

FACEBOOK SUMMARY

September 19, 2015

Summary by Darcy Gerdes

Our Facebook Administrators are

- Darcy Gerdes
- Melody Johnson
- Shanna Robb

As previous summary stated, our insight page tells how many hits, likes, comments, shares and names of commenter. I can see how well our promotions are doing.

- Our best boosted & ad promo since last month count is 5,001 hits on our Art Walk & Wine Tasting poster.
- Daily counts for Galleries & Wineries “hits” around 184-450, dependent upon ad location, interest (tag words) & budget.
- We have promoted 9 galleries, 11 wineries and 8 patron inns ~ we will finish the campaigns by the Oct 10 event date. We are moving forward with positive posts from visitors to the site, graphic & messages.

09/11/2015 - 09/17/2015 Weekly reports.

- 1,109 “LIKES” increase of 140
- 2,637 Reach increase 1,412
- 2,641 Post Reach increase 1,472
- 378 people engaged increase 271
- 351 post likes
- 56 comments
- 61 shares
- 2,097 post clicks (photos, comments)

Reaching people who shared any activity including our posts, posts to another by page, boosts & ad mentions in a one week period.

ORGANIC - 159 last periods, average this week 373

PAID 86 last period, average this week 462

CLICK Data shown for account 1 Week period

- 1,002 Sun, 998 Mon, 986 Tue, 960 Wed, 1042 Thurs., 982 Fri, 996 Sat
- PHOTO 437 CLICKS
- LINKS 318 CLICKS
- Our Audience is Women 65%, Men 33% ages, 55-64
- USA 1,055 hits, 36 Countries 1-3 hits, Cities 46 with Idyllwild being our highest at 298
- Mostly English, but 20 other languages

Currently campaigning for Art Walk, with a balance of budget at \$100.

Promoting nearly every day, 24hr boosts, 24hr ad Galleries, Wineries. Poster is a 14 day campaign. Also Patron Inns, Artist Member Mingles, Member news, Campaign for likes, Member "Thank you" for support. Between the three administrators of the site, we collect information, photos, write blurbs & links.

Today a new promotional tool has been announced thru FB. Using same pricing scales, locations, interests, tags it is called the "Carousel Ad". It can also be used in between events to promote a variety of services, types of membership, upcoming events, step by step instructions, change seasons, links to different pages on website. The Carousel ad has the ability to tell a story about services, product or event with one to five images or video. SEE example

Facebook says that the volume of potential of hitting more customers for less money, but that also depends on budgets, locations, how many tag line word work & length of campaign.

COSTS:

Photo requirements, need to be 600x600 pixels. (I would need to send out to get done, price??) As in the current boost and ad campaign, only 20% text is allowed

Note: we were slightly down last wk in hits, but I attribute that to school starting, cause we have picked up our counts this wk. Post do go to AAI Twitter w/441 followers automatically, I then promote to my Twitter page that has over 5,000 followers. We have several board members sharing but I would like to see more. One of our artist members is tied with amount of shares that I do!