General Notes:

Visited Riversdale on 11/24, took interior & exterior photos & videos for content. Will visit periodically to photo different seasons, exhibits, events, etc.

Have old photos/footage from 2016 and earlier to use as needed too.

Those mirrors!!

These analytics are going to be skewed because they are comparing this past month to the previous month when there was no social media manager (fewer posts, interactions, etc.) I pulled analytics for just the time period that I've worked.

This may look different than previous reports, but hopefully easy to understand.

Facebook Analytics (Oct 20 - Nov 30)
Followers: 2,202
Posts: 35 [National Butter Day]
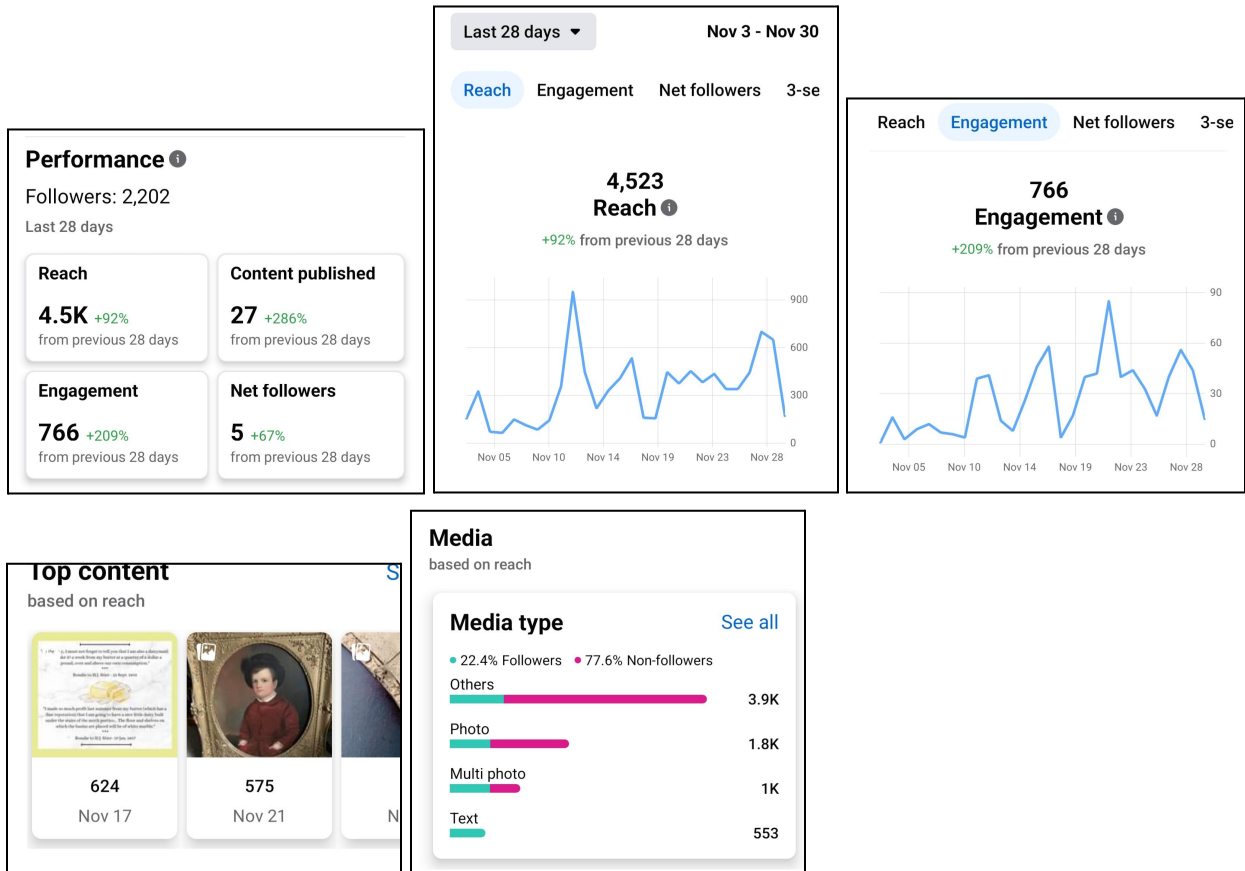Reels: 3 [exterior detail shots]
Stories: 4 [Mt Rose]

Notes:
Successful 1st #GivingTuesday fundraiser to conserve William Norris Calvert's portrait frame.
Goal: $1000, Raised: $1514.50

Posts with less text do better

Last 28 days ▾   Nov 3 - Nov 30

Reach   Engagement   Net followers   3-se

4,523
Reach ⓘ
+92% from previous 28 days

Reach   Engagement   Net followers   3-se

766
Engagement ⓘ
+209% from previous 28 days

Performance ⓘ
Followers: 2,202
Last 28 days

Reach	Content published
4.5K +92%	**27** +286%
from previous 28 days	from previous 28 days
Engagement	Net followers
766 +209%	**5** +67%
from previous 28 days	from previous 28 days

Top content
based on reach

624	575
Nov 17	Nov 21

Media
based on reach

Media type   See all
● 22.4% Followers ● 77.6% Non-followers

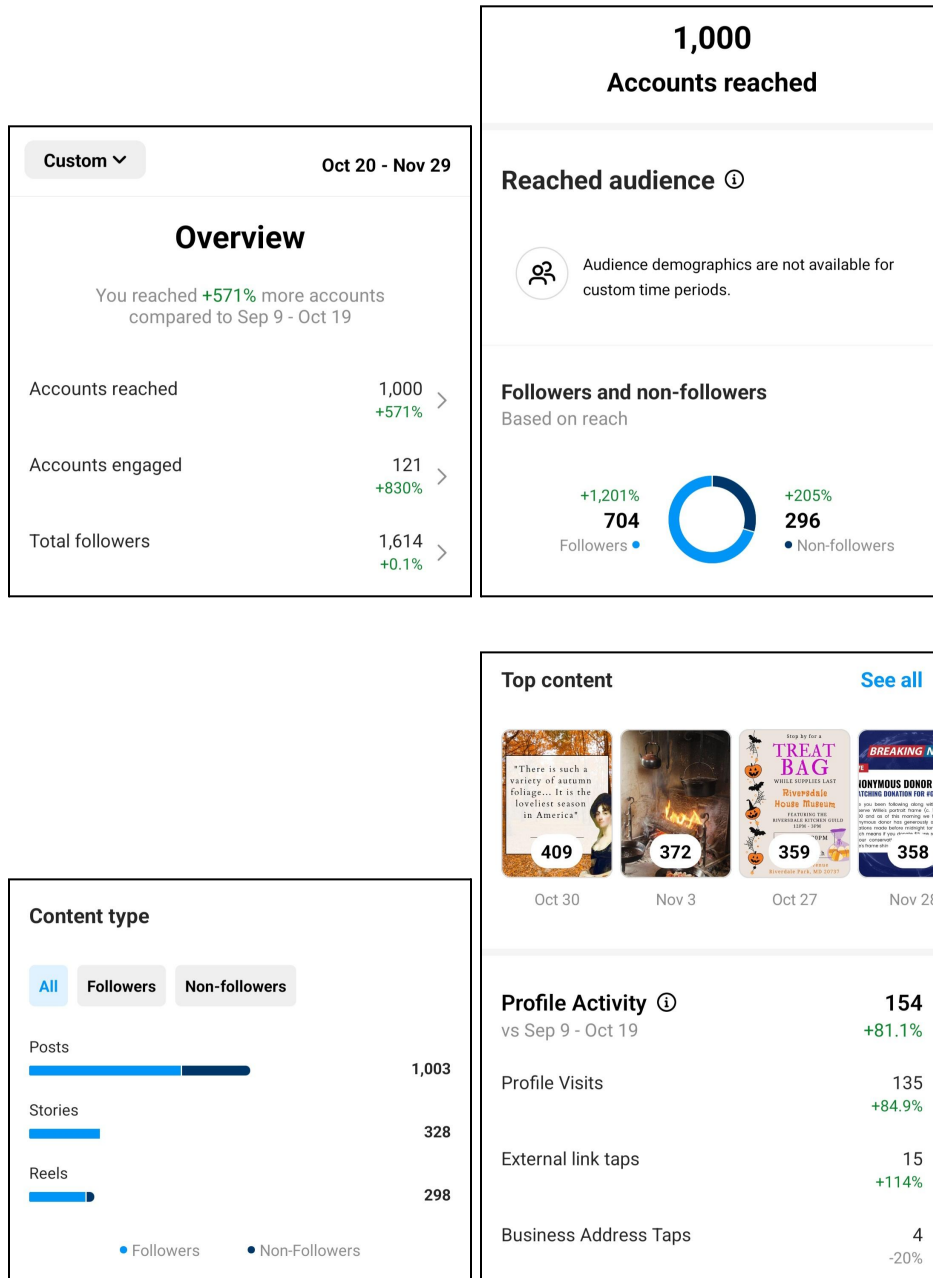| Others	3.9K
Photo	1.8K
Multi photo	1K
Text	553

Instagram Analytics (Oct 20 - Nov 30)
Followers: 1,614
Posts: 14 [Rosalie autumn quote]
Reels: 3 [exterior detail shots]
Stories: 4 [Mt Rose]

Notes: Reels seem to get the most traction, will create more (can share to Facebook too)

1,000
Accounts reached

Custom ⌄	Oct 20 - Nov 29

Overview

You reached **+571%** more accounts compared to Sep 9 - Oct 19

Accounts reached	1,000 >
	+571%
Accounts engaged	121 >
	+830%
Total followers	1,614 >
	+0.1%

Reached audience ⓘ

Audience demographics are not available for custom time periods.

Followers and non-followers
Based on reach

+1,201%	+205%
704	**296**
Followers ●	● Non-followers

Content type

All	Followers	Non-followers

Posts
1,003

Stories
328

Reels
298

● Followers   ● Non-Followers

Top content   See all

409	372	359	358
Oct 30	Nov 3	Oct 27	Nov 28

Profile Activity ⓘ	154
vs Sep 9 - Oct 19	+81.1%
Profile Visits	135
	+84.9%
External link taps	15
	+114%
Business Address Taps	4
	-20%

X (formerly Twitter) Analytics (Oct 20 - Nov 30)

Followers: 414
Posts: 13 [National Maize Day]

Notes: very little analytical data available to share

Riversdale @Riversdale1801 · Nov 24

It's National Maize Day! Does that sound corny to you? 🌽 Give this recipe from 1824 a try. #maize #corn #historicrecipes

4   2   1

Impressions ⓘ

210

Engagements ⓘ   Detail expands ⓘ
10   **1**

New followers ⓘ   Profile visits ⓘ
0   **0**

Website Analytics (Past 90 Days) [9/1/23-11/29/23]

Notes: newsletters uploaded, up to date (except the latest)