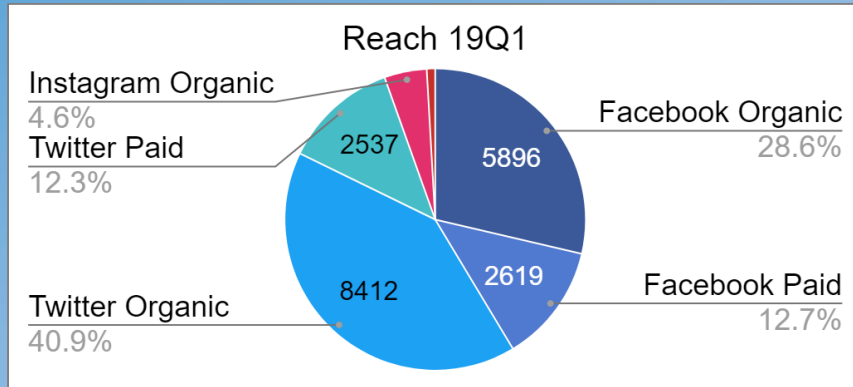
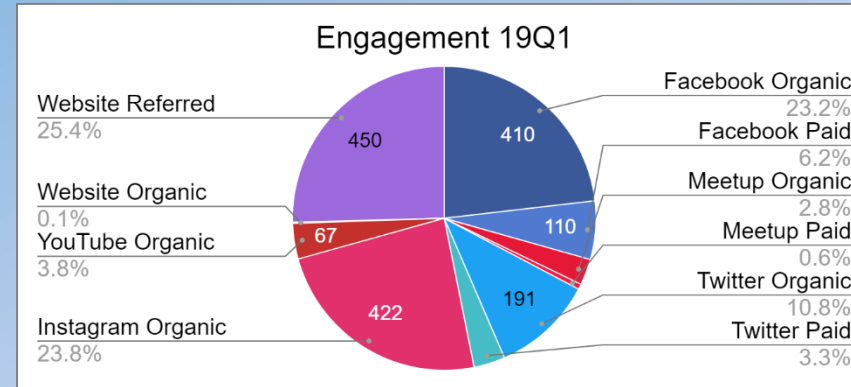


Public Relations (1 / 3) - Media Summary



Reach: Users who have viewed Charlotte Dagorhir content



Engagement: Likes, comments, shares, 3-second video views, website sessions, or event RSVP's

Discussion

- Chapter website, Twitter, Instagram, and YouTube are launched!
- Organic twitter has doubled our reach with 30% local to North Carolina.
- Engagement is good across all platforms; new accounts are getting good response.
- The website is getting a high amount of traffic at 450 sessions and 780 page views.

Public Relations (2/3) - Media Details

	Reach		Engagement			Follows		RSVP's		Questionnaire		Budget	
	19Q1	Δ	19Q1	%	Δ	19Q1	Δ	19Q1	Δ	19Q1	Δ	19Q1	Δ
Facebook Organic	5896	(+185%)	133	2.3%	(+51%)	82	(+74%)	277	(+70%)	-	-	-	-
Facebook Paid	2619	+1264%	99	3.8%	(-95%)	(total)		11	(+450%)	3.5	(+250%)	\$21	+1023%
Meetup Organic	-	-	-	-	-	83	(+19%)	49	(-14%)	-	-	-	-
Meetup Paid	-	-	-	-	-	(total)		10	(-29%)	4	(+300%)	\$45	(-0%)
Twitter Organic	8412	-	191	2.3%	-	4	-	-	-	-	-	-	-
Twitter Paid	2537	-	59	2.3%	-	(total)		-	-	0	-	\$10	-
Instagram Organic	938	-	422	45.0%	-	30	-	-	-	-	-	-	-
Instagram Paid	0	-	-	-	-	(total)		-	-	0	-	0	-
YouTube Organic	186	-	67	36.0%	-	5	-	-	-	-	-	-	-
YouTube Paid	0	-	-	-	-	(total)		-	-	0	-	0	-
Website Organic	-	-	2	-	-	0	-	-	-	-	-	-	-
Website Referred	-	-	450	-	-	(total)		-	-	1	-	\$6	(-0%)
Total	21k	(+810%)	1423		(+713%)	204	(+74%)	347	(+47%)	8.5	(+325%)	\$82	(+56%)

Discussion

- Events on Facebook have a high engagement with 277 RSVP's across 24 events.
- Lesson learned: Videos draw a much higher engagement rate than posts.

Bookkeeping (2/2) - Questionnaire

Charlotte Dagorhir Questionnaire

	19Q1	Δ
Referred by friend	9.5	(+217%)
Website	1	(+0%)
Facebook	5.5	(+450%)
Meetup	5	(+400%)
Twitter	0	-
Instagram	0	-
Youtube	0	-
Reddit	0	-
Passerby	1	-
Fliers	0	-
Community Event	5	-
Other	0	-
No Response	0	(-100%)
Total Responses	27	(+350%)
Total Questionnaires	27	(+145%)

