

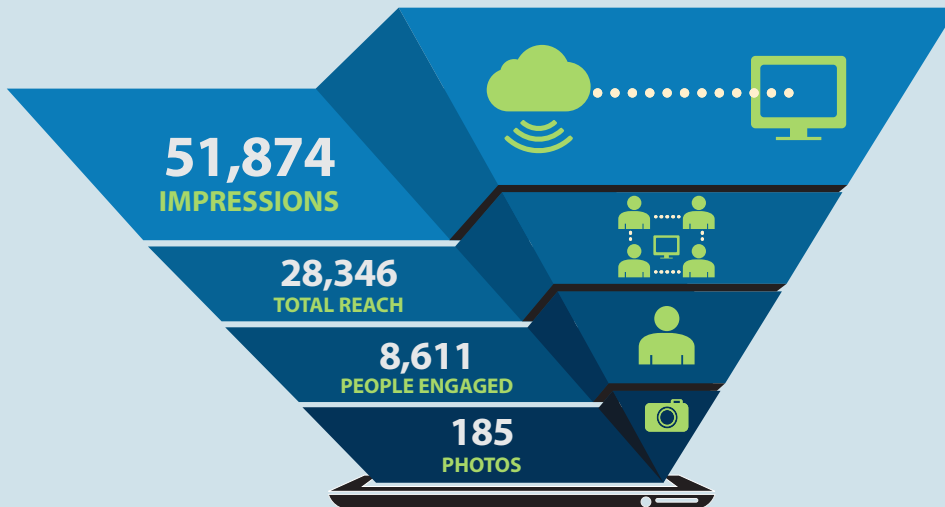
The EMS Today 2015 ChirpE Photo Booth extended the event's reach to **28,346** fans on Facebook. The **185** fun photos shared by attendees on the event's Facebook Page engaged a total of **8,611** fans. Photo booth users enjoyed sharing their photos on Facebook for a chance to win a \$50 gift card.

Facebook Page Insights

720,984
TOTAL PAGE IMPRESSIONS

266,050
TOTAL PAGE REACH

Facebook Post Insights



"EMS Today rocks because of all the great EMS professionals who are here!"
#EMSToday2015

"EMS Today rocks because it gives you an opportunity to connect and learn!"
#EMSToday2015

"EMS Today rocks because we are always on the cutting edge of new technology!"
#EMSToday2015

"EMS Today rocks because there is nothing like it! Awesome educational lectures!"
#EMSToday2015



- The total number of times posts were displayed to Facebook users
- The total number of people who saw the posts on Facebook
- The total number of people who liked, shared or commented on posts
- The total number of photos taken during the event

