

Visit Fort Bragg Social Data

January 3, 2020

Instagram Highlights

- Current posting cadence: 2-3 posts per week (grid) with up to 10 stories
- Sundays are best day to post followed by Thursdays and Fridays with an average of 6.5k followers on IG throughout the day
- 3-6pm is optimal time for posting with an average of 2.7k of our followers on IG

Instagram Demographic Breakdown

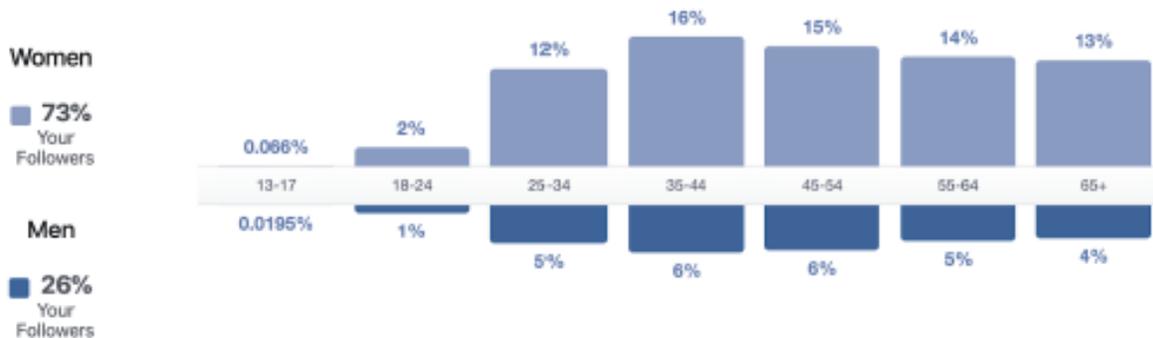
- Location: Sacramento, Fort Bragg, San Francisco
- 54% Women 44% Men
- Largest Demo: 25-34, 18-24, 35-44
- Male followers trend younger with majority 18-34

Facebook Insights

- Posting cadence is identical to Instagram (same content). Sunday morning 9-10am and Monday Saturday 6-7pm are optimal posting times.
- Following is more heavily female and a little older than Instagram. The older demographic 55-65+ followers are most highly engaged (folks who like, share, comment). Something to build on.
- Location: Sacramento, Chico, Fort Bragg, Yuba City, Oroville, Redding, Santa Rosa, Stockton
- Past paid content (boosted posts) with a typical budget of \$10/day for 3-5 days, around \$.05 per engagement.

Facebook	
City	Your Fans
Sacramento, CA	4,331
Chico, CA	2,664
Fort Bragg, CA	2,215
Yuba City, CA	2,073
Oroville, CA	1,275
Redding, CA	1,236
Santa Rosa, CA	1,127
Stockton, CA	1,028
Modesto, CA	984
Roseville, CA	938

Facebook Followers By Age



Facebook Engagement By Age

