

Social Media Report

Downtown Bastrop, TX

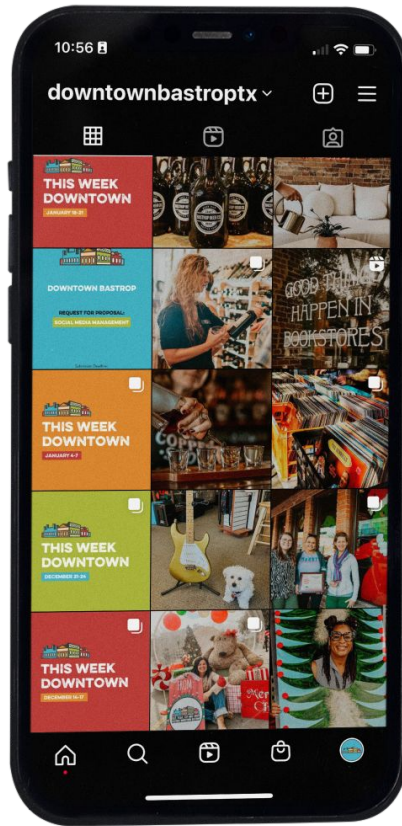
For time period NOV 2022 - JAN 2023

Last updated February 3, 2023

CivicBrand

RESULTS

INSTAGRAM



- Posted on feed 31 times (roughly every Monday, Wednesday and Friday)
- Shared 132 stories
- 622% increase in reach
- Increased following by 4.48%
- Implemented weekly round-up posts, story highlights and cleaned up branding

622%

increase in

REACH

compared to previous 3 months

3,242%

increase in

ENGAGEMENT

compared to previous 3 months

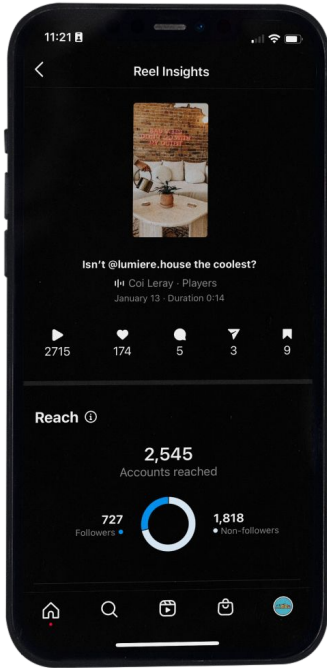
4.8%

increase in

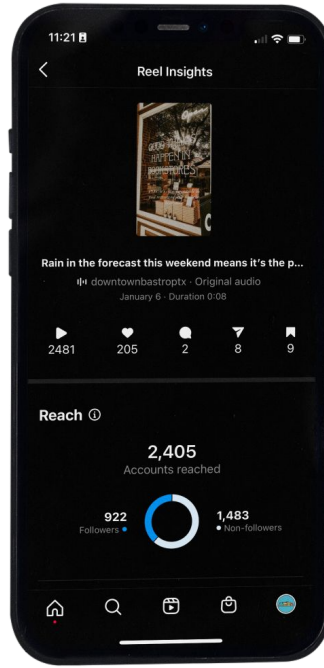
FOLLOWERS

compared to previous 3 months

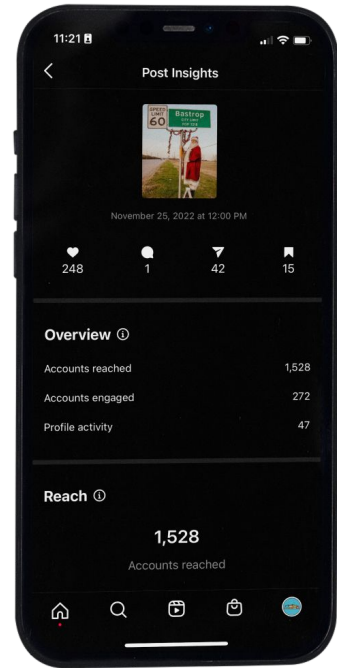
TOP PERFORMING POSTS BY REACH



LUMIERE HOUSE REEL
January 13, 2023
2,545 accounts reached



THE PAINTED PORCH BOOKSHOP REEL
January 6, 2023
2,405 accounts reached



CHRISTMAS EVENTS
November 25, 2022
1,528 accounts reached

Median post reach per media type ⁽ⁱ⁾

For posts created in the last 90 days

Videos



Images



Audio



Text



Links



Median post reach per content format ⁽ⁱ⁾

For posts created in the last 90 days

Reels



Other posts



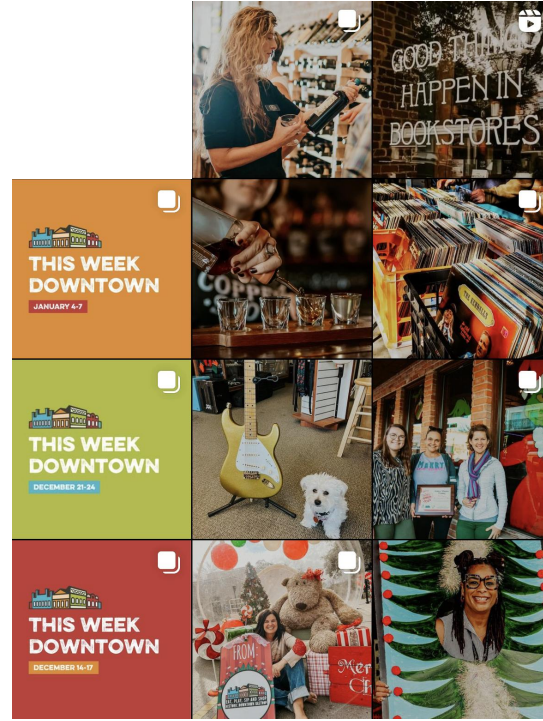
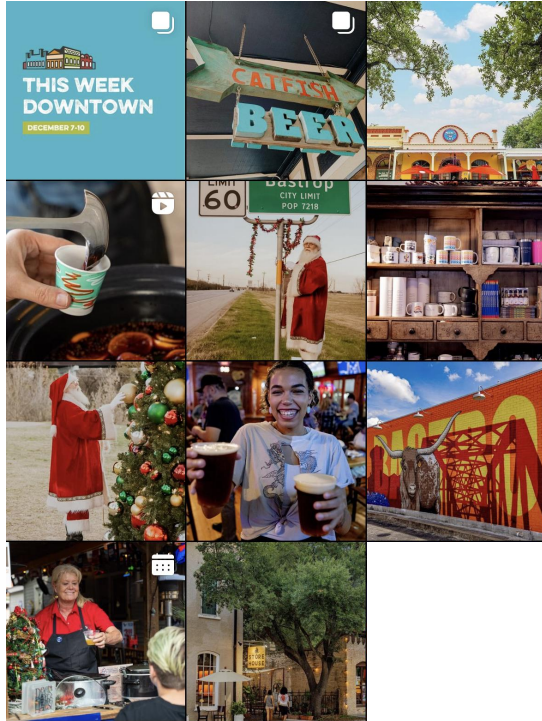
Carousel posts



Live posts



POSTS

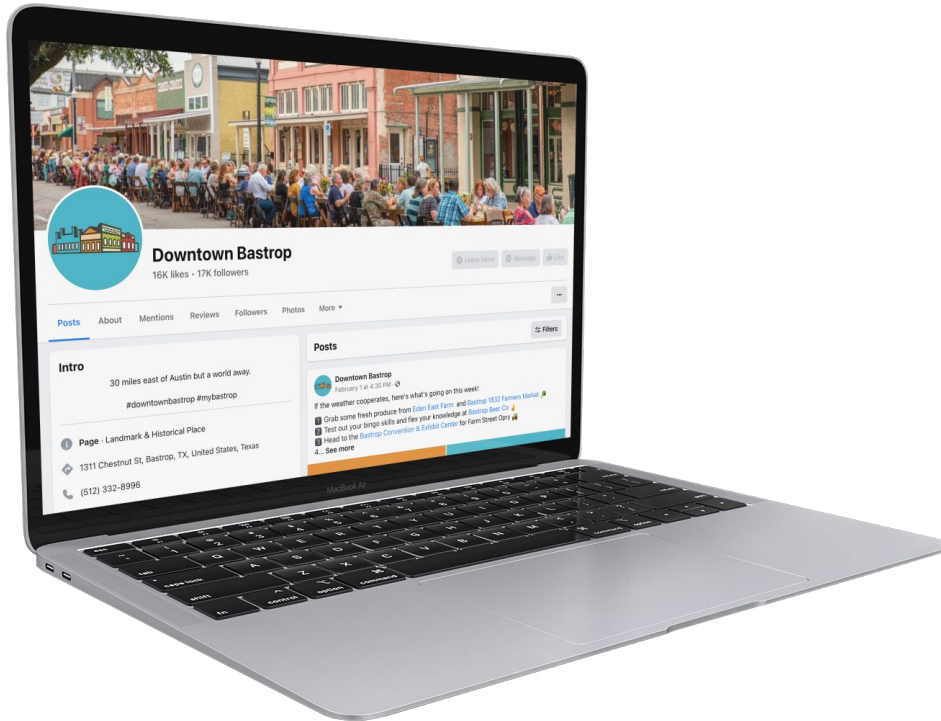


STORIES



RESULTS

FACEBOOK



- Posted on feed 21 times
- 1,300% increase in post reach
- 359 new page likes (a 223.4% increase)
- Worked to include more community and downtown business events on the Events tab

143%

increase in

PAGE REACH

compared to previous 3 months

148.6%

increase in

PAGE VISITS

compared to previous 3 months

223.4%

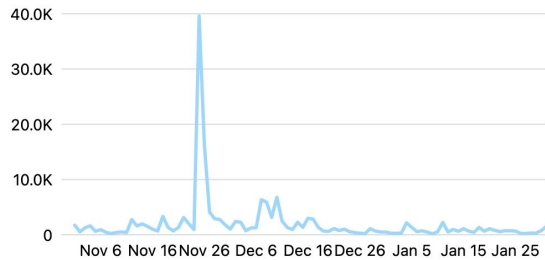
increase in

PAGE LIKES

compared to previous 3 months

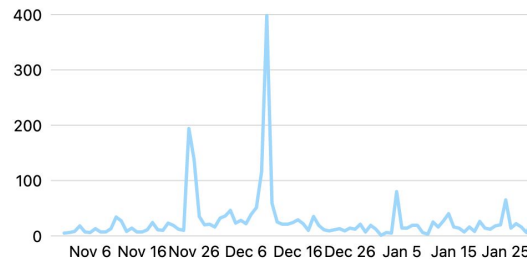
Facebook Page reach ⓘ

100,282 ↑ 143%



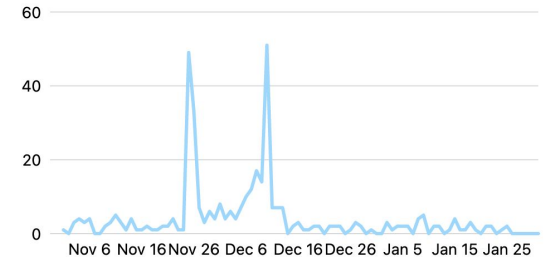
Facebook Page visits ⓘ

2,531 ↑ 148.6%



Facebook Page new likes ⓘ

359 ↑ 223.4%



1,300%

increase in

POST REACH

compared to previous 3 months

285.4%

increase in

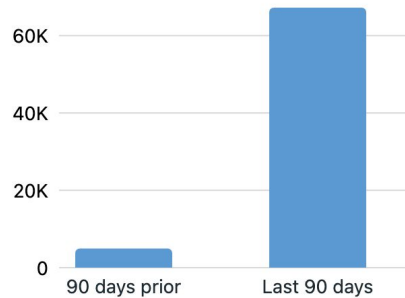
ENGAGEMENT

compared to previous 3 months

Post reach ⓘ

67.2K ↑ 1.3K%

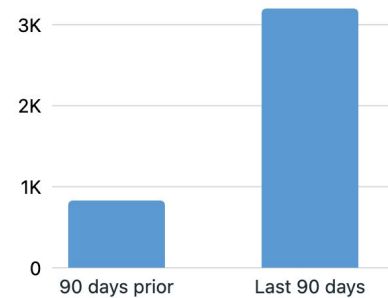
Total from last 90 days vs 90 days prior



Post reactions, comments and shares ⓘ

3.2K ↑ 285.4%

Total from last 90 days vs 90 days prior



TOP PERFORMING POST

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post

Here's your Downtown Bastrop holiday weekend round up 🌟...

Nov 25, 2022, 1:00 PM

This post reached **5,483%** more Accounts Center accounts (61,970 Accounts Center accounts) than your median post (1,110 Accounts Center accounts) on Facebook.

Highest reactions on a post ⓘ



Facebook post

Here's your Downtown Bastrop holiday weekend round up 🌟...

Nov 25, 2022, 1:00 PM

This post received **7,612%** more reactions (1,311 reactions) than your median post (17 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post

Here's your Downtown Bastrop holiday weekend round up 🌟...

Nov 25, 2022, 1:00 PM

This post received **13,800%** more comments (139 comments) than your median post (1 comment) on Facebook.

EVENTS ADDED

Events

[Upcoming](#) [Past](#)



THU, FEB 9 AT 6 PM MST AND 37 MORE
Trivial Pursuit
Bastrop Beer Co · Bastrop
Event by Bastrop Beer Co



FRI, FEB 3 AT 6 PM MST
The Steph Cash Band
Copper Shot Distillery · Bastrop
Event by Copper Shot Distillery



THU, FEB 9 AT 5 PM MST
Open Mic
809 Main St, Bastrop, TX 78602-3807,
United States · Bastrop...



WED, FEB 8 AT 6 PM MST AND 37 MORE
BINGO
Bastrop Beer Co · Bastrop
Event by Bastrop Beer Co



FRI, FEB 3 AT 6:30 PM MST AND 7 MORE
Steal Away Home
Bastrop Opera House · Bastrop
Event by Bastrop Opera House



FRI, FEB 10 AT 6 PM MST
The Murdochs
Copper Shot Distillery · Bastrop
Event by Copper Shot Distillery

Events

[Upcoming](#) [Past](#)



SAT, JAN 28
Andrea Marie
Bastrop Beer Co · Bastrop
Event by Bastrop Beer Co



SAT, JAN 28
Dom Cours & Company @ Copper Shot Distillery
Copper Shot Distillery · Bastrop
Event by Copper Shot Distillery



SAT, JAN 28
Welcome Tim Hill & Paul Schlesinger I
Bastrop 1832 Farmers Market · Bastrop
Event by Bastrop 1832 Farmers Market



SAT, JAN 21
North Of Luck
Event by Copper Shot Distillery



SAT, JAN 21
JW Riza performs this Saturday
Bastrop 1832 Farmers Market · Bastrop
Event by Bastrop 1832 Farmers Market



SAT, JAN 14
Welcome Tim Hill & Paul Schlesinger I
Bastrop 1832 Farmers Market · Bastrop
Event by Bastrop 1832 Farmers Market



SUN, JAN 15
Techies
Bastrop Opera House · Bastrop
Event by Bastrop Opera House



FRI, JAN 6
Bastrop's Enchanted Market
Salon Arcanum · Bastrop
Event by Salon Arcanum



SAT, DEC 10, 2022
Lost Pines Christmas Lighted Christmas Parade
Downtown Bastrop · Bastrop
Event by City of Bastrop TX - City...



SAT, DEC 10, 2022
Lost Pines Christmas Festival
Downtown Bastrop · Bastrop
Event by City of Bastrop TX - City...



SAT, NOV 26, 2022
Wassail Fest & Small Business Saturday
Downtown Bastrop · Bastrop
Event by City of Bastrop TX - City...



SAT, NOV 12, 2022
16th Annual "Heroes & Hot Rods" Vet
Main St, Bastrop, TX 78602, United States · Bastrop...



TUE, JAN 31
Cornhole Tournament
Bastrop Beer Co · Bastrop
Event by Bastrop Beer Co

NEXT STEPS

RECOMMENDATIONS

1. **Post, post, post.**

We saw so much success because of consistent posting. On Instagram, we generally posted on the feed 3 times a week (with one of those posts being a round up of Downtown events), and on stories every 1-2 days. The more you post, the more reach and engagement you'll see, as long as the posts are high quality. **Posting more video content** will also improve your performance (the Instagram algorithm favors video).

Posting every day or every other day is, however, less important on Facebook, which really has become more of a way to share specific event information rather than general content.

Most social content will fall in one of these 4 buckets:

User generated content (UGC) — promotes sharing and a sense of community (aim for ~30-40% of posts)

Campaign content — raises awareness of contests, giveaways, etc. (aim for ~15-25% of posts)

Owned “brand” content — reinforces the brand feel and vibe (aim for ~20-30% of posts)

Event/specials posts — promotes upcoming events or business activities (aim for ~15-25% of posts)

2. Dedicate a quarterly budget to giveaways and promotions.

Our team was never able to successfully coordinate a Downtown Bastrop giveaway with your team. Giveaways are great ways to support local businesses (by purchasing gift cards or other items to give away) and increase reach, followers and engagement. There should be a dedicated quarterly budget (~\$200-\$500) set aside for purchasing giveaway items and running ads on social.

3. Implement (at least quarterly) downtown business meetings to share social media tips and discuss upcoming events/potential posts.

Use these meetings as a way to teach business owners how to create high-performing social content, how to make sure their events and other posts get shared on Downtown Bastrop pages, and more.

4. Invest in quality photography and videography. Edit content so that all everything looks cohesive and communicates the “vibe” of Downtown.

Many downtown businesses have great photos/videos available on their website and/or social channels, but not every business. By investing in your own high quality photo/video, the Downtown Bastrop social channels won't have to rely as much on content shared by businesses and can also curate the content that will 1) perform the best, and 2) communicate the intended vibe of Downtown.

We also recommend a significant emphasis on creating high quality video content. Video performs much better than static images (as long as it is well produced and usually in portrait format).

5. Work with business owners and the general public to tag Downtown more often in their posts or post with the hashtag.

Over the course of the 3-month period, we definitely saw an increase in the number of Downtown businesses/visitors tagging us in content they post or using the #downtownbastrop hashtag. This is something you should continue to focus on increasing so that Downtown 1) has more UCG to pull from and 2) has increased reach and awareness.

6. Continue the weekly round-ups.

The weekly Wednesday posts that detailed Downtown events from Wednesday - Saturday were often saved, shared or commented on. These posts are a great way to keep the community engaged and excited about what's going on Downtown.

7. Coordinate social content with Visit Bastrop and Explore Bastrop County.

Look for opportunities to share each other's content or create co-branded posts. There is more potential to tap into their audience.

8. Consider TikTok.

Despite its in-limbo status from an official government perspective, TikTok is still a leader for tourism-oriented accounts and could make sense for Downtown. We recommend considering starting a Downtown-only TikTok.

9. Ensure correct event listings.

Double check that events on Facebook, shared via the round-ups, on the Downtown minisite on Visit Bastrop, etc. are correct. For example, we found out that places with events still listed online were either closed or no longer held those events despite their online listing.

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