

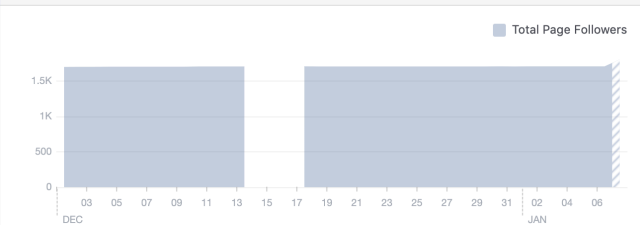
1,667 people like this

1,794 people follow this

<http://www.CainArts.org/>

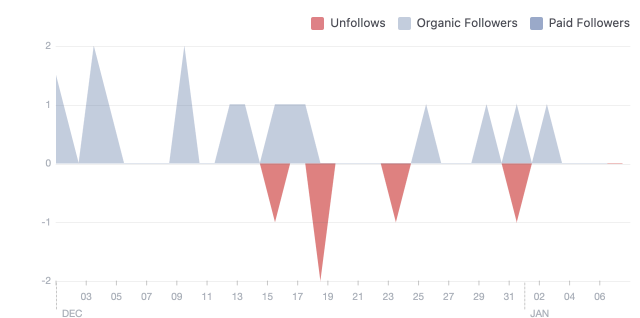


Total Page Followers: 1,803



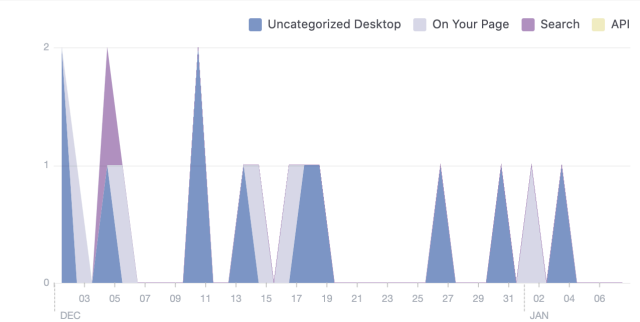
Page Followers

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.



Total Page Likes: 1,667



### Followers Overview:

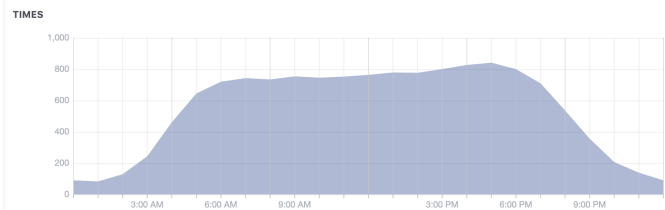
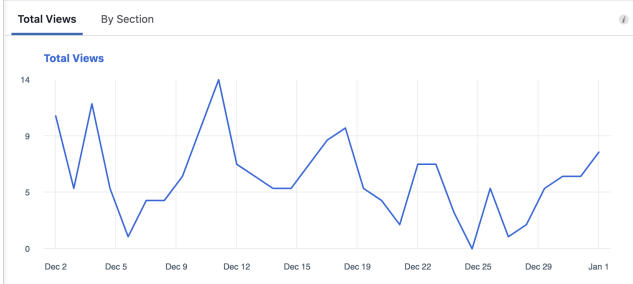
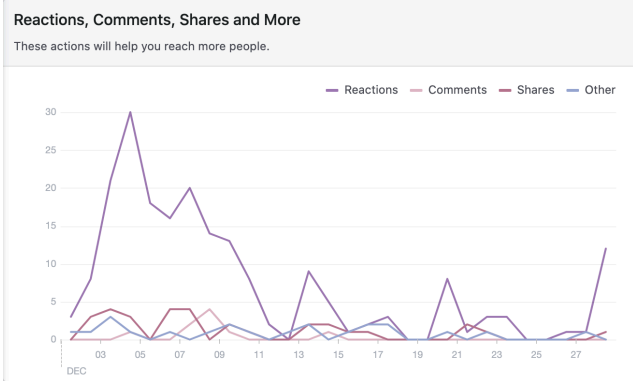
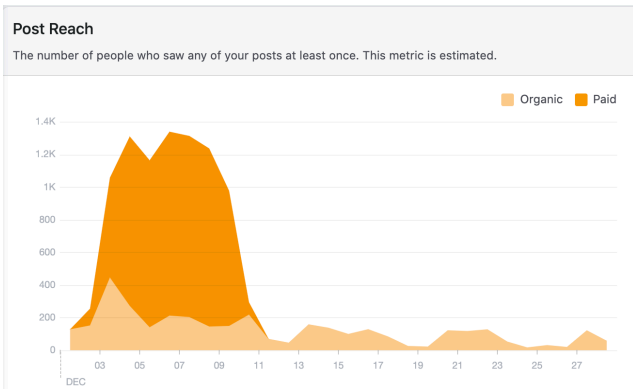
- As has been the case, Facebook’s analytics have been a little dodgy lately, so charts are doing odd things, but overall we can still pull out the numbers we want to focus on!
- First, our followers have finally reached 1803! That’s an incredible milestone to have reached considering we started around 1200 back in March (give or take).
- Followers are my recommended method for tracking audience size as it includes individual pages that also follow your content.

### Follows vs Unfollows:

- This month we obviously gained more followers than we lost, which is great! Total, it looks like we lost about a total of 5 followers in the month of December, which really isn’t anything to be concerned about.
- Followers choose to unfollow for a few reasons: repetitive content, they move to new locations, or even accounts being deactivated for various reasons.
- The trend seems to be that, for the most part, Cain Center gains at least a follower or two a day, with the exception being on the weekends.
- Always good to remember that, to everyone’s surprise, people are less engaged and active on social media during the weekends because they have less of an urge to get on social in between daily tasks, so don’t take a lack of weekend engagement to heart.
- I think retention can improve with diversified content starting in the New Year.

### Where People Follow From:

- This graphic shows the source of our followership, i.e. what they see before giving us a follow.
- Prior to December we saw more and more people following from our page directly; instead, we are starting to see folks follow us from content reaching their page individually - that means we are reaching new people!
- 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.
- I’ve gone ahead and included the metrics for page likes, which is similar to a follow, though it doesn’t include pages that follow you, and sometimes folks can “follow” your page without “liking” the page, which is why there is a difference in total.



Type	Average Reach	Average Engagement
Link	965	18 10
Video	742	41 11
Photo	283	6 14
Status	156	5 4

## Reach Overview:

- December unfortunately treated us about how we expected, and Facebook also gave me trouble with the measures I had hoped would counteract some things.
- First, around the holidays in general, you're competing for a LOT of attention with most companies spreading promotions, so content that is also asking for money in return isn't going to perform nearly as well.
- You can see that we were still able to get a decent amount of reach early on in the month through some boosted content. I had intended the boost on both posts to last longer than they did; however, Facebook and I had a bit of an issue with my ad manager account getting messed up and it took me over a week to get that settled; which, at that point, there's hardly a use to reboot.

## Engagement

- Engagement has been much better across the board than it has in past months. We are starting to see more consistent shares, likes, and comments on our content.
- Obviously with our higher reach before we were receiving high engagement, but you can see we were still able to get some organic engagement peaks throughout the month by switching up our post schedule, diversifying what content was posting on what platform and when, and encouraging people to leave comments or a like. Believe it or not, this method works better with older audiences, which is something Cain Center should take advantage of.

## Who and When:

- 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.
- You can see that Cain Center primarily benefits from posting later in the evening, which is a strategy I've used over the last few months, as you're more guaranteed to have a larger audience when your post goes live.
- I would experiment with early morning content.

## Top Content

- Now that we've spent the last several months trying new things, it's important to look at what content is doing the best.
- According to our analytics on Facebook specifically, we actually get the best results with links (articles, features, etc).
- Another thing to consider is getting more video content. I think we need new videos out more consistently, as we've been using a lot of the same content on and off for the last several months, which I think may have been a small part of our lower numbers in the latter half of December.

12/31/2020 2:22 PM		Wishing you all a lovely New Year from Cain			50		5 4	
12/30/2020 4:23 PM		By taking the #AquestaChallenge you			147		7 7	
12/28/2020 1:28 PM		We want to know - what are YOUR resolutions this			176		0 7	
12/23/2020 4:23 PM		From our family to yours, Cain Center for the Arts			175		1 10	
12/22/2020 3:51 PM		Are you following us on all our social media? Make			110		0 3	
12/21/2020 3:41 PM		Wishing our friends over at Aquesta Bank a happy			156		1 7	
12/18/2020 3:33 PM		Wishing you all a safe weekend full of holiday			39		0 5	
12/17/2020 3:56 PM		On the sixth day of giving, Cain Center gave to me...			130		1 5	
12/15/2020 4:10 PM		Have you considered getting your loved ones a			187		12 8	
12/14/2020 4:14 PM		On the fifth day of giving, Cain Center gave to me...			200		0 11	
12/11/2020 3:46 PM		Have you considered getting your loved ones a			174		1 11	
12/09/2020 3:41 PM		On the fourth day of giving, Cain Center gave			104		2 5	
12/08/2020 3:37 PM		On the third day of giving, Cain Center gave to me...			196		10 12	
12/07/2020 3:42 PM		On the second day of giving, Cain Center gave			132		4 5	
12/04/2020 1:39 PM		On the first day of giving, Cain Center gave to me...			1.8K		45 118	
12/03/2020 5:02 PM		The holidays and the arts have something major in			4K		277 36	
12/01/2020 2:06 PM		We are so excited to be a part of this year's			699		16 28	

## Posts Overview:

- Overall in the month of December, excluding days of major holidays and the weekends, we pushed out a total of 17 posts.
- We actually had a few more than that total, but I reshaped content from earlier in the month, so that doesn't reflect as evenly as an individual post.
- There were also a post or two I had to delete either because the link stopped working or the video I posted stopped processing correctly.
- I think with the success we get from Links and Videos, it's obvious that needs to be at the forefront of the content we're putting forward in 2021, and we should always lead with those, and keep graphics/photos secondary.
- HOWEVER - I think we just need a fresh coat of paint if you will, as we have started overusing some of our assets. This, of course, shouldn't be too much of an issue with our friends at Burke taking the wheel!

## My Final Thoughts:

- Working with Cain Center has been an absolute dream! Thank you all for giving me the opportunity to run with this project that I've come to care about so deeply (no, not a final thought, just a thank you).
- Overall, my recommendations would start with:
  - Diversifying our assets.
  - Working on link acquisition and sharing external articles to our social.
  - Building link authority via social and external platforms.
  - Growing and integrating YouTube into our strategy, as well as TikTok, moving into the new year.
- Because Cain Center is in the middle of a fundraiser, and there is also a pandemic happening, I think there could be a better effort at coming up with content that doesn't scream "promotional" or "give us money." I think part of our slow down the last two months might be due to being too heavy handed with asks and not "giving" enough back on social - if that makes sense.
- This point before this can be mitigated easily now that there is a team dedicated to making content and building assets.