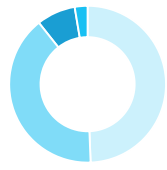


Date Range: Sun Mar 15, 2020 to Wed Apr 15, 2020



Total Engagement

3,252

Engagement Rate



5.48%

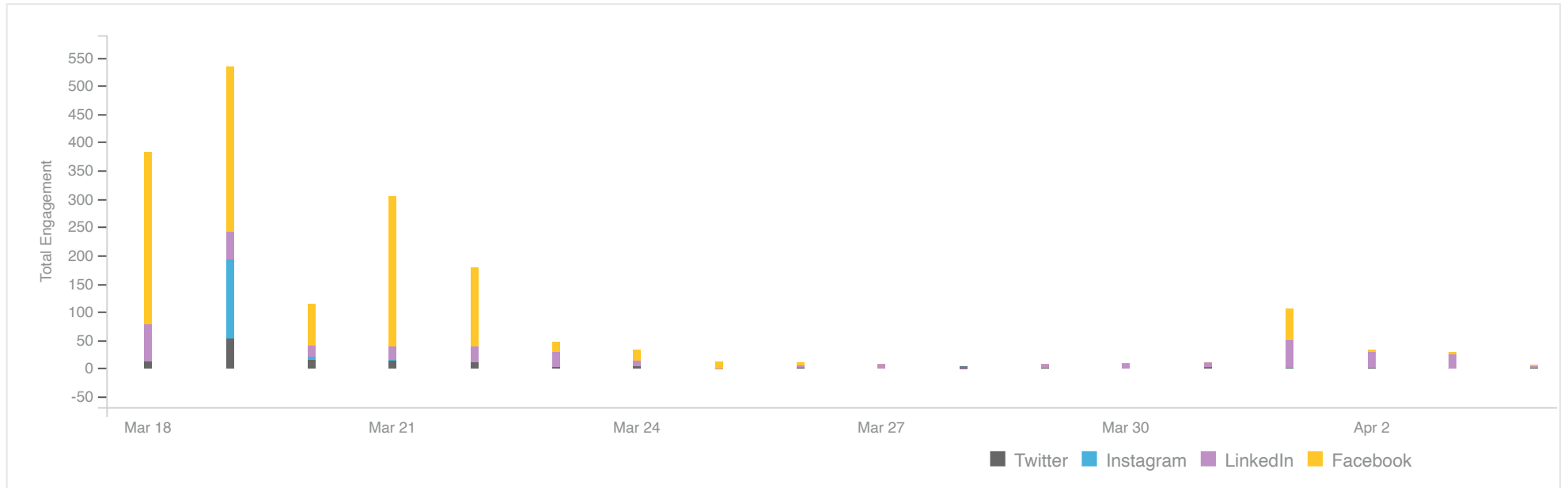
* Facebook and LinkedIn Only

Total Messages Published



38

ENGAGEMENT OVER TIME



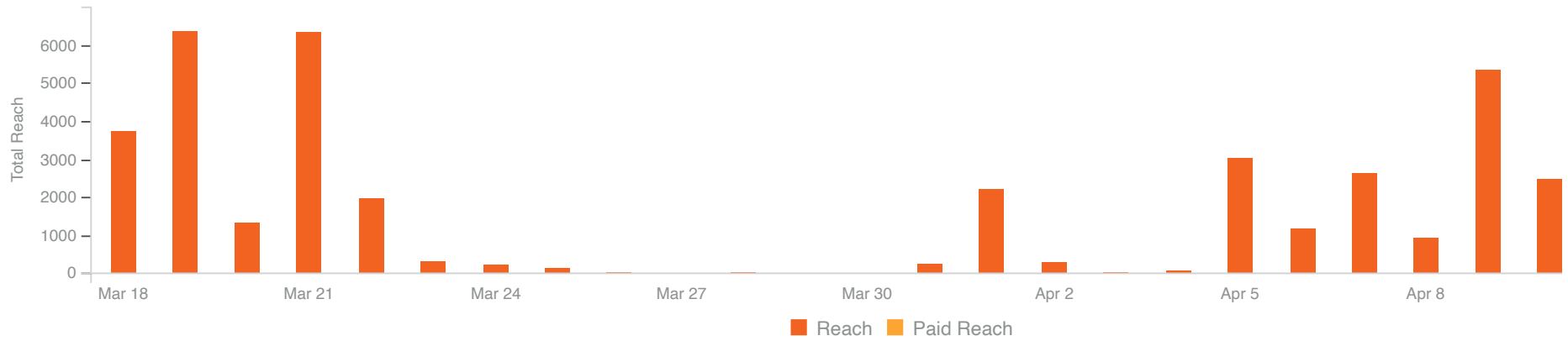
FACEBOOK REACH AND IMPRESSIONS

Total Reach

45,073

Paid Reach

0

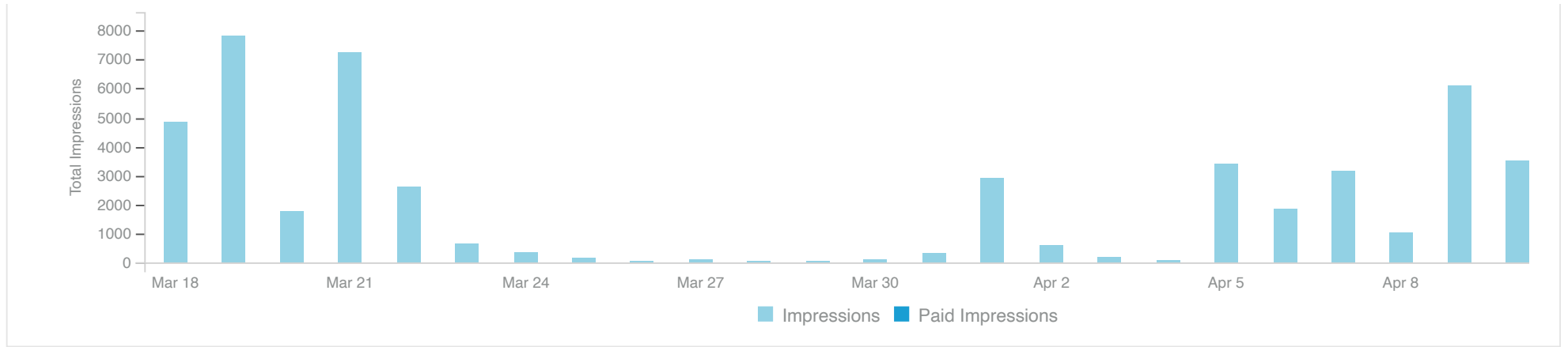


Total Impressions

57,040

Paid Impressions

0



TOP FACEBOOK POSTS

**Page: AAA Northeast**

@Page: AAA Northeast · 18 Mar 2020 at 12:09pm

As COVID-19 continues to present communities and businesses across the globe with unique challenges, our priority remains the same: the health and safety of our AAA Northeast employees and members. We're taking action, and also recognizing this remains an evolving situation. To do our part: - Our roadside assistance service team remains ready and available to assist members in need and are taking preventative measures to minimize the spread of COVID-19. Call 800-AAA-HELP to request 24/7 roadside assistance or visit aaa.com/ers - We are looking at our branches community by community; in some cases we may need to adapt branch experiences or temporarily close a branch. Please check our website for the latest updates. - Our AAA travel agents are proactively reaching out to those who have upcoming travel planned. - We've enacted work-from-home protocols for our employees to help you enjoy the benefits you've come to expect from us. <https://northeast.aaa.com/general/covid-19-updates.html>

**Page: AAA Northeast**

@Page: AAA Northeast · 9 Apr 2020 at 7:30pm

Tonight we #LightItBlue at our Providence HQ to show our gratitude and support for all frontline workers. Thank you for keeping us safe. #StayHome

**Thank you
to all the
frontline
workers**

#LightItBlue

367	7254	110
Engagement	Impressions	Clicks

**Page: AAA Northeast**

@Page: AAA Northeast · 5 Apr 2020 at 8:49pm

**Page: AAA Northeast**

@Page: AAA Northeast · 19 Mar 2020 at 10:31am

We have temporarily closed our branch locations Massachusetts and Rhode Island. They will remain closed until further notice. Branches in New York, New Jersey, New Hampshire and Connecticut are also closed. 24/7 roadside assistance remains ready and available to assist members in need: call 800-AAA-HELP or visit <https://bit.ly/3dnTqOW>. Visit our website for updates: <https://bit.ly/2J54UbV>



356 Engagement 4452 Impressions 141 Clicks

Select branches in New York, Massachusetts and Rhode Island are temporarily closed. MA RMV and RI DMV services may also be impacted. Please visit our website for the latest updates and information on specific branches: <https://northeast.aaa.com/general/covid-19-updates.html>



308 Engagement 5658 Impressions 251 Clicks



Page: AAA Northeast

@Page: AAA Northeast · 21 Mar 2020 at 2:00pm

Starting Monday, March 23, select branch locations in Rhode Island and Massachusetts will be processing DMV/RMV transactions. Visit our website for updates: <https://bit.ly/2WwxKKo>



Page: AAA Northeast

@Page: AAA Northeast · 7 Apr 2020 at 12:00pm

Today is #WorldHealthDay! SHARE to say thank you to all the doctors, nurses, and health care workers for all that they do to keep others healthy and safe.



242 4107 189
Engagement Impressions Clicks



**THANK YOU
DOCTORS, NURSES &
HEALTH CARE WORKERS!**

#WORLDHEALTHDAY

192 4009 52
Engagement Impressions Clicks



Page: AAA Northeast

@Page: AAA Northeast · 21 Mar 2020 at 6:00pm

We have temporarily closed our branch locations in New York, New Jersey, New Hampshire and Connecticut. They will remain closed until further notice. 24/7 roadside assistance remains ready and available to assist members in need: call 800-AAA-HELP or visit AAA.com/ERS. Visit our website for updates: <https://northeast.aaa.com/general/covid-19-updates.html>



Page: AAA Northeast

@Page: AAA Northeast · 1 Apr 2020 at 10:46am

If you booked your vacation with a #AAATravel Agent, we want you know we're still here and ready to help. We're currently working from home, so everyone stays safe, but as always, we stand ready to go the extra mile for our travelers. Using our collective expertise and global partnerships, we are proud to help travelers stay safe, get home to their families, and keep the dream alive. Please call, email or chat with us so we can help adjust or make your future travel arrangements. And, most importantly, please stay safe as we conquer this together. To contact us and for more information, visit AAA.com/Travel. #TourismStrong #PostponeDontCancel



We're here for you. 



Page: AAA Northeast

@Page: AAA Northeast · 14 Apr 2020 at 10:40am

AAA Northeast is proud to join the #StayHome movement. Please help slow the spread of COVID-19 by committing to stay home if you can. Together, we can save lives. #AloneTogether Read more in #YourAAA:
<https://magazine.northeast.aaa.com/daily/life/aaa-northeast-joins-the-stayhome-movement/>



Page: AAA Northeast

@Page: AAA Northeast · 20 Mar 2020 at 5:45pm

We have temporarily closed our branch locations in New York effective today. They will remain closed until further notice. 24/7 roadside assistance remains ready and available to assist members in need: call 800-AAA-HELP or visit AAA.com/ERS. Visit our website for updates:
<https://northeast.aaa.com/general/covid-19-updates.html>

Stay home. Save lives.



56 Engagement 4669 Impressions 31 Clicks



36 Engagement 946 Impressions 14 Clicks

Page: AAA Pioneer Valley

@Page: AAA Pioneer Valley · 14 Apr 2020 at 10:40am


AAA Pioneer Valley is proud to join the #StayHome movement. Please help slow the spread of COVID-19 by committing to stay home if you can. Together, we can save lives. #AloneTogether

Stay home. Save lives.



2	117	2
Engagement	Impressions	Clicks


TOP TWITTER POSTS



aaanortheast
@ · 19 Mar 2020 at 10:31am

Select branches in NY, MA & RI are temporarily closed. @MassRMV & @RhodeIslandDMV services may be impacted. Go here for the latest updates and information on specific branches: <https://northeast.aaa.com/general/covid-19-updates.html>


65	0	61
Engagement	Impressions	Clicks




aaanortheast
@ · 21 Mar 2020 at 2:00pm

Starting Monday, select branch locations in Rhode Island and Massachusetts will be processing @MassRMV and @RhodeIslandDMV transactions. Visit our website for updates: <https://bit.ly/2WwxKKo>

18	0	13
Engagement	Impressions	Clicks



aaanortheast
@ · 18 Mar 2020 at 12:09pm



aaanortheast
@ · 21 Mar 2020 at 6:00pm

As COVID-19 continues to present communities and businesses across the globe with unique challenges, our priority remains the same: the health and safety of our AAA Northeast employees and members. Read more: <https://northeast.aaa.com/general/covid-19-updates.html>

18 Engagement 0 Impressions 18 Clicks

We have temporarily closed our branch locations in New York, New Jersey, New Hampshire and Connecticut. They will remain closed until further notice. Visit our website for updates: <https://northeast.aaa.com/general/covid-19-updates.html>

13 Engagement 0 Impressions 13 Clicks



aaanortheast
@ · 20 Mar 2020 at 5:45pm

We have temporarily closed our branch locations in New York effective today. They will remain closed until further notice. Visit our website for updates: <https://northeast.aaa.com/general/covid-19-updates.html>

11 Engagement 0 Impressions 10 Clicks



aaanortheast
@ · 14 Apr 2020 at 10:40am

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Stay home. Save lives.



10	0	4
Engagement	Impressions	Clicks



aaanortheast

@ · 7 Apr 2020 at 12:00pm

Today is #WorldHealthDay! RT to say thank you to all the doctors, nurses, and health care workers for all that they do to keep others healthy and safe.



aaanortheast

@ · 1 Apr 2020 at 10:46am

If you booked your vacation with a #AAATravel Agent, we want you know we're still here & ready to help. We're currently working from home, so everyone stays safe, but we stand ready to go the extra mile for our travelers. Contact us & more info: AAA.com/Travel



**THANK YOU
DOCTORS, NURSES &
HEALTH CARE WORKERS!**

#WORLDHEALTHDAY

5 Engagement 0 Impressions 0 Clicks



aaanortheast

@ · 9 Apr 2020 at 7:30pm

Tonight we #LightItBlue at our @ProvidenceRI HQ to show our gratitude and support for all frontline workers. Thank you for keeping us safe. #StayHome

Thank you to all the frontline workers

#LightItBlue

2 Engagement 0 Impressions 0 Clicks

Spredfast - Conversations - Planner



We're here for you. AAA Travel



2 Engagement 0 Impressions 0 Clicks