



**1,162,383**  
Illini Union Visits



**162,450**  
Illini Union Lounge Counts



**7,873**  
CLASS visits



**116**  
IU Board Events

**7,232**  
Students attending  
IU Board Events



**105**  
Rec Room Special Events

**6,039**  
Rec Room Special Event  
attendance



**Illini Union Bookstore  
Online Orders**

**31,652**   **7,105**  
Textbook   Non-Textbook



## By the Numbers 2020-2021



### Document Services

Produced **34,097**  
COVID stickers and signs

Produced **50,000** feet  
of barricade tape

Created **552** templates  
for digital letterhead

Produced **2.1 million**  
black/white impressions

Produced **263,000**  
color impressions

Prepared **6.2 million**  
pieces of mail



### Illini Union Social Media

#### Facebook

Fans: 6,908, 5% increase  
Impressions: 744,300  
Reach: 397,300  
Posts: 788

#### Twitter

Followers: 6,593, 8% increase  
Impressions: 2.1 million  
Engagement: 33,000  
Posts: 628

#### Instagram

Fans: 6,736, 52% increase  
Impressions: 1.6 million, 66% increase  
Reach: 841,800, 157% increase  
Likes: 67,900, 151% increase  
Posts: 290



### Illini Union Bookstore Social Media

#### Facebook

Fans: 2,931  
Impressions: 125,000  
Reach: 85,100  
Posts: 363

#### Twitter

Followers: 1,311  
Impressions: 131,600  
Engagement: 3,059  
Posts: 152

#### Instagram

Fans: 2,263, 32% increase  
Impressions: 142,000, 328% increase  
Reach: 84,200, 263% increase  
Likes: 8,121, 362% increase  
Posts: 129, 240% increase



### Illini Union Website

**438,332**  
pageviews

**146,237**  
users

**73,643**  
users on mobile



### Illini Union Hotel Website

Launched Jan. 2021

**36,076**  
pageviews

**9,886**  
users