

Reach?

Organic? Paid? Viral? Total?

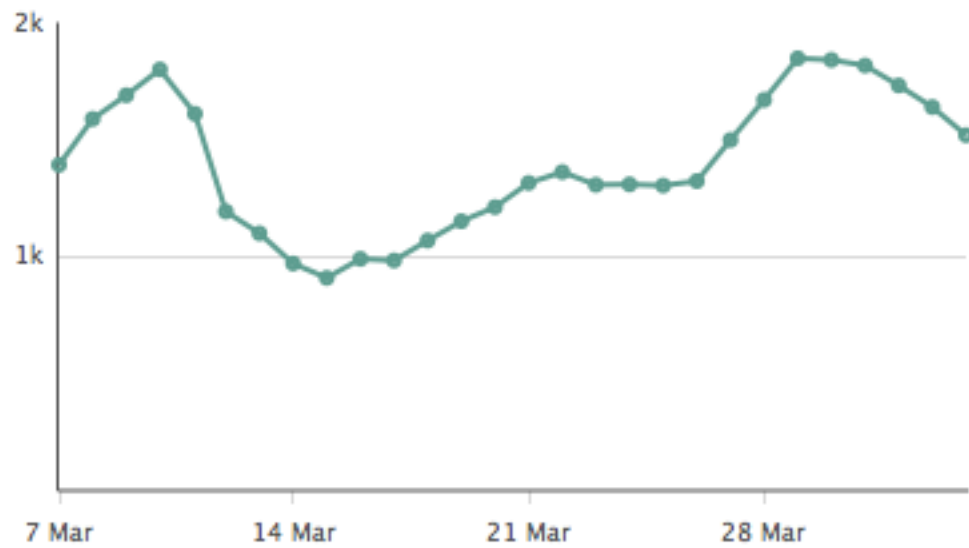


Figure 1: The number of unique users per day to see any form of content.
Source: Love's Labour's Lost 2.0. "Insights." *Facebook.com*. 3 April 2012.
Web. 5 April 2012. Accessible only as administrator.
<<http://www.facebook.com/loveslabourslost2.0>>