

Social Media Report

RHS General Membership Meeting 5/11/2024

Howard Menaker for Maria Cathell

Social Media Updates

- Name has been updated on all three social media platforms
 - From “Riversdale House Museum” to “Riversdale Historical Society”
- Keeping events information up to date on social media platforms and website
- Editing website to remain user friendly on both desktop and mobile devices



UNDER MAINTENANCE

We will be updating our social media page names to better highlight the organization running the pages. The content will not change.

The name will change from Riversdale House Museum to Riversdale Historical Society. This update will take place on April 25th. You do not need to do anything on your end to keep receiving our updates and posts about Riversdale.

Thank you!
- The Riversdale Historical Society

CONTACT US

www.riversdale.org
Info@riversdale.org

Facebook (Last 90 days: Feb 6-May 5)

Posts: 64

Reach: 16,094

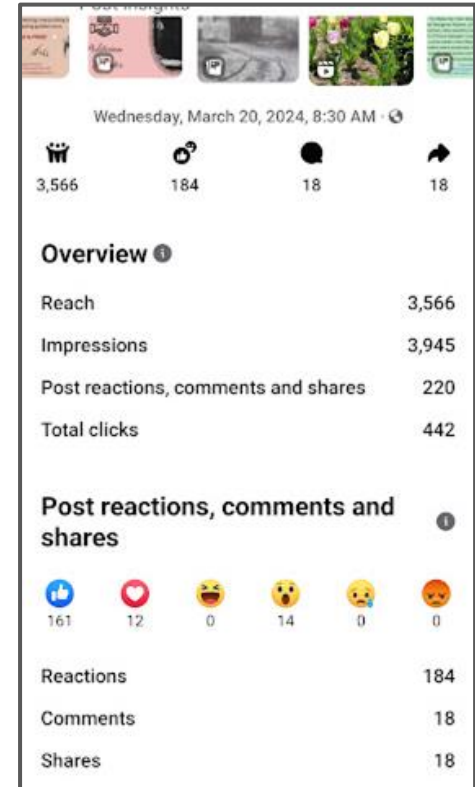
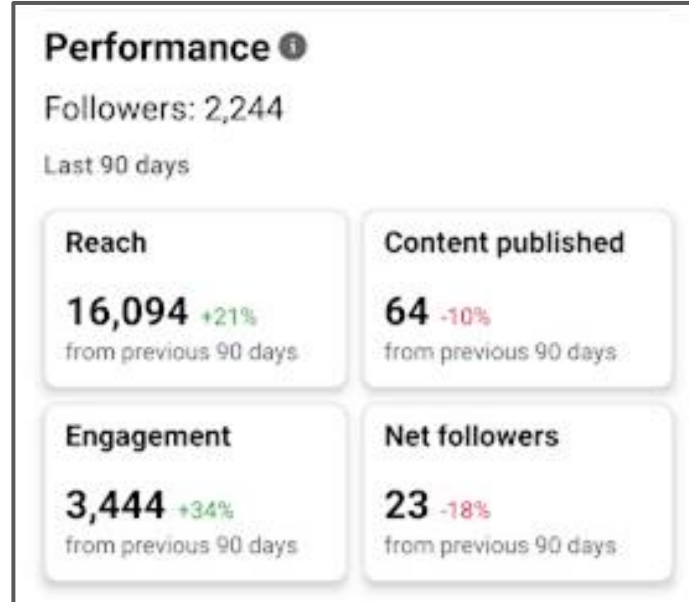
Engagement: 3,444

Followers: 2,244

Most popular post:

World Flour Day -

Avalon Mill (Mar 20)



Instagram (Last 90 days)

Posts: 34/ **Stories:** 29 / **Reels:** 4

Reach: 1,478

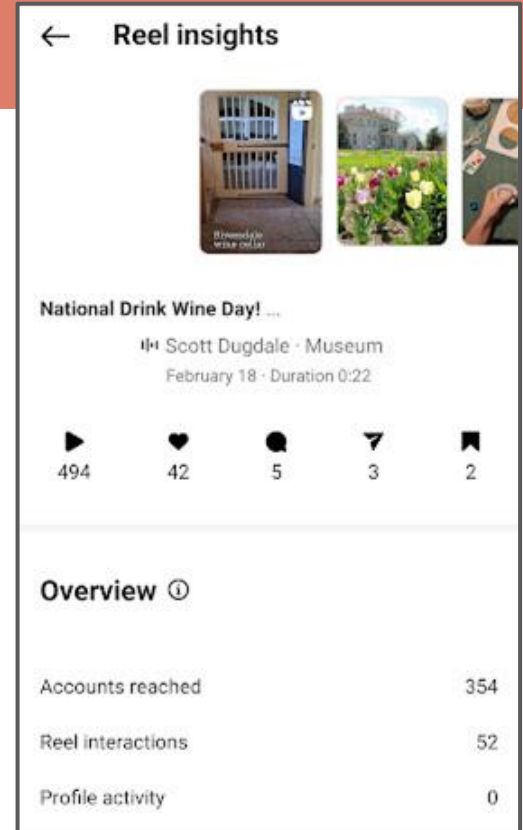
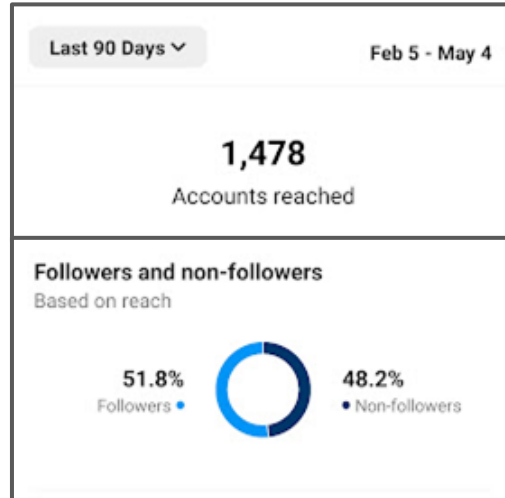
Content interactions: 578

Followers: 1,690

Most popular post:

National Drink Wine Day

Wine Cellar REEL



X (Twitter) (Last 90 days)

Posts: 37

Followers: 422

Most popular post:

National Cabbage Day

Recipe from Mary Randolph,

“The Virginia House-Wife”



RHS Website - riversdale.org (Last 90 days)

Site sessions
1,452 ↑ 13%

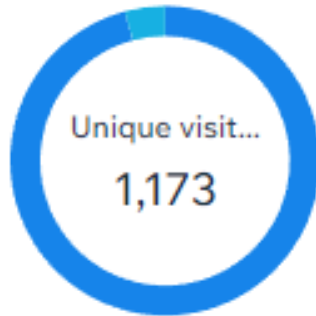
Unique visitors
1,173 ↑ 10%

Sessions over time



New vs. Returning Visitors

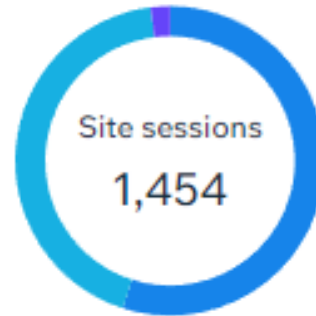
New vs returning visitors



- New
96% • 1,124
- Returning
4% • 49

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Sessions by device



- Desktop
55% • 799
- Mobile
43% • 626
- Tablet
2% • 29

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