

# Top Posts: Facebook

## Number of unique people reached



At Goodwill NCW, you can find a wide array of gardening supplies, from tools to pots, and even outdoor decor to add that special touch to your

**57,540** reach



In search of the perfect denim? From vintage classics to modern fits, our stores are bursting with high-quality denim for every style and

**34,319** reach



Dreaming of a garden oasis? From charming pots to whimsical decorations and a variety of seeds, transform your garden into a

**33,861** reach

## Number of likes and reactions



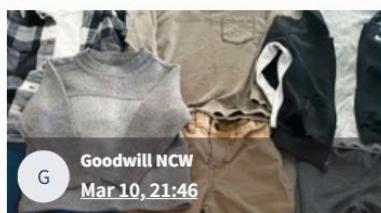
In search of the perfect denim? From vintage classics to modern fits, our stores are bursting with high-quality denim for every style and

**2,663** likes and reactions



Find the egg in your local Goodwill NCW store and enter for your chance to win a Goodwill NCW gift card! Scan the QR code when you find the egg and

**1,378** likes and reactions



As a mom of three young boys, Lauren knows all too well how quickly costs can add up. From food and toys to school supplies, saving where

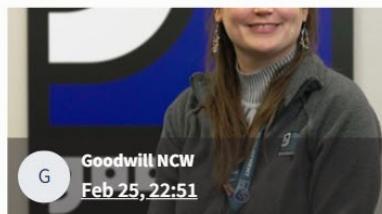
**1,135** likes and reactions

## Videos with longest average watched durations



We're excited to share a fun, eco-friendly DIY project that not only gives a second life to a thrifited picture frame but also adds a charming

**42s**



Meet Sophie! She is building customer growth at Goodwill NCW as a Marketing Manager. "I choose to work here because I want to contribute my

**37s**



Korie is launching her career with a free Early Childhood Teacher Aide certificate with personalized support throughout the journey

**29s**

## Posts with most shares

### Top posts



Know someone interested in pursuing a career in welding?

**Goodwill NCW**  
May 15, 19:09

If a potential high paying salary, ability to work independently and room for growth appeal to you, you might think about a career in welding.

**98** shares



"I would love to be a medical assistant within a hospital." More than 10 years ago, Courtney tried to earn her Certified Nursing Assistant Certificate

**25** shares



Did you know that thrifting at Goodwill can be the secret sauce to achieving your New Year's goals?

**1** Save Money, Make a Difference:  By

**25** shares

# Top Posts: LinkedIn

## Number of impressions



Our hearts join the family and friends of Jonnie who are mourning his recent passing. Goodwill NCW was honored to provide Jonnie with

**19,592** impressions



Happy 5th Anniversary to Anna Wilcox, Chief Mission Officer (CMO) at Goodwill NCW! As the CMO at Goodwill NCW, Anna leads her team in

**3,715** impressions



Goodwill NCW  
[Jun 04, 21:52](#)

We are celebrating a major milestone for Career EXCELerate Wisconsin; 100 people have been placed in jobs! From the time students enroll in the program to when they earn their educational certificates and find employment, the average increase in their wages is more than \$9 per hour. This represents a cumulative \$1 MILLION impact for families and the local economy! We are proud of this incredible value for our community.

**3,052** impressions

## Top engagement rate



Goodwill NCW  
[May 10, 15:19](#)

Thank you to the Fox Cities Chamber of Commerce for hosting this fantastic event! Goodwill NCW's President and CEO, Chris Hess, and Board Member, Laurie Butz, President and CEO at Capital Credit Union, shared wisdom gathered from their careers with an audience of young professionals on a panel with Todd Kelsey, CEO at Plexus Corp. and Scott Murphy, President and CEO at Foundation Medical Services. Goodwill NCW is a proud member of the Fox Cities Chamber of Commerce.

**45.61%** engagement rate



Team members across our organization are wearing red in honor of National #HeartHealth Month. Research shows that decluttering your

**33.16%** engagement rate



Goodwill NCW  
[Jun 08, 21:50](#)

Congratulations to Sara Bell, Vice President of Education, Development, and Outcomes at Goodwill NCW, for earning her doctorate degree in

**30.11%** engagement rate