

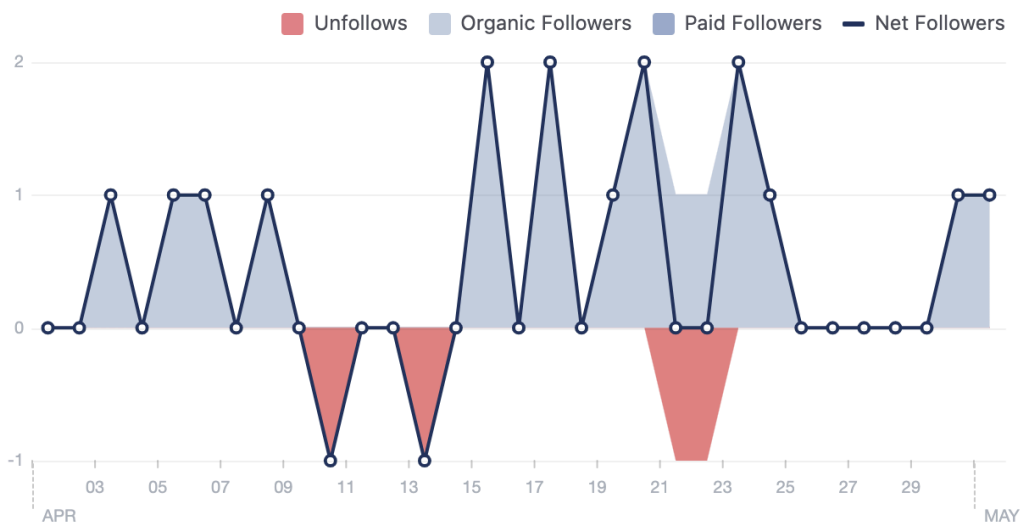
Followers: 4/1/20 - 4/30/20

Total Page Followers as of Today: 1,469



Net Followers

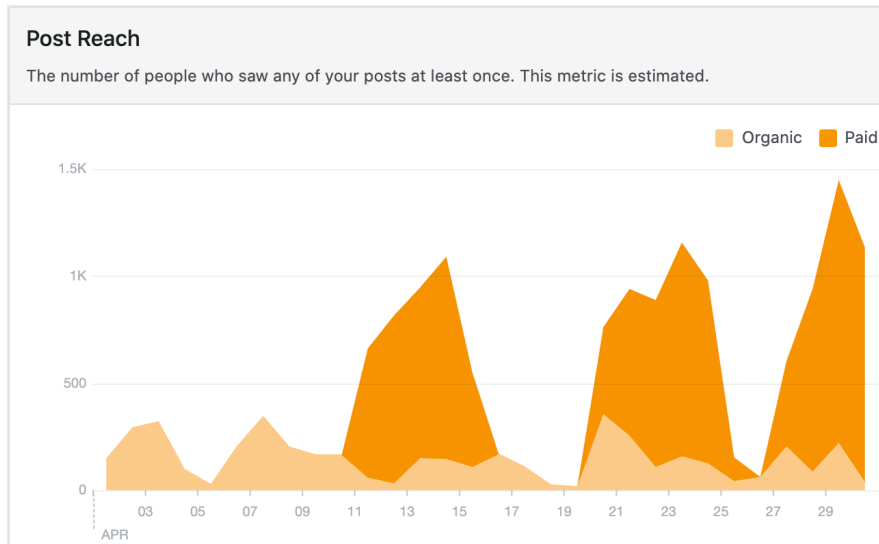
Net followers shows the number of new followers minus the number of unfollows.



Findings & Observations

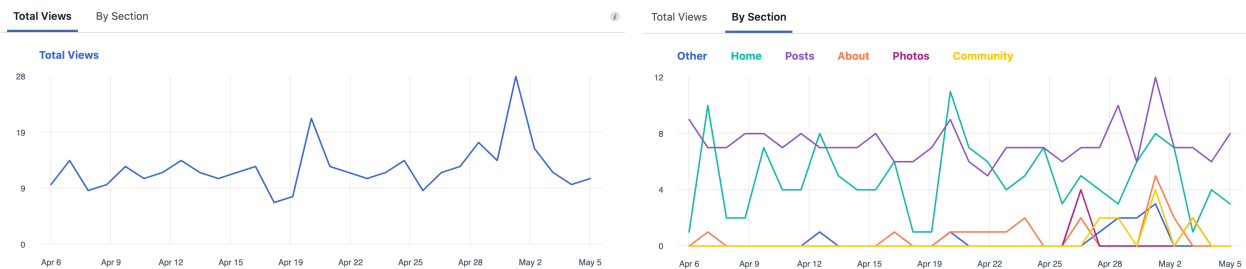
- Looking at overall followers, Cain Center continues to be on the uphill climb, averaging 1.5 new followers a day.
- The follower count starting in April was 1453, and ended with 1,469. This was a lower month for gains due to a higher than normal amount of unfollows (approximately four for the entire month). The unfortunate thing about unfollows is there is no sort of feedback as to why someone unfollowed, or who specifically.
- Don't be discouraged, though...as I write this report (May 7th) we are already at 1,500+ followers...so, we're still doing something right.
- We averaged the most new followers per day from the 15th of April to the 25th of April, which is conveniently right in the pocket of when we launched and began promoting Making Waves. There will be more evidence of these benefits moving forward.
- A note...when I put a report together I focus on “follows” instead of “likes” because “follows” include individual pages and businesses that follow our content, not just individuals.

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



Findings & Observations

- As you can see, our organic reach is not only going up more consistently from last month, but our paid reach is getting us three times the reach that an organic post does.
- In March we sat somewhere between 200-400 unique individuals reached on average for an organic post...in April, we were able to consistently stay a little higher, normally sitting in the 300-400 range.
- As you can see in the chart, paid reach has also gone up each new episode of Making Waves, proving that we're generating a piece of content that is getting more attention each time (people are looking for it/more likely to be exposed to it).
- Any low peeks just have to do with the weekend where posting isn't as effective in general.



Findings & Observations

- This is personally my favorite piece of data for the month, as you can see, we are seeing a steady uphill climb in total page views per day. We are now in double digit page views per day, with some days going into the 20s.
- I included a section that shows you what people are viewing the most/spending the most time doing on our page...which, as you can see, is mostly being driven primarily by our individual posts. This means that people are finding our posts on their feed first and then going to our page for more information, which is exactly what we want to see.
- You can also see towards the end of April our posts are getting more views per day, and we are seeking a nice peek to start off the month of May.

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

Findings & Observations

- For the month of April, we had a total of 27 posts...which is still more than February, but about 5 fewer than March (due to me being away a few days for travel).
- Now, things obviously look skewed because our paid promotions are making everything look much smaller.
- What you can see is that our organic reach grew as the month moved forward, and that engagement with posts is staying fairly consistent.
- Videos, specifically Making Waves, received the most engagement for the month. So, we should strategize collecting and publishing more video content when we can.
- Our branded photos also did better compared to other images because they had a call to action requesting comments or interaction.

04/29/2020 7:24 AM		Happy #HumpDay everyone! Who needs some inspiration to			256		8 6	
04/28/2020 7:19 AM		#CYMI: Don't forget to checkout our latest episode of			116		5 5	
04/27/2020 7:57 AM		Happy Monday, everyone! Today we are shouting out a			205		6 6	
04/24/2020 2:35 PM		And now, for what you've all been waiting for...this week's			3K		176 79	
04/23/2020 7:16 AM		Just a little #ThrowbackThursday for you!			157		12 9	
04/22/2020 7:38 AM		This week we are highlighting one of our community partners, Children's			110		2 2	
04/21/2020 7:04 AM		Our friends at Acting Out Studio in Charlotte are offering			142		0 5	
04/20/2020 8:14 AM		For today's #MusicMonday, we are sharing a			287		13 10	
04/17/2020 10:20 AM		Alright everyone, we're back with EPISODE 2 of MAKING			3.1K		175 133	
04/17/2020 6:39 AM		We love seeing people still practicing music at home!			61		1 0	
04/16/2020 7:09 AM		The Yara family are located in Charlotte and they really know			188		9 12	
04/15/2020 7:03 AM		Wednesdays we like to dedicate some attention to our awesome community			132		8 7	
04/14/2020 8:04 AM		We're still getting used to transitioning our board			166		10 11	
04/13/2020 7:10 AM		#MusicMonday is upon us and all we can think about was the			149		4 5	
04/10/2020 10:16 AM		We are exciting to be officially launching our series MAKING			2.6K		158 198	
04/10/2020 8:10 AM		Bach to Rock Huntersville, NC is right, this is the perfect time			127		2 2	
04/09/2020 10:10 AM		If you want to keep up with us, you should follow all of our			172		10 10	
04/09/2020 7:38 AM		For all those musicians practicing from home! Thank			122		4 7	
04/08/2020 7:27 AM		Have you ever wondered what working from home looks like?			182		8 10	
04/07/2020 9:43 AM		What have you been doing to stay creative while social			384		23 31	
04/07/2020 7:29 AM		Dance Expressions wants to see your Daddy-Daughter			98		1 4	
04/06/2020 9:41 AM		Happy #MusicMonday! Is anyone trying to learn a new			207		4 9	
04/06/2020 7:28 AM		Have you been missing making some theatre? Theatre			127		9 10	
04/03/2020 2:40 PM		Our Executive Director wants to share some thoughts with			298		31 21	
04/03/2020 7:50 AM		Happy #FunFriday! Who else is entertaining the little ones			198		3 4	
04/02/2020 8:29 AM		Don't forget to get a good stretch and some movement			495		29 19	
04/01/2020 7:18 AM		On Wednesdays we like to shoutout some of the			124		3 3	

Goals for May

- We need to strategize what sort of video content we can get made during this time to take advantage of how successful our videos have been right now.
- Work on more digital events that can be promoted, either sponsored by us or other organizations.
- Strategize a release for renderings.
- Strategize secondary posts to potentially boost for less money than just Making Waves.