



SOCIAL MEDIA REVIEW **7/1/16 - 12/31/17**

PRESENTED BY: JUSTIN NADEAU



STRATEGY:

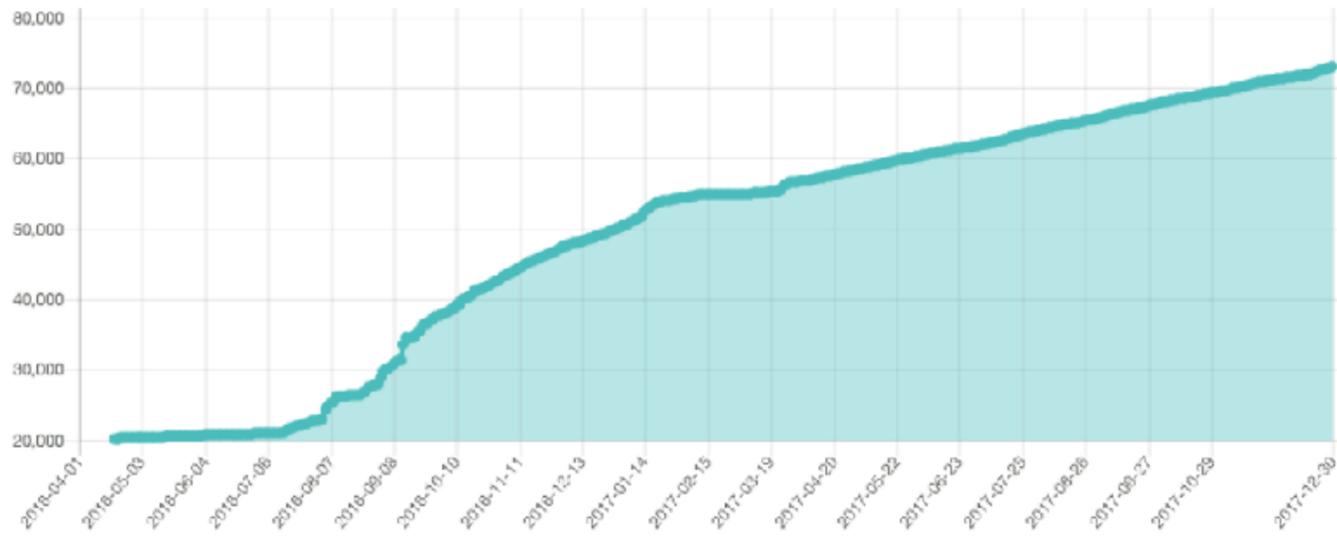
- **GROW SOCIAL MEDIA COMMUNITY**
- **INCREASE COMMUNITY ENGAGEMENT AND AWARENESS OF THE CITY OF FORT BRAGG**

RESULTS:

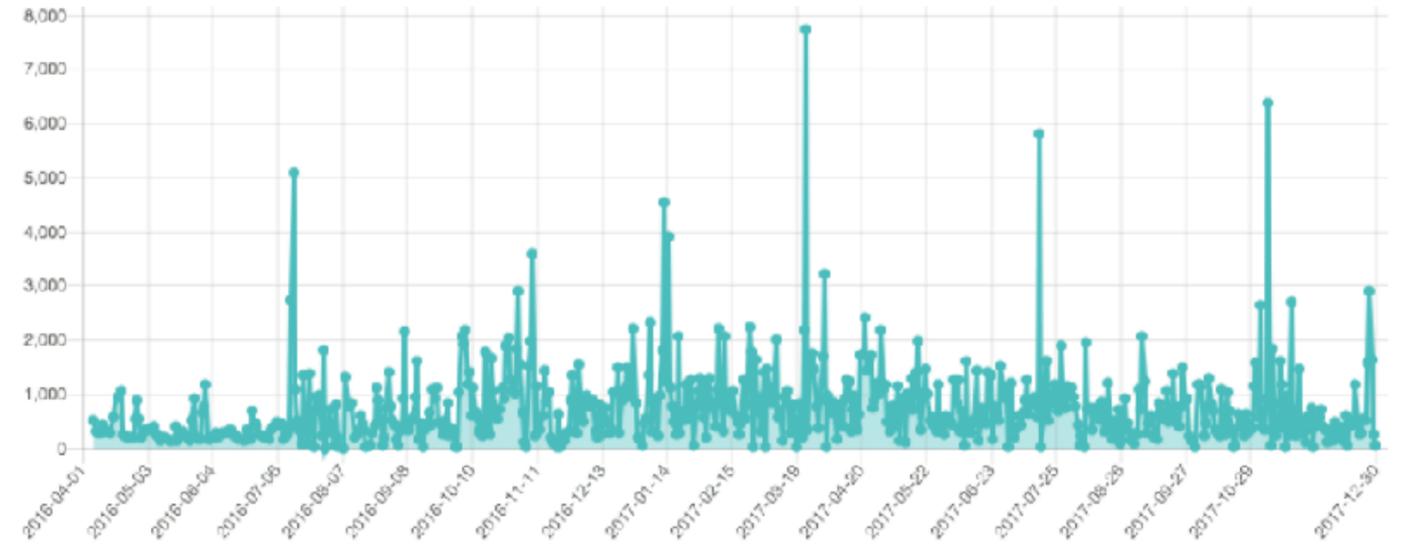
- **TOTAL COMMUNITY GROWTH: 51,698 (+260%) NEW FOLLOWERS**
- **TOTAL ENGAGEMENTS: +400K**
- **VIDEO VIEWS: +1M**
- **REACH: 1M**
- **IMPRESSIONS: 2.9M**
- **COST: \$8,400**

AUDIENCE AND ENGAGEMENT OVERVIEW: FACEBOOK, TWITTER, INSTAGRAM AND YOUTUBE

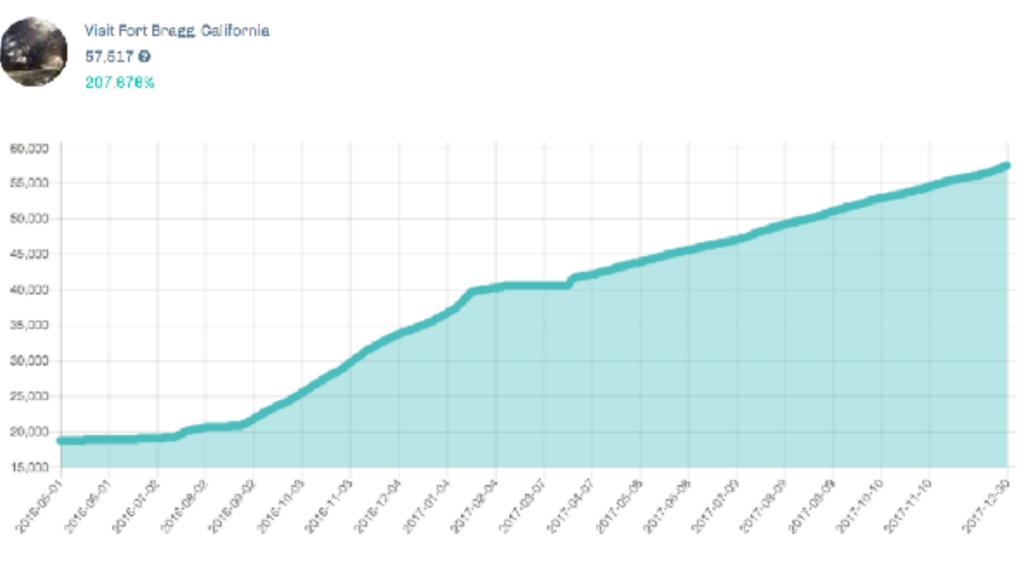
Visit Fort Bragg, California
 73,036
 280.529%



Visit Fort Bragg, California
 394,856
 40068.464%



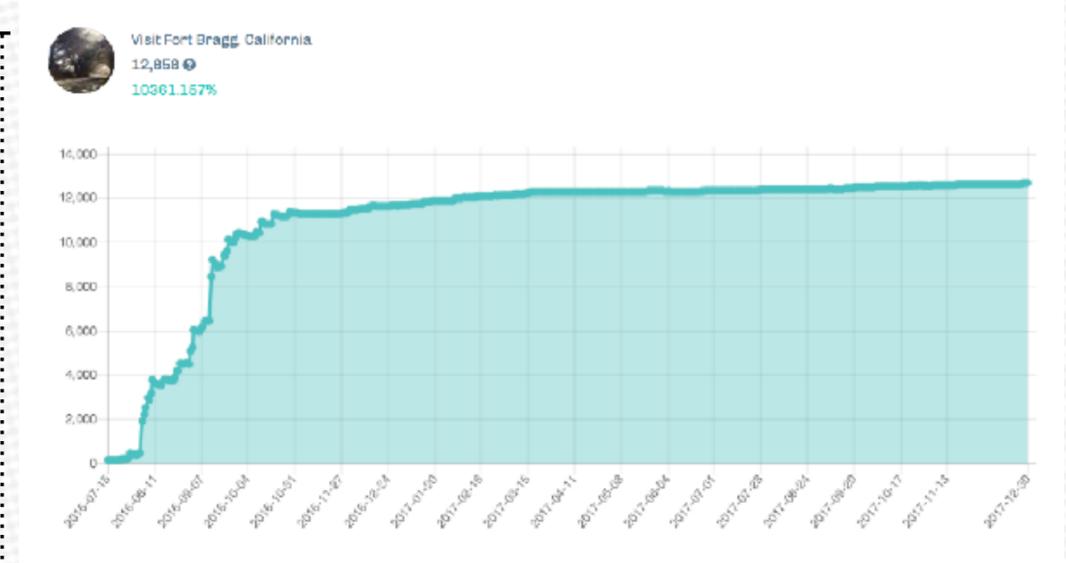
4 AUDIENCE: FACEBOOK, TWITTER, INSTAGRAM



FACEBOOK GROWTH: +207%



TWITTER: +80%



INSTAGRAM: +10K%

VISIT FORT BRAGG - 2017 SOCIAL MEDIA REVIEW

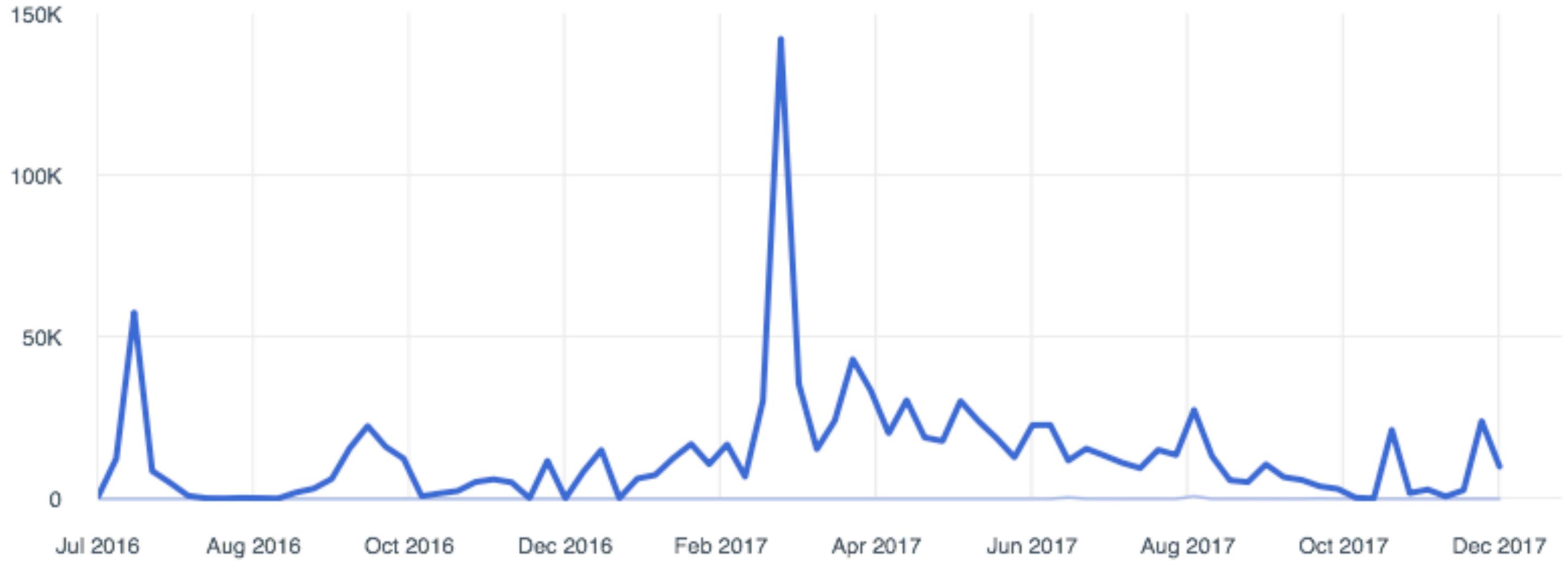
*VISIT FORT BRAGG NOW HAS MORE FACEBOOK FANS THAN: VISIT MENDOCINO COUNTY AND VISIT SANTA CRUZ

5 FACEBOOK VIDEO VIEWS

Jul 1, 2016 - Dec 29, 2017

1,083,794 Video Views **1,713 Previous Period**

Breakdown: None ▾



6 DEMOGRAPHICS

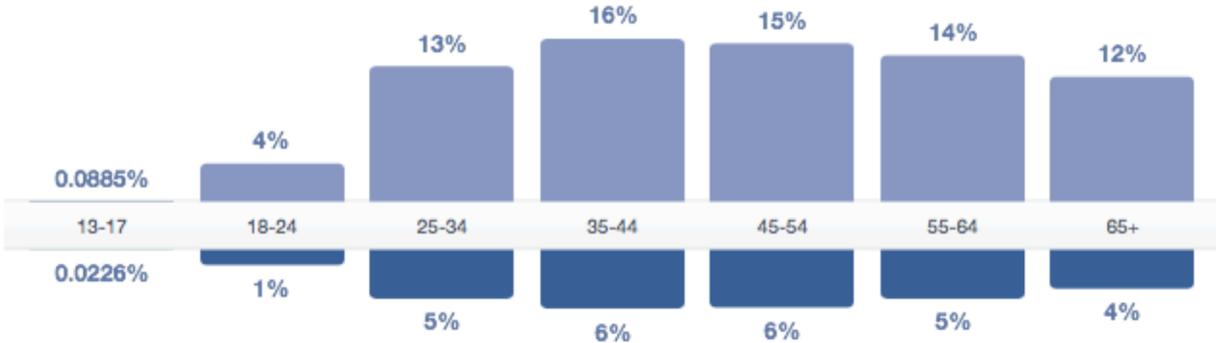
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.

Women

74%
Your Fans

Men

26%
Your Fans



| Country | Your Fans | City | Your Fans | Language | Your Fans |
|--------------------------|-----------|-------------------|-----------|---------------------|-----------|
| United States of America | 56,201 | Sacramento, CA | 4,070 | English (US) | 54,817 |
| Mexico | 180 | Chico, CA | 2,104 | English (UK) | 1,547 |
| United Kingdom | 109 | Fort Bragg, CA | 1,878 | Spanish | 596 |
| Germany | 90 | Yuba City, CA | 1,687 | Spanish (Spain) | 97 |
| Canada | 82 | Oroville, CA | 1,488 | German | 71 |
| India | 59 | San Francisco, CA | 1,296 | French (France) | 62 |
| Italy | 53 | Redding, CA | 959 | Portuguese (Brazil) | 59 |
| Australia | 52 | Santa Rosa, CA | 921 | Italian | 56 |
| Brazil | 49 | Modesto, CA | 807 | English (Pirate) | 41 |
| Japan | 46 | Marysville, CA | 794 | Japanese | 32 |

- **DEVELOP MORE DIGITAL VIDEO ASSETS**
- **INCREASED FOCUS ON INSTAGRAM AND TWITTER**
- **INCREASE INVESTMENTS IN CONTENT CREATION**
- **EXPAND DIGITAL PROMOTION EFFORTS: EMAIL, AD WORDS, SOCIAL**
- **IMPROVE GEO TARGETING AND PROMOTED EVENTS**

THANK YOU!
QUESTIONS?