SOCIAL MEDIA STATS

FACEBOOK GROWTH
Know The Glow’s Facebook® following continues to experience 11% growth each month while similarly sized non-profit campaigns grow at an average of 3% per month.¹

TOP PERFORMING POST

CURRENT INITIATIVES

On-going digital awareness campaign utilizing social media platforms to amplify parent’s ability to Know The Glow and seek treatment.

Launching a Spanish-language community outreach program using awareness tools that include a translated microsite and marketing material translations.

Introduction of a volunteer and fundraising digital toolkit to empower Know The Glow followers to share the campaign via grassroots marketing.