

Total Page Followers as of Today: 1,632

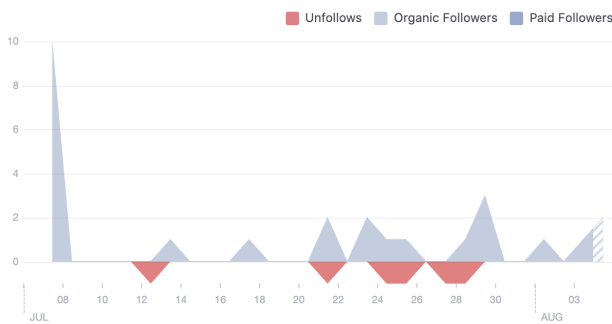


### Followers Overview:

- Overall followers have reach 1632, with a gain of 32 followers for the month of July. This is a little bit lower than normal, but still a steady increase, which is good!
- You can see that we consistently have an uptick at the beginning of every month where we gain followers, and it's looking like August will be no different as we move into the new month.

### Page Followers

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

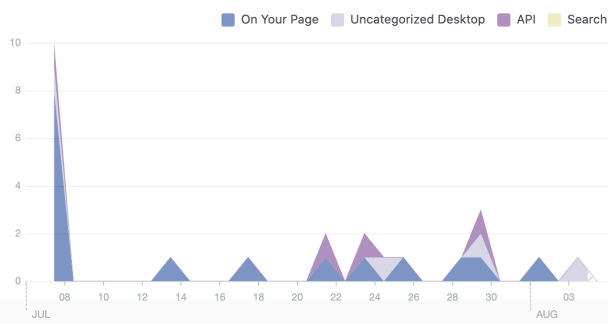


### Follows vs Unfollows:

- As we ramp up posting more and more content, that also means we can expect a few unfollowers here for there.
- Our lower follower gain this month is reflected in our weekly gains, where we originally were gaining a handful a week other than weekends. However, as the school year and programming picks up, we're sure to see our growth go back up.
- July is notoriously a slow month for social media cross the board due to vacations, people are on their phones less, etc.

### Where Your Page Follows Happened

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



### Where People Follow From:

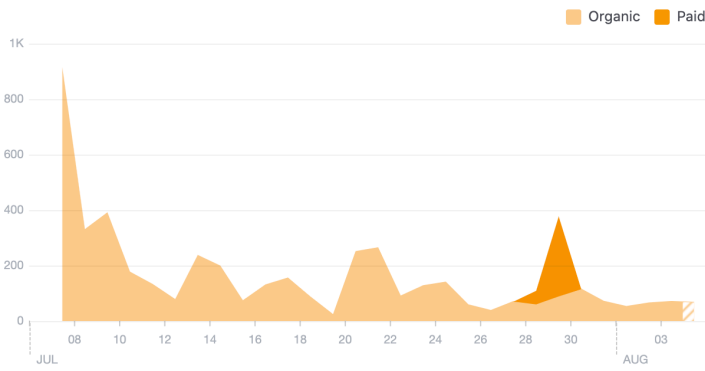
- This graphic shows the source of our followership, i.e. what they see before giving us a follow.
- The majority of our follows come from our page directly, meaning someone sees our content and then comes to our page to view and follow.
- Our second largest following comes from API, which basically 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.

### Summary/Observations:

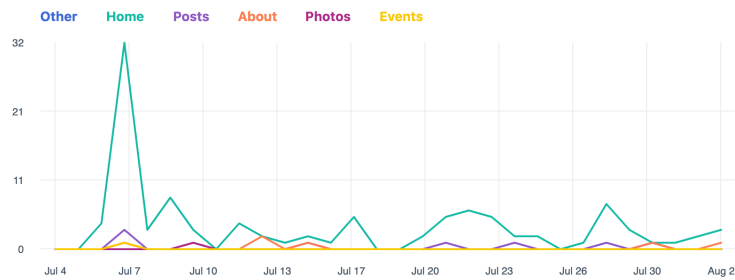
- July didn't have as many gains as we maybe would like to see, but as I previously mentioned, it's known for being one of the slower traffic months in general.
- We should actually be pleased that, even with a slow month, we still saw a solid gain in followers as we move into August which will be heavier for 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

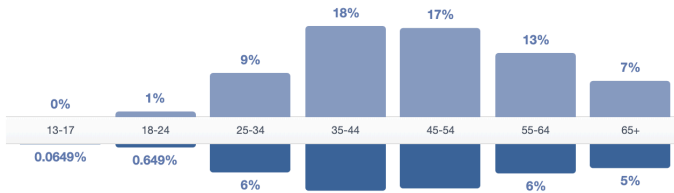


## Women

65% Your Fans

## Men

34% Your Fans



| City              | Your Fans |
|-------------------|-----------|
| Charlotte, NC     | 367       |
| Cornelius, NC     | 341       |
| Huntersville, NC  | 159       |
| Salisbury, NC     | 103       |
| Mooresville, NC   | 79        |
| Davidson, NC      | 78        |
| Concord, NC       | 33        |
| Denver, NC        | 22        |
| New York, NY      | 13        |
| Winston-Salem, NC | 11        |

## Reach Overview:

- Organic reach this month actually took a dip in the middle of the month, and I think I know why...
- Due to our constant giveaways, I think our content was looking too similar and needed to change up a bit. You can see that upticks in giveaways where I changed up the graphic, so we will be sure to change up the look of our ticket giveaways in the future.
- The very beginning of July had the largest amount of organic reach with a successful start to our giveaway we did, but I think we need to space giveaways out in the future.

## 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.
- Everything was a bit lower this month, again, because our content isn't as diversified thanks to the abundance of giveaways, and that is simply a lesson learned moving forward.
- However, there is a positive side to people coming directly to our page - that means we have strong social media SEO!

## 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 for the future and that will change as we get more youth programs running.

## 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.
- Our followers location may diversify more once we have programming running the next month and have more people out of town coming to Cornelius and interacting with our content.

|                        |  |   |   |      |   |
|------------------------|--|---|---|------|---|
| 07/31/2020<br>3:36 PM  |  This is how we're dancing into the weekend! Wishing    |    |    | 59   |    |
| 07/30/2020<br>3:57 PM  |  We could all use a little inspiration! What's          |    |    | 92   |    |
| 07/29/2020<br>4:04 PM  |  Cain Center is incredibly thankful for our board!      |    |    | 159  |    |
| 07/27/2020<br>4:28 PM  |  !! Who's ready for this weeks GIVEAWAY !! We           |    |    | 426  |    |
| 07/24/2020<br>3:47 PM  |  Wishing you all a great weekend from Cain              |    |    | 67   |    |
| 07/23/2020<br>3:51 PM  |  We've officially contacted our winners for this week,  |    |    | 146  |    |
| 07/22/2020<br>3:50 PM  |  We're going to extend our giveaway for GOONIES         |    |    | 42   |    |
| 07/21/2020<br>12:21 PM |  We're just doing our part to keep everyone safe!       |    |    | 143  |    |
| 07/20/2020<br>4:31 PM  |  HEY YOU GUYS!!!...we are back this week with           |    |    | 584  |    |
| 07/17/2020<br>12:28 PM |  Who's ready for the weekend!? Have any                 |    |    | 125  |    |
| 07/16/2020<br>1:46 PM  |  What happens if your business makes a pledge           |    |    | 169  |    |
| 07/15/2020<br>10:29 AM |  Don't forget to enter out giveaway before 5pm         |  |  | 59   |  |
| 07/14/2020<br>2:29 PM  |  !! GIVEAWAY !! GIVEAWAY !! GIVEAWAY                  |  |  | 268  |  |
| 07/13/2020<br>11:58 AM |  Happy Monday, everyone! While you're all getting     |  |  | 252  |  |
| 07/09/2020<br>12:51 PM |  We have officially chosen our winners for this weeks |  |  | 402  |  |
| 07/08/2020<br>12:04 PM |  Only a few more hours to enter into our              |  |  | 69   |  |
| 07/07/2020<br>9:18 AM  |  !! GIVEAWAY !! GIVEAWAY !! GIVEAWAY                  |  |  | 1.7K |  |
| 07/06/2020<br>12:29 PM |  Here at Cain Center, we believe that PEOPLE          |  |  | 233  |  |
| 07/02/2020<br>1:24 PM  |  Justin Dionne and Jim Engel, President & CEO         |  |  | 530  |  |
| 07/01/2020<br>12:25 PM |  Want to know more about the #AquestaChallenge        |  |  | 232  |  |

### Posts Overview:

- July was a slow month, but that was expected as we headed into it, and that's okay because we still gained followers, had viewers, and that's the important thing about this month!
- We totaled 20 posts for the month of July on just Facebook.
- We often gave space to the giveaways to sit and be interacted with, which is why the post number is a bit lower, but as we've learned from this trial month of giveaways, we should space out giveaways, diversify their graphics, and put in filler content between them to make them more successful.

### Observations:

- We are starting August with a boosted post from the Charlotte Observer that will surely extend reach throughout the month of August.
- We will post more Wheelhouse videos we had planned for July in August rather than focusing so hard on ticket giveaways.
- Having more programs happening in the coming months means more people will be coming to our page to get involved, and will give us more content that is worth putting boost money behind, further expanding reach for the upcoming month of August.

Overall, we are in excellent shape for moving forward into the next month with a better idea of handling giveaways, and we're already expecting August and onward to be content heavy, which will only help us!