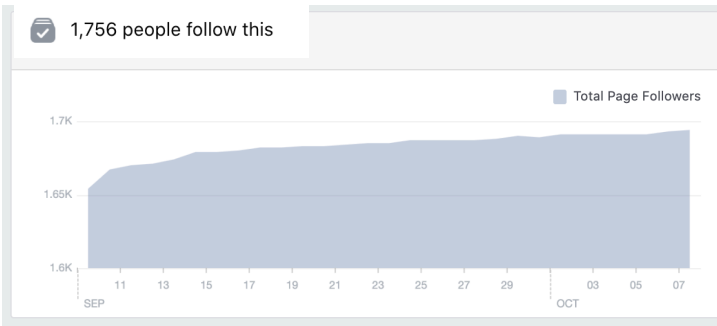


1,654 people like this

1,756 people follow this



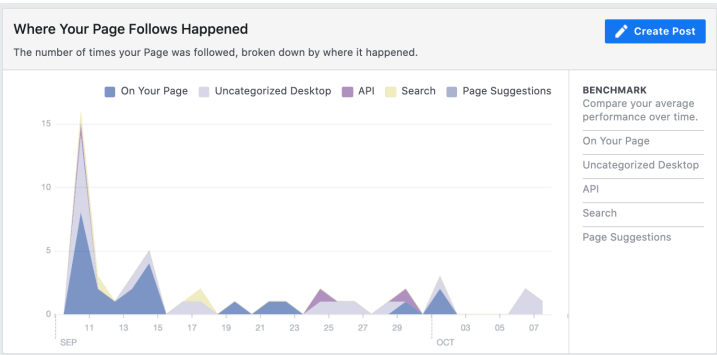
Followers Overview:

- Overall followers have reached 1756, with a gain of around 45+ followers for the month of August! This is a great 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 1756 number is correct!



Follows vs Unfollows:

- As we ramp up posting more and more content, that also means we can expect a few unfollowers here for there. This month we saw a few more unfollows than normal, and that may be in part to having a lot of giving centered posts, so we are working to diversify and spread those out for maximum conversions.
- Some of our biggest gains came from the very beginning of the month around the time we had the live viewing of the demolition. If we can coordinate one big sort of post to center attention to a month, that can really help us keep up momentum.
- All of these followers came from smart targeting in our boosted content this month, as well as a strong organic reach.
- Our highest amount of new followers in a single day was 15, which is a really impressive single day jump in followership.

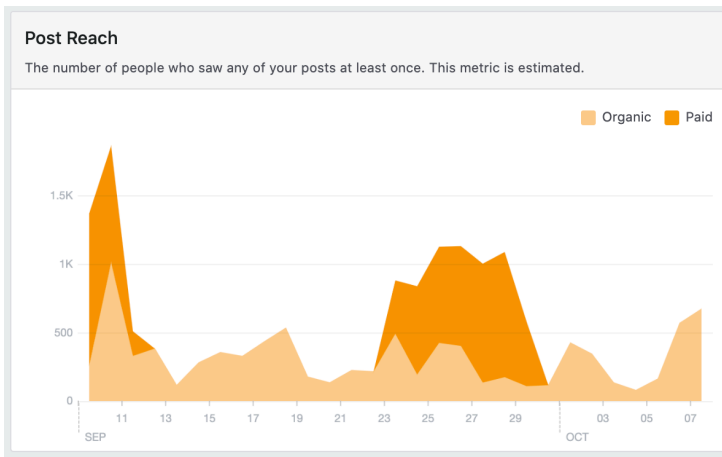


Where People Follow From:

- 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.
- We're starting to see that our page is actually being recommended to audiences on Facebook, so that means our algorithm is really starting to build and reach common people in our community - this is awesome to see and we're really lucky to start seeing that get larger.

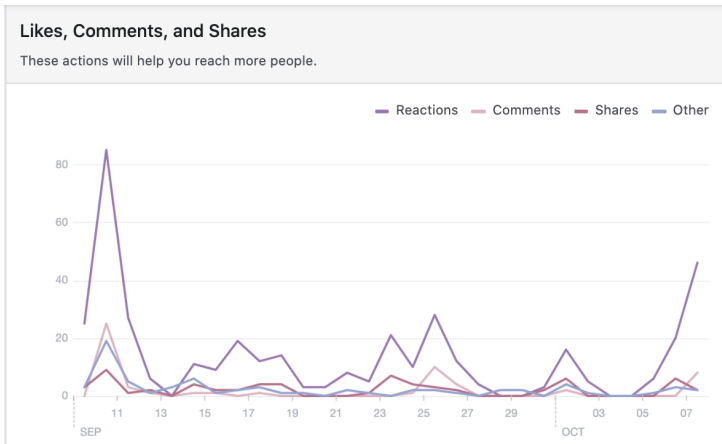
Summary/Observations:

- September was a really strong month, and a positive example of what kind of growth we are wanting to see on months that maybe have less going on at the moment.
- I think we can see that having one big campaign a month is something that takes a good month that one extra level.
- Plan something to campaign around for upcoming months.



Reach Overview:

- Reach for the month of September is really impressive, and only bested by August.
- You can see that our light orange (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!
- Reach is still overall up compared to past months, with the acceptance of August.
- Organically we had some really high peaks, with the highest organic reach being just over 1,000, but more impressively we held a pretty decent average of 400-500 unique individuals per day organically, that's a big shift from a few days ago!



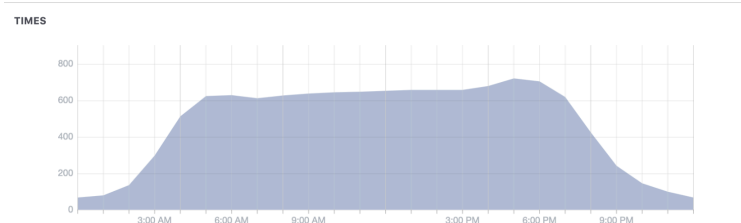
What People Are Seeing:

- 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 our long form video that had the demolition, as well as smaller promotional clips for demolition.
- 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 we are seeing some growth in comments and shares across the board!



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 stable on our demographics reaching more people in Cornelius than any other surrounding city.
- Average views per day are also up to the double digits, though it looks low when you see our huge uptick early in the month! Over 170 page views in a single day!



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.
- Most of our clients are off Facebook after 8pm, so our strategy of posting more in the evenings when more people are on seems to be working well.

09/30/2020 2:58 PM	Don't forget that you can still make an individual			138		4 5	
09/28/2020 3:14 PM	Our community is so important to us, and			407		63 45	
09/25/2020 3:17 PM	Wishing our fearless leader, Justin Dionne, a			324		18 36	
09/24/2020 2:55 PM	Have you purchased your tax deductible paver			206		8 8	
09/23/2020 3:30 PM	Surely you haven't forgotten about our fly			246		4 28	
09/22/2020 3:33 PM	"Creativity is more than a pretty picture, creativity			157		1 4	
09/21/2020 4:02 PM	With your pledge, we have the chance to make			3.8K		182 28	
09/18/2020 2:59 PM	Thank you to everyone who has been showing			522		1 18	
09/17/2020 3:31 PM	Have you taken the #AquestaChallenge!?			740		6 13	
09/16/2020 4:35 PM	Last Thursday we live streamed the beginning			371		34 24	
09/15/2020 2:51 PM	What piece of art has inspired you lately? Let			173		12 9	
09/14/2020 3:04 PM	Our brick campaign is in FULL SWING and if YOU			210		7 10	
09/11/2020 3:32 PM	Have you been looking for ways to support our			580		10 8	
09/10/2020 3:06 PM	Some exciting things are happening! Here are just			653		123 53	
09/09/2020 12:19 PM	Will you be joining us for our LIVE STREAM			237		18 26	
09/08/2020 3:32 PM	There are about to be some big changes			255		8 15	
09/04/2020 8:51 AM	"The Cain Center for the Arts should open in			4.1K		488 85	
09/04/2020 8:42 AM	Have you purchased your custom brick yet!?			3.1K		162 64	

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. You can tell we're doing well because even numbers in the 500+ reach are looking rather skinny compared to our bigger reaches.
- 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 19 times in September, with a lot more videos than any other month, but we have more videos planned to post for October, which is even better.

Observations:

- We started September with two different boosts, one centered around an article, one for campaign contributions, and one for bricks. All three of these posts performed incredibly well, I'd be interested to hear about our giving numbers for the month.
- 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!
- September was overall the best month we've had for pretty much every meaningful metric there is.