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U.S. Department of Energy — 12th Annual Small Business Conference & Expo
May 10-12, 2011 - Kansas City, MO

Here is our FACEBOOK PAGE

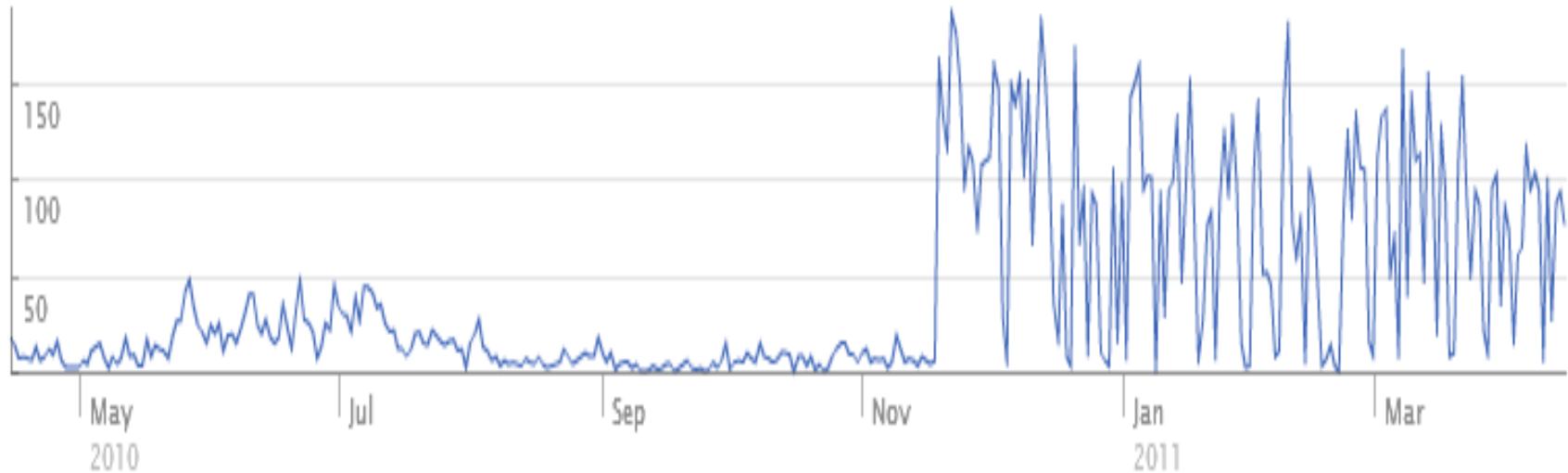
The screenshot shows a Windows Internet Explorer browser window with the address bar displaying <http://www.facebook.com/home.php?#!/pages/The-King-of-Green/97632690655>. The browser's address bar includes navigation buttons (back, forward, home, stop) and a search icon. Below the address bar is a toolbar with 'Favorites', 'Spirit of America Festival ...', 'Free Hotmail', and 'Get More Add-ons'. The main content area displays the Facebook page for 'The King of Green', a public figure from Lees Summit, Missouri. The page features a profile picture of a man and a woman, a cover photo, and a wall with posts. A post from 'The King of Green' is visible, dated 2 hours ago, with the text: 'One year later from the BP Deepwater Horizon disaster...what has changed??? Please remember the 11 that lost their lives and the millions that had their changed... KOG'. Below this post is a link to 'BP Gulf Oil Spill Cheat Sheet: A Timeline of Unfortunate Events' from www.treehugger.com. The page also shows '911 people like this' and a 'Like' button. The browser's taskbar at the bottom shows several open applications: 'Inbox - Microsoft ...', 'RE: Gary Walker Fa...', 'The King of Green ...', and 'Microsoft PowerP...'. The system tray on the right shows the time as 10:26 AM and various system icons.



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New Daily Active Users 4/15/10 to 4/15/11

Daily Active Users Weekly Active Users Monthly Active Users

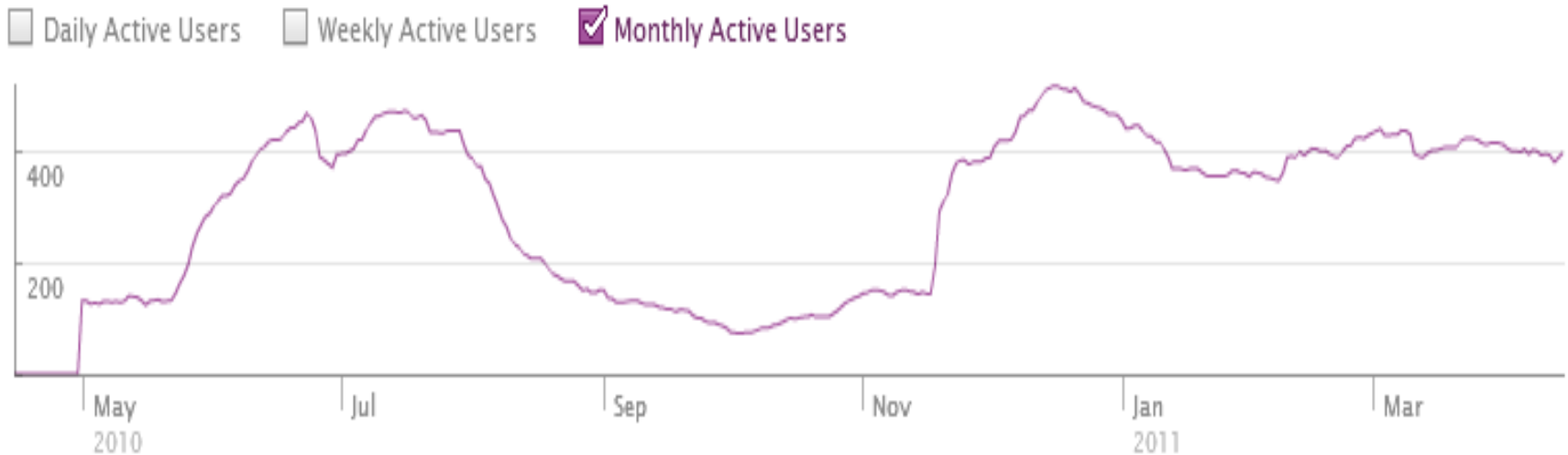


New Weekly Active Users 4/15/10 to 4/15/11

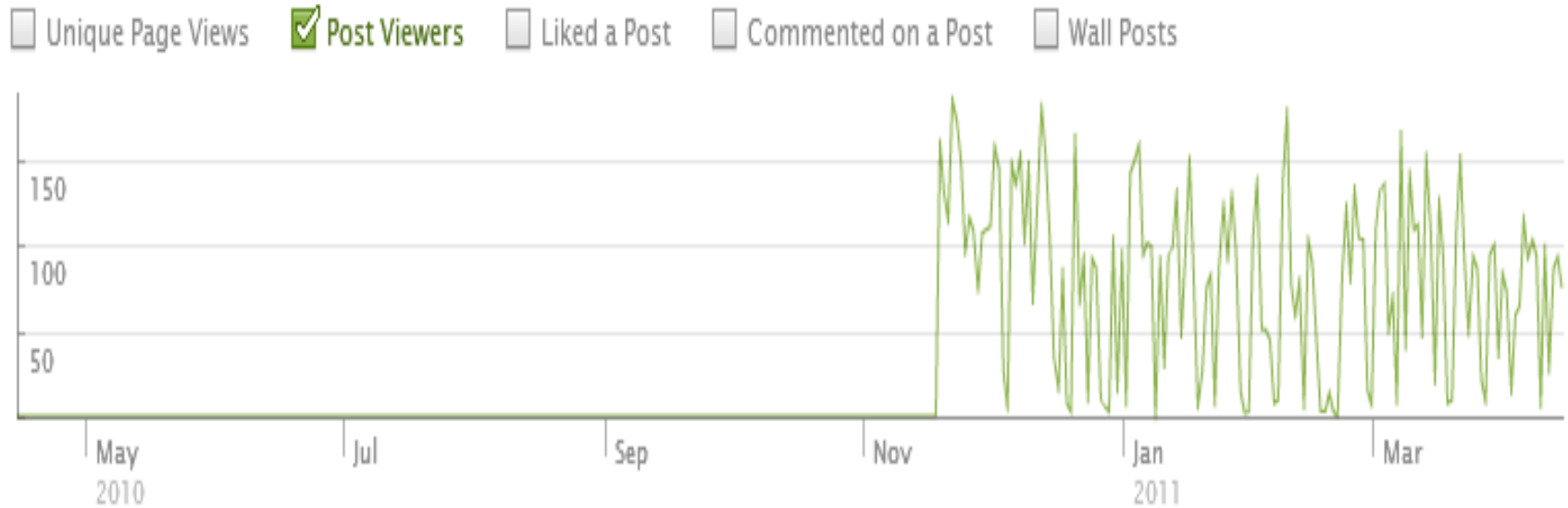
Daily Active Users Weekly Active Users Monthly Active Users



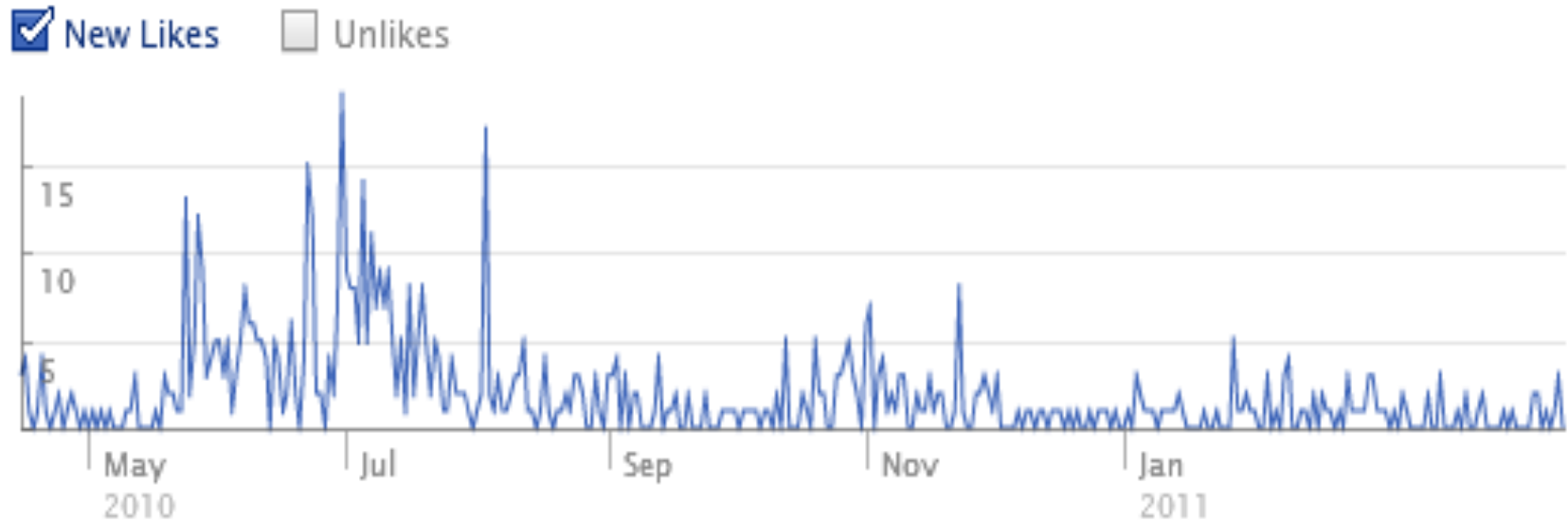
New Monthly Active Users 4/15/10 to 4/15/11



New Daily Active Users Posting to the Website 4/15/10 to 4/15/11



New Daily Likes from 4/15/10 to 4/15/11



New Sources of Likes Came From 4/15/10 to 4/15/11

- **263** Requests
- **227** Unknown
- **161** Page
- **20** Ads
- **14** Suggestions
- **9** Like Box
- **5** Search
- **3** Messages
- **2** Stream
- **1** User Profile



New Active Daily Views 4/15/10 to 4/15/11

Page Views Unique Page Views



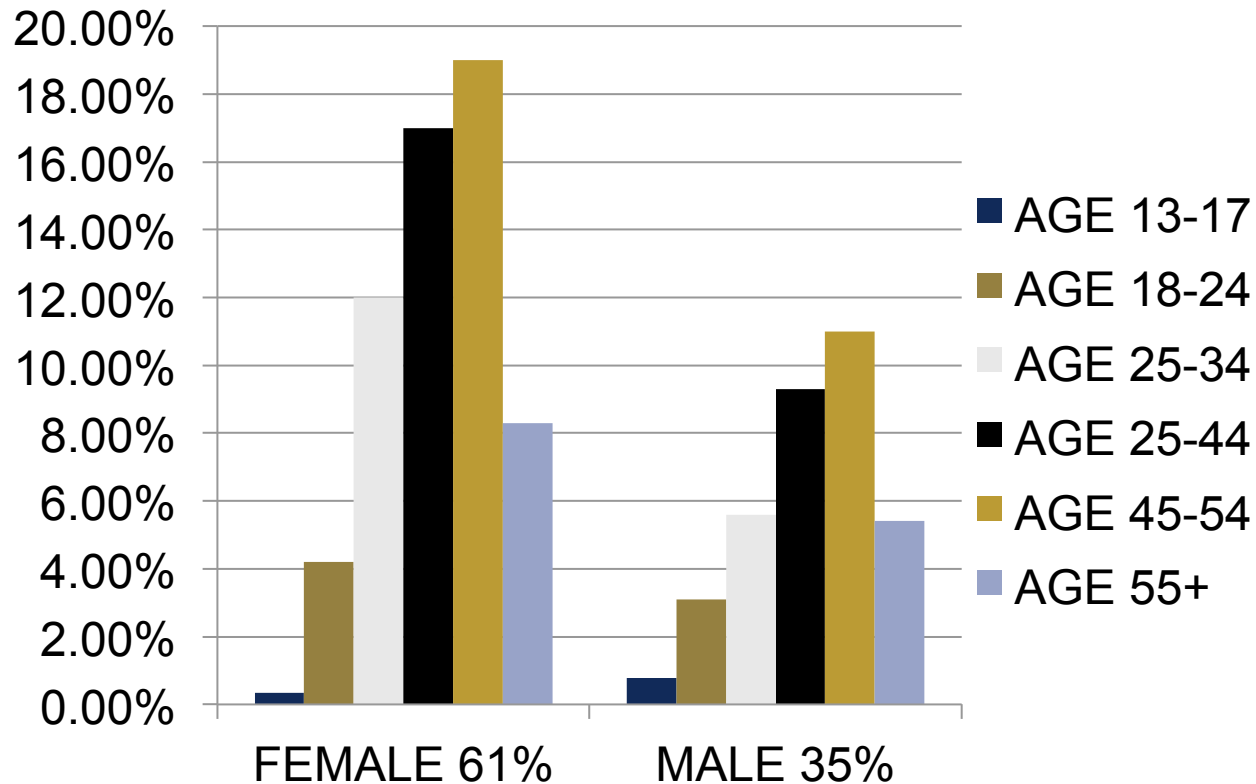
Total New View Sources 4/15/10 to 4/15/11

- **10,566** Wall
- **3,136** Discussion Boards **1,034** Photos
- **435** Information
- **142** Social RSS
- **104** Boxes
- **59** Fan Appz
- **38** Links
- **34** FBML
- **4** Extended Info
- **3** My Web Embed: YouTube, Flash, Music!



FRIENDS DEMOGRAPHICS: Based on Gender and Age

4/15/10 to 4/15/11



External Referral Sources for New FRIENDS

4/15/10 to 4/15/11

- **210** google.com
- **120** facebook.com
- **74** www.facebook.com
- **48** google.co.uk
- **17** fox4kc.com
- **8** google.it
- **8** search.yahoo.com
- **8** google.de
- **7** swagbucks.com
- **6** bing.com
- **5** search.aol.com
- **5** google.com.au
- **5** google.fr
- **3** charter.net
- **3** uk.search.yahoo.com
- **2** linkedin.com
- **2** webmail.earthlink.net
- **2** google.com.ph
- **2** dogpile.com
- **2** search.virginmedia.com
- **1** suche.t-online.de
- **1** kingofthegreen.com
- **1** google.ca
- **1** search.comcast.net
- **1** sn109w.snt109.mail.live.com
- **1** us1.campaign-archive.com
- **1** us1.campaign-archive2.com
- **1** hk.search.yahoo.com
- **1** google.ee
- **1** google.gr
- **1** google.se
- **1** google.nl
- **1** google.pl
- **1** us.mg3.mail.yahoo.com
- **1** google.gp
- **1** us1.campaign-archive1.com
- **1** us.mg4.mail.yahoo.com
- **1** google.com.bo
- **1** us2.startpage.com
- **1** us.mc10.mail.yahoo.com
- **1** translate.googleuser.com
- **1** google.co.kr
- **1** search.orange.co.uk
- **1** search.mywebsearch.com
- **1** us.mg2.mail.yahoo.com
- **1** search.conduit.com
- **1** www.google.com
- **1** duckduckgo.com
- **1** google.ie
- **1** sn111w.snt111.mail.live.com
- **1** google.hr
- **1** tattoodle.com
- **1** google.com.sg
- **1** google.com.sa



Cities of New Users

4/15/10 to 4/15/11

- **267** Kansas City
- **42** Chicago
- **42** Lenexa
- **37** Independence
- **27** Mission
- **21** Saint Louis
- **19** Herndon
- **17** Atlanta
- **16** Issaquah
- **16** New York
- **15** Livingston
- **13** Dallas
- **13** Olathe
- **11** Doylestown



Countries New Users were from 4/15/10 to 4/15/11

- **847** United States
- **12** Canada
- **5** India
- **3** Australia
- **3** Ireland
- **2** Spain
- **2** United Kingdom
- **2** Tunisia
- **1** Belgium
- **1** Chile
- **1** Colombia
- **1** Argentina
- **1** Fiji
- **1** Israel
- **1** Indonesia
- **1** St. Lucia
- **1** France
- **1** Philippines
- **1** Austria



Countries New Users were from 4/15/10 to 4/15/11

- **864** English (US)
- **20** English (UK)
- **2** Spanish (Spain)
- **2** French (France)
- **1** German
- **1** Spanish
- **1** Indonesian
- **1** Vietnamese
- **1** Thai
- **1** Dutch
- **1** Traditional Chinese
(Taiwan)

