

# Social Media Report

RHS General Membership Meeting 2/10/2024

Maria Cathell

# Facebook (Last 90 days: Nov 12-Feb 9)

Posts: 71

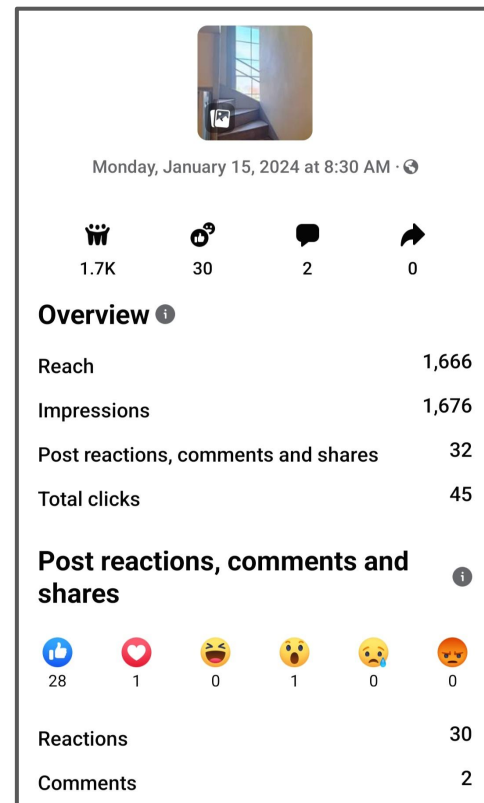
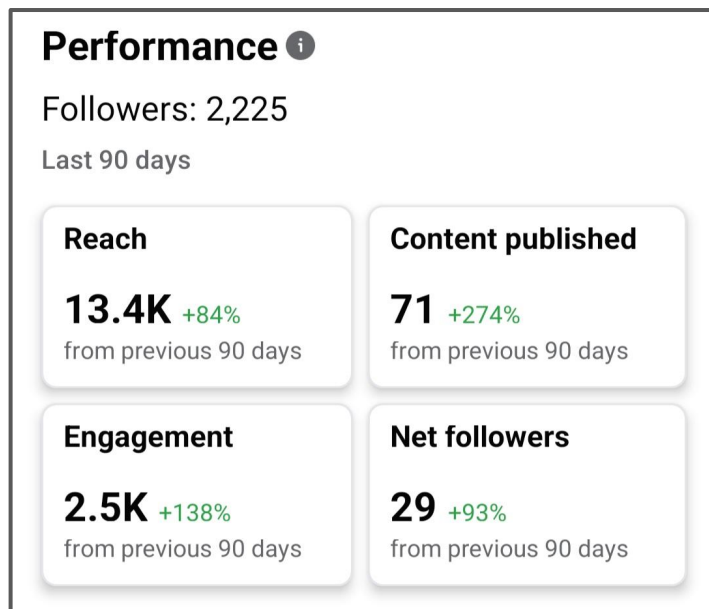
Reach: 13.4K

Engagement: 2.5K

Followers: 2,225

Most popular post:

Symmetry series (3)



# Instagram (Last 90 days)

Posts: 32/ Stories: 13 / Reels: 9

Reach: 1,948

Post interactions: 529

Followers: 1,651

Most popular post:


lemon tree quote/photo

Last 90 Days ▾ Nov 11 - Feb 8

### Overview

You gained **43** more followers compared to Aug 13 - Nov 10.

Accounts reached	1,948 -7.9%	>
Accounts engaged	220 +54.9%	>
Total followers	1,651 +2.6%	>



December 7, 2023 at 5:19 AM

📍 50💬 2📌 9🔖 1

### Overview ⓘ

Accounts reached	443
Accounts engaged	54
Profile activity	7

# X (Twitter) (Last 90 days)

Posts: 38

Followers: 420

Most popular post: National Fruitcake Day



**Riversdale** @Riversdale1... · 27 Dec 23

It's National Fruitcake Day! Does anyone actually eat fruitcake? Here's a recipe from 1824 if you're looking for something to do today.

[#fruitcake](#) [#historicrecipes](#)

**National FRUITCAKE DAY**

**A RICH FRUIT CAKE.**

Have the following articles prepared, before you begin the cake: four pounds of flour dried and sifted, four pounds of butter washed to free it from salt, two pounds of loaf sugar pounded, a quarter of a pound of mace, the same of nutmegs powdered; wash four pounds of currants clean, pick and dry them; blanch one pound of sweet almonds, and cut them in very thin slices; stone two pounds of raisins, cut them in two, and strew a little flour over to prevent their sticking together, and two pounds of citron sliced thin; break thirty eggs, separating the yolks and whites; work the butter to a cream with your hand—

put in alternately, flour, sugar, and the froth from both whites and yolks, which must be beaten separately, and *only* the froth put in. When all are mixed, and the cake looks very light, add the spice, with half a pint of brandy, the currants and almonds; butter the mould well, pour in part of the cake, strew over it some raisins and citron—do this until all is in; set it in a well heated oven; when it has risen, and the top is coloured, cover it with paper; it will require three hours baking—it must be iced.

"The Virginia House-Wife"  
by Mary Randolph, 1824

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# RHS Website - riversdale.org (Last 90 days)

Site sessions

1,286 ↓ 3%

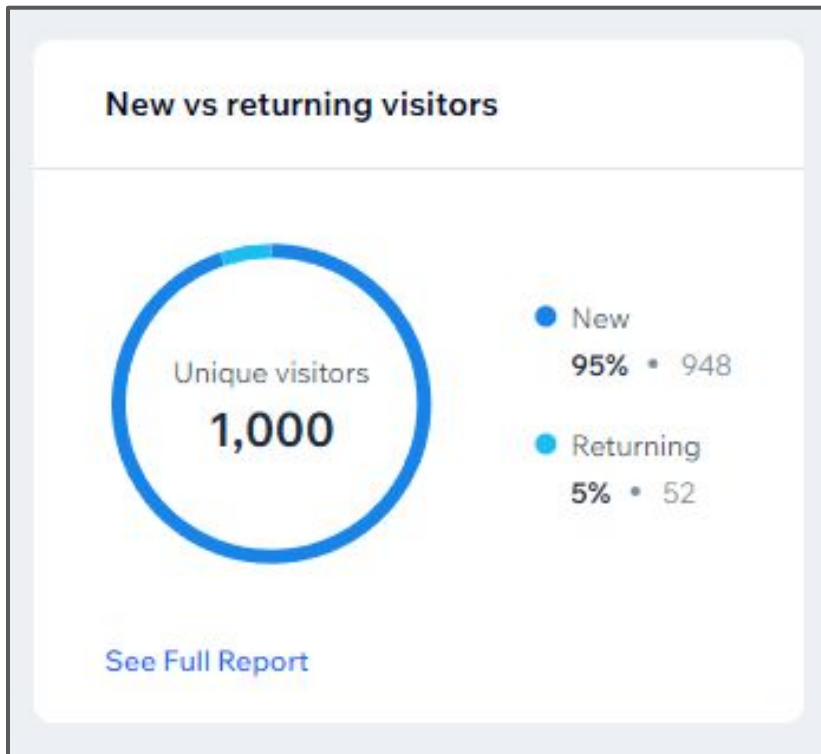
Unique visitors

1,000 ↓ 12%

## Sessions over time



# New vs. Returning Visitors



# Most Popular Blog Post

