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