

Followers Overview:

- Overall followers have reached 1715, with a gain of around 90 followers for the month of August! This is a huge gain and exactly what we were hoping for this month.
- Not sure why the chart is giving a different number than what our account summary shows, but the 1715 number is correct!

Follows vs Unfollows:

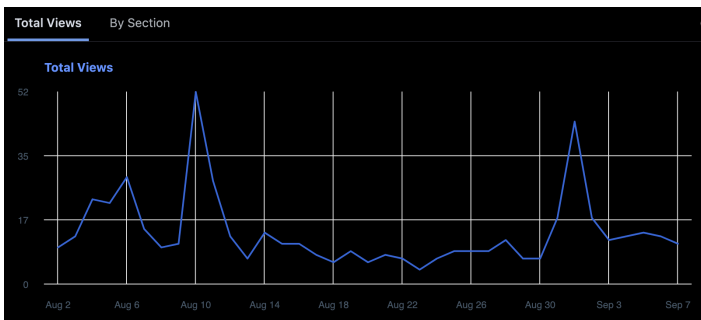
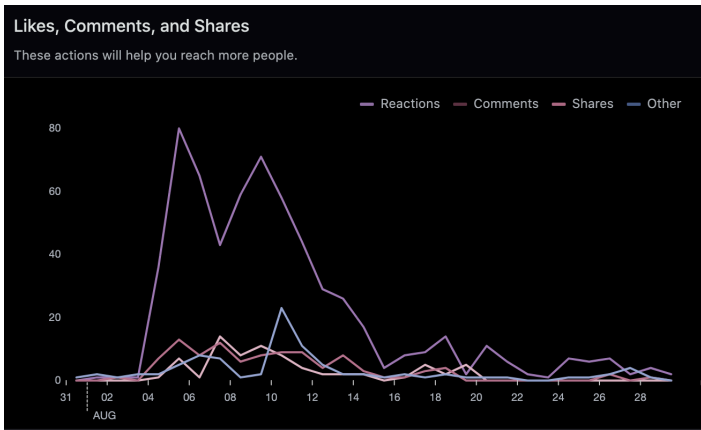
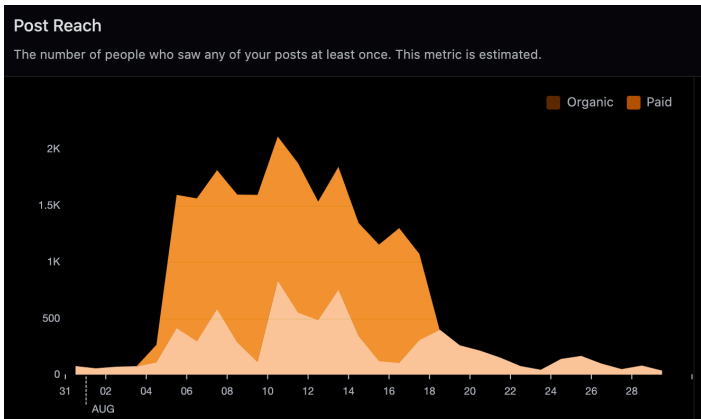
- As we ramp up posting more and more content, that also means we can expect a few unfollows here for there. This month we actually had less unfollows than normal, and I think that has to do with better/more engaging content as things are ramping up and becoming more “relevant.”
- Some of our biggest gains came from the very beginning and middle of the month where we were heavily promoting articles and the upcoming brick campaign.
- All of these followers came from strategic paid placements that attracted new followers!
- Our highest amount of new followers in a single day was 20, and that’s a new record for us.

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:

- August was an incredible month for gaining followers! We grew overall in followers and general “likes”, which means we also have companies and organizations following us to see what we’re up to.
- As we have more updates/relevant content that seems more current, it’s important to get it out there and boosted, as it’s clear it attracts the most people and gets them to stay on our page for awhile!



Reach Overview:

- Our reach is currently the best it's ever been! Can you believe that for August we were able to reach nearly 10,000 unique individuals?
- You can see that our blue (organic) reach even had some positive upticks and at some points was comparable to the reach we get with paid boosts to our posts - that's a big deal!
- We went up 9% in terms of overall reach compared to June and July, which is also a positive indicator of where we're headed moving forward.
- You'll notice that our average organic reach was reaching heights of 800 people a day, averaging between 450-600 - that's incredible!

What People Are Seeing:

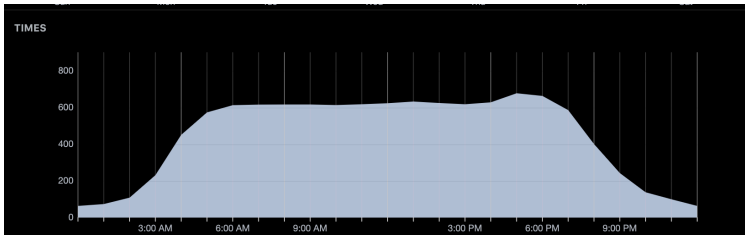
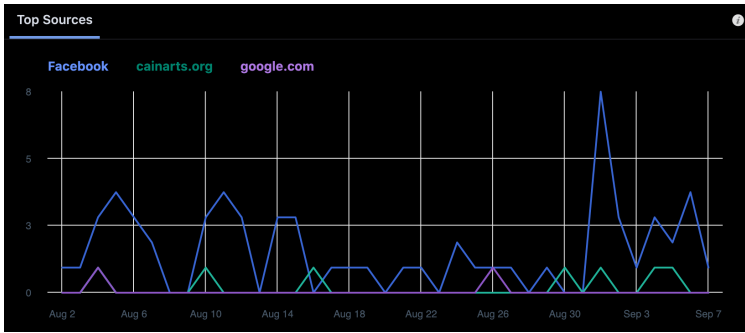
- Our number one "viewed" section on Facebook is actually our home page, which makes sense for people clicking outside sources and being directed to our page.
- Our most seen posts were also our fly through video that I reshaped and boosted, as well as a boosted article.
- People coming directly to our home page means that our content and our copy are very searchable, so when people are looking us up they are finding what they need!
- The number one type of engagement we get right now are likes and reactions, but hopefully we can start boosting comments as well.

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 were actually able to hone in our demographic and reach more people in Cornelius than any other surrounding city for August, which is a positive change!
- Average views per day are also up to the double digits.

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.



Date	Time	Post Content	Reach	Engagement
08/31/2020	3:17 PM	Our brick campaign goes public TOMORROW!	1.7K	62 / 53
08/28/2020	3:11 PM	The Cain Center for the Arts is wishing you all a	119	2 / 9
08/26/2020	3:41 PM	Just a few more days before you can start	112	3 / 6
08/25/2020	3:56 PM	Have you ever wondered what sort of artistry goes	216	8 / 8
08/24/2020	4:26 PM	Are you sure you're keeping up with us on ALL	173	1 / 9
08/21/2020	3:49 PM	Wishing you all a great weekend from The Cain	185	1 / 3
08/20/2020	4:01 PM	Ask us about the #AquestaChallenge! Did	246	13 / 17
08/18/2020	4:07 PM	Did you know that coming this September you'll have	605	44 / 25
08/17/2020	4:02 PM	As we start moving towards more	182	3 / 5
08/13/2020	3:44 PM	This is what Cain Center for the Arts is all about!	212	4 / 6
08/13/2020	5:44 PM	This is what Cain Center for the Arts is all about!	212	4 / 6
08/12/2020	5:02 PM	Happy hump-day, everyone! This	301	21 / 15
08/11/2020	5:18 PM	Do you have any guesses about what we're	363	15 / 13
08/10/2020	3:54 PM	Hopefully by now you've seen our incredible	6K	614 / 143
08/07/2020	3:14 PM	The Cain Center for the Arts team are wishing you	675	22 / 9
08/06/2020	3:24 PM	There is so much good that can happen within our	395	10 / 14
08/05/2020	4:43 PM	Cain Center for the Arts is passionate about using	185	6 / 8
08/04/2020	3:54 PM	Dionne said the space will be an arts and cultural	6.6K	1.4K / 495
08/03/2020	4:28 PM	Want to contribute to our campaign!? Want to make	126	2 / 3
08/02/2020	3:31 PM	Here the latest about Cain Center for the Arts from	89	4 / 1

Posts Overview:

- As you can see, we've had a lot more success with our posts this month! It seems like we diversified the type of content we were putting out enough to get a solid response.
- Boosting different types of content once a week really played an important role in keeping people from feeling bored and wanting to engage with our other content.
- People are finding our content primarily from Facebook, but are also finding us via Google and our website, then going to our social media pages from there! Searchability was fairly high this month.
- We posted a total of 21 times in August, with a lot more videos than any other month.

Observations:

- We started August with a boosted post from the Charlotte Observer that extended reach throughout the month of August.
- Our organic reach in the summaries to the left seem thin but that's because they are competing to show up well against our boosted posts that had thousands of interactions, as well as some of our organic content that had over one thousand people reached on its own!
- August was overall the best month we've had for pretty much every meaningful metric there is.

September is looking promising based on all these positives! This month we will start working to extend to LinkedIn, and will have plenty of campaigns outlined to see where we should move to next.