04</b> |
| Aurora, CO                | 41.24         |
| Colorado Springs, CO      | 31            |
| Fort Collins, CO          | 21.76         |
| Boulder, CO               | 18.56         |



## Facebook Pages

Review your aggregate page metrics from the reporting period.

| Page <sup>▲</sup>  | Fans                   | Net Page Likes          | Published Posts     | Impressions             | Engagements            | Post Link Clicks      |
|--|------------------------|-------------------------|---------------------|-------------------------|------------------------|-----------------------|
| <b>Reporting Period</b><br>Jun 1, 2020 - Jun 28, 2020  | <b>32,999</b><br>↗5.1% | <b>1,593</b><br>↗1,080% | <b>111</b><br>↗236% | <b>759,873</b><br>↗836% | <b>58,413</b><br>↗933% | <b>5,487</b><br>↗901% |
| <b>Compare to</b><br>May 4, 2020 - May 31, 2020  | <b>31,412</b>          | <b>135</b>              | <b>33</b>           | <b>81,216</b>           | <b>5,656</b>           | <b>548</b>            |
|  <b>Denver Pride</b>          | 18,017                 | 1,256                   | 80                  | 686,336                 | 50,654                 | 5,060                 |
|  <b>Rainbow Alley - O...</b>  | 3,631                  | 40                      | 11                  | 8,010                   | 695                    | 34                    |
|  <b>The Center on Colf...</b> | 11,351                 | 297                     | 20                  | 65,527                  | 7,064                  | 393                   |



# Facebook Pages

June 19, 2020 - June 21, 2020

Determine your impact on Facebook by analyzing your Facebook Page activity.

## Included in this Report

 Denver Pride

 The Center on Colfax

### Facebook Performance Summary

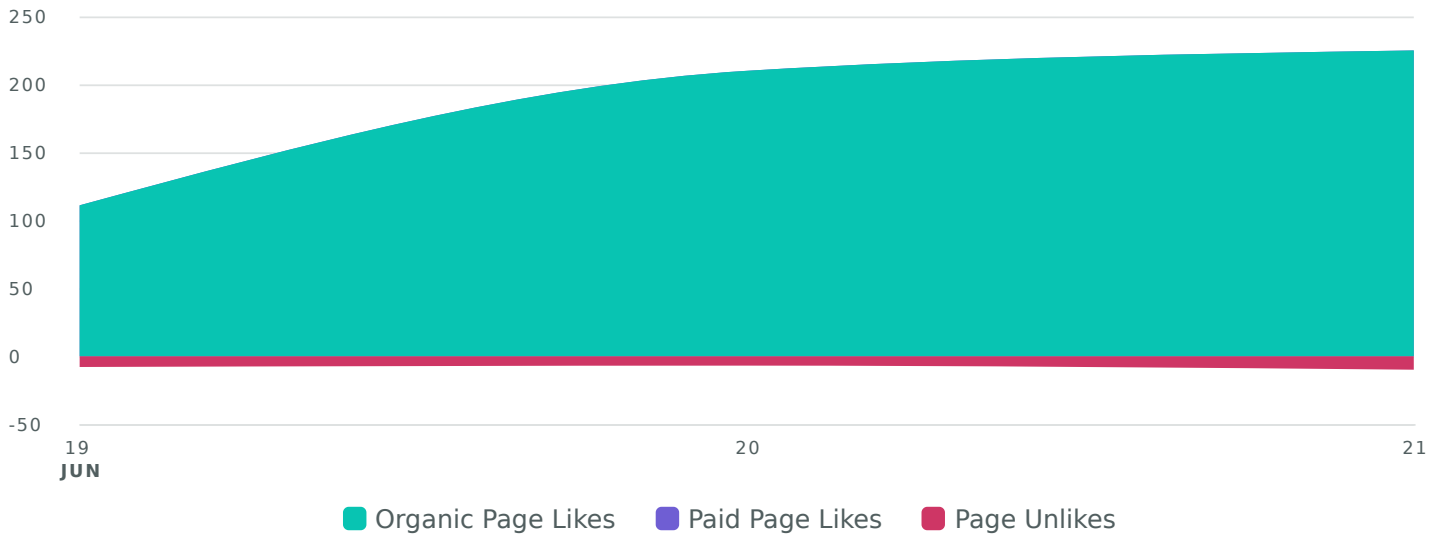
View your key profile performance metrics from the reporting period.

|   |   |   |
|---|---|---|
| <p>Impressions</p> <p><b>294,575</b> ↗70.5%</p> | <p>Engagements</p> <p><b>28,992</b> ↗240%</p> | <p>Post Link Clicks</p> <p><b>1,447</b> ↗4.3%</p> |
|---|---|---|

## Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

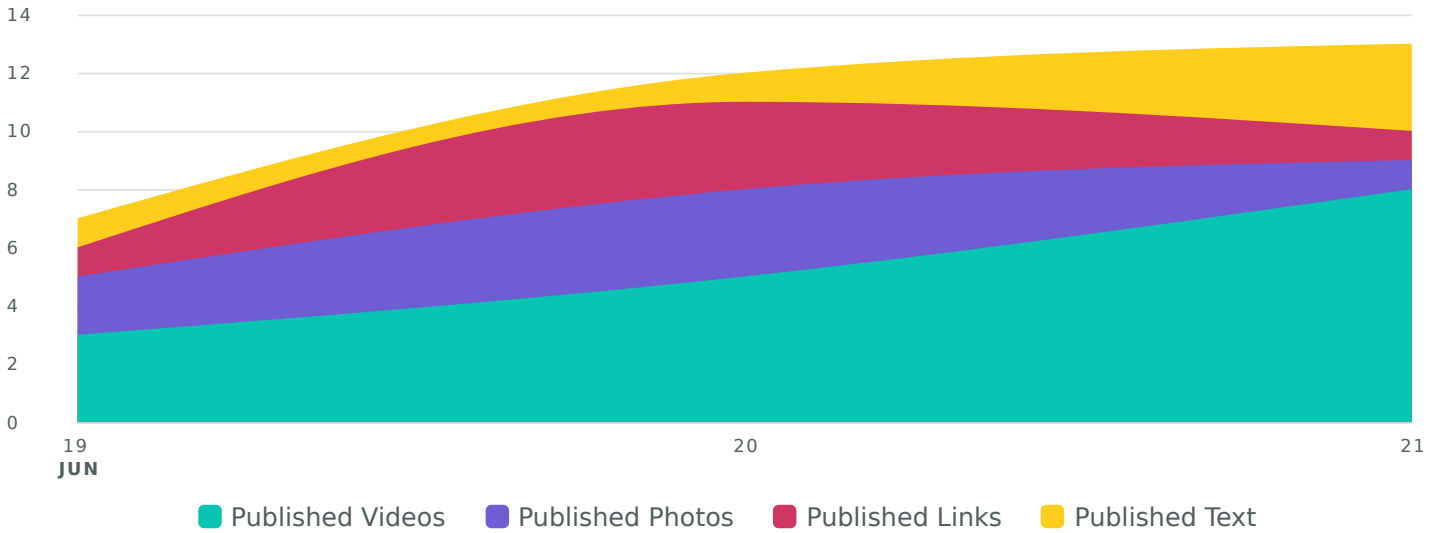


| Audience Metrics      | Totals        | % Change        |
|-----------------------|---------------|-----------------|
| <b>Fans</b>           | <b>29,281</b> | <b>↗ 1.80%</b>  |
| <b>Net Page Likes</b> | <b>521</b>    | <b>↗ 64.87%</b> |
| Organic Page Likes    | 546           | ↗ 63.96%        |
| Paid Page Likes       | 0             | ↘ 100.00%       |
| Page Unlikes          | 25            | ↗ 38.89%        |

## Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day



| Publishing Behavior by Content Type | Totals    | % Change      |
|-------------------------------------|-----------|---------------|
| <b>Total Published Posts</b>        | <b>32</b> | <b>↗23.1%</b> |
| Published Videos                    | <b>16</b> | <b>↗220%</b>  |
| Published Photos                    | <b>6</b>  | <b>↗50%</b>   |
| Published Links                     | <b>5</b>  | <b>↘28.6%</b> |
| Published Text                      | <b>5</b>  | <b>↘50%</b>   |

### Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements




**Denver Pride**

Sun 6/21/2020 8:29 am ...

Welcome to the Coors Light Virtual Denver Pride Parade, presented by Denver7!



|                          |              |
|--------------------------|--------------|
| <b>Total Engagements</b> | <b>6,433</b> |
| Reactions                | <b>971</b>   |
| Comments                 | <b>563</b>   |
| Shares                   | <b>129</b>   |
| Post Link Clicks         | <b>3</b>     |
| Other Post Clicks        | <b>4,767</b> |




**Denver Pride**

Sun 6/21/2020 8:17 am ...

The virtual Denver PrideFest Parade presented by Denver7 will feature a compilation of



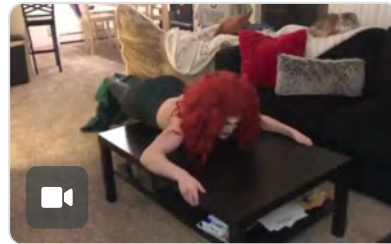
|                          |              |
|--------------------------|--------------|
| <b>Total Engagements</b> | <b>2,566</b> |
| Reactions                | <b>488</b>   |
| Comments                 | <b>166</b>   |
| Shares                   | <b>56</b>    |
| Post Link Clicks         | <b>-</b>     |
| Other Post Clicks        | <b>1,856</b> |



**Denver Pride**

Fri 6/19/2020 7:04 pm PDT

Denver Pride and Census 2020 have teamed up to bring awareness to the importance

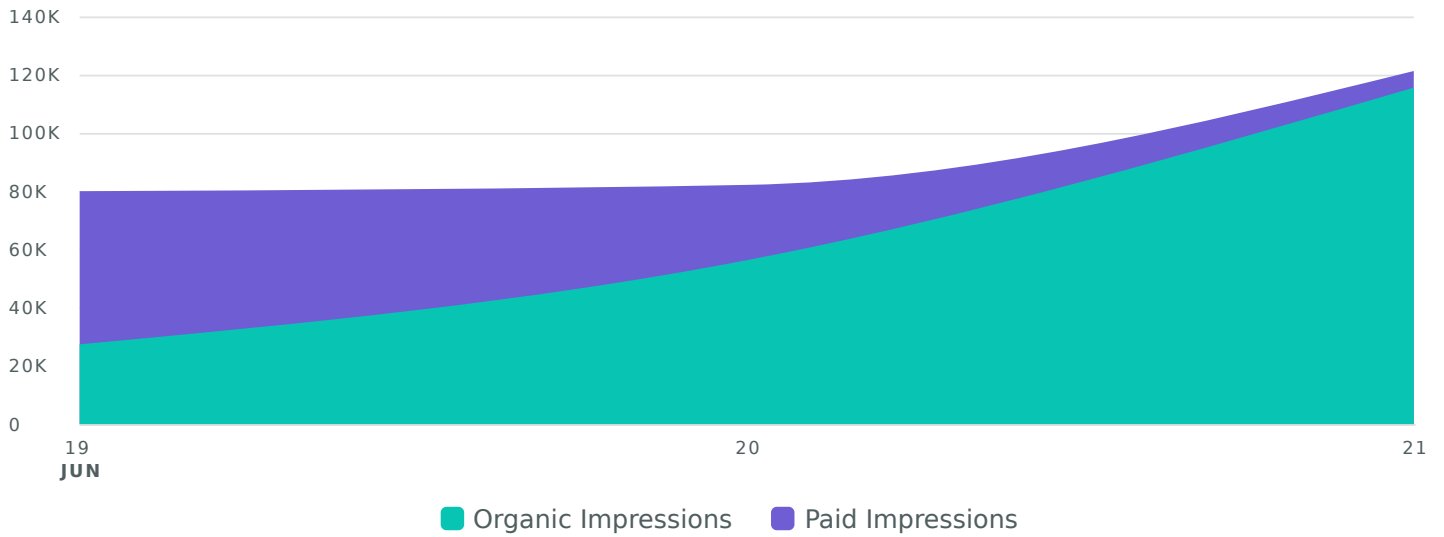


|                          |              |
|--------------------------|--------------|
| <b>Total Engagements</b> | <b>2,458</b> |
| Reactions                | <b>717</b>   |
| Comments                 | <b>224</b>   |
| Shares                   | <b>41</b>    |
| Post Link Clicks         | <b>-</b>     |
| Other Post Clicks        | <b>1,476</b> |

## Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day



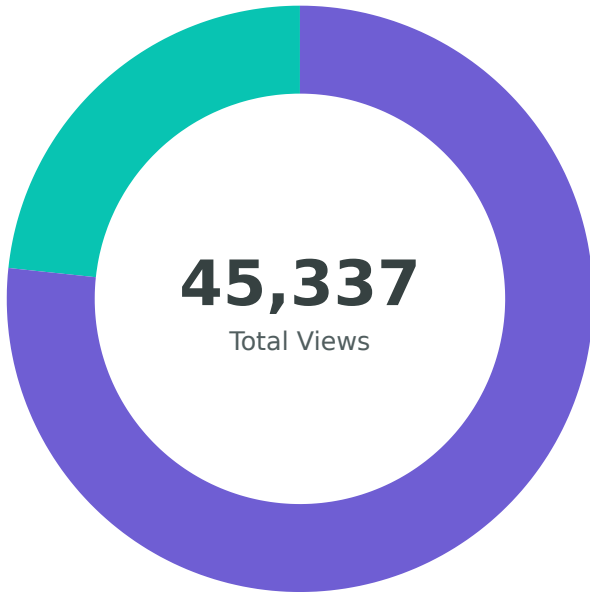
| Impression Metrics                        | Totals           | % Change        |
|---|------------------|-----------------|
| <b>Total Impressions</b>                  | <b>294,575</b>   | <b>↗ 70.49%</b> |
| Organic Impressions                       | 199,227          | ↗ 149.53%       |
| Paid Impressions                          | 84,177           | ↘ 6.95%         |
| <b>Average Daily Impressions per Page</b> | <b>49,095.83</b> | <b>↗ 70.49%</b> |
| <b>Average Daily Reach per Page</b>       | <b>30,759.5</b>  | <b>↗ 64.92%</b> |



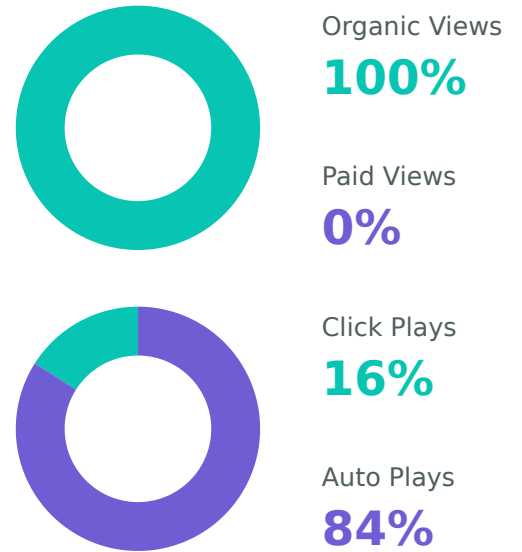
### Facebook Video Performance

View your aggregate video performance during the reporting period.

#### View Metrics



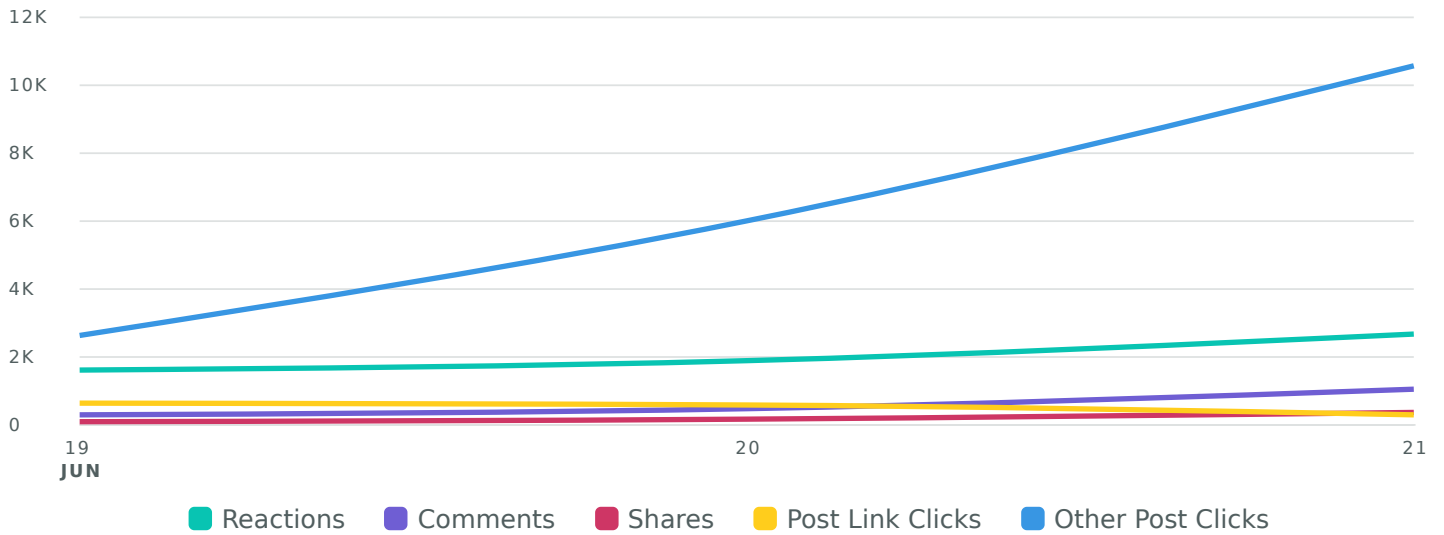
#### Viewing Breakdown



## Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

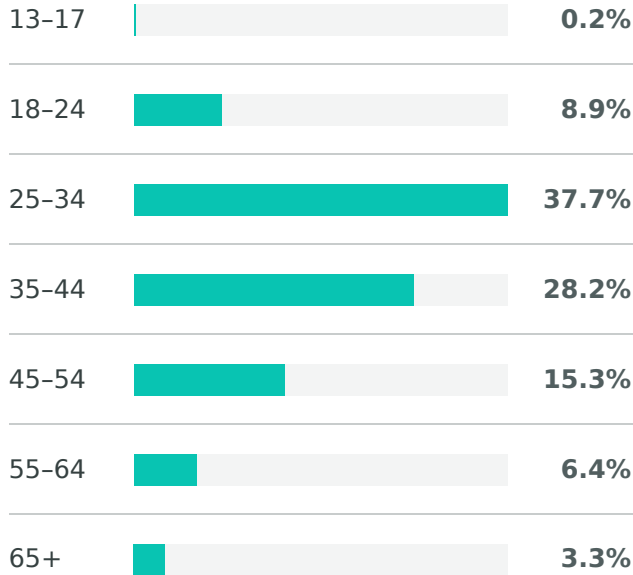


| Engagement Metrics                      | Totals        | % Change         |
|---|---------------|------------------|
| <b>Total Engagements</b>                | <b>28,992</b> | <b>↗ 239.64%</b> |
| Reactions                               | <b>6,104</b>  | <b>↗ 97.22%</b>  |
| Comments                                | <b>1,749</b>  | <b>↗ 905.17%</b> |
| Shares                                  | <b>555</b>    | <b>↗ 362.50%</b> |
| Post Link Clicks                        | <b>1,447</b>  | <b>↗ 4.25%</b>   |
| Other Post Clicks                       | <b>19,137</b> | <b>↗ 409.10%</b> |
| <b>Engagement Rate (per Impression)</b> | <b>9.8%</b>   | <b>↗ 99.22%</b>  |

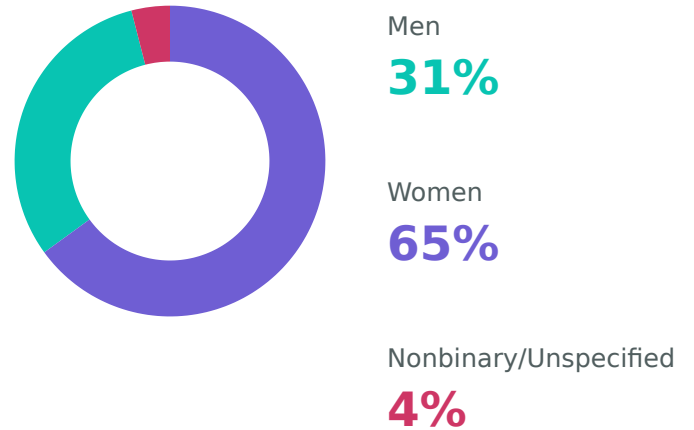
## Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

### Audience by Age ⓘ



### Audience by Gender ⓘ



**Women** between the ages of **25-34** appear to be the leading force among your fans.

### Audience Top Countries

|                      |               |
|----------------------|---------------|
| <b>United States</b> | <b>28,222</b> |
| Brazil               | 123           |
| Mexico               | 96            |
| Canada               | 73            |
| United Kingdom       | 66            |

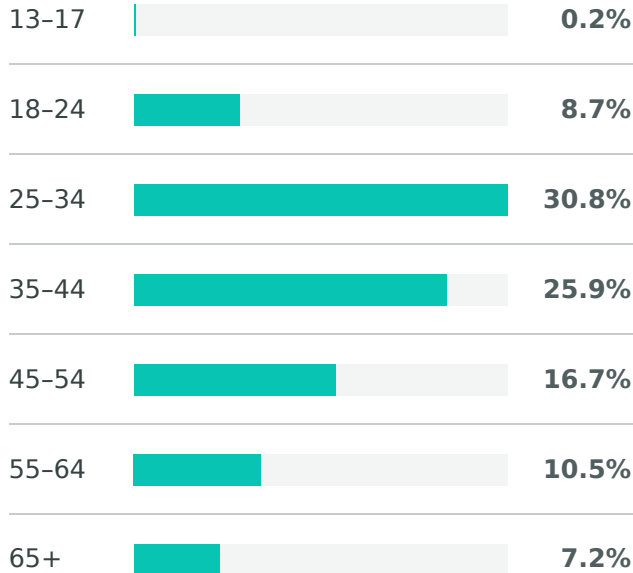
### Audience Top Cities

|                      |               |
|----------------------|---------------|
| <b>Denver, CO</b>    | <b>12,227</b> |
| Colorado Springs, CO | 1,185         |
| Aurora, CO           | 967           |
| Fort Collins, CO     | 645           |
| Boulder, CO          | 521           |

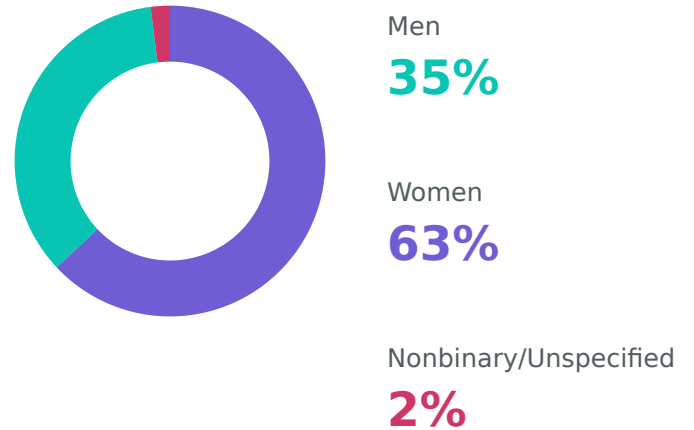
## Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

### People Reached by Age ⓘ



### People Reached by Gender ⓘ



**Women** between the ages of **25-34** have a higher potential to see your content and visit your Page.

### People Reached Top Countries Daily Average

| Country              | Daily Average    |
|----------------------|------------------|
| <b>United States</b> | <b>57,132.67</b> |
| Canada               | 845.33           |
| United Kingdom       | 803              |
| Mexico               | 339.67           |
| Australia            | 209.33           |

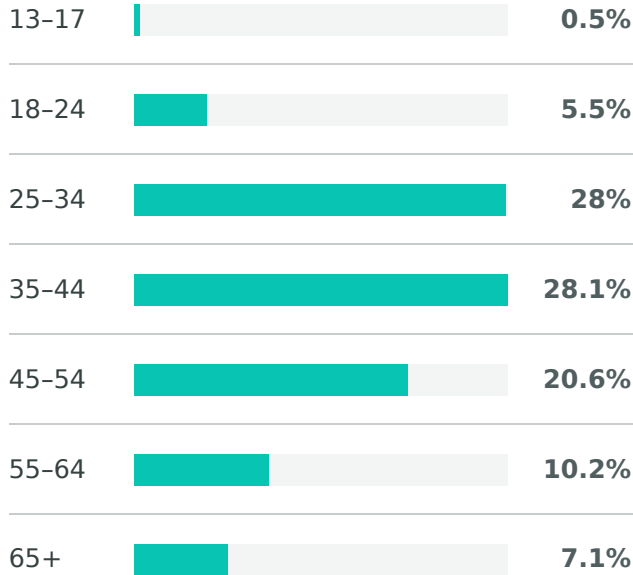
### People Reached Top Cities Daily Average

| City                 | Daily Average |
|----------------------|---------------|
| <b>Denver, CO</b>    | <b>23,889</b> |
| Aurora, CO           | 2,140.67      |
| Fort Collins, CO     | 1,433         |
| Colorado Springs, CO | 1,232.67      |
| Boulder, CO          | 1,021.33      |

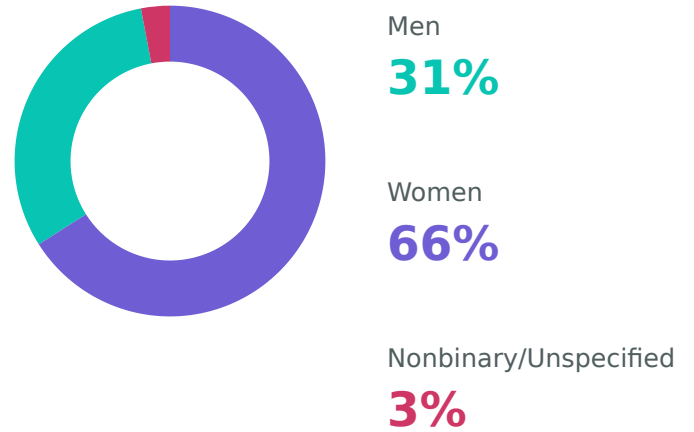
## Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reportin...

### People Engaged by Age 📘



### People Engaged by Gender 📘



**Women** between the ages of **35-44** are most likely to engage with your content.

### People Engaged Top Countries Daily Average



|                      |                 |
|----------------------|-----------------|
| <b>United States</b> | <b>1,568.67</b> |
| Bangladesh           | 8               |
| Mexico               | 5.33            |
| United Kingdom       | 3.67            |
| Canada               | 2.67            |

### People Engaged Top Cities Daily Average

|                      |               |
|----------------------|---------------|
| <b>Denver, CO</b>    | <b>800.67</b> |
| Aurora, CO           | 71.67         |
| Fort Collins, CO     | 42            |
| Colorado Springs, CO | 40.33         |
| Boulder, CO          | 26.33         |

## Facebook Pages

Review your aggregate page metrics from the reporting period.

| Page <sup>▲</sup>  | Fans                    | Net Page Likes        | Published Posts      | Impressions               | Engagements             | Post Link Clicks       |
|--|-------------------------|-----------------------|----------------------|---------------------------|-------------------------|------------------------|
| <b>Reporting Period</b><br>Jun 19, 2020 - Jun 21, 2020   | <b>29,281</b><br>↗ 1.8% | <b>521</b><br>↗ 64.9% | <b>32</b><br>↗ 23.1% | <b>294,575</b><br>↗ 70.5% | <b>28,992</b><br>↗ 240% | <b>1,447</b><br>↗ 4.3% |
| <b>Compare to</b><br>Jun 16, 2020 - Jun 18, 2020   | <b>28,763</b>           | <b>316</b>            | <b>26</b>            | <b>172,784</b>            | <b>8,536</b>            | <b>1,388</b>           |
|  <b>Denver Pride</b>          | 17,953                  | 396                   | 29                   | 272,945                   | 27,040                  | 1,427                  |
|  <b>The Center on Colf...</b> | 11,328                  | 125                   | 3                    | 21,630                    | 1,952                   | 20                     |



# Twitter Profiles

June 1, 2020 - June 28, 2020

Track profile performance to determine the impact of Twitter content.

**Included in this Report**

 Rainbow Alley-Denver

 The Center On Colfax



### Twitter Performance Summary

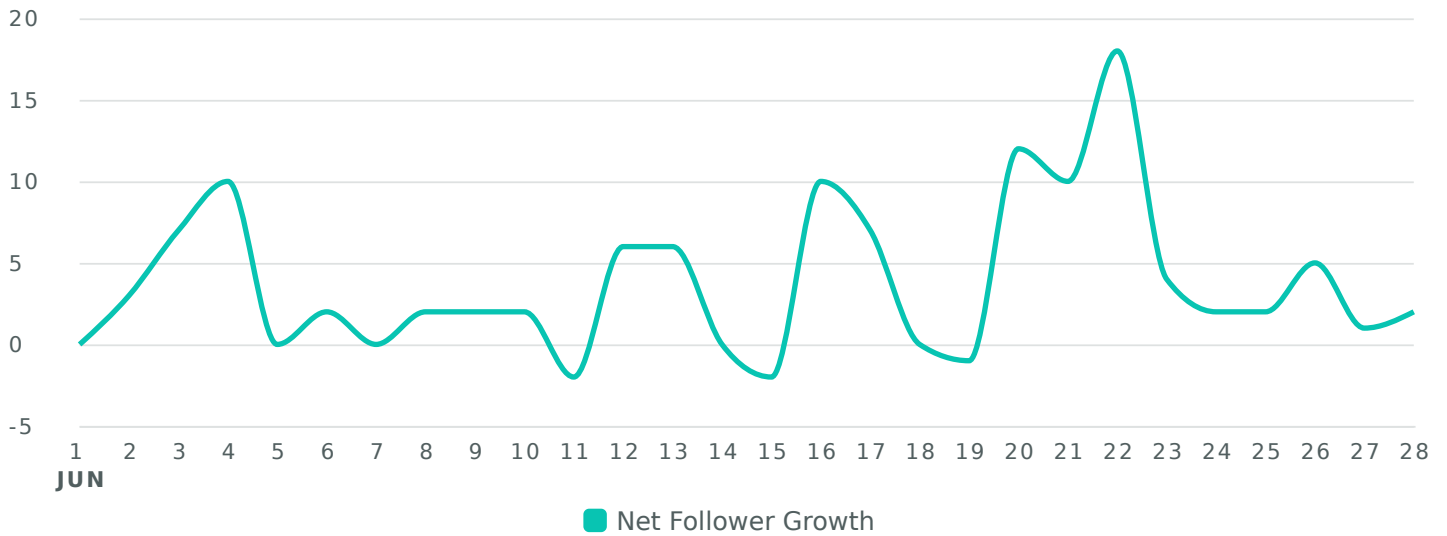
View your key profile performance metrics from the reporting period.

|                                     |                                     |  |
|-------------------------------------|-------------------------------------|--|
| Impressions<br><b>114,806</b> ↗551% | Engagements<br><b>1,990</b> ↗1,743% | Post Link Clicks<br><b>209</b> ↗1,800% |
|-------------------------------------|-------------------------------------|--|

### Twitter Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth, by Day

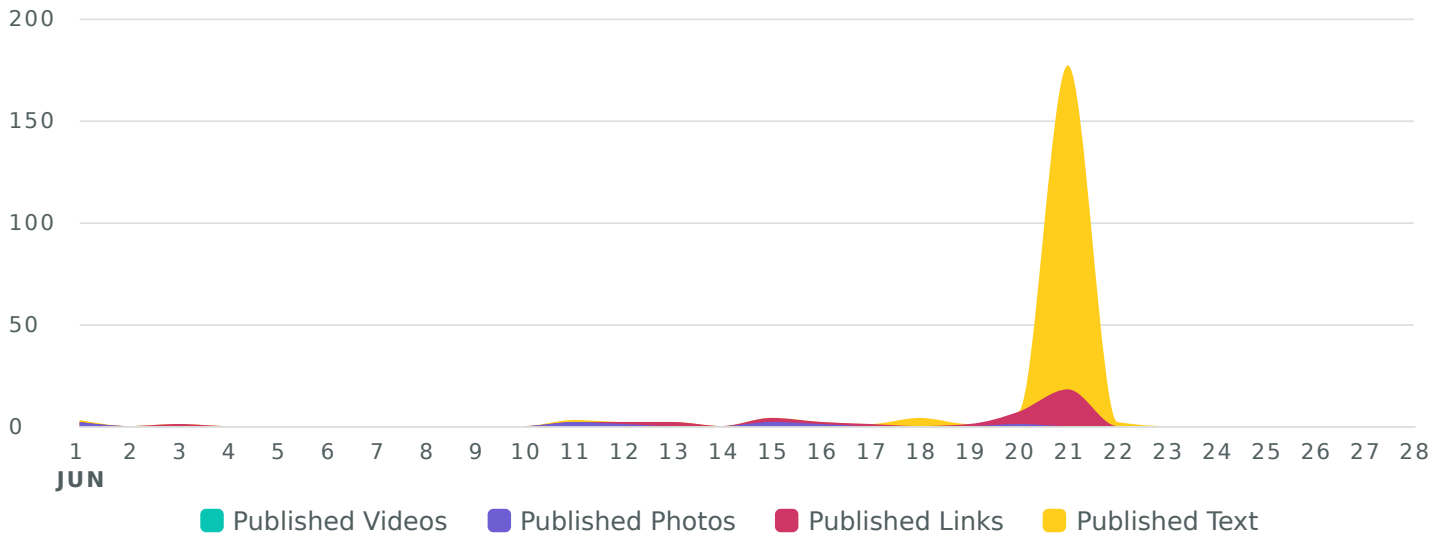


| Audience Metrics           | Totals       | % Change     |
|----------------------------|--------------|--------------|
| <b>Followers</b>           | <b>3,772</b> | <b>↗4.3%</b> |
| <b>Net Follower Growth</b> | <b>108</b>   | <b>↗620%</b> |
| Following                  | 1,186        | →0%          |

## Twitter Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day




| Publishing Behavior by Content Type | Totals     | % Change        |
|-------------------------------------|------------|-----------------|
| <b>Total Published Posts</b>        | <b>209</b> | <b>↗ 1,393%</b> |
| Published Videos                    | 0          | → 0%            |
| Published Photos                    | 9          | ↗ 200%          |
| Published Links                     | 33         | ↗ 725%          |
| Published Text                      | 167        | ↗ 2,286%        |

### Twitter Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.


By Lifetime Engagements



**CenterOnColfax**  
Thu 6/18/2020 12:50 am...

We are absolutely blown away and incredibly grateful to [@KyleClark](#) and [#HeyNext](#) viewers for supporting our programming so generously! We


|                          |            |
|--------------------------|------------|
| <b>Total Engagements</b> | <b>317</b> |
| Likes                    | 72         |
| @Replies                 | 0          |
| Retweets                 | 7          |
| Post Link Clicks         | -          |
| Other Post Clicks        | <b>238</b> |
| Other Engagements        | <b>0</b>   |



**CenterOnColfax**  
Sun 6/21/2020 2:14 pm ...

Don't miss the Coors Light Virtual Denver Pride Parade, starting at 9:30 a.m. on [Facebook.com/DenverPride.org!](#)

|                          |            |
|--------------------------|------------|
| <b>Total Engagements</b> | <b>157</b> |
| Likes                    | 12         |
| @Replies                 | 1          |
| Retweets                 | 3          |
| Post Link Clicks         | <b>85</b>  |
| Other Post Clicks        | <b>56</b>  |
| Other Engagements        | <b>0</b>   |



**CenterOnColfax**  
Mon 6/1/2020 11:14 pm ...

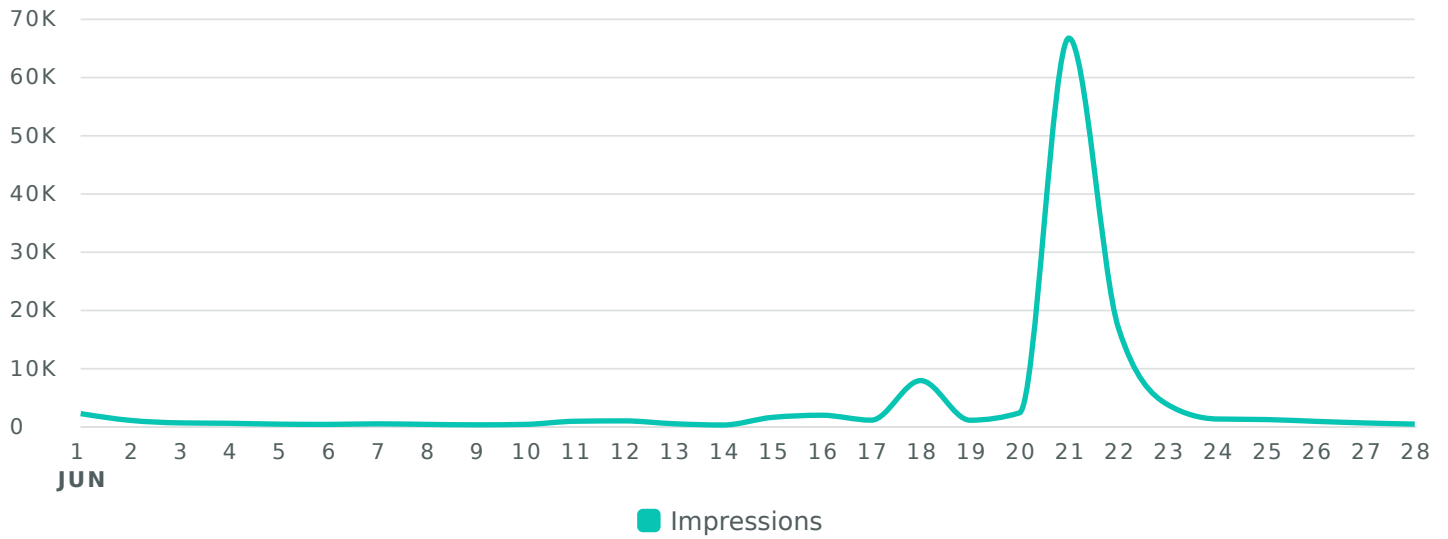
... movement was born out of the resistance of Black Women. Pride began as a rebellion against discrimination, and harassment of queer people. The Stonewall Inn stands as a monument of the LGBTQ+ community. Pride month should pay honor to our heroes and especially important to lift up the most underrepresented in society. To the black and brown identified people who stand with you. Your struggle is our struggle. [#BlackLivesMatter](#) and [#LivesMatter](#).

|                          |           |
|--------------------------|-----------|
| <b>Total Engagements</b> | <b>99</b> |
| Likes                    | 10        |
| @Replies                 | 1         |
| Retweets                 | 3         |
| Post Link Clicks         | 1         |
| Other Post Clicks        | <b>84</b> |
| Other Engagements        | <b>0</b>  |

### Twitter Impressions

Review how your content was seen by the Twitter community during the reporting period.

Impressions, by Day

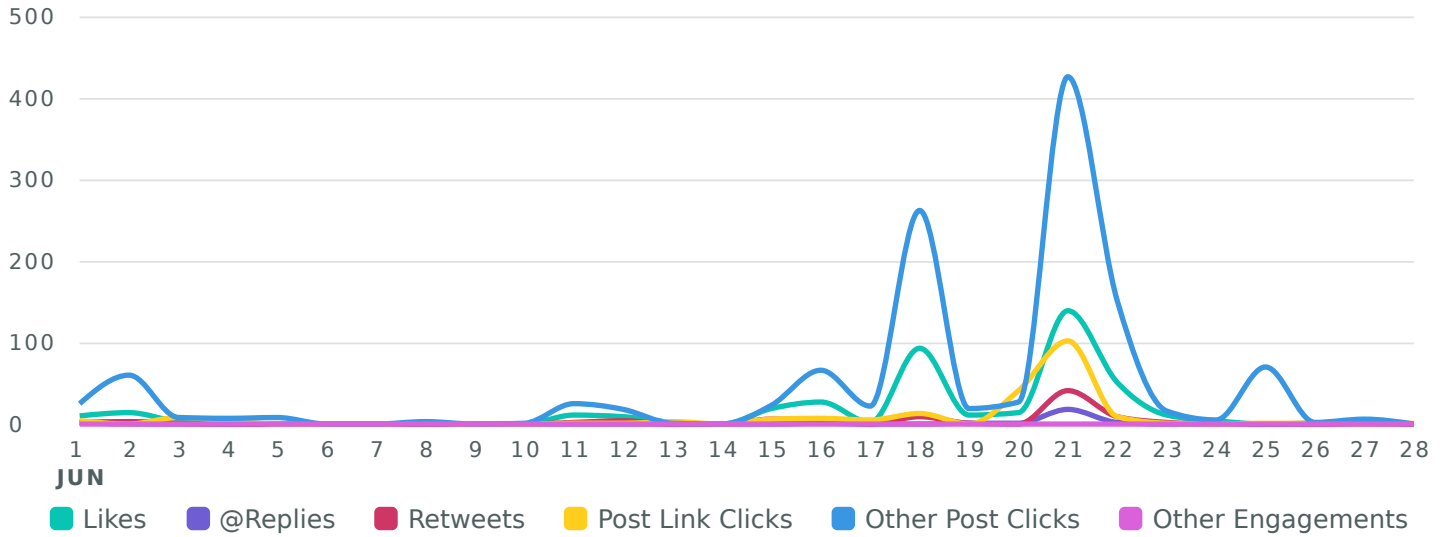


| Impression Metrics | Totals  | % Change |
|--------------------|---------|----------|
| Impressions        | 114,806 | ↗551%    |

## Twitter Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

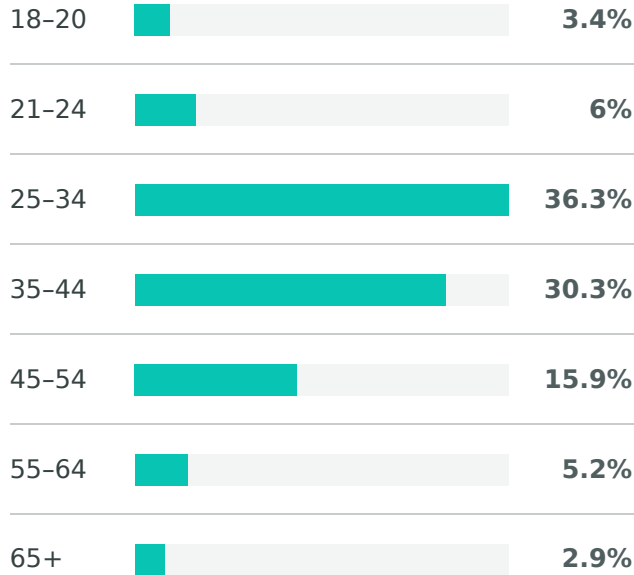


| Engagement Metrics                      | Totals       | % Change        |
|---|--------------|-----------------|
| <b>Total Engagements</b>                | <b>1,990</b> | <b>↗ 1,743%</b> |
| Likes                                   | 421          | ↗ 1,404%        |
| @Replies                                | 25           | ↗ 400%          |
| Retweets                                | 84           | ↗ 1,300%        |
| Post Link Clicks                        | 209          | ↗ 1,800%        |
| Other Post Clicks                       | 1,251        | ↗ 2,057%        |
| Other Engagements                       | 0            | → 0%            |
| <b>Engagement Rate (per Impression)</b> | <b>1.7%</b>  | <b>↗ 183%</b>   |

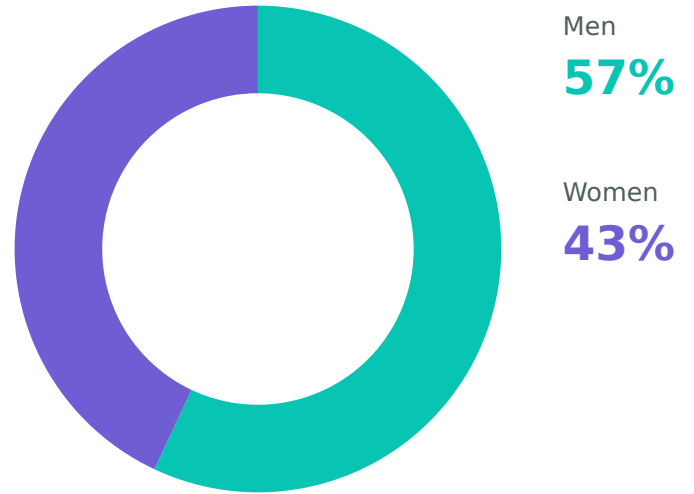
### Twitter Audience Demographics

Review your audience demographics as of the last day of the reporting period.

#### Audience by Age ⓘ





#### Audience by Gender ⓘ



The majority of your followers appear to be **men** along with people between the ages of **25-34**.

## Twitter Profiles

Review your aggregate profile metrics from the reporting period.

| Profile <sup>▲</sup>  | Followers             | Net Follower Growth | Published Posts       | Impressions             | Engagements             | Post Link Clicks      | Engagement Rate (per Impression) |
|---|-----------------------|---------------------|-----------------------|-------------------------|-------------------------|-----------------------|----------------------------------|
| <b>Reporting Period</b><br>Jun 1, 2020 – Jun 28, 2020   | <b>3,772</b><br>↗4.3% | <b>108</b><br>↗620% | <b>209</b><br>↗1,393% | <b>114,806</b><br>↗551% | <b>1,990</b><br>↗1,743% | <b>209</b><br>↗1,800% | <b>1.7</b><br>↗183               |
| <b>Compare to</b><br>May 4, 2020 – May 31, 2020   | <b>3,615</b>          | <b>15</b>           | <b>14</b>             | <b>17,627</b>           | <b>108</b>              | <b>11</b>             | <b>0.6</b>                       |
|  <b>Rainbow Alley-De...</b>  | 276                   | 1                   | -                     | 242                     | 4                       | 1                     | 1.7                              |
|  <b>The Center On Col...</b> | 3,496                 | 107                 | 209                   | 114,564                 | 1,986                   | 208                   | 1.7                              |

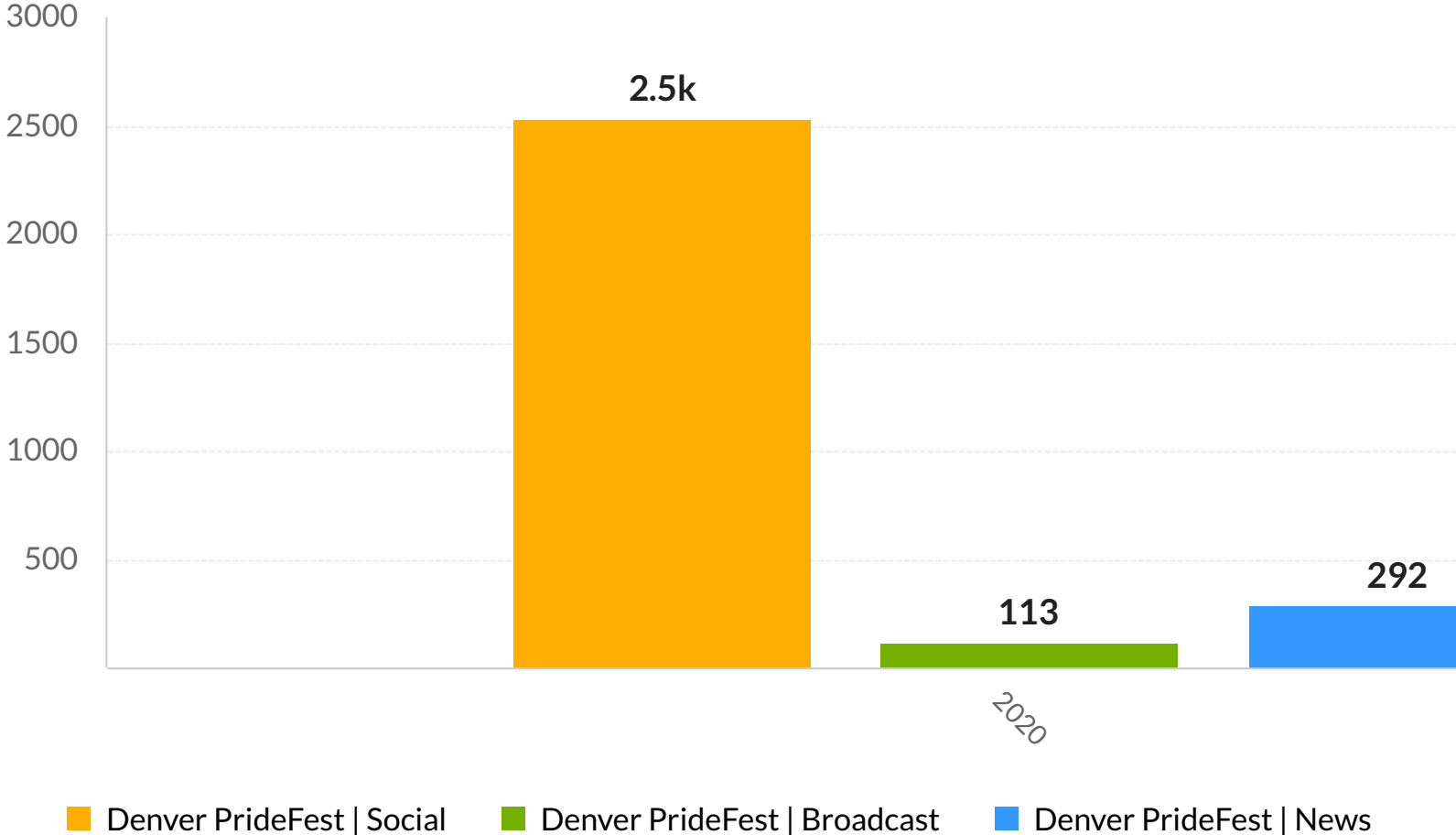


PrideFest

Mar 31, 2020 - Jul 7, 2020



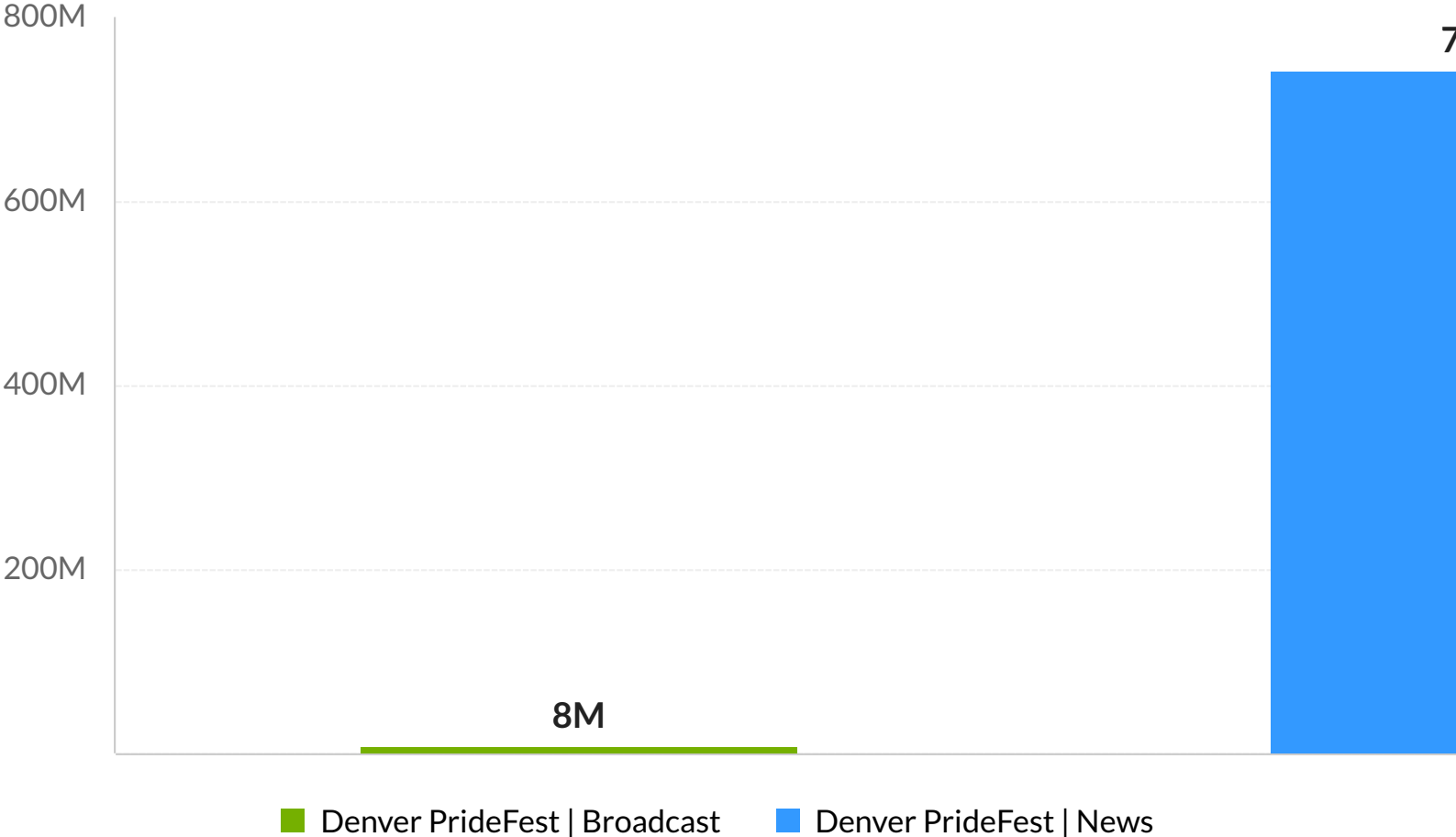
# Total Media Exposure



Mar 31, 2020 - Jul 7, 2020

The Media Exposure widget provides insight into how media coverage is trending over time.

# Potential Reach



Mar 31, 2020 - Jul 7, 2020

The Potential Reach widget provides insight into the number of potential viewers that have been exposed to a set of media coverage.

AVE

6.9M



■ Denver PrideFest | News

Mar 31, 2020 - Jul 7,  
2020

The Advertising Value Equivalency (AVE) widget places a monetary value on media coverage.

# Media Exposure Comparison YOY

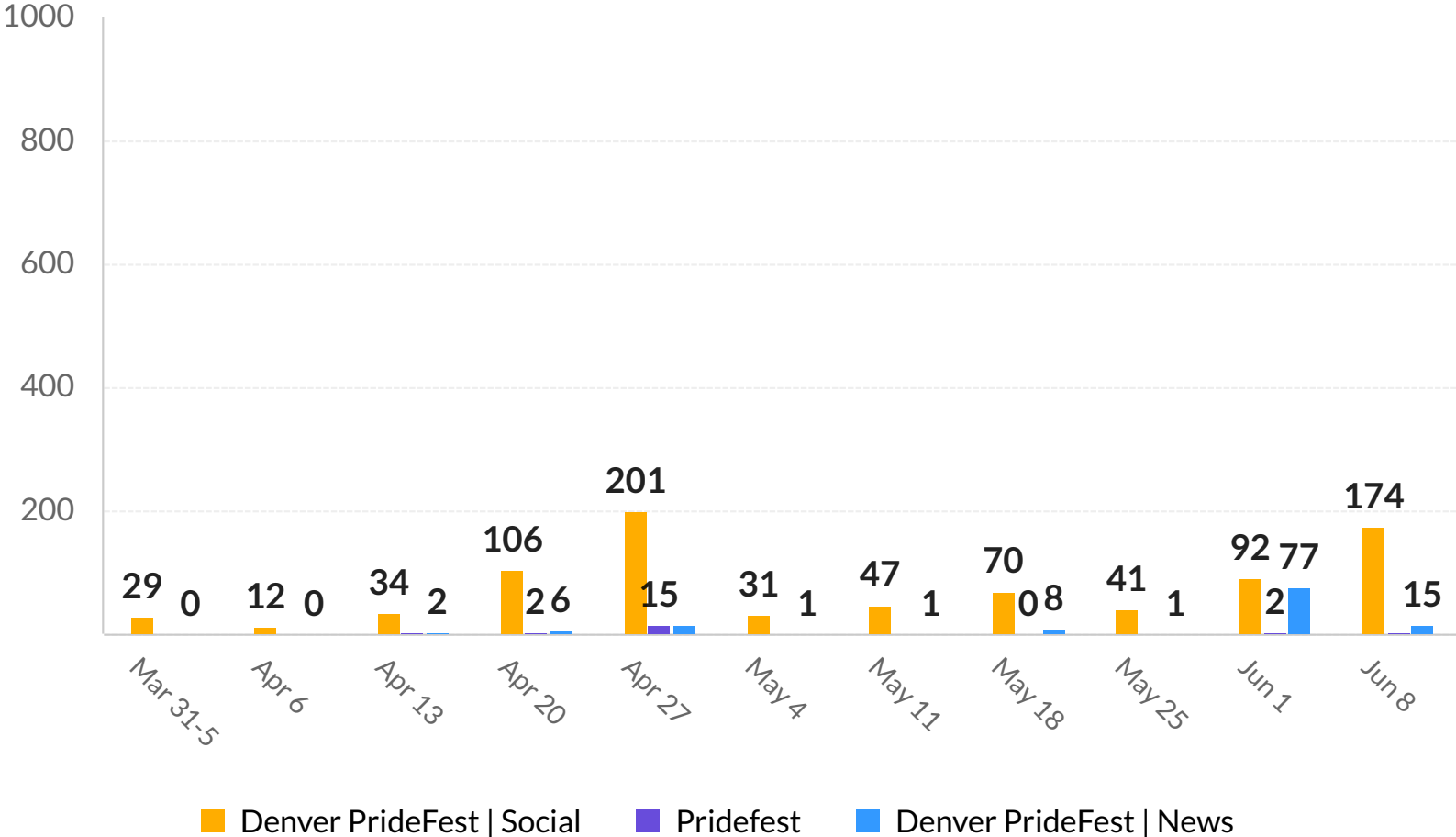
Compared to last period

2.95k  
▲ 338%

Mar 31, 2020 - Jul 7,  
2020

The Total Media Exposure widget provides insight into overall media coverage in a given time period.

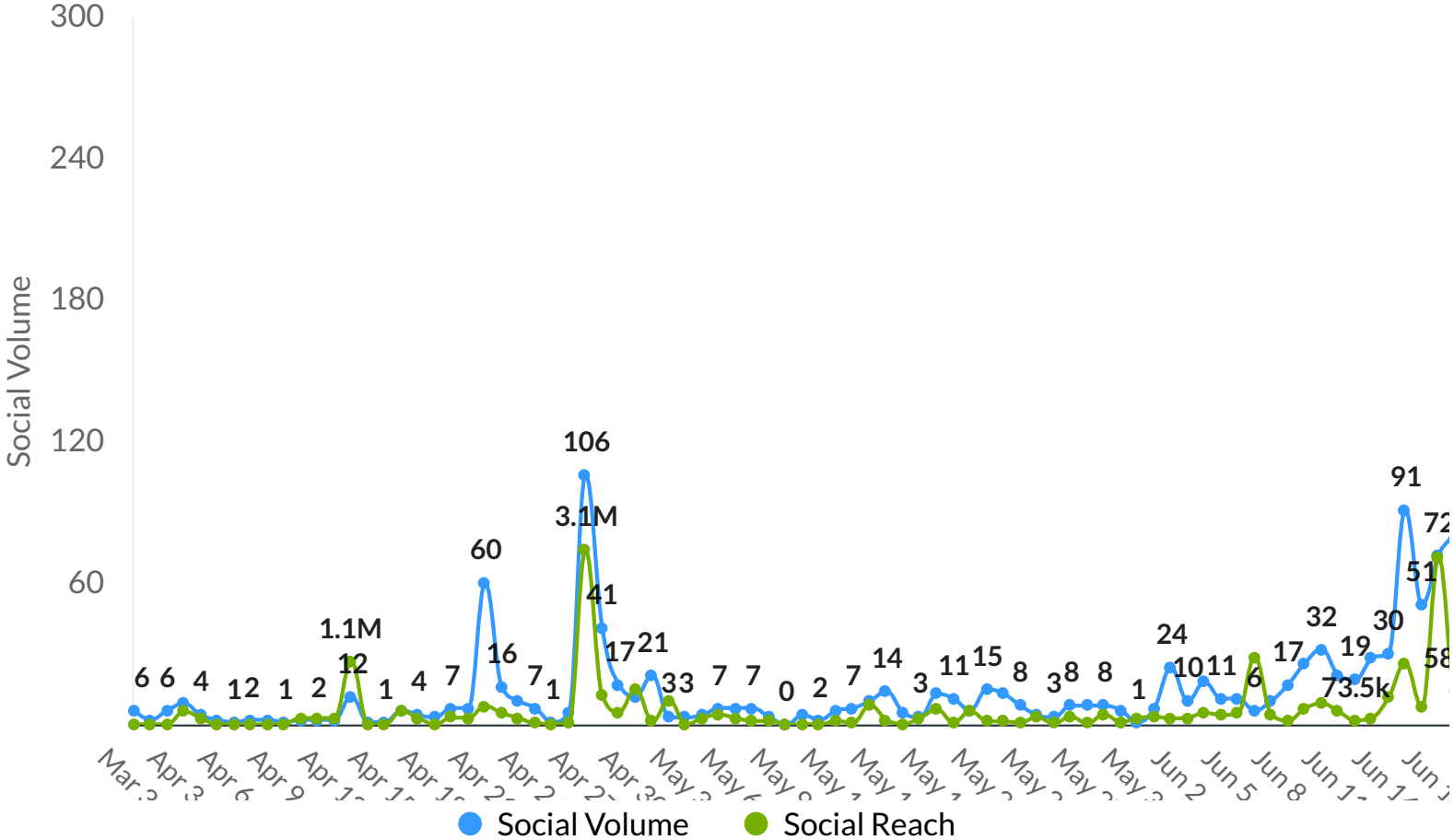
# Media Exposure



Mar 31, 2020 - Jul 7, 2020

The Media Exposure widget provides insight into how media coverage is trending over time.

# Social Reach vs. Social Volume



Mar 31, 2020 - Jul 7, 2020

The Social Reach vs. Social Volume widget provides insight into the number of potential viewers vs the volume of social media coverage.

# Content Stream



**MG Retailer** (<https://mgretailer.com/>) · USA · Reach 15k  
(<https://www.similarweb.com/website/mgretailer.com/>) · Jul 3 4:09 PM

Commemorating LGBT Pride in 2020 (<https://mgretailer.com/business/c...>)

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**22 Words** (<https://twentytwowords.com/>) · USA · Reach 3M  
(<https://www.similarweb.com/website/twentytwowords.com/>) · Jun 30 11:31 AM

90-Year-Old Man Comes Out As Gay Because He 'Can't Forget The Man ...

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**The Washington Post** (<https://www.washingtonpost.com/>) · USA · Reach 85M  
(<https://www.similarweb.com/website/washingtonpost.com/>) · Jun 30 4:00 AM

Why this 90-year-old man decided to come out as gay during the pandem...

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**ABA Banking Journal** (<https://bankingjournal.aba.com/>) · USA · Reach 94k  
(<https://www.similarweb.com/website/bankingjournal.aba.com/>) · Jun 29 7:53 PM

Mar 31, 2020 - Jul 7,  
2020

The Content Stream widget displays clickable links to media coverage.

# Top Social Posts



**f** Denver Nuggets (<http://www.facebook.com/98534743609>) · Reach 2M · Jun 17 3:00 PM  
Ahead of 2020 PrideFest, Rex Fuller of The Center on Colfax joined Sport...



**f** Denver Nuggets (<http://www.facebook.com/98534743609>) · Reach 2M · Jun 20 8:30 AM  
Happy PrideFest, Denver! To receive updates about our 2020-21 Pride N...



**f** Denver Nuggets (<http://www.facebook.com/98534743609>) · Reach 2M · Jun 21 8:00 AM  
Happy Pride, Denver! We look forward to hosting our 2020-21 Pride Nig...



**f** 9NEWS (KUSA) (<http://www.facebook.com/263743636076>) · Reach 968k · Jun 20 10:10 AM  
WATCH LIVE: Live events from the 2020 virtual Denver PrideFest will be...

Mar 31, 2020 - Jul 7, 2020

The Top Social Posts widget displays social content ordered by highest social reach value.



# Trending Themes

Coors Light Virtual Denver Pride Parade  
celebration Colfax Denver Pric  
Colorado  
massive events Denver  
people LGBTQ commun  
community businessse

Mar 31, 2020 - Jul 7,  
2020

The Trending Themes widget provides insight into keywords and key phrases that are most frequently associated with the media coverage.