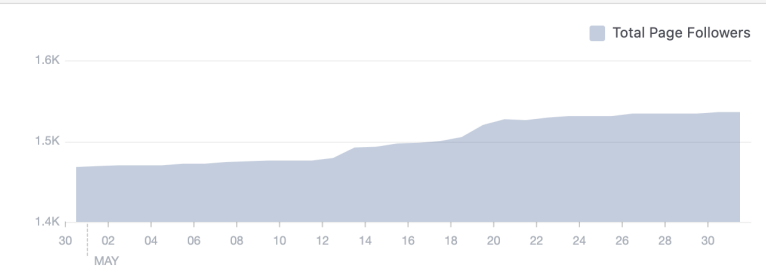


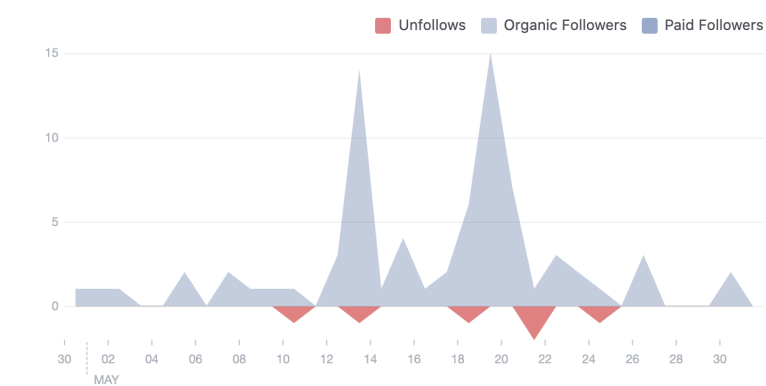
Followers: 5/1/20 - 5/31/20

Total Page Followers as of Today: 1,536



Page Followers

The number of organic Page follows, paid Page follows and unfollows.



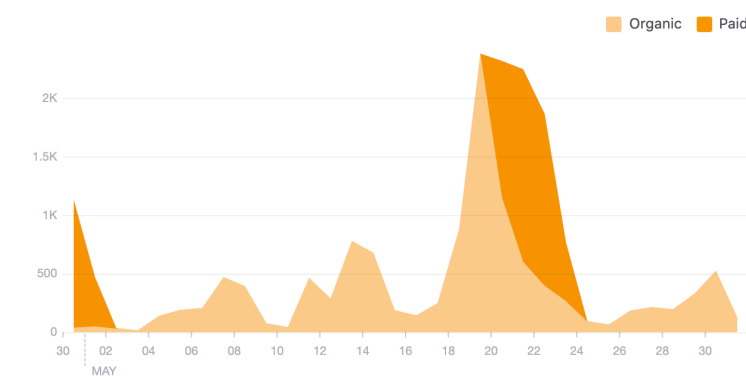
Observations:

- At the beginning of May, Cain center had 1468 followers, and we are ending the month with 1536.
- You can see clearly that our largest jumps were around times of large campaign releases for the renderings.
- This means that thoughtfully planned campaigns centered around interesting content works for our audience.
- We lost 6 followers for the entire month of May - but there's really nothing you can do to know why.
- I'd note that all of our gained followers are *organic*, so that means people are seeing our content, coming to our page, and then following from there, rather than our boosted posts (this is good).

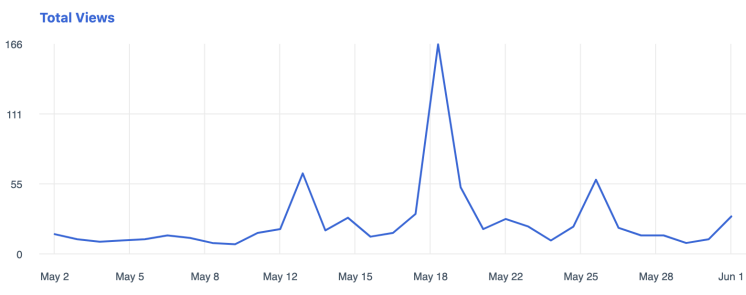
Reach & Page Views: 3/1/20 - 3/31/20

Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



Total Views



Observations:

- Our reach is ever expanding during this last month! There was a small downtick from where I was on the road to Los Angeles, but our organic reach started picking right back up on May 4th.
- Reach is still low on the weekends, which is expected, but during the week we are seeing over 500 people per day seeing our content - that's excellent. The acceptance being the last few days of the month, which would make sense given world events.
- We had over 2000 people reached organically from our rendering campaign, and the boosts carried that a few more days.
- We are starting to have at least 20 people view our page a day, with 166 being our highest!

Posts 3/1/20 - 3/31/20

05/29/2020 1:53 PM	 We're excited to share our newest renderings at			232		6 10	
05/28/2020 1:42 PM	 Can you believe we still have more renderings to show you			1K		33 38	
05/27/2020 10:05 AM	 Can we talk about this dance space!? 🥳 We can't wait to			219		11 11	
05/26/2020 9:22 AM	 Hopefully everyone had a wonderful Memorial Day!			214		23 44	
05/22/2020 9:50 AM	 Happy #Friday, everyone! The weekend is upon us and we're			294		11 19	
05/21/2020 11:19 AM	 "I think this will add to this excitement that's already			503		40 91	
05/20/2020 10:42 AM	 "Cornelius Mayor Woody Washam sees the \$25 million			520		82 45	
05/19/2020 9:00 AM	 We are proud to present to you...OUR OFFICIAL			4.1K		480 314	
05/18/2020 9:18 AM	 Don't forget! TOMORROW MAY 19th we will be releasing			390		81 21	
05/14/2020 10:10 AM	 Because we're excited to reveal our new look next			1.8K		59 66	
05/13/2020 11:01 AM	 Alright folks, secret is out...if you got our community			843		52 90	
05/12/2020 10:06 AM	 Sing out, Louise! Let us entertain you!			230		8 8	
05/12/2020 9:55 AM	 Everyone had some good guesses about what we are			355		4 6	
05/11/2020 10:37 AM	 We have some exciting things to share with you all starting			759		74 33	
05/08/2020 11:49 AM	 Acting Out Studio is hosting auditions for teens and young			156		6 5	
05/07/2020 9:31 AM	 We are grateful to have sponsored an event that helps			898		33 36	
05/06/2020 10:06 AM	 What's the secret to making Cain Center function? It's that			235		6 11	
05/05/2020 12:30 PM	 Not only are we here to entertain and inspire, but we			222		2 21	
05/04/2020 9:44 AM	 Happy #MusicMonday, everyone! What song has			163		4 3	

Observations:

- We had a total of 20 posts in the month of May but had our best month yet in returns and reach. This is due to strategic campaigns and mixing in boosted content.
- Given holidays and weekends, this number of posts for the month makes sense, as I focused solely on content around our campaign and refrained from sharing too many posts regarding outside events and organizations.
- Reach for all of our posts is pretty positive, the lowest being the beginning of may at 163 people, but everything obviously looks smaller because of the success of our campaign.

Goals for June:

- Shift focus back to fundraising and creating posts about the Aquesta challenge.
- Boosting a healthy mix of posts that are centered around our content and mission, as well as posts intended to get us traction, reach, and followers.
- I'm thinking we can post even more for the month of June now that we're moving into the Summer and there are more people online and out of school to reach.
- Towards the end of the month we will begin shifting focus towards the brick campaign.