

WANGARATTA RSL

MONTHLY REPORT

FACEBOOK



February - March



Our Statistics

LAST 28 DAYS

FB PAGE AT A GLANCE

Feb 12th, '21

March 11th, '21

Likes 1,459

Likes 1,471

Follows 1,497

Follows 1,510

feb 12 - Mar 11

New Likes 14 ↑

Unlikes 2 ↓

New Follows 14 ↑

Unfollows 2 ↓

As of 11th March

846 Page Views

1,471 Page Likes

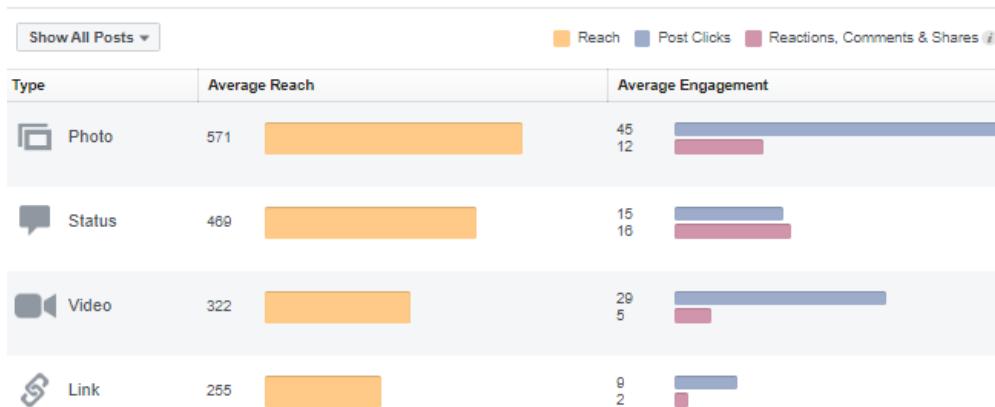
1,510 Page Follows

4,382 Post Reach

1,762 Post engagement

THE POSTS BREAKDOWN

The success of different post types based on average reach and engagement.



*averages are to be taken with a grain of salt. If a picture post does really well it bumps up the average

Photos are currently perform the best with an average reach of 571 people

Video posts like gifs, don't tend to perform well, but longer videos may have a better engagement, so will need to do some trials.

Current aim is to improve on engagement with those who like our page as apposed to growing the number of likes.

Quality over quantity

Our goal is to create a page that informs our customers and keeps members and visitors up to date with what is happening around the club!





OUR TOP PERFORMING POSTS

As you can imagine photos of Chris do the best. I aim for posts that get peoples attention and engaged with. The more engagement we have the more it is seen on the feed of those who don't like and follow our page.



Thurs 11th March
3.58pm
344 Reached
67 Engagement



Friday, 19th Feb
11.28am
531 Reached
54 Engagement



Sat 27th Feb
2.53pm
546 Reached
81 Engagement



Thurs 18th Feb
10.30am
776 Reached
140 Engagement



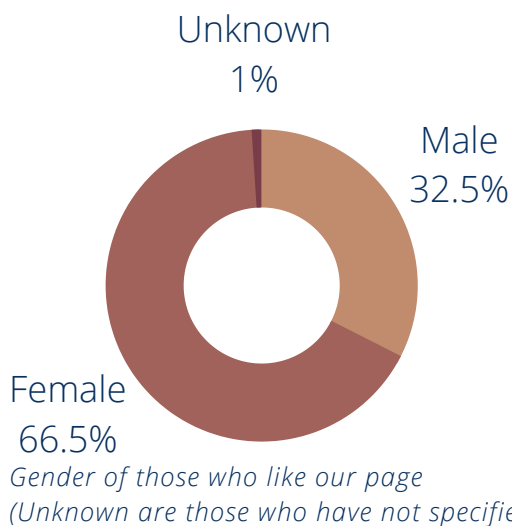
Thurs 25th Feb
11.38pm
508 Reached
74 Engagement



Wed 17th Feb
7.15pm
692 Reached
101 Engagement



OUR AUDIENCE



AGE & GENDER

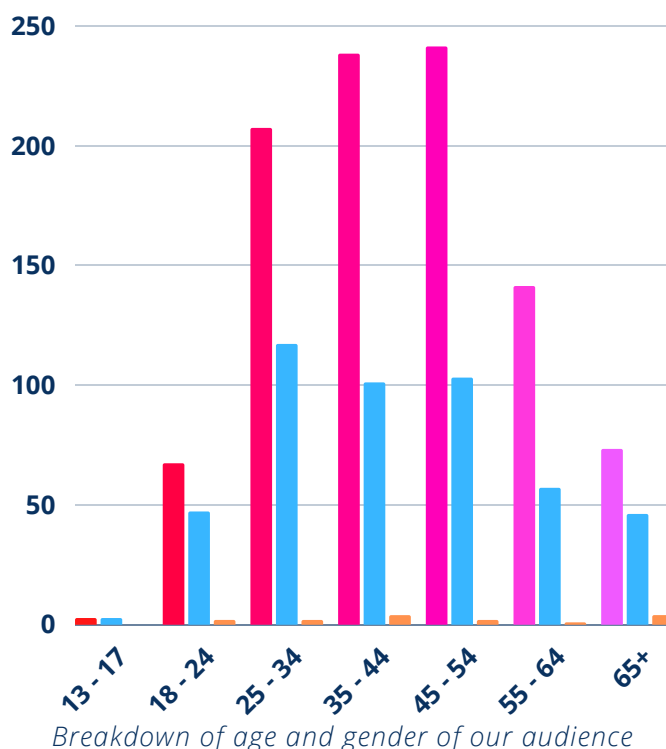
As you can imagine with an RSL, Our main audience at the moment 35+.

What you may not know is that over a third of those who like our page are females. Females are also the ones more likely to engage with our posts.

Our current aim is to gain a higher male audience and reach out to younger users over 18.

THE CURVE

As you can see to the right, females are our current dominant audience.



AIMS FOR OUR PAGE

- ~ Reach a younger audience around Wangaratta
- ~ Increase engagement from followers
- ~ Produce more informative and engaging posts