

Public Relations Timeline

OCT

23 OCT - MAC Check Presentation (Facebook Live)

25 OCT - Pajama Day (The Door)

26 OCT - Who's Who at The Door

27 OCT - Halloween Bash(Event)(Facebook Live)

30 OCT - Paint for a Purpose Fundraiser Promo

31 OCT - Halloween Post

NOV

01 NOV - 4th Quarter Newsletter (Current Donation Status, Audit Report, Events)

01 NOV - 4th Quarter Campaign (**Goal \$139K**) to reach FY22 \$250K

03 NOV - Who's Who at KCC / BDAY

06 NOV - Giving Tuesday Appeal (Applied for Facebook Donations and/ through PayPal Giving Fund)

09 NOV - Who's Who at The Door

13 NOV - Giving Tuesday Appeal

16 NOV - Paint for a Purpose Fundraiser (Event)

16-22 NOV - Art Auction (Donated pieces from local Artists and Fundraiser pieces) (Online Event)

20 NOV - Giving Tuesday Appeal

23 NOV - Happy Thanksgiving Email / Post

27 NOV - Giving Tuesday Appeal

28 NOV - Giving Tuesday

30 NOV - Giving Tuesday Results and Thank You

Public Relations Timeline

DEC

04 DEC - Christmas Appeal

07 DEC - Who's Who at The Door

08 DEC - Curling with the Community (Story)

11 DEC - Christmas Appeal

18 DEC - Christmas Appeal

20 DEC - Christmas Cards

25 DEC - Christmas Post From the Staff

28 DEC - End Of Year Appeal (Board)

30 DEC - End Of Year Appeal

31 DEC - Last Day Donations (Facebook Live)

Potential Events

12 Days of Giving - True North Church

Christmas Giving Tree Presentation - Moose Lodge Family Center

Social Media Insights and Comparisons

Reach

📅 Sep 1, 2023 - Oct 20, 2023 ▼

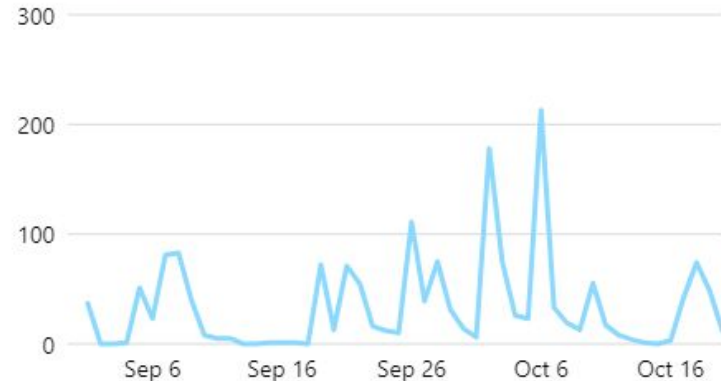
Facebook reach ⓘ

3,989 ↑ 33.7%



Instagram reach ⓘ

621 ↑ 197.1%



Page and profile visits

📄 Export ▼

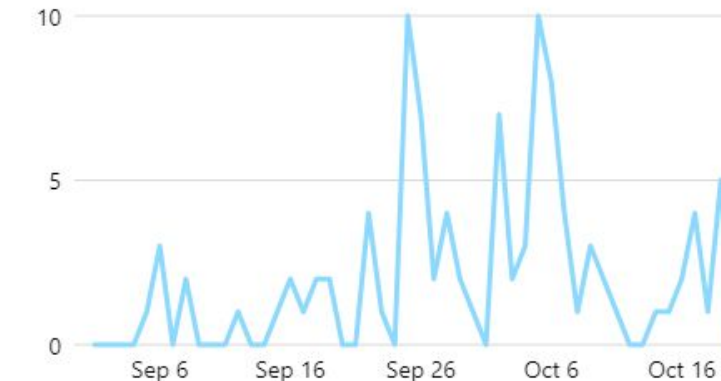
Facebook visits ⓘ

1,002 ↑ 54.9%



Instagram profile visits ⓘ

101 ↑ 248.3%

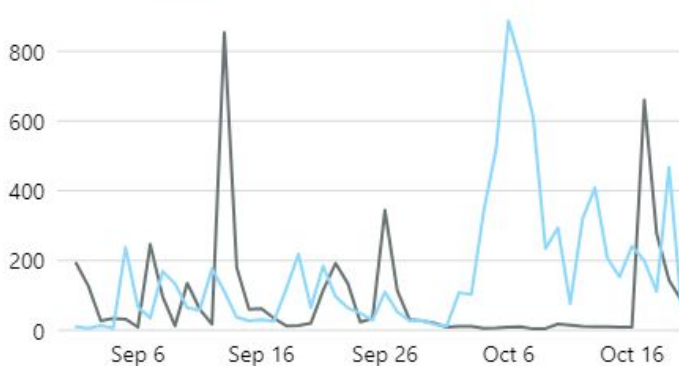


Social Media Insights and Comparisons

Reach

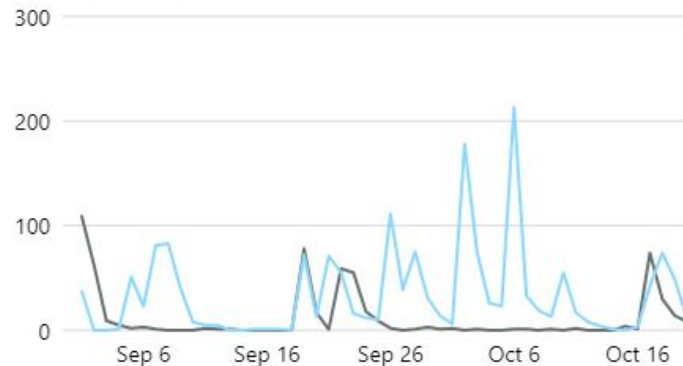
Facebook reach ⓘ

3,989 ↑ 74.3%



Instagram reach ⓘ

621 ↑ 131.7%



Sep 1, 2023

Oct 20, 2023

Sep 1, 2022

Oct 20, 2022

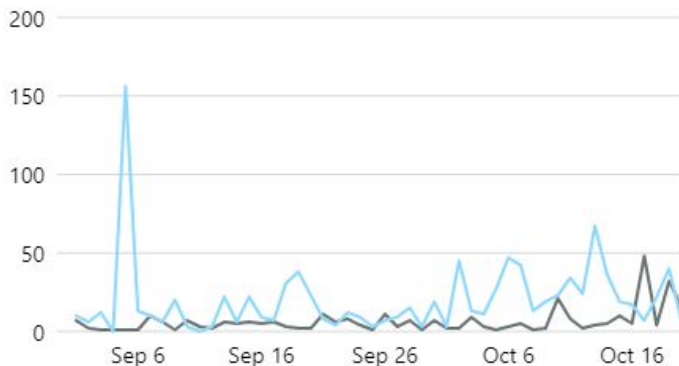
2023

2022

Page and profile visits

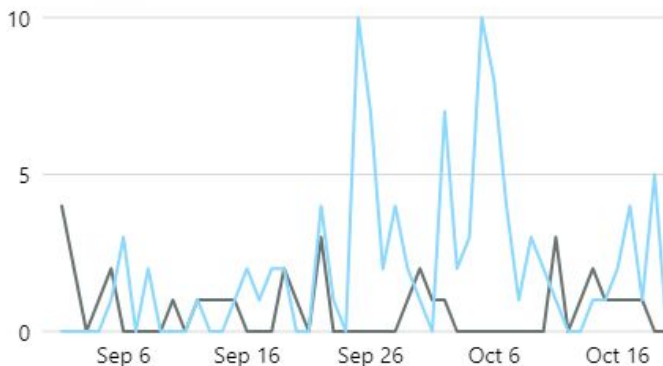
Facebook visits ⓘ

1,002 ↑ 214.1%



Instagram profile visits ⓘ

101 ↑ 188.6%



Export ▼

Benchmarking

Facebook

Business comparison

Businesses to watch

Compare your performance against businesses in the Non-Profits & Religious Organizations category

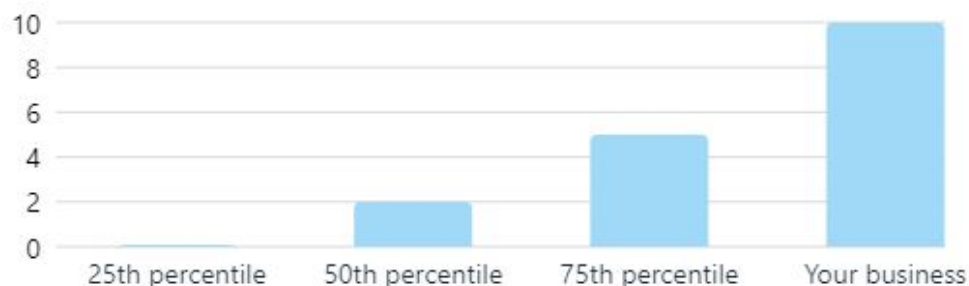
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

10

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post



Facebook followers ⓘ

2.5K

Similar to others

Typically: 2.3K

New Facebook followers ⓘ

14

Similar to others

Typically: 17

Content interactions ⓘ

283

Similar to others

Typically: 416

Benchmarking

Instagram

Business comparison

Businesses to watch

Compare your performance against businesses in the Non-Profits & Religious Organizations category

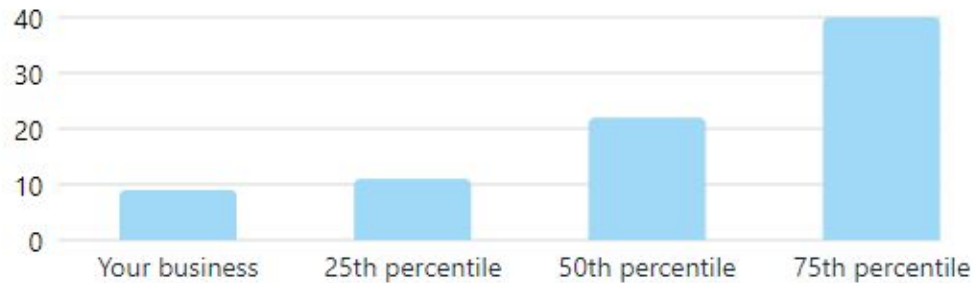
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

9

Lower than others

How often your business published versus others in this category



Over the last 28 days, you typically published fewer posts and stories compared to other businesses in this category. Consider posting regularly and more often.

Create post



Instagram followers ⓘ

693

Similar to others

Typically: 532

New Instagram followers ⓘ

7

Lower than others

Typically: 15

Content interactions ⓘ

98

Similar to others

Typically: 83