

Sarah Mueller
NWTRCC
Social Media Consultant Report
September - October 2018

GROWTH STATS:

Facebook:

8/18/2018: 857 total followers / 837 total page likes

10/16/2018: 864 total followers / 844 total page likes

New Page Likes: 7

New Followers: 7

Twitter:

8/18/2018: 1678

10/16/2018: 1679

Instagram:

10/16/2018: 155 followers

SOCIAL MEDIA – GENERAL REPORT:

This season, I've been focusing on staying up on current events, posting NWTRCC how-to resources (such as pamphlets, flyers); and advertising for our upcoming national gathering in Cleveland.

This month, I am also preparing for the national gathering + my presentation on storytelling for movement-building + social media 101.

I'd like to focus on building up the Facebook + Twitter following. I can't tell if posting live or scheduling posts is more effective for building audience. I still believe the main thing that will build and nurture our audience is through telling current events + in-case-you-missed-it / report back type posts from within our network.

If anyone has further questions or comments, I am always readily available to talk! SocialMedia@NWTRCC.org