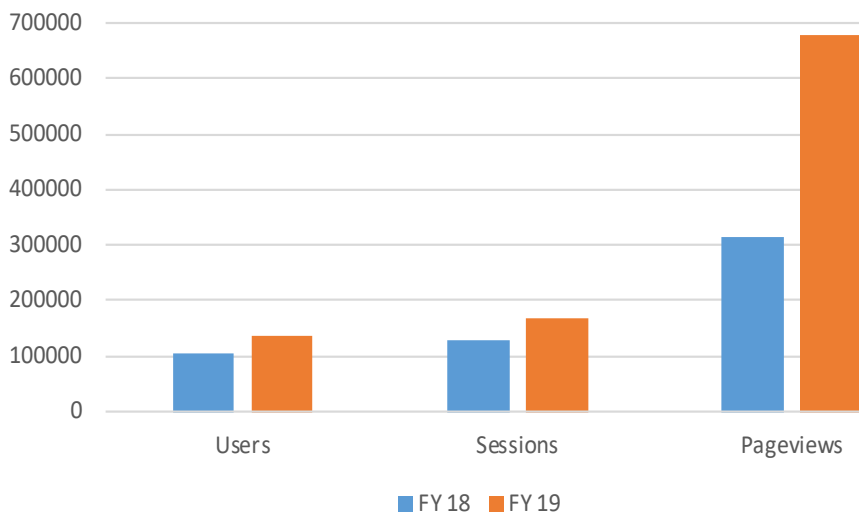




# OUR SOCIAL LIFE

Every year, we get to talk to more of you. Here's a snapshot of year over year growth showing how many people are getting to know the JGI family.

## WEBSITE TRAFFIC



- 32% more users are visiting our site
- 117% more page views

## SOCIAL MEDIA



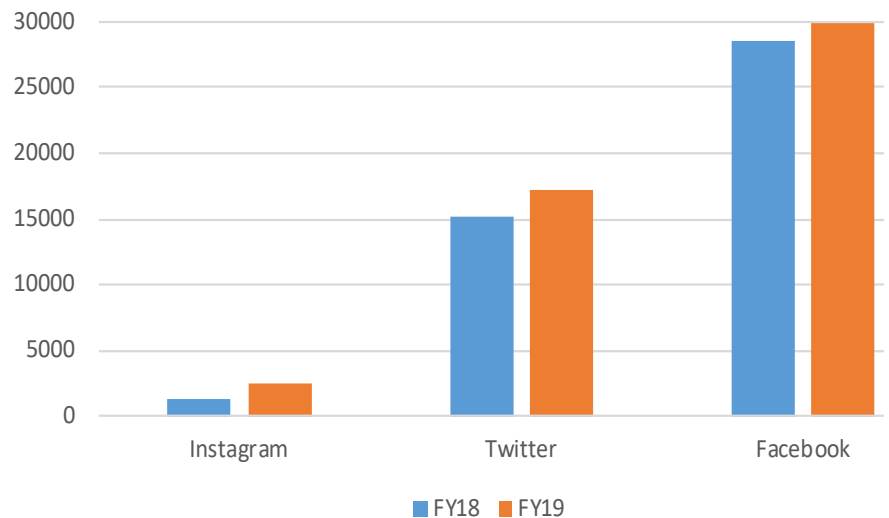
+ 50% growth in [Instagram](#) followers



+ 12% growth in [Twitter](#) followers



+ 11% growth in [Facebook](#) followers





the Jane Goodall Institute of Canada

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# CAMPAIGNING FOR CHANGE

Through our global network of Chapters, the Jane Goodall Institute (JGI) launched the [ForeverWild campaign](#) to call attention to the illegal wildlife trade that threatens great apes and other species.



Dr. Jane's [ForeverWild campaign video](#) received more than 80,000 views and nearly 13,000 likes across Facebook and Instagram.

Many JGI chapters also set up dedicated web pages which, collectively, received nearly 14,000 hits.

The #4EverWild hashtag reached 1,861,822 Twitter accounts with 2,189,408 impressions.



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# IN THE NEWS

In the fiscal year that just ended, we were often in the news reaching 1.8 million readers.

