

# Social Media



## GOOGLE SEARCH:

Search Adoption Charities/Charity: We are no. 1 unpaid ad and no. 2 unpaid ad respectively  
 Dave Thomas Foundation for Adoption shares 1 or 2 spot with us.



## FACEBOOK:

2,244 Likes Average Daily Reach is 202

Gender: 83% female, 7% male

Age: 72% between 25-54 (one-third ages 35-44)

LARGEST MARKETS: Chicago, IL; Tampa, FL; Milwaukee, WI; Minneapolis, MN;  
 Jacksonville, FL; New York, NY; Charlotte, NC; Columbus, OH; Dallas, TX; Houston, TX



## TWITTER:

Followers: 3,928 Avg. Monthly Impressions: 3,158

Gender: 78% female, 22% male



## LINKEDIN:

237 Followers Average monthly reach: 475

# Traditional Media

Gift of Adoption stories are attractive to television and print media. In the last 6 months:  
 18 stories on adoption/foster care on the Today Show and NBC News. 20 stories featuring  
 adoption/foster care on Good Morning America and ABC News.



Fox Kansas City



ABC Miami