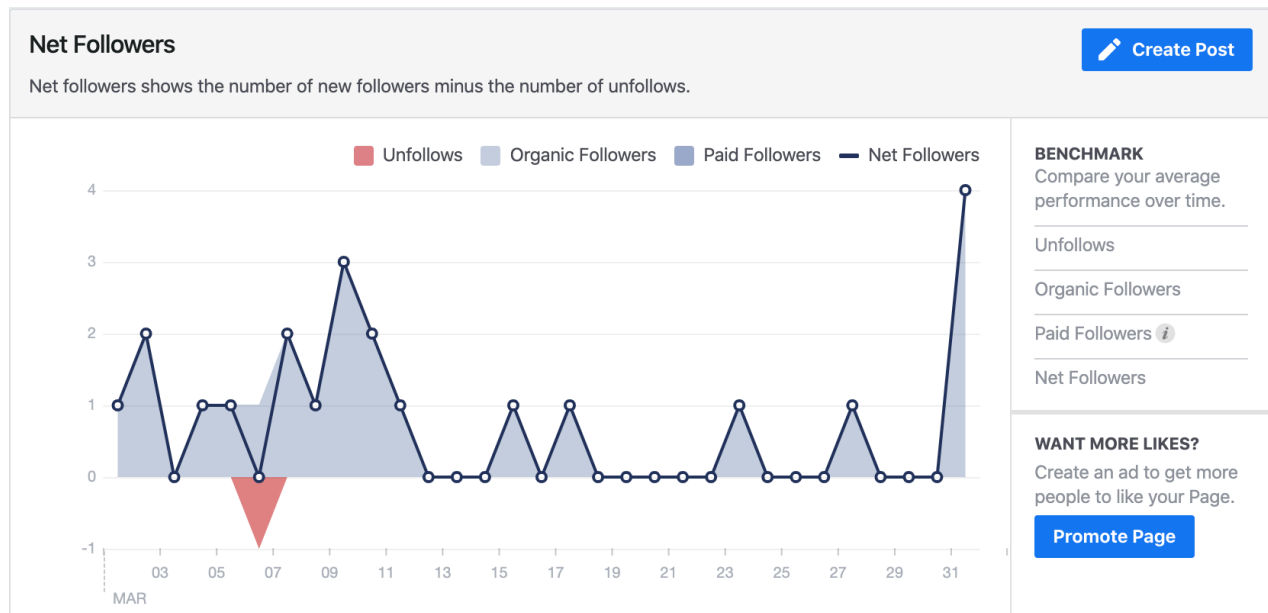
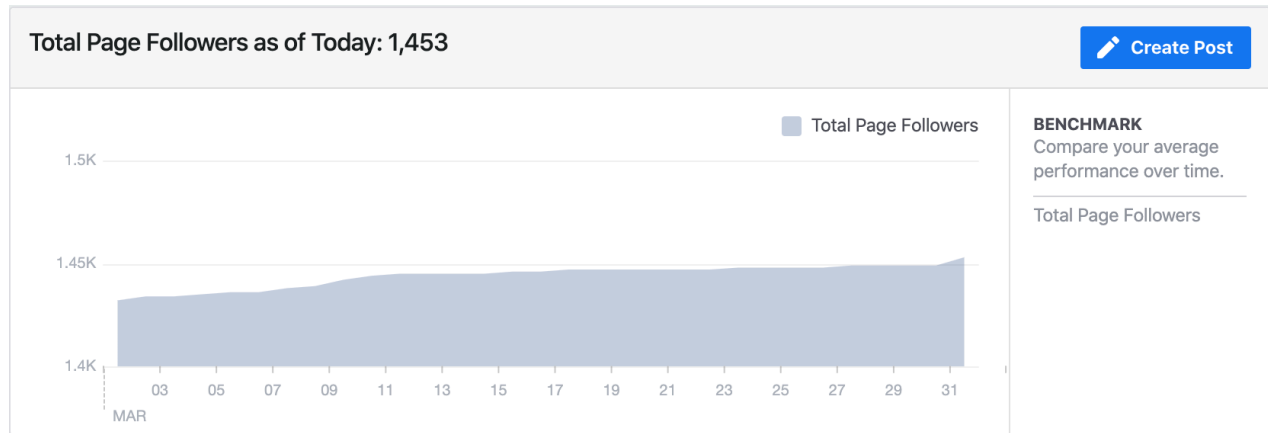


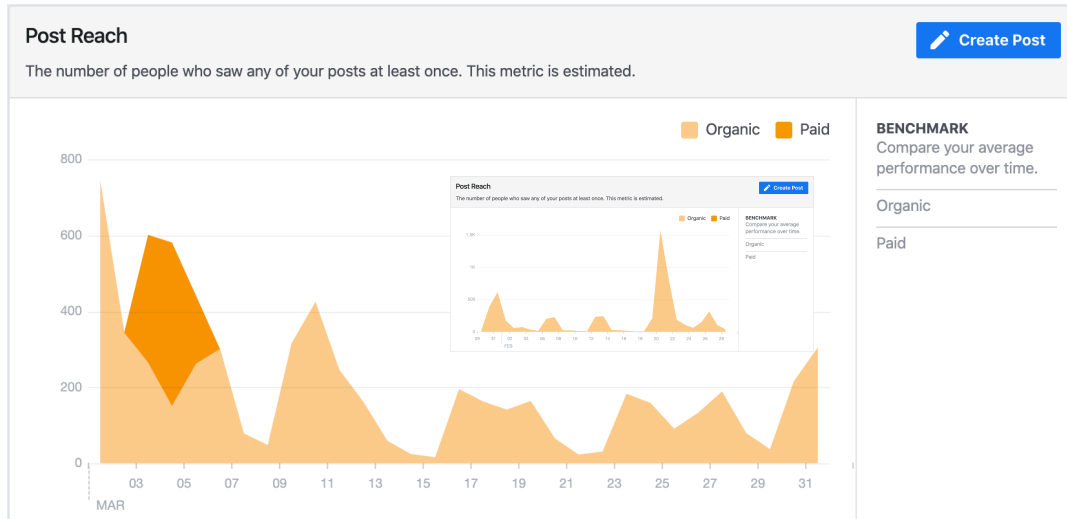
## Followers: 3/1/20 - 3/31/20



### Findings & Observations

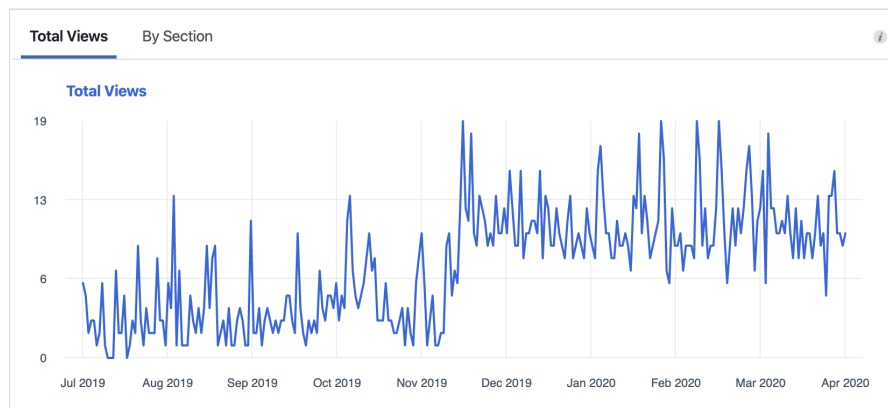
- You can follow the “Net Followers” chart and clearly see that during the week is the most common time for Cain Center to gain followers, with the weekends being an expected downtime.
- The beginning of March, likely due to announcing the Aquesta Challenge, was where Cain Center picked up the majority of their newest followers.
- Starting the month of March at roughly 1420 followers, March ended with 1453, tracking one lost follower along the way.
- Using the “Total Page Followers” graph, it’s evident that Cain Center as a consistent and regular stream of followers, averaging around one a day.
- Cain Center explicitly has gained organic followers through implemented strategies for reach, rather than paid promotions.
- The spike towards the end of March is likely from Cain Center beginning to share events from other organizations, helping us cross pollinate and attract themselves and their followers.

## Reach & Page Views: 3/1/20 - 3/31/20



### Findings & Observations

- Looking at reach, March was the month of getting frequency in posting up, starting to implement strategic hashtags, and cross-pollinating content across platforms and from partner pages.
- The large chart shows you the reach for the month of March, with the smaller reflecting February. As you can see, reach in March is far more consistent throughout the week, with expected low points during the weekend. March has more consistent peeks and continual reach throughout a week, whereas February had random jumps of reach.
- February has an outlying reach of nearly 2,000 people in a day due to a post about the sign being shared by seven different high profile accounts in Cornelius, which skews things ever so slightly.
- Goals moving forward would be using more calls to action in order to get other accounts to share our content, tagging more people in our posts to extend reach, and taking advantage of paid advertisements for high profile posts like “Making Waves.”



### Findings & Observations

- Naturally, the more we post, the more people will view the Cain Center Facebook Page per day. This chart shows the dramatic increase in per day page views by unique individuals from the last six months of 2019 to the first few months of 2020.
- This is a good sign and shows that people are finding our content and seeking out the page itself rather than seeing it just shared or tagged by other accounts.

## Posts and Engagement: 3/1/20 - 3/31/20

### Findings & Observations

- Clearly in the last two weeks there has been an expansion in average reach per post. I think this is clearly contributed to sharing content that can tag other people or accounts and expand reach (Atrium, Aquesta, Partner Orgs, etc). This is something we'll try to implement in even more posts moving forward.
- In terms of frequency, on Facebook alone, Cain Center had 34 individual posts...in February, you had 8 posts.
- Looking at the most engaged with posts, it's clear that reach and engagement (to no surprise) are greater when we have people or other organizations to tag in a post, and they do even better if we are using video content. This makes me believe that making waves, which takes advantage of all those things, can really help us with expanding reach and overall engagement.
- Trying out some themes posts has also proven fruitful. Things like #FunFriday posts get a lot of comparative engagement to other posts, so we should definitely keep those up.

### Goals for April

- More tagging of outside organizations and community partners.
- More video content if we can get it.
- Strategize other posts that can be engaged with, following the trends of our Fun Friday and behind the scenes content.

03/31/2020 1:30 PM	Even with everything happening in the world, people are still turning			329		12 18		Boost Post
03/31/2020 11:00 AM	Want some local talent broadcasted into your home?			158		8 11		Boost Post
03/31/2020 9:34 AM	We bet you've been wondering how to make the perfect ballet			117		7 3		Boost Post
03/30/2020 4:13 PM	CALLING ALL LOCAL ARTISTS: What projects are you working on			175		5 6		Boost Post
03/30/2020 11:41 AM	This #MusicMonday we want to highlight one of the awesome arts			201		5 9		Boost Post
03/27/2020 4:22 PM	Governor Roy Cooper announced that North Carolina will be going			168		26 5		Boost Post
03/27/2020 12:57 PM	Happy #FunFriday! One of the perks of working from home right			212		17 24		Boost Post
03/26/2020 12:35 PM	#ThrowbackThursday to our Tale Porch Party! We promise that			135		5 6		Boost Post
03/26/2020 10:51 AM	Our friends over at Charlotte Ballet are bringing the arts right to			46		0 0		Boost Event
03/25/2020 9:35 AM	Have you been thinking of ways to stay active while staying home?			109		4 4		Boost Post
03/24/2020 10:30 AM	We're thankful to be partnering with Atrium Health to keep			150		1 6		Boost Post
03/23/2020 1:18 PM	We have our first submission for our #CreativeQuarantine			113		4 2		Boost Post
03/23/2020 10:04 AM	Happy #MusicMonday everybody! Let's celebrate some of the music			115		2 0		Boost Post
03/20/2020 11:04 AM	Happy Spring! If you're working from home, take a minute to step			70		1 2		Boost Post
03/19/2020 1:46 PM	Don't forget that we want to share the art you're making during these			21		0 0		Boost Post
03/19/2020 10:29 AM	It's been such an exciting last few years! We're wanting to give a			170		14 4		Boost Post
03/18/2020 10:28 AM	While we are working hard to remain socially distant, we're			161		13 6		Boost Post
03/17/2020 10:08 AM	CALLING ALL CREATIVES! We know that social distancing can be			164		3 9		Boost Post
03/16/2020 1:18 PM	It's no surprise to anyone that we at Cain Center are feeling the			177		9 6		Boost Post
03/16/2020 10:30 AM	What makes Cain Center different than the rest? It's all about being			142		7 5		Boost Post
03/12/2020 2:06 PM	Part of our mission is working closely with all the incredible arts			155		0 4		Boost Post
03/11/2020 12:21 PM	Do you know where this local sculpture is located? •• comment			213		6 8		Boost Post
03/10/2020 11:59 AM	Thinking about the art that's all around us, we want to know, what			277		24 7		Boost Post
03/09/2020 11:31 AM	#ICYMI: Take a look at what the folks at WFAE are saying about			296		30 34		Boost Post
03/09/2020 11:08 AM	At Cain Center for the Arts we have four major pillars that make			412		11 15		Boost Post
03/06/2020 10:45 AM	What an incredible way to kickoff the #AquestaChallenge! Thanks			333		30 17		Boost Post
03/05/2020 6:19 PM	We are at Aquesta Bank in Cornelius until 7:30pm celebrating			224		23 15		Boost Post
03/05/2020 2:24 PM	*We're incredibly excited about this partnership with Aquesta			213		9 12		Boost Post
03/05/2020 10:30 AM	Today's the day! We can't wait to see all of you at the Aquesta Bank			62		0 0		Boost Event
03/04/2020 10:46 AM	#ICYMI: We are having a Aquesta Challenge Kickoff Event tomorrow			73		1 2		Boost Event
03/03/2020 2:46 PM	Want to get involved with us? Check out our website			225		17 14		Boost Post
03/03/2020 9:37 AM	There's no better way to enjoy the rain than listening to a podcast!			108		6 2		Boost Post
03/02/2020 12:54 PM	Learn more about the #AquestaChallenge and how			191		5 7		Boost Post
03/02/2020 10:07 AM	Have you heard the news? Cain Center for the Arts is excited to be			123		7 10		Boost Event