

FACEBOOK SUMMARY

August 21, 2015

Summary proved by Darcy Gerdes

Our FaceBook administrators are:

- Darcy Gerdes
- Melody Johnston
- Shanna Robb

We can see on our home page how many hits the page gets above the “likes, comments and shares counts & identification of names”. With Manage Ads & Insights we can see who, where, when & how our promotions are doing their best. Our highest count on a boosted promo so far was 1,079 hits for the first promo campaign of the Art Walk & Wine Tasting.

When I took over FaceBook we had 847 “likes” we now have 969 likes an increase of 122 likes. We are moving forward with positive posts, graphics & messages. Some of our graphics came from Janet & the Graphic dept at the Idyllwild Arts. People are watching and are happy with our posts, based on comments received and increase in likes.

On nearly all event postings we do BOOST THE POST, by locations, interests, ages & budget, normally hitting all of So. CA

As of 8/14-8/20

- 969 Total Likes - 0.7 Increase, 8 likes this wk.
- 1,225 Reach - 79.6 Increase
- 1,168 Post Reach - 78.6 Increase
- 107 People Engaged - 52.92 Increase

Currently we are campaigning for the Art Walk & Wine Tasting. We have estimated a budget of \$200.00 for Art Walk, with a 2 ½ month length ad campaign till Oct 10th. We have 3 public invite event campaigns using different tags to see where our ads do best. Also Boosted Wine Poster Post from page as an ad with links to register for tickets. Normally these are up from Friday through Monday, as weekend has proven to be the best days for a follower to read.

All postings from FaceBook are automatically posted on Twitter - which we Follow 815 & have 443 Followers. I have not adjusted Twitter, because I do not know password.

I would like to see more sharing, liking, inviting, & commenting from board members who have Facebooks pages. This helps to spread the info around to different people that we might not catch from our AAI base friends and ads.