

Marketing

2023 Social Results

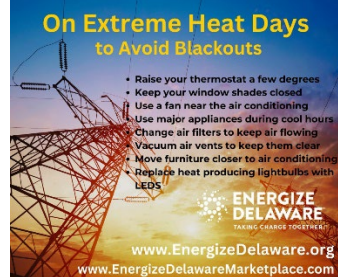
Facebook 3.4 million impressions 1.4K-fans Posts-321 clicks- 82K

Top 3 Facebook views

Most popular – 19,652

2nd – 13,695

3rd 13,162



Linkedin 9.3K impressions 261-followers Posts-150 470-clicks

Twitter 4.3K impressions 432-followers Posts-150

Instagram 542K impressions 455-followers Posts 146

Media Coverage

November & December 2023

11/18/23 **DelawareToday** These Women in Business Lead the Way in Delaware (Sue)

11/20/23 **Talkshubham** Looking for the Best Solar Panel Installation in Delaware? This Might Help. (Drew quoted)

12/1/23 **The Delmarva Farmer** (Drew quoted) newsletter

12/3/23 **Delaware Online** (News Journal) – How to save energy and money this winter in Delaware and where to go for help. Energize Delaware mentioned

12/5/23 **Delaware State News** - Energize Delaware launches no cost technical assistance program (Drew quoted)

12/6/23 **Coastal Point News** – No-cost program aims to improve energy efficiency in commercial buildings (Drew quoted)

12/8/23 **Cape Gazette** – Business energy efficiency improvement webinar set Dec. 15

12/10/23 **News Journal** – Heat Control Tips to save energy

12/11/23 **Delaware Business Now!** - Energize Delaware launches efficiency program for smaller commercial buildings (Drew quoted)

12/15/23 **Chamber of Commerce – (enews)** Free 4 Part Lecture on High Performance building

12/19/23 **Delaware Business Times 222-** The most impactful Leaders in the first state (Drew)