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# Radio Bar Meeting



Communications Report  
March 7, 2022

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# Social Media Insights

The last 30 days

## -Instagram

- Over the last 30 days (Feb 2-March 4) we have reached **+55%** (4,551)
  - **51%** of this from ads
- Accounts engaged (shares, replies, etc) **+3.6%**
- Followers Growth **+2%** (60)

## -Facebook

- Reached 7,680 people, 32 new page likes, 31 new followers, 2,070 page visits
- Post engagement **+43%**, reactions **+42%**, comments **-17%**, shares **+100%**

Both platforms- 63% women, 37% men all ages 25-35, more 18-24 year olds on instagram and more 45-65 on facebook

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## March Plans/Events

- Auto Posts
  - St.Pattys
  - Website?
  - March follower goal another 2% inc
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