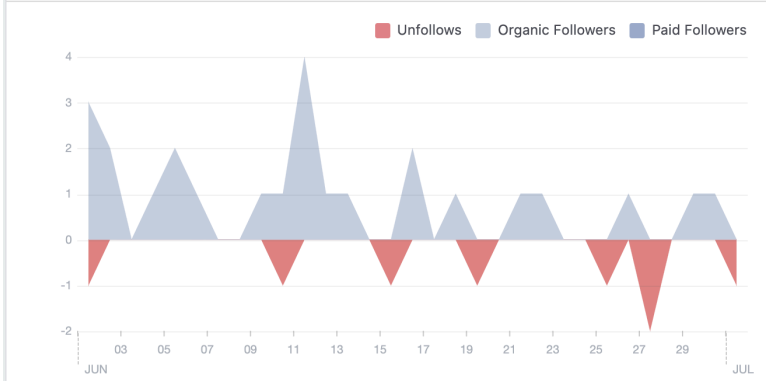


Total Page Followers as of Today: 1,619



Page Followers

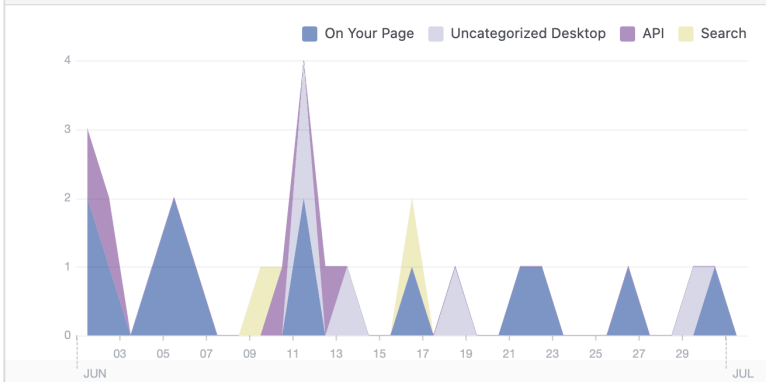
The number of organic Page follows, paid Page follows and unfollows.



Unfollow Source	Number of Unfollows	Percentage of Unfollows
Suspicious Account Removal	1	100%

Where Your Page Follows Happened

The number of times your Page was followed, broken down by where it happened.



Followers Overview:

- Overall followers have broken 1600, and we are going into July with 1619 total on Facebook. This includes business pages that follow us as well.
- On Instagram we have broken 1100 and are gaining steady numbers per week.
- You can already see that we are gaining a nice spike in followers this early in the month due to our movie give away, and our larger spike was earlier in the month of June with the render reveal.

Follows vs Unfollows:

- As we ramp up posting more and more content, that also means we can expect a few unfollows here for there. Luckily, the gains we make per day outlay any unfollows.
- You can also see, other than weekends (which is to be expected), we average about two new followers a day.
- I went through the “unfollow source” and it actually seems that a reassuring number of our unfollows were actually accounts that Facebook shut down for spam or longterm inactivity.

Where People Follow From:

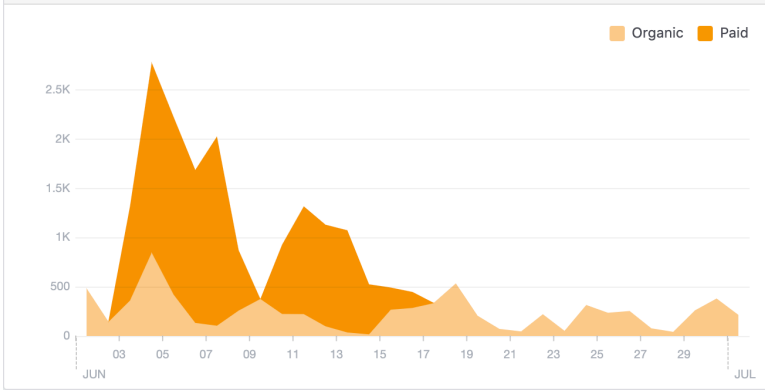
- This graphic shows the source of our followership, i.e. what they see before giving us a follow.
- The majority of our follows come from our page directly, meaning someone sees our content and then comes to our page to view and follow.
- Our second largest following comes from API, which basically is a fancy way of saying apps or softwares that individuals or businesses are using. This could be something within Facebook, an outside app, or something like Hootsuite, for instance.
- Finally, we have a few followers coming from people looking up Cain Center directly (in yellow).

Summary/Observations:

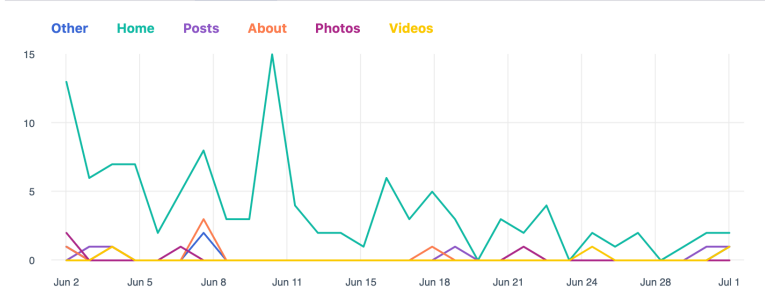
- Overall, we continue having a really steady uptick in followers and get at least a few followers a day!
- Continuing campaign style posts (i.e. renderings, bricks, drive-in movie) will help keep momentum moving.
- Now that we are slowly moving towards having events again, we will also be able to create campaign style content centering around events and programming.

Post Reach

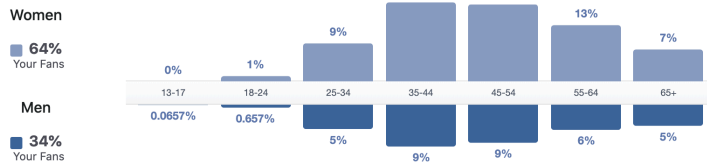
The number of people who saw any of your posts at least once. This metric is estimated.



Total People Who Viewed **By Section** By Age and Gender By Country By City By Device



The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



City	Your Fans
Charlotte, NC	377
Cornelius, NC	334
Huntersville, NC	155
Salisbury, NC	104
Davidson, NC	81
Mooresville, NC	79
Concord, NC	30
Denver, NC	22
New York, NY	13
Winston-Salem, NC	11

Reach Overview:

- This chart looks perhaps not promising, but that's because our campaign was incredibly successful. You can see that reaching over 1,000 people per day with paid content, sometimes over 2,500 skews our organic reach.
- Organic reach is actually up this month, averaging at over 400 individuals a day, which is up from 300-350 in May, and less than 300 in April.
- As expected, organic reach is lower on the weekends due to not posting, which is expected. However, paid content sometimes covers those days and carries some momentum into those days.

What People Are Seeing:

- Our number one "viewed" section on Facebook is actually our home page, which makes sense for people clicking outside sources and being directed to our page.
- Followed by that, we are mostly reaching folks with photos or general text posts.
- On average we've got about 10 or so people that visit the page directly each day. This is not to be confused with how many people see our content, that's different. This is just how many people see something from us, and then go to our page to look at more than what came on their dashboard.

Who's Following Us:

- Our main demographic is women ages 35-54, which is expected as that's the top demographic on social media in general.
- We are reaching men, but only about 34% of our followers are men at this time, and they tend to be on the younger side, which again follows the standard demographics associated with Facebook.
- We aren't reaching a lot of young adult (13-18) audiences, but could get extra coverage by integrating Tik Tok into our strategy, which we've discussed.

Where Are Our Followers:

- We are right on target with our targeted followers, with the majority of them being covered in Charlotte, Cornelius, and Huntersville.
- We could work to expand some following in Davidson and Mooresville area with specific partnerships in those towns.
- Charlotte is going to be inflated and likely inaccurate due to people putting "Charlotte" as their location on Facebook when they likely live in a surrounding area instead (i.e. there are probably more people following us from Huntersville, Davidson, Mooresville, and Cornelius but they have their Facebook set to say Charlotte for simplicity sake).

06/30/2020 10:40 AM		Earlier this month we released our fly through videos of our official			397		31 27	
06/29/2020 12:07 PM		A nice photo moment with Julie Brown Haugen of Aquesta Bank			299		11 16	
06/26/2020 10:56 AM		Jim Engel, President & CEO of Aquesta Bank, shaking Dr. Mike			306		23 16	
06/25/2020 1:43 PM		Cain Center is so excited to help change the landscape of the Lake			281		14 15	
06/24/2020 10:09 AM		"The Cain Center, to be located on Catawba Avenue in the Cornelius			337		25 13	
06/22/2020 11:20 AM		Want more details about the #AquestaChallenge? Here's a			236		9 14	
06/19/2020 10:44 AM		Looking for summer acting classes? Our friends Acting Out			134		2 4	
06/18/2020 2:30 PM		Great news!			560		90 149	
06/18/2020 12:21 PM		Don't miss your chance to support these students and young			286		17 11	
06/17/2020 1:37 PM		We're excited to start planning some events and programs for the			363		15 16	
06/16/2020 10:20 AM		Cain Center is dedicated to using the arts as a tool			313		15 12	
06/15/2020 11:51 AM		Did you know Mondays are often			340		31 11	
06/11/2020 1:04 PM		We at Cain Center want to know what our			423		46 8	
06/10/2020 12:37 PM		Happy humpday! What song is getting you			237		3 5	
06/09/2020 12:15 PM		Have you heard about the #AquestaChallenge? We			3.2K		79 24	
06/08/2020 10:37 AM		Now it's easier to watch Cain Center for the Arts's			245		7 4	
06/08/2020 10:34 AM		Community is one of the major pillars of our			203		8 6	
06/05/2020 10:32 AM		We can't wait to bring some local art to life in our			208		7 14	
06/04/2020 10:35 AM		Isn't this STUNNING!? What's the first			1.3K		85 68	
06/03/2020 10:22 AM		Theaters, galleries, classrooms, oh my! It's			6.6K		331 66	
06/01/2020 11:01 AM		We have another round of renderings coming live to			624		11 16	

Posts Overview:

- In the month of June we began sponsoring a few more posts, especially when incorporating the rendering reveals.
- For Facebook in the month of June we had a total of 21 posts.
- You can see that as the month progressed, our reach grew and road off the coattails of our sponsored/boosted posts.
- Videos and news links with big announcements or wins are our most successful content.
- Our largest reach was nearly 7,000 unique individuals total with our paid ads.

Observations:

- Letting paid posts run their course helps build momentum throughout the rest of the month.
- Getting more video micro-content from Wheelhouse is going to set us up with strong assets for July.
- If we can compile a central location for posts and articles by news outlets, that would make it smoother for posting them and keeping up with the momentum they generate.
- The more we are able to tag specific people in posts also boosts our reach.