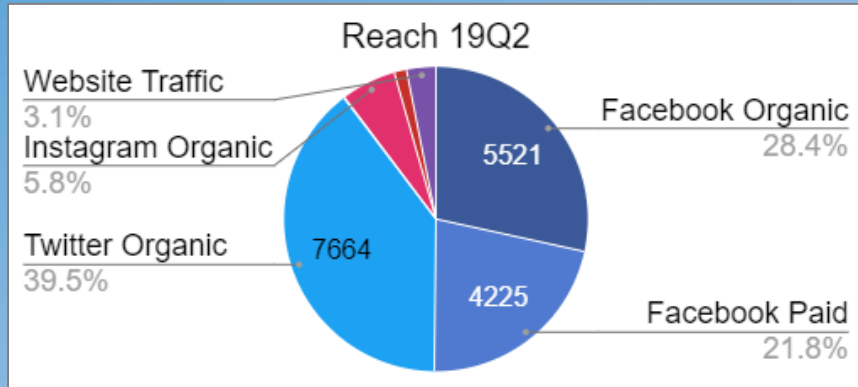
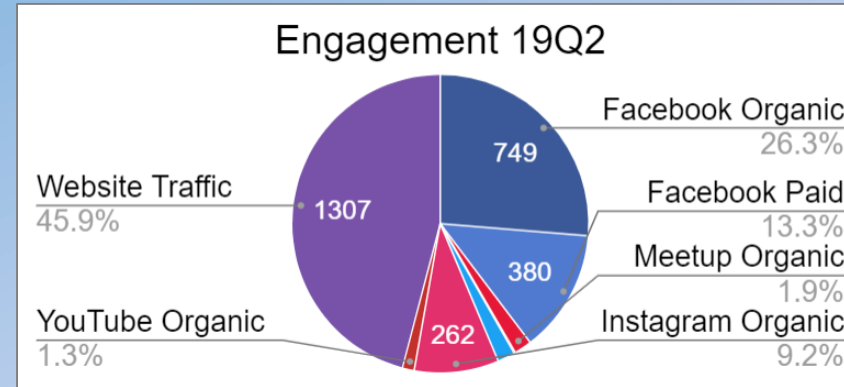


Public Relations (1 / 3) - Media Summary



Reach: Users who have viewed Charlotte Dagorhir content



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

Discussion

- Chapter website is getting solid traffic
 - Top Hits: Home (471), About (193), Events (118), Games (79), Bylaws (62)
- Facebook, Twitter, and Instagram are growing good
- Meetup currently has low usage, with not many RSVPs (for new or current players)

Public Relations (2/3) - Media Details

	Reach		Engagement			Follows		RSVP's		Questionnaire		Budget	
	19Q2	Δ	19Q2	%	Δ	19Q2	Δ	19Q2	Δ	19Q2	Δ	19Q2	Δ
Facebook Organic	5521	(-6%)	492	8.9%	(+295%)	147	(+79%)	257	(-7%)	-	-	-	-
Facebook Paid	4225	(+61%)	380	9.0%	(+138%)	(likes)		0	(-100%)	4.75	(-14%)	\$8	(-64%)
Meetup Organic	-	-	-	-	-	94	(+13%)	55	(+12%)	-	-	-	-
Meetup Paid	-	-	-	-	-	(members)		4	(-60%)	1	(-80%)	\$60	(+33%)
Twitter Organic	7664	(-9%)	54	0.7%	(-69%)	10	(+150%)	-	-	-	-	-	-
Twitter Paid	19	(-99%)	0	0.0%	(-100%)	(followers)		-	-	0	-	\$0	(-100%)
Instagram Organic	1136	(+21%)	262	23.1%	(-49%)	52	(+73%)	-	-	-	-	-	-
Instagram Paid	0	-	0	-	-	(followers)		-	-	0	-	\$0	-
YouTube Organic	255	(+37%)	37	14.5%	(-60%)	5	(+0%)	-	-	-	-	-	-
YouTube Paid	0	-	0	-	-	(subscriptions)		-	-	0	-	\$0	-
Website Traffic	605	(+34%)	1307	2.16	(+15%)	3	-	-	-	-	-	-	-
(sessions & page views)		-		-	-	(newsletter)		-	-	1.75	(+75%)	\$6	(-0%)
Total	19k	(-8%)	2532		(+39%)	311	(+52%)	316	(-9%)	7.5	(-35%)	\$73	(-11%)

Discussion

- Facebook and Instagram have a strong follower growth rate
- Engagement rate for Facebook was really high in Q2

Bookkeeping (2/2) - Questionnaire

Charlotte Dagorhir Questionnaire

	19Q2	Δ
Referred by friend	12.3	(+30%)
Website	1.8	(+83%)
Facebook	4.8	(-12%)
Meetup	1.0	(-80%)
Twitter	0.0	-
Instagram	0.0	-
Youtube	0.0	-
Reddit	0.0	-
Passerby	4.5	(+350%)
Fliers	0.0	-
Community Event	24.5	(+390%)
Other	0.0	-
	0.0	-
No Response	10.0	-
Total Responses	49.0	(+81%)
Total Questionnaires	59.0	(+119%)

