

Social Media Review

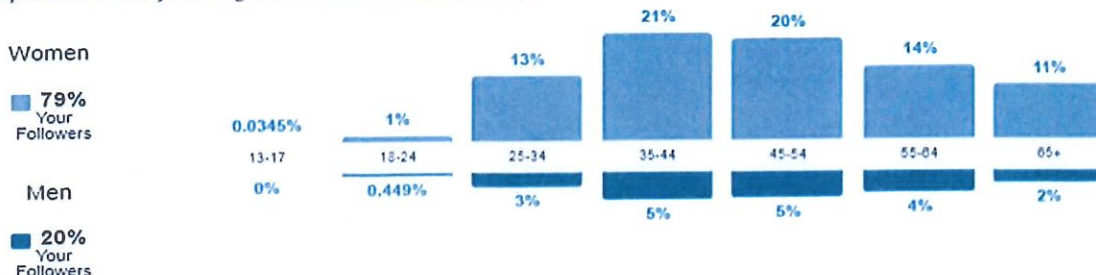
In June 2020, the MEDC Board of Directors took steps towards refocusing the direction of our social media marketing. We moved to work to increase audience size and concentrate on the local regional audience. During the period of June 2020 to March 2021, the Facebook audience grew from 2,887 to 5,336. Since that time until July 2021, the growth has continued and is over 6,300—literally more than doubling the audience in a year. The top ten cities with people following the Historic Montgomery, TX page are all in the local region and range from Huntsville to Houston geographically. In addition to the primary City account for each Facebook and Instagram, there are now several additional accounts in each representing such separate identities as Public Works, Fernland Historical Park, Monty the Montgomery Goat and even the Quilt Walk has its own event page.

I have attached several pages with data that was used for this report, and I will address some specific points during the meeting.

Richard Tramm
City Administrator

June 2020 Facebook Account Demographics

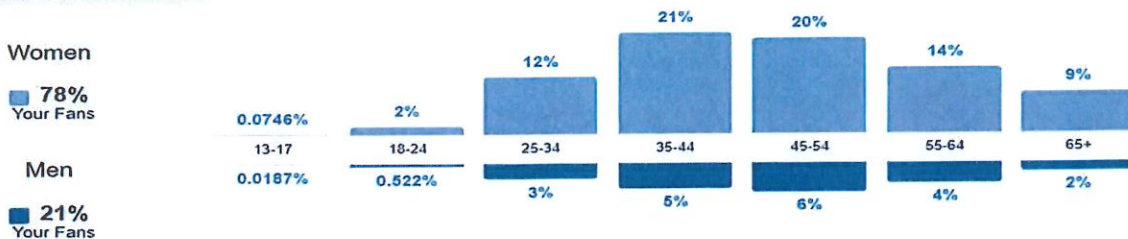
The people who follow your Page. This number is an estimate.



Country	Your Followers	City	Your Followers	Language	Your Followers
United States of America	2,887	Montgomery, TX	1,197	English (US)	2,806
United Kingdom	4	Conroe, TX	439	English (UK)	52
Philippines	1	Houston, TX	195	Spanish	29
Paraguay	1	The Woodlands, TX	174	French (France)	4
Mexico	1	Dobbin, TX	161	Indonesian	1
Pakistan	1	Magnolia, TX	91	Simplified Chinese (Chi...)	1
Saudi Arabia	1	Willis, TX	73	Spanish (Spain)	1
		Huntsville, TX	55	Portuguese (Brazil)	1

March 2021 Facebook Account Demographics

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



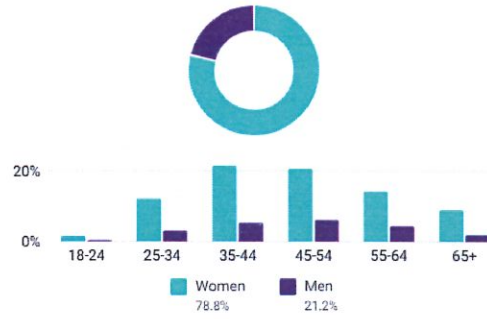
Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	5,336	Montgomery, TX	2,035	English (US)	5,191
Mexico	7	Conroe, TX	718	English (UK)	88
United Kingdom	4	The Woodlands, TX	336	Spanish	59
Pakistan	3	Houston, TX	276	French (France)	6
Nigeria	2	Magnolia, TX	184	Spanish (Spain)	4
Germany	1	Willis, TX	167	Portuguese (Brazil)	3

Audience

Facebook Page Likes

6.3K

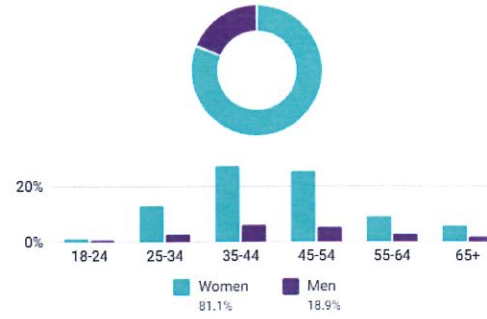
Age & Gender



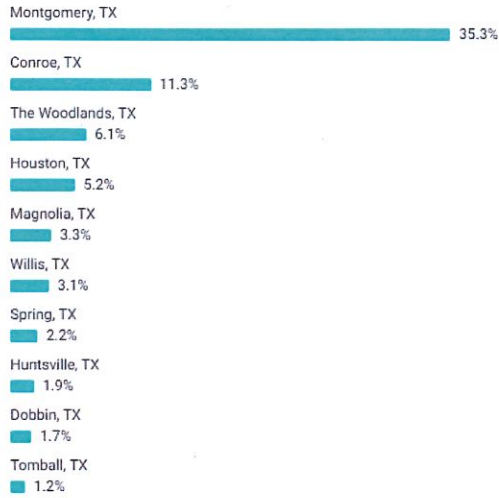
Instagram Followers

1.3K

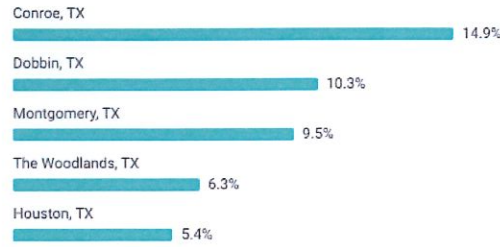
Age & Gender



Top Cities



Top Cities



Top Countries



Top Countries



Total Page Likes: 6,328

Create Post



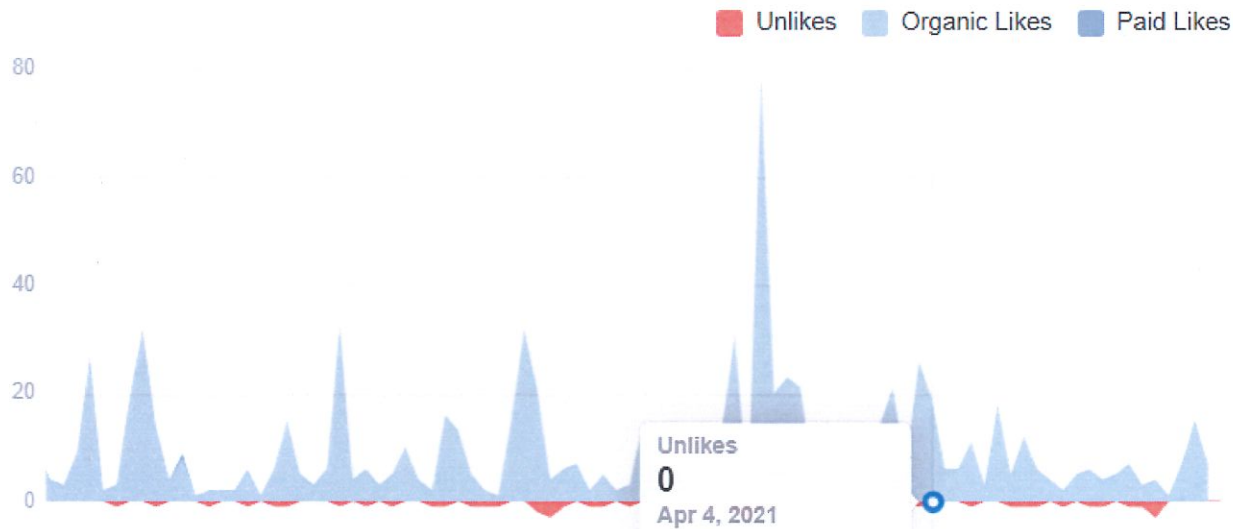
BENCHMARK
Compare your average performance over time.

Total Page Likes

Page Likes

The number of organic Page likes, paid Page likes and unlikes.

Create Post



BENCHMARK
Compare your average performance over time.

Unlikes

Organic Likes

Paid Likes

WANT MORE LIKES?

Create an ad to get more people to like your Page.

Promote Page

Results

Facebook Page Reach ⓘ

246,102 ↑ 117.3%



Instagram Reach ⓘ

6,723 ↑ 419.2%

