

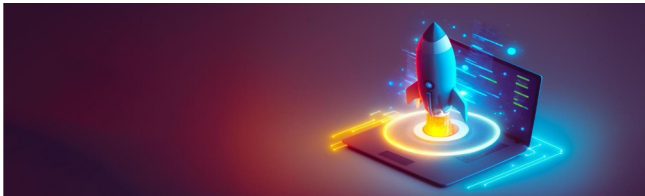
## 2023 Video Production



New videos created: 431.

An average of 36 per month and an increase of 73% from 2022's total of 234 videos.

## 2023 Website Traffic



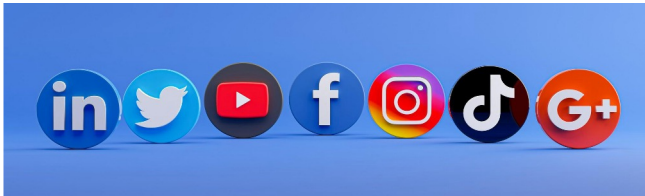
### Recruiting-related Pages

27,045 (avg of 5,409 per month) - compared to 11,374 in 2022- an increase of 137%

### Overall Traffic:

- Total Users: 16,792 (46% increase over 2022)
- Total Pageviews: 64,349 (118% increase over 2022)

## 2023 Social Media Results



- 1,425 total posts across all platforms (avg of 15 per month)
- 9,791 referrals to BartsElectric.com (68% increase over 2022)
- Total social media **Followers**
- January 1: **2,459**
- December 31: **2,908**
- 18% increase in total social media followers.
- Google reputation score went from 3.7 to 4.6—a big deal!

# 2023 BARTS ELECTRIC VIDEO RESULTS



## YouTube

- 198 videos and shorts published (avg of 16.5 per month – 38% increase over 2022)
- 22,432 video views (an increase of 69% over 2022)
- 156.2 hours of video watched compared to 86 hours from 2022 (81% increase)



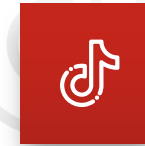
## Facebook

- 77,600 total video views (avg 6,467/month)
- 24,221 total minutes viewed (403.7 hours)



## LinkedIn

- 9,840 total video views (avg of 820/month)
- 16% increase in followers



## TikTok

- 33,811 video views (avg 2,817/month)
- 24,145 accounts reached (avg 2,012/month)

**2023 BARTS ELECTRIC VIDEO RESULTS**

**143,683 VIEWS FROM**



**YouTube**



**Facebook**



**LinkedIn**



**TikTok**

