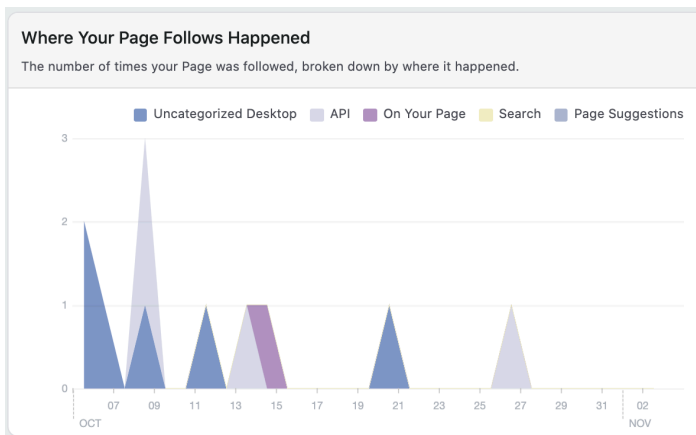
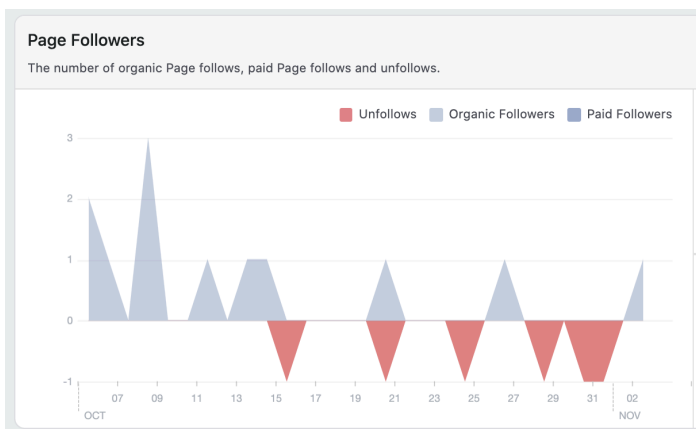
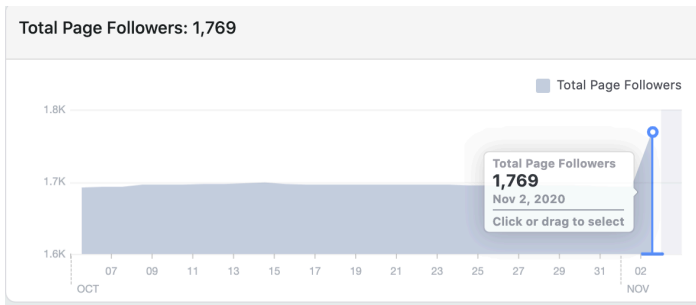


👍 1,655 people like this

👤 1,761 people follow this



Followers Overview:

- Overall followers have reached 1769, which is a smaller total gain than recently, but I have a suspicion a lot of that also has to do with the abundance of followers we've gained on Instagram.
- Our goal for November will be 1800 followers, with a stretch goal of 2000 before the end of the year, which I think is incredibly achievable.
- Facebook analytics have also been incredibly weird and fragile lately so some of this could be slightly off.

Follows vs Unfollows:

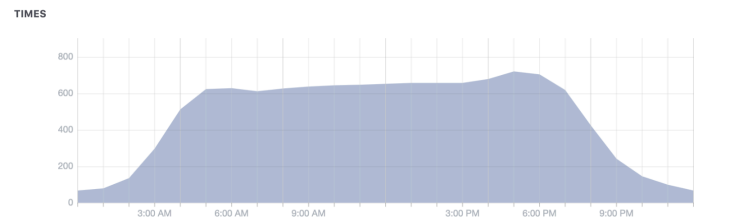
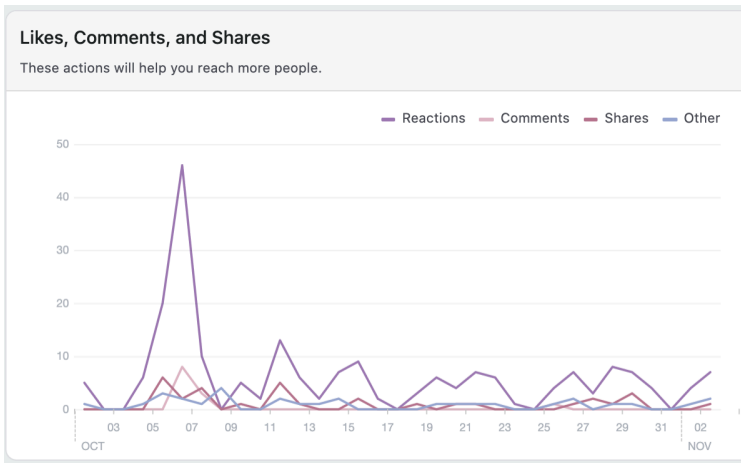
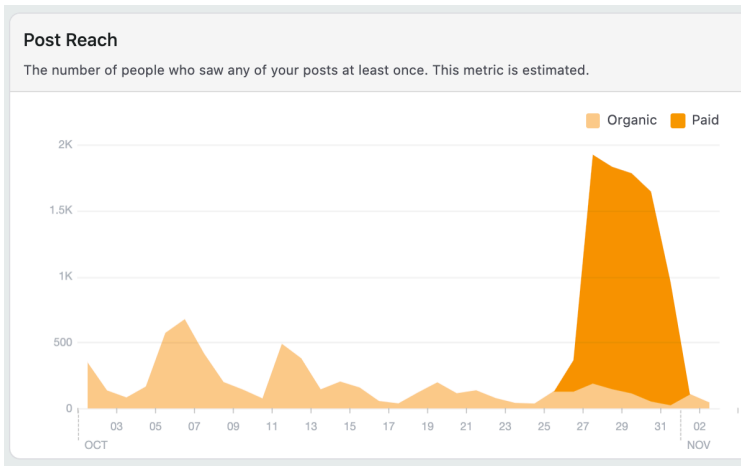
- As we ramp up posting more and more content, that also means we can expect a few unfollowers here for there. October actually came with more unfollowers than normal, but I have a feeling a lot of that has to do with how much targeted content we are doing, as well as general social media fatigue.
- Some of our biggest gains came from the very beginning of the month, which seems to be a common trend. 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 3, which, again, isn't as high as we've seen in the past, but I think as we move into holiday season we will see an influx of followers.

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:

- October did not have as many gains as we have seen in previous months. However, I have a strong assumption this is based on a few things. 1, people are exhausted on social media from campaign content and political ads, so we are competing for that attention while also trying to not get caught in the exhaustion that these ads cause. 2, Facebook gave me trouble boosting so we didn't get to boost quite as much as we would a normal month.
- Still, a successful month, and even with the handful of unfollows, we are making steady gains, and that's what matters. Positive all around.



Reach Overview:

- This is one of the charts Facebook is giving but isn't correct, and I'm not sure why. We had two other boosted posts that performed in the lower thousands with paid reach, but for some reason neither of them are reflected in this chart, though you can see they were boosted and reached more people in the post summary section on the next page.
- Overall, though, our organic reach had heights of 600 people, and we average around 300, which is a good place to be.
- Mid month we saw a slump, but again, we aren't seeing the paid reach in this chart for some reason.

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.
- We are getting more and more likes on our content, specifically video, so anytime we can generate more video content the better!
- Slowly but surely we are starting to also build more comments, averaging somewhere around 2 or 3 a day, excluding instagram.

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 are beginning to bridge the gap in other cities around Cornelius by targeting "friends of followers" as an added audience.
- 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. We've been averaging most posts between 6 and 7pm, which has proven effective.

10/30/2020 3:10 PM	 Wishing you all a safe and happy Halloween			62		5 3	
10/30/2020 3:03 PM	Don't forget to check out this event to learn more			96		2 3	
10/29/2020 12:34 PM	 Thanks for the feature opportunity on Cain			130		3 4	
10/28/2020 3:53 PM	 We would sincerely appreciate if more of you			112		1 2	
10/27/2020 2:57 PM	 Are you a small business owner? Want to help us			4.9K		68 20	
10/26/2020 3:21 PM	 The arts are such a vital part of how we live our			123		8 5	
10/23/2020 2:37 PM	 Halloween is NEXT WEEKEND! We want to			77		1 5	
10/22/2020 3:09 PM	 Are you following us on all of our social media			169		0 8	
10/21/2020 3:08 PM	You still have a chance to get a custom paver			131		4 6	
10/20/2020 3:30 PM	 Did you know we have some naming			230		3 5	
10/19/2020 3:12 PM	Are you a small business owner? Want to help us			138		0 5	
10/16/2020 2:47 PM	 Today is your last day to participate! Have you			86		6 4	
10/15/2020 3:12 PM	 There is still time to participate in the digital			176		22 12	
10/13/2020 2:54 PM	 Join Irvin Law Group all this week as they host a			147		5 4	
10/12/2020 3:15 PM	 The Cain Center for the Arts is determined to			2.1K		84 21	
10/09/2020 3:03 PM	 What's that? You can still purchase a brick!?			714		12 8	
10/08/2020 3:03 PM	 Don't forget to start tagging us in your			70		1 4	
10/07/2020 2:52 PM	 How is it possible that we are so close to			145		3 6	
10/06/2020 3:20 PM	 We just can't get over how excited we are for			1.3K		43 49	
10/05/2020 3:04 PM	 Halloween is just around the corner, and we want			149		2 11	
10/02/2020 2:51 PM	 Wishing you all an exciting and relaxing			106		4 3	
10/01/2020 3:15 PM	 Have you been looking for ways to support our			810		2 13	

Posts Overview:

- This chart will show you how we have paid reach that, for reasons unclear to me, aren't being reflected by Facebook in the chart above; however, know they happened and are there.
- We posted a total of 22 times in the month of October.
- We intended to get followers to submit costumes to us for post, but clearly that isn't something people are interested in. I think because we have a predominately older audience getting them to submit materials is difficult and we can just plan to stick with classic video and posts. It was worth a shot!
- You can see that we sit somewhere in the 200-300 average for organic reach. Again, I'm doing some investigating, because it's odd that our returns from paid reach aren't showing up on other charts and also aren't carried over to organic posts.

Observations:

- Don't bother asking people to submit content, because it's clear that's not something they're interested in, and that's OKAY!
- For November, once the election dies down, we will commence boosting more content because it won't have to compete with ad fatigue and I think that will benefit us in the long run.
- Working with Anita to get materials on our board so we can share some more faces and use them in an "I'm thankful" campaign.
- Overall, solid month, with a few reporting issues on the side of Facebook, but nothing to worry about or that we can't fix!