



2023 NSF Data Report






Metrics for Media, Social Media, Web and Video Engagements

Noah Egge, *Public Affairs Specialist*

March 28, 2024



Media Growth

	2022	2023	% Difference
 <i>NSF in Mainstream Media</i>	225	288	+28% ↑
 <i>Media Mentions</i>	90,134	92,590	+2.68% ↑
 <i>Media Inquiries</i>	502	577	+13.90% ↑
 <i>Specific Mentions in New York Times</i>	37	49	+32% ↑
 <i>Specific Mentions of Dr. Panchanathan</i>	918	3,014	+239% ↑



Social Media Growth

	2022	2023	2024	% Difference (2022 vs 2024)
 <i>Twitter/X Followers:</i>	1,220,000	1,260,000	1,260,000	+3.28% ↑
 <i>Facebook Followers:</i>	469,100	494,180	506,100	+7.89% ↑
 <i>LinkedIn Followers:</i>	156,179	184,170	230,890	+47.84% ↑
 <i>Instagram Followers:</i>	90,411	95,243	101,430	+12.15% ↑



LinkedIn Growth

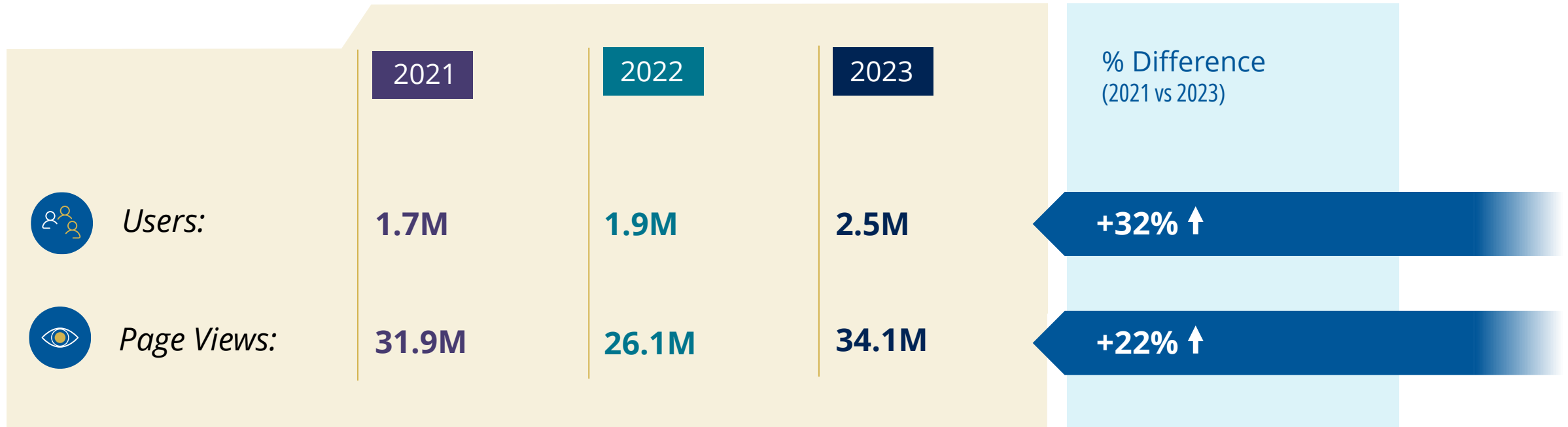


LinkedIn saw the most year-over-year growth.

	2022	2023	% Change
Impressions	3,178,453	4,710,923	+48% ↑
Engagement	117,103	204,911	+75% ↑
Posts	292	417	+43% ↑



Web Growth



[nsf.gov/news/overviews](https://www.nsf.gov/news/overviews) (and sub-pages) – Dates: July—Dec 2022 – **18K**

[new.nsf.gov/focus-areas](https://www.new.nsf.gov/focus-areas) (and sub-pages) – Dates: July—Dec 2023 – **98K**



Video Growth Results

