

PRC Social Media Evaluations

Resource Center	Location	Website	Facebook	FB likes	FB postings	Twitter	Followers & Tweets	Twitter postings	Last tweet	Notes
PRC Medical Clinic	Douglasville, GA	<a href="http://www.abortiondecision.com">www.abortiondecision.com</a>	No. Link exists but does not go to the page. The page does not exist on Facebook.	N/A	services offered & holidays	<a href="https://twitter.com/PRCMedClinic">https://twitter.com/PRCMedClinic</a>	11 followers & 9 tweets	services offered, fundraising banquet, holidays, operating hours, phone #, phones stop working	2013	Text crisis line
Pregnancy Resource Center Henry County	McDonough, GA	<a href="http://www.prchc.com">www.prchc.com</a>	No	N/A	N/A	No	N/A	N/A	N/A	Text crisis line
Pregnancy Resource Center of Gwinnett	Lawrenceville, GA	<a href="http://www.prcg.org">www.prcg.org</a>	<a href="http://www.facebook.com/prcgwinnett">www.facebook.com/prcgwinnett</a>	688	Upcoming events, how funded, BBC fundraising, pictures from events, center needs, pictures of donations & donors, volunteers helping, affiliate events (e.g., GRTL March for Life), needs coinciding w/holidays, promotion of donor organization events)	No	N/A	N/A	N/A	
Cobb Pregnancy Services	Marietta, GA	<a href="http://www.cobbpregnancy.org">www.cobbpregnancy.org</a>	No	N/A	N/A	<a href="http://www.twitter.com/cpsfriends">www.twitter.com/cpsfriends</a>	7 & 2	Supporter site & new website	2010	Twitter account is under Lori Parker who is @cpsfriends.
East Los Angeles Pregnancy Center	Monterey Park, CA	<a href="http://www.eastlapregnancy.com">www.eastlapregnancy.com</a>	<a href="https://www.facebook.com/pages/East-LA-Pregnancy-Center/109765115739546">https://www.facebook.com/pages/East-LA-Pregnancy-Center/109765115739546</a>	203	Classes held at the center, guest speakers, community events, client babies born, pictures of donations, holidays, inspirational quotes, donation requests	No	N/A	N/A	N/A	
Real Choices Pregnancy Resource Center	Everett, WA	<a href="http://www.realchoices.com">www.realchoices.com</a>	<a href="https://www.facebook.com/pregnancyresources">https://www.facebook.com/pregnancyresources</a>	5,120	Free pregnancy tests. Pictures of pregnancy tests and asking if the woman needs to know for sure. Happy Holidays.	No	N/A	N/A	N/A	Offer an Android & Apple app
Thrive Womens Clinic (group of 3 PRCs)	Dallas, TX	<a href="http://www.thrivewomensclinic.com">www.thrivewomensclinic.com</a>	No	N/A	N/A	No	N/A	N/A	N/A	2 followers on Google+
Southside Pregnancy Center	Oak Lawn, IL	<a href="http://www.southsidepregnancy.org">www.southsidepregnancy.org</a>	<a href="https://www.facebook.com/southsidepregnancycenter">https://www.facebook.com/southsidepregnancycenter</a>	223	pro-life politician	<a href="http://www.twitter.com/SSPregnancy">www.twitter.com/SSPregnancy</a>	34 & 36	abortion stats, songs, events, date rape	2011	Only one FB post in 2014
Pregnancy Resource Center of Southeast Kansas	Iola, KS	<a href="http://www.prcsek.com">www.prcsek.com</a>	<a href="https://www.facebook.com/pages/Pregnancy-Resource-Center-of-Southeast-Kansas/174871562564256">https://www.facebook.com/pages/Pregnancy-Resource-Center-of-Southeast-Kansas/174871562564256</a>	330	job posting, inspirational quotes, bible verses, donation needs, center classes, babies saved/client visits	No	N/A	N/A	N/A	
Crisis Pregnancy Center of NY	Staten Island, NY	<a href="http://www.cpcny.org">www.cpcny.org</a>	No	N/A	N/A	No	N/A	N/A	N/A	

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Options	London, England	<a href="http://www.optionswimbledon.org">www.optionswimbledon.org</a>	<a href="https://www.facebook.com/OptionsWimbledon">https://www.facebook.com/OptionsWimbledon</a>	21	post abortive care, celebrity parents retweets, healthy relationship tips, bible forms, healing after a miscarriage, celebrity parenting stories, links to blog, inspiration stories, baby items available, center services, music	<a href="https://twitter.com/OptionsSW19">https://twitter.com/OptionsSW19</a>	175 & 385	same as FB	2/26/2015	
Pregnancy Help Australia Limited	Australia	<a href="http://www.pregnancysupport.com.au">www.pregnancysupport.com.au</a>	No	N/A	N/A	No	N/A	N/A	N/A	
Planned Parenthood Health	United States	<a href="http://plannedparenthood.org">plannedparenthood.org</a>	<a href="https://www.facebook.com/PlannedParenthood">https://www.facebook.com/PlannedParenthood</a>	129,932	Contraceptive info, leverage holidays, health insurance questions, TBT, pictures of contraceptives, Instagram, news stories, STIs	<a href="https://twitter.com/@PPFA">https://twitter.com/@PPFA</a>	31.3k & 4,691	At least twice/day	Daily	They are on Facebook (3 different pages), Twitter (3 different accounts), Instagram, Google+, YouTube & Tumblr
Planned Parenthood Info for Teens	United States	<a href="http://plannedparenthood.org">plannedparenthood.org</a>	<a href="https://www.facebook.com/PlannedParenthoodInfoforTeens">https://www.facebook.com/PlannedParenthoodInfoforTeens</a>	45,443	Contraceptive info, health questions, relationship issues, dating, sex questions	<a href="https://twitter.com/@HeyPP">https://twitter.com/@HeyPP</a>	6337 & 1108	Once each day	Daily	
Planned Parenthood Action	United States	<a href="http://plannedparenthood.org">plannedparenthood.org</a>	<a href="https://www.facebook.com/PlannedParenthoodAction">https://www.facebook.com/PlannedParenthoodAction</a>	547,301		<a href="https://twitter.com/@Ppact">https://twitter.com/@Ppact</a>	124,000 & 18,600	Over 20 times each day	Daily	
National Abortion & Reproductive Rights Action League (NARAL)	United States	<a href="http://naral.org">naral.org</a>	<a href="https://www.facebook.com/naralprochoiceamerica">https://www.facebook.com/naralprochoiceamerica</a>	150,905	Use pop culture tv shows & movies to talk about abortion, leverage national stories, profiled organization heads, post stories from affiliate/like-minded organizations, national & state legislation	<a href="https://twitter.com/naral">https://twitter.com/naral</a>	37.8k & 19.7k	Several times/day, same posts on FB & Twitter, hashtag promotion, political action	Daily	On Tumblr also
Portland Pregnancy Resource Centers (PRC)	Portland, OR	<a href="http://www.portlandprc.org">www.portlandprc.org</a>	<a href="https://www.facebook.com/portlandprc">https://www.facebook.com/portlandprc</a>	759	Upcoming events, adoption, inspirational quotes, local events, international stories & videos about children, leverage holidays, training opportunities	<a href="https://twitter.com/prcportland">https://twitter.com/prcportland</a>	86 & 90	Instagram photos, training opportunities, donation opportunities, holiday greetings	2/24/2015	On Facebook, Instagram, Tumblr & Twitter
Pregnancy Resource Center	Vista, CA	<a href="http://pregnancyresourcecenter.com">pregnancyresourcecenter.com</a>	No	N/A	N/A	No	N/A	N/A	N/A	
Birthright of Atlanta	Atlanta, GA	<a href="http://birthrightofatlanta.localplacement.net">birthrightofatlanta.localplacement.net</a>	No	N/A	N/A	No	N/A	N/A	N/A	
Women's Care Center of Rhea County	Dayton, TN	<a href="http://www.rheahopofriends.org/">http://www.rheahopofriends.org/</a>	<a href="https://www.facebook.com/rheahopofriends?ref=pb&amp;hc_location=profile_browser">https://www.facebook.com/rheahopofriends?ref=pb&amp;hc_location=profile_browser</a>	1,055	Recent news stories, mistruths of abortion	No	N/A	N/A	N/A	A consortium of three PRC
Options, Now-An arms of love ministry	Godfrey, IL	<a href="http://www.options-now.com/">http://www.options-now.com/</a>	<a href="https://www.facebook.com/OptionsNowMedicalPregnancyClinic?ref=pb&amp;hc_location=profile_browser">https://www.facebook.com/OptionsNowMedicalPregnancyClinic?ref=pb&amp;hc_location=profile_browser</a>	739	Prayer, end abortion, recent news	<a href="https://twitter.com/trudy4aolm">https://twitter.com/trudy4aolm</a>	151 & 531	Events/holidays	2/18/2015	The Twitter account is that of the Executive Director

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CareNet	Lansdowne, VA	<a href="http://www.care-net.org/">http://www.care-net.org/</a>	<a href="https://www.facebook.com/carenet?fref=pb&amp;hc_location=profile_browser">https://www.facebook.com/carenet?fref=pb&amp;hc_location=profile_browser</a>	54,443	Legislative issues, Christian news, invitations to seek help, etc.	<a href="https://twitter.com/inspirelifeflow">https://twitter.com/inspirelifeflow</a>	3139 & 4863	News, pro-choice arguments, inspirational sayings	Daily	National organization providing support to PRCs
Heartbeat International	Columbus, OH	<a href="http://www.heartbeatinternational.org/">http://www.heartbeatinternational.org/</a>	<a href="https://www.facebook.com/HeartbeatInternational?fref=pb&amp;hc_location=profile_browser">https://www.facebook.com/HeartbeatInternational?fref=pb&amp;hc_location=profile_browser</a>	85,052	Various	<a href="https://twitter.com/heartbeatintl">https://twitter.com/heartbeatintl</a>	3378 & 1045	Memes, legislative information, inspirational sayings	Daily	National organization providing support to PRCs
American Pregnancy Association	Irving, TX	<a href="http://www.americanpregnancy.org/">http://www.americanpregnancy.org/</a>	<a href="https://www.facebook.com/AmericanPregnancyAssoc?fref=pb&amp;hc_location=profile_browser">https://www.facebook.com/AmericanPregnancyAssoc?fref=pb&amp;hc_location=profile_browser</a>	7,014	N/A	No	N/A	N/A	N/A	A national association to promote pregnancy wellness
Los Angeles Pregnancy Services	Los Angeles, CA	<a href="http://www.LAPregnancyServices.org/">http://www.LAPregnancyServices.org/</a>	<a href="https://www.facebook.com/pages/Los-Angeles-Pregnancy-Services/116577291446?fref=pb&amp;hc_location=profile_browser">https://www.facebook.com/pages/Los-Angeles-Pregnancy-Services/116577291446?fref=pb&amp;hc_location=profile_browser</a>	1,118	N/A	Link to twitter but it simply reverts back to the organization's home page	N/A	N/A	N/A	
First Choice Pregnancy Resource Center	Wisconsin Rapids, WI & Stevens Point, WI	<a href="http://www.firstchoiceprc.org/">http://www.firstchoiceprc.org/</a>	<a href="https://www.facebook.com/firstchoiceprc?fref=pb&amp;hc_location=profile_browser">https://www.facebook.com/firstchoiceprc?fref=pb&amp;hc_location=profile_browser</a>	179	N/A	No	N/A	N/A	N/A	Two PRCs under one website
First Way Pregnancy Center	Phoenix, AZ	<a href="http://www.1stway.net/">http://www.1stway.net/</a>	<a href="https://www.facebook.com/1stWayCenter?fref=pb&amp;hc_location=profile_browser">https://www.facebook.com/1stWayCenter?fref=pb&amp;hc_location=profile_browser</a>	1,011	N/A	No	N/A	N/A	N/A	
A Woman's Concern	Lancaster, PA	<a href="http://www.PregnancyLancaster.com/">http://www.PregnancyLancaster.com/</a>	<a href="https://www.facebook.com/AWC Lanc?fref=pb&amp;hc_location=profile_browser">https://www.facebook.com/AWCLanc?fref=pb&amp;hc_location=profile_browser</a>	460	N/A	<a href="https://twitter.com/WomansConcern">https://twitter.com/WomansConcern</a>	37 & 202	N/A	3/2/2015	

GCWC Social Media Evaluations

Agency	Location	Website	Facebook	FB likes	FB postings	Twitter	Followers & Tweets	Twitter postings	Last tweet	Notes	Notes (cont'd)
Virginia Tourism Dept	Virginia	<a href="http://www.virginiacivilwar.org/">http://www.virginiacivilwar.org/</a>								The commission exists only for the 150th anniversary of the Civil War. The Commission is a function of legislation & expires on 7/1/2015.	
Illinois Historic Preservation Agency	Illinois	<a href="http://www.illinoiscivilwar150.org/contact_us.aspx">http://www.illinoiscivilwar150.org/contact_us.aspx</a>								There was no commission specifically appointed to the preservation of Civil War history. The Illinois Historic Preservation Agency works to preserve the heritage of Illinois overall not just the Civil War	<a href="http://www.illinois.gov/hpa/About/Pages/Agency.aspx">http://www.illinois.gov/hpa/About/Pages/Agency.aspx</a>
Illinois Historic Preservation Agency	Illinois	<a href="http://www.illinois.gov/hpa/About/Pages/Agency.aspx">http://www.illinois.gov/hpa/About/Pages/Agency.aspx</a>	<a href="https://www.facebook.com/IllinoisHistory">https://www.facebook.com/IllinoisHistory</a>	972	Pictures of historic sites, quotes & stories of notable people born in Illinois, cross-postings from affiliate groups, Illinois history	<a href="https://twitter.com/IlHistory">https://twitter.com/IlHistory</a>	569 & 2,243	At least once/day		The agency is on Twitter, FB, YouTube & Tumblr	
Texas Historical Commission	Texas	<a href="http://www.thc.state.tx.us/preserve/projects-and-programs/military-sites/texas-sesquicentennial-american-civil-war">http://www.thc.state.tx.us/preserve/projects-and-programs/military-sites/texas-sesquicentennial-american-civil-war</a>								They are on FB, Twitter, YouTube & Instagram	There is no specific commission to focus on the Civil War. THC focuses on historic preservation overall.
Connecticut Civil War Commemoration Commission	Connecticut	<a href="https://www.facebook.com/pages/Connecticut-Commemorates-the-Civil-War/365065920231890?sk=timeline&amp;ref=page_internal">https://www.facebook.com/pages/Connecticut-Commemorates-the-Civil-War/365065920231890?sk=timeline&amp;ref=page_internal</a>	<a href="https://www.facebook.com/pages/Connecticut-Commemorates-the-Civil-War/365065920231890?sk=timeline&amp;ref=page_internal">https://www.facebook.com/pages/Connecticut-Commemorates-the-Civil-War/365065920231890?sk=timeline&amp;ref=page_internal</a>	432	Affiliate-group links/cross-posting & blog postings, Civil War items, leverage holidays, CW history/books, events	No	N/A	N/A		The site only exists on Facebook.	
Oklahoma Civil War Sesquicentennial	Oklahoma	<a href="http://www.okcivilwar.org/about">http://www.okcivilwar.org/about</a>	<a href="https://www.facebook.com/OKCW150">https://www.facebook.com/OKCW150</a>	447	Cross-postings from affiliate groups	<a href="https://twitter.com/OKCivilWar150">https://twitter.com/OKCivilWar150</a>	102 & 343	Tours, events, CW trivia	2012	There is also an RSS feed.	This is created as a function of the legislature and gets its funds from the general assembly. There is an advisory council, commissioners, 150th committee & Task Force
W. Virginia Civil War Commission	W. Virginia	<a href="http://www.birthday.wv.gov/commission/Pages/About.aspx">http://www.birthday.wv.gov/commission/Pages/About.aspx</a>	Link to the site but no page on Facebook	N/A	N/A	<a href="https://twitter.com/wv150">https://twitter.com/wv150</a>	155 & 60	Notables birthdays, state events,	2013	The commission is a function of legislation. The commission expires 6/30/2021.	
Tennessee Historical Commission	Tennessee	<a href="http://www.tn.gov/environment/history/history_wars-commission.shtml">http://www.tn.gov/environment/history/history_wars-commission.shtml</a>	No	N/A	N/A	No	N/A	N/A	N/A	The commission exist as a function of legislation. It seeks to preserve TN historic sites not just the civil war.	<a href="http://www.tn.gov/environment/history/index.shtml">http://www.tn.gov/environment/history/index.shtml</a>
Kentucky Heritage Council	Kentucky	<a href="http://heritage.ky.gov/milsites.htm">http://heritage.ky.gov/milsites.htm</a>	No	N/A	N/A	No	N/A	N/A	N/A	This is a state agency	
Alabama Historical Commission	Alabama	<a href="http://preserveala.org/default.aspx?sm=zz">http://preserveala.org/default.aspx?sm=zz</a>	No	N/A	N/A	No	N/A	N/A	N/A	This is a state agency that is responsible for the preservation of all historic items in Alabama	
Ohio	Ohio	temporary commission									
Florida	Florida	no events									

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Agency	Location	Website	Facebook	FB likes	FB postings	Twitter	Followers & Tweets	Twitter postings	Last tweet	Notes	Notes (cont'd)
N. Carolina Sesquicentennial Committee	N. Carolina	<a href="http://www.nccivilwar150.com/committee/committee.htm">http://www.nccivilwar150.com/committee/committee.htm</a>	No	N/A	N/A	No	N/A	N/A	N/A		
S. Carolina Civil War Sesquicentennial	S. Carolina	<a href="http://sc150civilwar.palmettohistory.org/board.htm">http://sc150civilwar.palmettohistory.org/board.htm</a>	No	N/A	N/A	No	N/A	N/A	N/A	The advisory board expires 12/31/2016	
Pennsylvania Civil War 150	Pennsylvania	<a href="http://pacivilwar150.com/AboutUs">http://pacivilwar150.com/AboutUs</a>	No	N/A	N/A	No	N/A	N/A	N/A	This is a statewide partnership of the PA Heritage Society/PA Historical & Museum Commission, Senator John Heinz Histor Center & the Historical Society of Pennsylvania	
Pennsylvania Historical & Museum Commission	Pennsylvania	<a href="http://www.portal.state.pa.us/portal/server.pt/community/about_the_phmc/1579">http://www.portal.state.pa.us/portal/server.pt/community/about_the_phmc/1579</a>	No	N/A	N/A	No	N/A	N/A	N/A	The Commission is a function of legislature and works to preserve all of PA history not just the Civil War	
Delaware Heritage Commission	Delaware	<a href="http://civilwar.delaware.gov/heritage_commission.shtml">http://civilwar.delaware.gov/heritage_commission.shtml</a>	No	N/A	N/A	No	N/A	N/A	N/A	There is a division that works on the education/preservation of all of Delaware history not just the Civil War	
New Jersey Historical Commission	New Jersey	<a href="http://www.state.nj.us/state/historical/index.html">http://www.state.nj.us/state/historical/index.html</a>	<a href="https://www.facebook.com/pages/New-Jersey-Historical-Commission/83570896569?ref=ts">https://www.facebook.com/pages/New-Jersey-Historical-Commission/83570896569?ref=ts</a>	681	Last posting 2012	No	N/A	N/A	N/A		
New Jersey Civil War Sesquicentennial	New Jersey	<a href="http://www.njcivilwar.org/">http://www.njcivilwar.org/</a>	non-state agency								
Sons of Confederate Veterans	Tennessee	<a href="http://www.scv.org">www.scv.org</a>	<a href="https://www.facebook.com/pages/Sons-of-Confederate-Veterans-Official/149308815083112?ref=aymt_homepage_panel">https://www.facebook.com/pages/Sons-of-Confederate-Veterans-Official/149308815083112?ref=aymt_homepage_panel</a>	27,971	Last posting April 9, 2015	<a href="https://twitter.com/SCVHQ">https://twitter.com/SCVHQ</a>	229/217	Daily	4/19/2015		
United Daughters of the Confederacy	Virginia	<a href="http://www.hqudc.org/">http://www.hqudc.org/</a>	No								
Sons of Union Veterans of the Civil War	Pennsylvania	<a href="http://www.suvcw.org/">http://www.suvcw.org/</a>	<a href="https://www.facebook.com/SUVCW">https://www.facebook.com/SUVCW</a>	4,372	Once/day	No	N/A	NA	N/A		
Daughters of Union Veterans of the Civil War	Illinois	<a href="http://www.duvcw.org/">http://www.duvcw.org/</a>	No	N/A	N/A	No	N/A	NA	N/A		
Military Order of the Stars and Bars		<a href="http://www.militaryorderofthestarsandbars.org">http://www.militaryorderofthestarsandbars.org</a>	Closed group	N/A	N/A	No	N/A	NA	N/A		

Social media site	Date	Time	Poster commentary	Post type	Post subject	Post source	Likes	Comments	Shares	Platform	Category	Subject	Audience	Likes vs comments	Likes vs shares	Likes vs comments
Planned Parenthood Action	2/28/2015	10am	Go, Gene, go! ?#spirit76? If this is how you're trying to get women's support, you're doing it wrong.	online article	76 year-old man bikes 300 miles to raise money for Planned Parenthood	Huffington Post	11,673	100	659	Facebook	Fundraising	PP	Donors	6.50%	5.65%	0.86%
Planned Parenthood Action	2/27/2015	5:04pm	Just another spectacularly out-of-touch (and wrong) attack on the Affordable Care Act — and millions of people's health care — brought to you by CPAC	picture	CPAC speaker quotes about abortion	PP meme	2,603	254	1,343	Facebook	Politics	Abortion	Voters	61.35%	51.59%	9.76%
Planned Parenthood Action	2/27/2015	3:29pm	Politicians are using an education bill to sneak in an attack on young people's access to the full range of information about their reproductive health care. Seriously - how low can they go?	online article	House Republicans slip anti-abortion language into education bill	Huffington Post	1,441	298	776	Facebook	Politics	Abortion	Voters	74.53%	53.85%	20.68%
Planned Parenthood Action	2/27/2015	12:36pm	Next Wednesday, March 4, the Supreme Court will hear King v. Burwell, an attempt to undermine the Affordable Care Act that endangers 9.3 million Americans' access to health care. Join us in DC to send a message loud and clear: Health care is a right! <a href="http://bit.ly/1BmSPFV">http://bit.ly/1BmSPFV</a>	picture	Rally at Supreme Court	PP meme	66	3	12	Facebook	Law	ACA	Activists	22.73%	18.18%	4.55%
Planned Parenthood Action	2/27/2015	11:34am	Birth control should be available to every person who needs it, without barriers based on cost or anything else. We strongly support making birth control available over the counter — in ADDITION to keeping it fully covered by health insurance. (Politicians, listen up.)	online article	Over-the-counter birth control may be a game-changer	Huffington Post	10,704	349	1,005	Facebook	Politics	Birth control	Voters	12.65%	9.39%	3.26%
Planned Parenthood Action	2/26/2015	6:02pm	And he's bragging about this	online article	The human costs of Chris Christie's attack on Planned Parenthood	Think Progress	1,358	245	399	Facebook	Politics	Unsure	Voters	47.42%	29.38%	18.04%
Planned Parenthood Action	2/26/2015	3:30pm	What is the King v. Burwell case, and what could it mean? Here's what you need to know	online article	King v. Burwell: A case that could roll back health care access for millions of Americans	PlannedParenthoodAction.org	325	24	105	Facebook	Law	ACA	Unsure	39.69%	32.31%	7.38%
Planned Parenthood Action	2/26/2015	2:26pm	Black History Month ?#TBT?: A salute to trailblazing activist, prolific legal scholar, and unsung hero, Dr. Pauli Murray.	picture	Black woman lawyer/activist	PP meme	837	7	155	Facebook	History	History	Black women	19.35%	18.52%	0.84%
Planned Parenthood Action	2/26/2015	10:04am	Pricing women out of abortion is becoming an extremely effective tactic in cutting them off from it altogether.	online article	Why an abortion can cost \$1380 and what it costs in your state, in one map	Think Progress	1,296	126	361	Facebook	Money	Abortion	Low income	37.58%	27.85%	9.72%
Planned Parenthood Action	2/25/2015	5:23pm	BREAKING: The West Virginia senate just passed a bill to ban abortion at 20 weeks — and these are the people pushing it. Gov. Tomblin has a choice: Stand with women and veto the bill (like he did last year), or stand with these politicians. <a href="http://bit.ly/1ER0wzP">http://bit.ly/1ER0wzP</a>	picture	Pro-life legislators comments about abortion	PP meme	3,910	1,323	3,602	Facebook	Politics	Abortion	Voters	125.96%	92.12%	33.84%
Planned Parenthood Action	2/25/2015	3:22pm	This is what "holding our ground" looks like.	online article	What it's like to ban an activist when your state is hostile to reproductive rights	Cosmopolitan	2,932	82	178	Facebook	Politics	Rights	Activists	8.87%	6.07%	2.80%
Planned Parenthood Action	2/25/2015	11:48am	Seriously	picture	Idaho Rep asks dumb question	PP meme	10,235	678	7,760	Facebook	Politics	Birth control	Voters	82.44%	75.82%	6.62%
Planned Parenthood Action	2/24/2015	2:37pm	Health care is a right. If you agree, sign the Citizens' Brief to tell the Supreme Court: Don't let more than 8 million Americans lose access? <a href="http://bit.ly/citizenbrief">http://bit.ly/citizenbrief</a>	picture	King v. Burwell: What's at stake (about ACA)	PP meme	870	53	213	Facebook	Law	Rights	Activists	30.57%	24.48%	6.09%
Planned Parenthood Action	2/24/2015	1:11pm	More of this, please	online article	What make the portrayal of abortion on "Girls" different than the rest	Yahoo	3,143	111	237	Facebook	TV show	Abortion	TV viewers	11.07%	7.54%	3.53%
Planned Parenthood Action	2/24/2015	9:38am	Just in case you needed further proof that politicians should not be in the business of making other people's medical decisions.	online article	Male politician thinks that your vagina and stomach are connected (Idaho rep)	Jezebel	8,175	1,273	3,746	Facebook	Politics	Medical care	Voters	61.39%	45.82%	15.57%
Planned Parenthood Action	2/23/2015	5:31pm	We've lost track of how many times we've had to say this, but if you're THIS clueless about how women's bodies work, then you really shouldn't be trying to make laws about them.	online article	Lawmaker votes for anti-abortion legislation, but clearly doesn't understand female anatomy	Huffington Post	5,593	733	2,180	Facebook	Politics	Abortion	Voters	52.08%	38.98%	13.11%
Planned Parenthood Action	2/23/2015	2:33pm	The decision to have an abortion is personal and complex — and should be respected, without shame, interference, or stigma. Here's to TV portrayals that are honest, that reflect real women's experiences, and that break down stigma!	online article	'Girls' finally went there with an abortion storyline	Huffington Post	3,443	58	172	Facebook	TV show	Abortion	TV viewers	6.68%	5.00%	1.68%
Planned Parenthood Action	2/23/2015	12:12pm	If last night showed us anything, it's that our fights for equality — for women's rights, voting rights, immigration reform, LGBTQ rights, and more — are all intertwined. Thanks to the #FOscars? winners who spoke out on the issues that matter. Forward together!	picture	John Legend quote on voting rights act	Rock the Vote	7,772	106	1,050	Facebook	Politics	Rights	Voters	14.87%	13.51%	1.36%
Planned Parenthood Action	2/22/2015	10:07pm	Patricia Arquette at the #FOscars?: "It's our time to have wage equality once and for all. And equal rights for women in the United States of America." Our reaction: <a href="http://buzzfeed.com/celeb">http://buzzfeed.com/celeb</a>	video	Patricia Arquette about equality. Meryl Streep & Jlo cheering her on	BuzzFeed Celeb	21,602	409	2,817	Facebook	TV show	Rights	Voters	14.93%	13.04%	1.89%
Planned Parenthood Action	2/22/2015	7:02pm	Four months ago, Scott Walker runs a campaign ad saying he supports women's right to make their own medical decisions. Now, Scott Walker says he wants to ban abortion, defund Planned Parenthood, and roll back marriage equality. Talk about playing politics with people's lives.	online article	Scott Walker hardens tone on social issues to woo Christian conservatives	NYTimes	1,247	364	391	Facebook	Politics	Christians	Voters	60.55%	31.36%	29.19%
Planned Parenthood Action	2/22/2015	10:15am	Are we seriously having this conversation?	online article	Planned Parenthood: No, we are not #worsethanISIS	The Daily Beast	5,514	185	743	Facebook	Current events	Terrorism	Unsure	16.83%	13.47%	3.36%
Planned Parenthood Action	2/21/2015	2:08pm	What does fighting for paid sick leave have to do with supporting women's health and rights? Everything	online article	How the bill to ensure paid sick leave would help women and families	PlannedParenthoodAction	1,633	48	183	Facebook	Politics	Rights	Voters	14.15%	11.21%	2.94%
Planned Parenthood Action	2/20/2015	11:57am	We're celebrating pop culture's stigma-shattering spotlights on sexual health and (yes!) realistic portrayals of women's lives. Here's to all the pro-women's health writers, actors and directors walking down the "pink" carpet this awards season! <a href="http://bit.ly/1z5sl0B">http://bit.ly/1z5sl0B</a>	picture	The pink carpet	meme	423	-	27	Facebook	TV show	Medical care	TV viewers	6.38%	6.38%	0.00%
Planned Parenthood Action	2/20/2015	9:39am	U.S.-funded healthcare programs across the globe are denying women abortions — even in cases of rape, incest, or life-threatening pregnancy. Tell President Obama to solve this crisis today! ? <a href="http://PPACTION.ORG/HELMS">HTTP://PPACTION.ORG/HELMS</a> #HelmsHurts	picture	Quote from PP president (tell Obama to take action on Helms #HelmsHurts)	PP meme	2,916	42	513	Facebook	Politics	Abortion	Voters	19.03%	17.59%	1.44%
Planned Parenthood	2/28/2015	1:40pm	Name that STD: I can affect the genitals, eyes, or throat, but most people don't even know I'm there. Only a doctor or nurse can diagnose me, but once they do I can be cured with antibiotics. I'm the most common bacterial STD. Which STD am I? (Link to the answer)	picture	Name that STD	PP meme	114	38	27	Facebook	Education	STDs	Unsure	57.02%	23.68%	33.33%
Planned Parenthood	2/27/2015	3:15pm	"Does how often I have sex alter the effectiveness of my birth control? Get the answer" (Link to the answer)	picture	picture of heart w/heartbeat	PP meme	54	4	-	Facebook	Education	Birth control	Women/girls	7.41%	0.00%	7.41%
Planned Parenthood	2/26/2015	2:50pm	cross-posting w/PA of black lawyer/activist	online article	5 reasons why your vagina is a total boss	PP for America	1,461	38	295	Facebook	Education	Sexual health	Women/girls	22.79%	20.19%	2.60%
Planned Parenthood	2/23/2015	5:00pm	You know your body best, but you might be curious about what birth control your doctor or nurse uses. This study shows that the IUD is the clear winner among family planning providers. Have you talked with your doctor or nurse about birth control lately?	picture	Birth control: IUD	PP meme	766	84	189	Facebook	Education	Birth control	Women/girls	35.64%	24.67%	10.97%
Planned Parenthood	2/21/2015	4:00pm	10,000 years of condom history in 2 minutes via PPGNW	video	The history of condoms dioramas	PP for America	232	8	54	Facebook	Education	Birth control	Unsure	26.72%	23.28%	3.45%
Planned Parenthood	2/19/2015	12:38pm	"People don't understand that HPV causes cancer. This is a vaccine to prevent cancer."	online article	HPV: The only vaccine that prevents cancer is also the least understood	PP for America	1,854	84	435	Facebook	Education	Medical care	Unsure	27.99%	23.45%	4.53%

Social media site	Date	Time	Poster commentary	Post type	Post subject	Post source	Likes	Comments	Shares	Platform	Category	Subject	Audience	Likes vs comments	Likes vs shares	Likes vs comments
Planned Parenthood	2/18/2015	3:19pm	Where should you be storing condoms long term? (Hint: not your wallet) Here's the deal. (link to PFFA.org)	picture	Picture of condoms in refrig w/boop puppet	PP meme	295	16	64	Facebook	Education	Birth control	Unsure	27.12%	21.69%	5.42%
Planned Parenthood	2/18/2015	11:15am	None	picture	picture of ACA signup deadline	PP for America	64	3	-	Facebook	Education	ACA	Unsure	4.69%	0.00%	4.69%
Planned Parenthood	2/17/2015	1:00 PM	How can I talk to a partner who doesn't want to use protection? Get our advice: <a href="http://p.ppfa.org/17mh8Y7">http://p.ppfa.org/17mh8Y7</a>	picture	picture of gay men holding hands	picture	322	49	39	Facebook	Education	Relationships	Gay men	27.33%	12.11%	15.22%
APRC	2/27/2015	8:30am	Today is the LAST DAY to register for our Family & Life SK at the EARLY BIRD RATE of \$22! Sign up today! <a href="http://familyandlife5k.com">familyandlife5k.com</a>	picture	Early bird deadline for 5K	APRC graphic	6	-	6	Facebook	Fundraising	Fundraising	Donors	100.00%	100.00%	0.00%
APRC	2/14/2015	10:00 AM	We're just one month away from our inaugural Family and Life SK! You have two more weeks to register at the early bird rate of \$22. Not a runner? No problem! We have a 1 mile Fun Run/Walk and Tot Trot. Register today at <a href="http://familyandlife5k.com">familyandlife5k.com</a>	video	Fun Run & Tot trot	APRC video	1	-	-	Facebook	Fundraising	Fundraising	Donors	0.00%	0.00%	0.00%
APRC	2/13/2015	8:18pm	None	FB event	FB event	FB event	4	-	-	Facebook	Fundraising	Fundraising	Donors	0.00%	0.00%	0.00%
APRC	2/10/2015	5:20 PM	Registration open for APRC Family and Life SK	picture	Registration open for APRC Family and Life SK	APRC graphic	2	-	-	Facebook	Fundraising	Fundraising	Donors	0.00%	0.00%	0.00%
APRC	2/1/2015		With Joan Roberts, ED of Pregnancy Resource Center of Gwinnett and Wayne Paul, APRC Fatherhood Program Facilitator at Mountain Park First Baptist Church for their celebration of Sanctity of Human Life. @MPFBC #SOHLS #profile	none	none	none	4	-	-	Facebook	Event	Event	Church-goers	0.00%	0.00%	0.00%
APRC	2/1/2015		There is no sin that has more power than the cross. PastorPaulBallard@MPFBC	none	none	none	2	-	-	Facebook	Faith	Faith	Church-goers	0.00%	0.00%	0.00%
APRC	1/20/2015		None	online store	For Moms: A pocketbook full of ways to communicate with dad	post from APRC stor	1	-	-	Facebook	Fundraising	Fundraising	Family	0.00%	0.00%	0.00%
Planned Parenthood Info for Teens	2/28/2015	4:30 PM	How old should you be when you start dating? What do you think? Here's our take. <a href="http://p.ppfa.org/1ctw5W">http://p.ppfa.org/1ctw5W</a>	picture	picture of plant with heart at top	picture	11	-	-	Facebook	Relationships	Dating	Teens	0.00%	0.00%	0.00%
Planned Parenthood Info for Teens	2/27/2015	10:51 AM	Black & blue? Or white & gold? Whatever you see, condoms keep you safe from pregnancy/STDs. Repost from <a href="http://sexetc.com">sexetc.com</a> . #condoms? #theadress? #condomdress? #fashion? How much does an abortion cost? Get the answer: <a href="http://p.ppfa.org/1v4H10">http://p.ppfa.org/1v4H10</a>	picture	picture of a dress made from blue, black & light blue condoms	picture	826	66	378	Facebook	Education	Birth control	Teens	53.75%	45.76%	7.99%
Planned Parenthood Info for Teens	2/26/2015	4:00 PM	Can you bleed after sex if your vagina isn't lubricated enough? Get the answer: <a href="http://p.ppfa.org/1sRpK7w">http://p.ppfa.org/1sRpK7w</a>	picture	picture of a question mark made with pennies and a piggy bank	picture	11	4	1	Facebook	Money	Abortion	Teens	45.45%	9.09%	36.36%
Planned Parenthood Info for Teens	2/25/2015	3:58 PM	Do you discuss your past relationships with new partners? Why or why not?	picture	picture of a graphic question mark	picture	7	-	-	Facebook	Education	Sex	Teens	0.00%	0.00%	0.00%
Planned Parenthood Info for Teens	2/24/2015	3:55 PM	Be sure to love and appreciate yourself today. #?bodypositive? #?positive? #?love? #?quote? #?7LessMunster? #?MondayMotivation? I'm not sure if I had sex at a party. What should I do? Get the answer: <a href="http://p.ppfa.org/1xKPJH5">http://p.ppfa.org/1xKPJH5</a>	picture	picture with quote "Regardless of your size, you are allowed to feel sexy."	picture	272	2	58	Facebook	Self-esteem	Sex	Teens	22.06%	21.32%	0.74%
Planned Parenthood Info for Teens	2/22/2015	2:45 PM	Birth control methods — there are a lot of them to choose from. We can help you narrow it down: <a href="http://p.ppfa.org/1vLXd8">http://p.ppfa.org/1vLXd8</a>	picture	picture with word "which" and arrows and a lady looking up	picture	9	1	2	Facebook	Education	Birth control	Teens	33.33%	22.22%	11.11%
NARAL	2/28/2015	6:00 PM	Did you know Leonard Nimoy was a vocal feminist?	online article	Leonard Nimoy's feminist moments	Bustle.com	4,338	61	598	Facebook	TV show	Feminism	Women/girls	15.19%	13.79%	1.41%
NARAL	2/28/2015	3:00 PM	"If we are robbed of the decisions over our bodies, we are robbed of the decisions over our lives."	picture	reproductive freedom quote from NARAL president	NARAL meme	2,100	16	385	Facebook	Rights	Women/girls	19.10%	18.33%	0.76%	
NARAL	2/28/2015	12:00 PM	Why? Because they can't afford contraception.	online article	poor women have 5 times more unplanned births than rich women	Vox	3,146	240	750	Facebook	Money	Birth control	Women/girls	31.47%	23.84%	7.63%
NARAL	2/27/2015	7:00 PM	Absolutely despicable. Have you started watching the new season of House of Cards yet?	online article	Scott Walker wants colleges to stop reporting sexual assaults	Jezebel	1,133	570	947	Facebook	Politics	Safety	Women/girls	133.89%	83.58%	50.31%
NARAL	2/27/2015	5:30 PM	I can't believe we're talking about women's reproductive rights in 2015	online article	The second lady's abortion: What House of Cards got right...and didn't	RHRealityCheck	292	15	14	Facebook	TV show	Abortion	TV viewers	9.93%	4.79%	5.14%
NARAL	2/27/2015	2:30 PM	Yes, seriously	online article	78 year-old Texas man bikes 300 miles to raise money for Planned Parenthood	Salon.com	4,898	75	506	Facebook	Fundraising	PP	Donors	11.86%	10.33%	1.53%
NARAL	2/27/2015	11:19am	The condom broke. What do you do next?	online article	Texas lawmaker proposes lawyers to some fetuses	Huffington Post	296	171	102	Facebook	Politics	Abortion	Voters	92.23%	34.46%	57.77%
NARAL	2/26/2015	7:00 PM	Naral Pro-Choice Ohio made sure anti-choice politicians in the state heard us loud and clear: No more abortion bans! Check out a video of the event here? <a href="http://nar.al/3lh">http://nar.al/3lh</a>	online article	Fertile Ground	Fusion	283	45	36	Facebook	Education	Sex	Unsure	28.62%	12.72%	15.90%
NARAL	2/26/2015	5:09pm	Abortion rights advocates gather at the Statehouse	online article	Why an abortion can cost \$1380 and what it costs in your state, in one map	Dispatch	92	1	4	Facebook	Politics	Abortion	Voters	5.43%	4.35%	1.09%
NARAL	2/26/2015	4:00 PM	Reproductive health care shouldn't be a luxury	online article	14 African-American women who advanced the fight for civil rights and gender equality	Think Progress	765	32	114	Facebook	Money	Abortion	Low income	19.08%	14.90%	4.18%
NARAL	2/26/2015	12:50 PM	7 in 10 Americans are pro-choice, but politicians still prioritize banning abortion.	online article	Stop abortion bans across the country	BlogForChoice	1,605	18	315	Facebook	Politics	Rights	Black women	20.75%	19.63%	1.12%
NARAL	2/25/2015	10:59 AM	How Ilyse Hogue hiked the Pacific Crest trail, saved the rainforests, and became president of NARAL: <a href="http://nar.al/3l7">http://nar.al/3l7</a>	picture	quote from NARAL president	NARAL meme	464	3	44	Facebook	Education	NARAL	Women/girls	10.13%	9.48%	0.65%
NARAL	2/20/2015	6:00 PM	9 Supreme Court Justices hold the health insurance of nearly 9 million Americans in their hands. The Center for American Progress is profiling 9 of Americans who will be impacted by their decision. Read their stories here --> <a href="http://nar.al/3ez">http://nar.al/3ez</a>	picture	affordable health care	picture	137	7	15	Facebook	Law	ACA	Unsure	16.06%	10.95%	5.11%

APRC Pivot Table

Social media site	Audience	Subject	Values		
			Sum of Likes	Sum of Comments	Sum of Shares
<b>APRC</b>	<b>Church-goers</b>	Event	4	0	0
		Faith	2	0	0
	<b>Donors</b>	Fundraising	13	0	6
	<b>Family</b>	Fundraising	1	0	0
<b>NARAL</b>	<b>Black women</b>	Rights	1,605	18	315
	<b>Donors</b>	PP	4,898	75	506
	<b>Low income</b>	Abortion	765	32	114
	<b>TV viewers</b>	Abortion	292	15	14
	<b>Voters</b>	Abortion	4,271	240	917
	<b>Women/girls</b>	Birth control	3,146	240	750
		Feminism	4,338	61	598
		NARAL	464	3	44
Rights		2,100	16	385	
	Safety	1,133	570	947	
<b>Planned Parenthood</b>	<b>Gay men</b>	Relationships	322	49	39
	<b>Women/girls</b>	Birth control	820	88	189
		Sexual health	1,461	38	295
<b>Planned Parenthood Action</b>	<b>Activists</b>	ACA	66	3	12
		Rights	3,802	135	391
	<b>Black women</b>	History	837	7	155
	<b>Donors</b>	PP	11,673	100	659
	<b>Low income</b>	Abortion	1,296	126	361
	<b>TV viewers</b>	Abortion	6,586	169	409
		Medical care	423	0	27
	<b>Voters</b>	Abortion	16,463	2,650	8,414
		ACA	1,735	70	384
		Birth control	20,939	1,027	8,765
		Christians	1,247	364	391
		Medical care	8,175	1,273	3,746
	Rights	31,007	563	4,050	
<b>Planned Parenthood Info for Teens</b>	<b>Teens</b>	Abortion	11	4	1
		Birth control	835	67	380
		Dating	18	4	2
		Sex	286	2	58
<b>Grand Total</b>			<b>131,034</b>	<b>8,009</b>	<b>33,324</b>