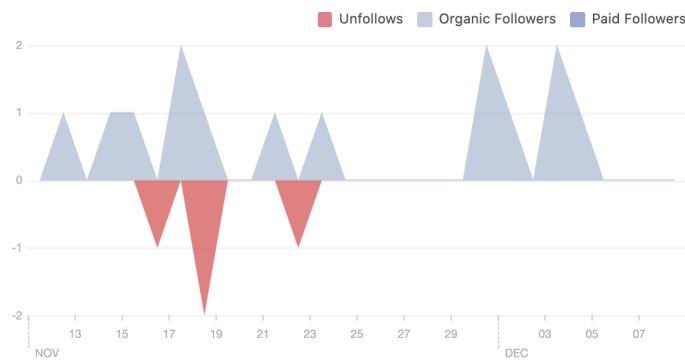


Total Page Followers: 1,793



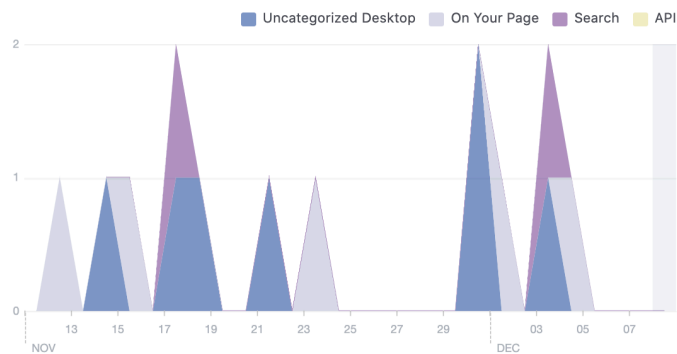
Page Followers

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



Where Your Page Follows Happened

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



Followers Overview:

- Overall followers have reached 1793, 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 the end of the year will be 1800 followers, with a stretch goal of 1850 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. November 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 2, 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:

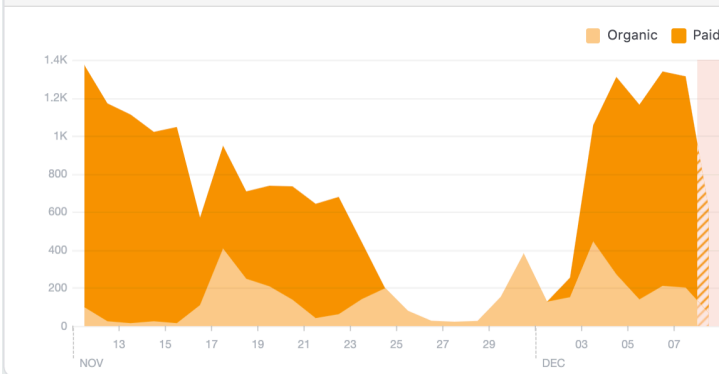
- This graphic shows the source of our followership, i.e. what they see before giving us a follow.
- The majority of our follows come from our page directly, meaning someone sees our content and then comes to our page to view and follow.
- We're starting to see that our page is actually being recommended 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:

- November can be tricky with the holidays and election in full swing, which makes it difficult to compete with certain content, especially given the ongoing drama of the election. Because of this, I think we can understand why we didn't see as many gains as we would have liked.
- I'd say that overall, though, engagement and reach have been pretty great, so I think as long as we keep those trends going into December we don't need to worry too much about it.

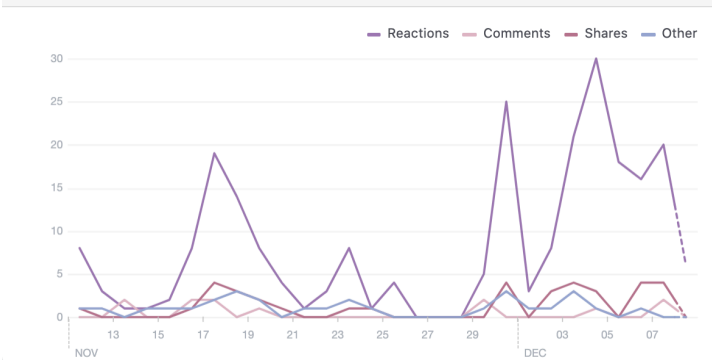
Post Reach

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



Reactions, Comments, Shares and More

These actions will help you reach more people.



Total Views

By Section



Reach Overview:

- November consistently had some of the best reach yet, with the only real dip being around the time of Thanksgiving (expected). People tend not to spend as much time online during a holiday.
- As you'll see, we were averaging at about 600 unique individuals for the entire month with our boosted content, and our organic reach was sitting around 400.
- Our highest peaks reached 1400 unique individuals in one day, which is incredibly solid!
- Let the boost continue to carry us through!

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.
- 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. However, you can see we are getting some huge peaks in likes and reactions, so that's certainly a positive to celebrate.

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 audience is 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.

11/30/2020 4:40 PM		Happy late Thanksgiving, everyone! This year Cain			222		18 7
11/25/2020 4:30 PM		Cain Center for the Arts would like to wish			142		0 3
11/24/2020 4:34 PM		Have you been looking for ways to support our			319		1 11
11/23/2020 4:11 PM		Thanksgiving is right around the corner and			76		3 6
11/20/2020 4:09 PM		Wishing you all a great weekend from Cain			92		6 4
11/19/2020 4:22 PM		Have you made an individual contribution to			240		2 9
11/18/2020 3:12 PM		A little throwback to one of our episodes of			239		9 13
11/17/2020 3:09 PM		With your pledge, we have the chance to			3.1K		170 42
11/12/2020 2:49 PM		POPQUIZ! Where is this piece of art located!? Any			87		0 4
11/11/2020 2:33 PM		Happy Veterans Day, everyone. Cain Center			70		2 4
11/10/2020 3:11 PM		Did you know we STILL have the option for you			5.1K		104 44
11/09/2020 3:14 PM		Happy Monday, everyone! We hope			226		6 11
11/05/2020 4:06 PM		It's #ThrowbackThursday!			248		4 6
11/04/2020 3:54 PM		You still have a chance to get a custom paver			175		3 5
11/03/2020 3:11 PM		Did you know that the arts are a core part of a			253		6 9
11/02/2020 4:39 PM		Happy November, everyone! We hope you			88		1 3

Posts Overview:

- Oddly different than last month, this chart is actually not showing all our boosts, where as the previous chart did. Facebook needs to get it together!
- We posted a total of 16 times in the month of November, but that's why we boosted so much in order to bridge the gap for holidays where I was out, as well as vacation times..
- During November I had hoped to launch a campaign to meet the board, but that didn't come to fruition, but is something worth doing in the new year to freshen up content and get more faces on our feed.
- 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!
- December is already off to a huge start and we are already seeing some incredible engagement.
- More people have been sharing our content.
- Try to find a balance of content that isn't all promotional.
- We are executing the "12 Days of Giving" and thus far people have responded very well to it.