

Subject:Social Media Coordinator's Report 2021
Date:Wed, 17 Mar 2021 20:17:37 -0400
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Hello all,

Facebook analytics

Last 28 days:

36 new page likes 37 new page followers

1 new click to the website from Page

Posts reach (views) 820

Post engagement (likes/comments/shares etc) 439

Current page followers 2,089 (was 1,134 when we began this committee 2 years ago)

Twitter 49 followers

Instagram 372 followers

Social media presence expansion from 2020 to 2021 (past 13 months):

Facebook had 1,725 page followers

(up 21% from previous year)

Twitter 35 (up 40%)

Instagram 154 (up 142%)