

FWR FB/Website Metrics 2017

Website Status

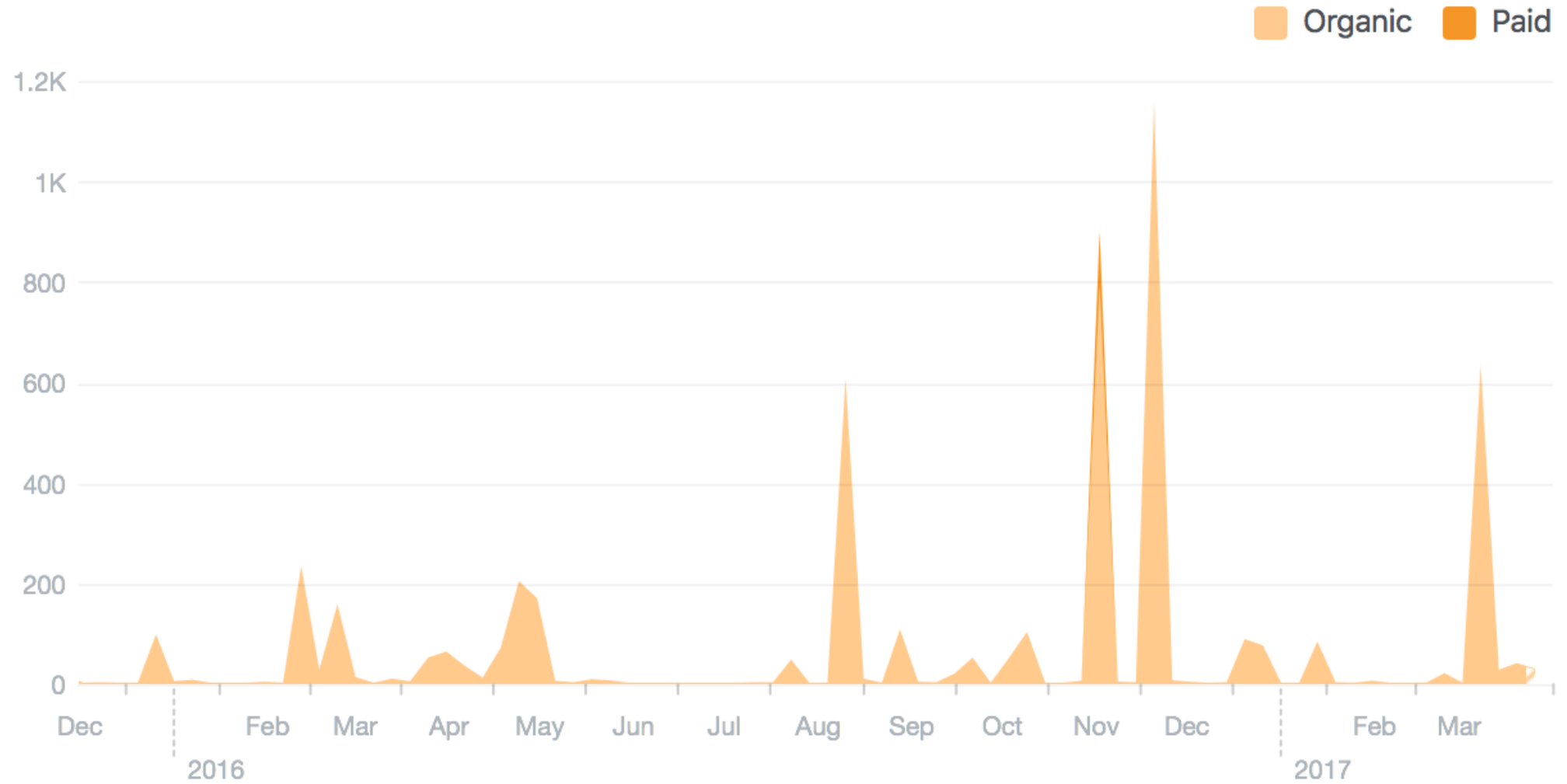
- Still using wordpress
- New wordpress plug-in to update fonts and formatting
- Continued progress in race results and photo archives
- Additional photos added to our banner section
- Maintained automatic posting between website and social media

How is our online presence?

Total Page Likes as of Today: 300



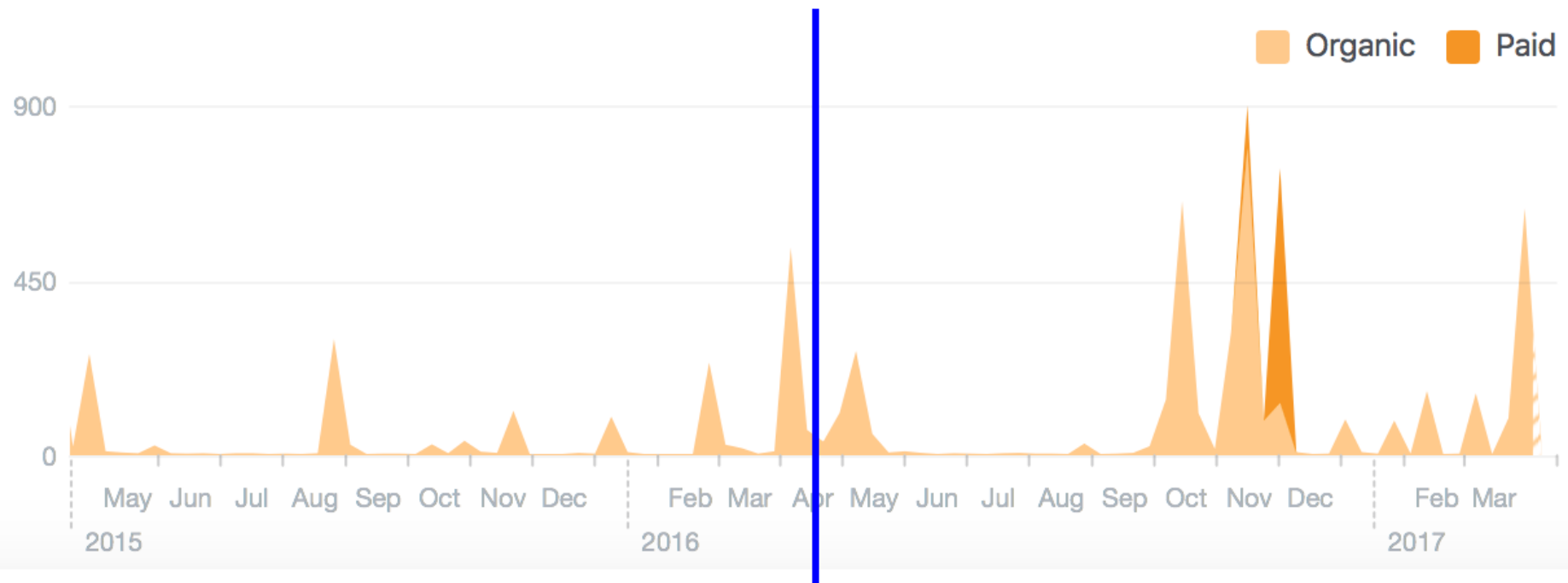
How many people see our post?

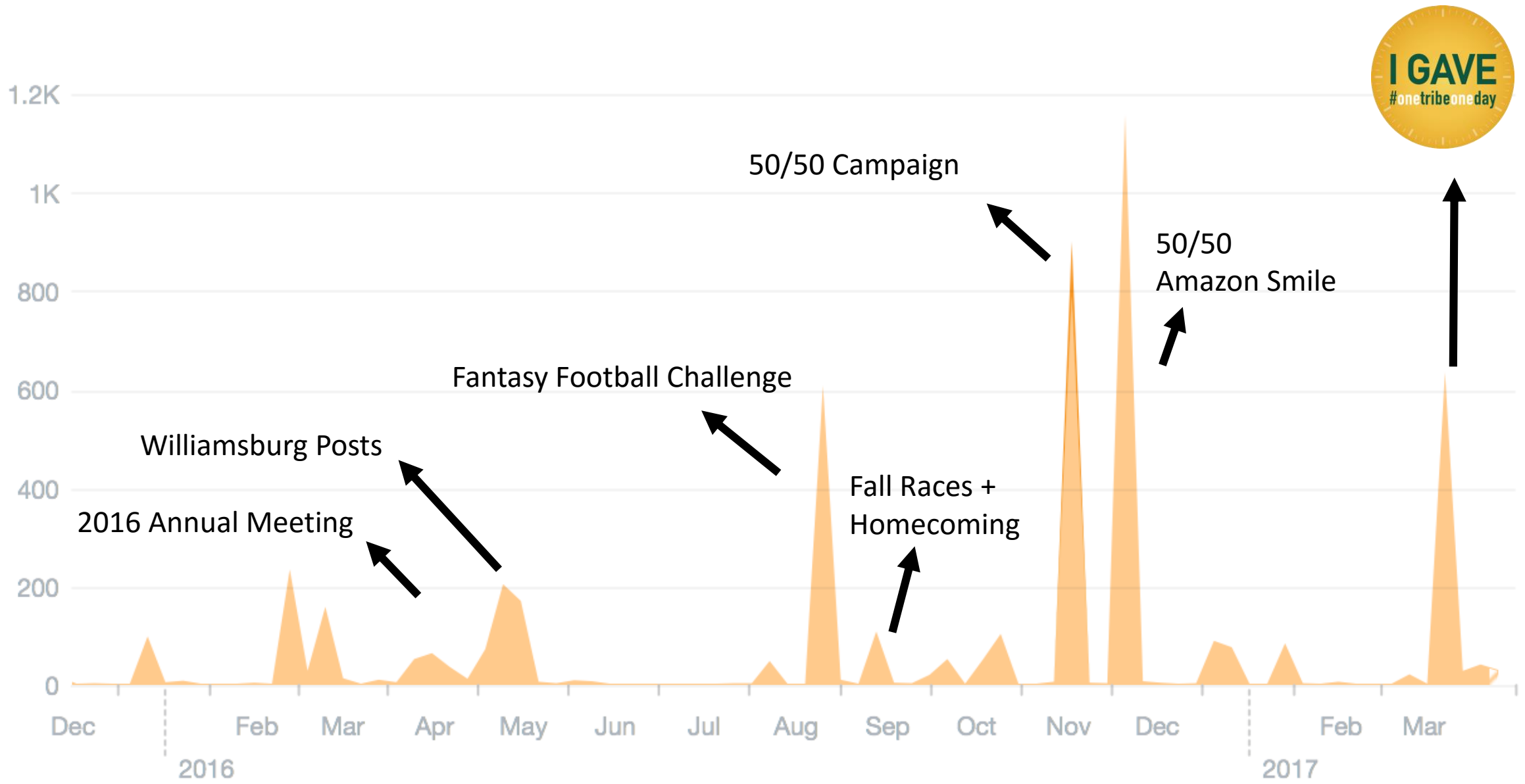


How many people see our post?

Total Reach

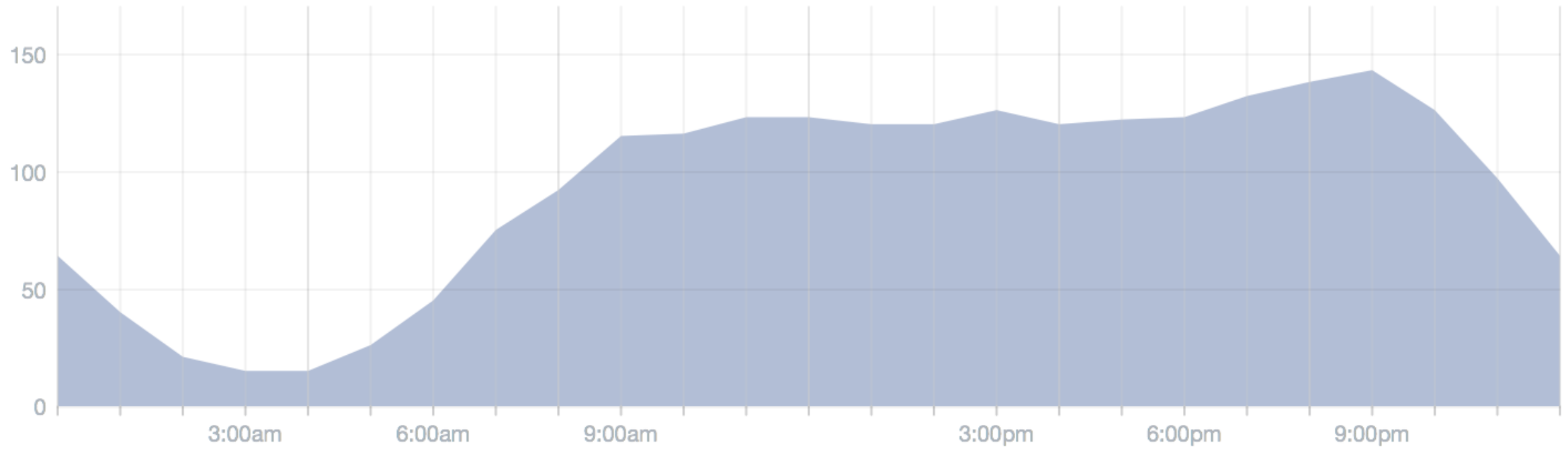
The number of people who were served any activity from your Page including your posts, posts to your Page by other people, mentions and checkins.



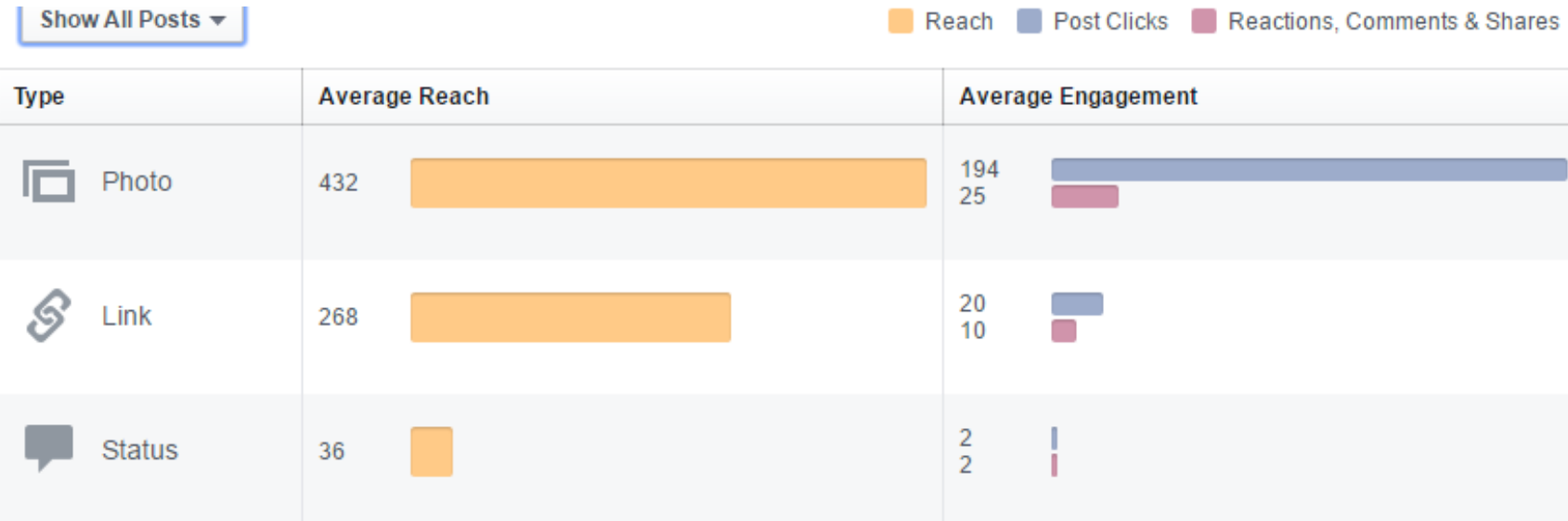


When are our users online?

TIMES

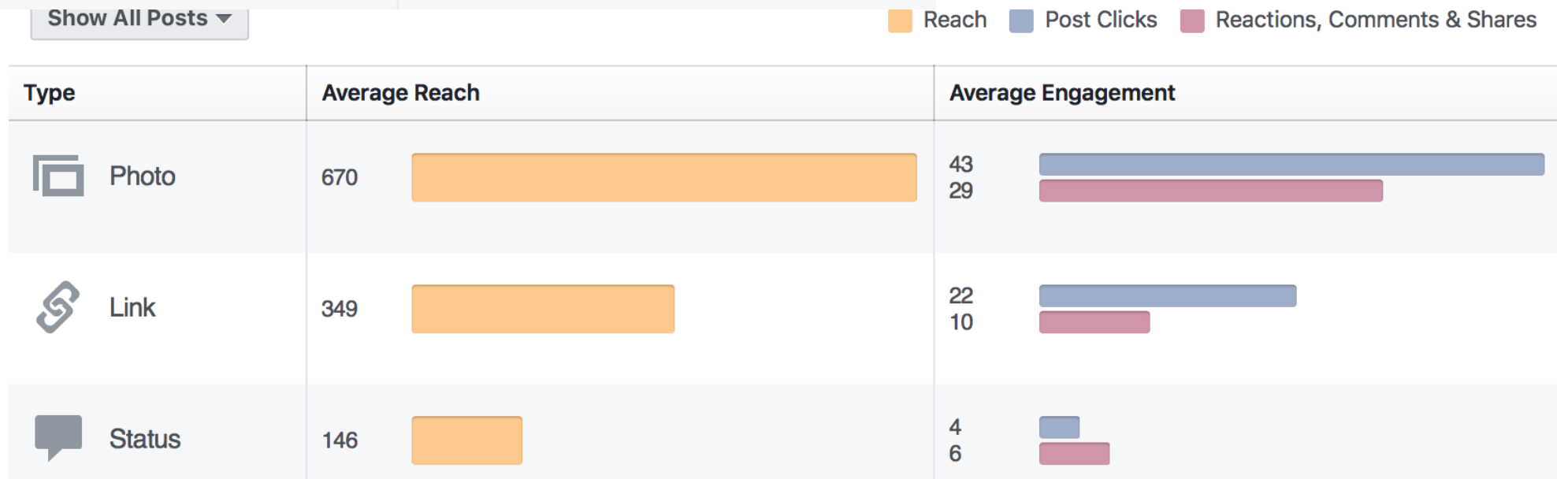


Which posts are most effective?

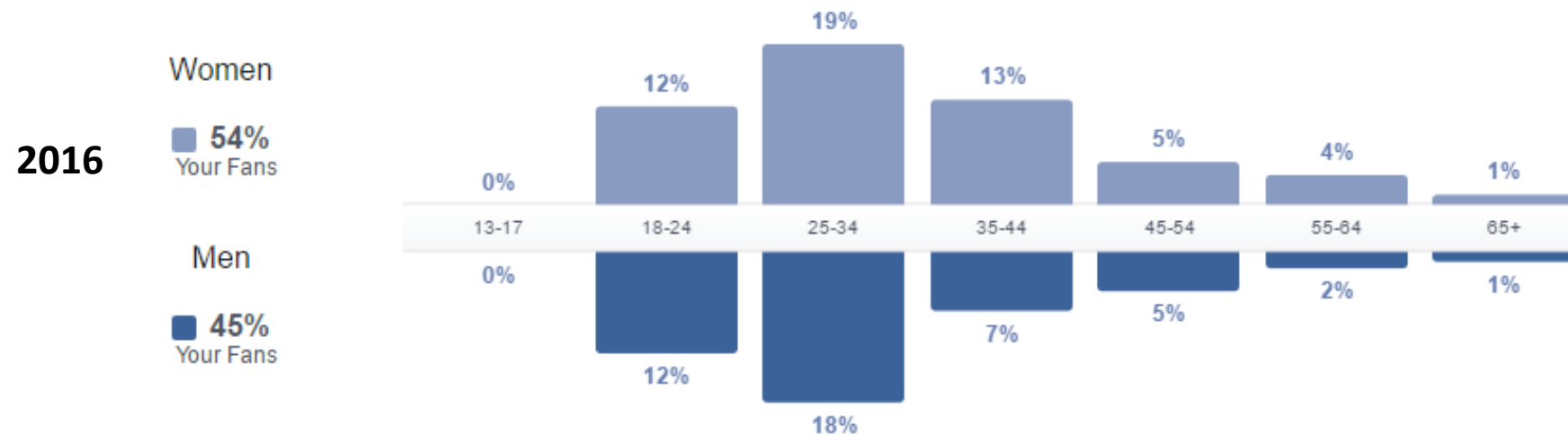
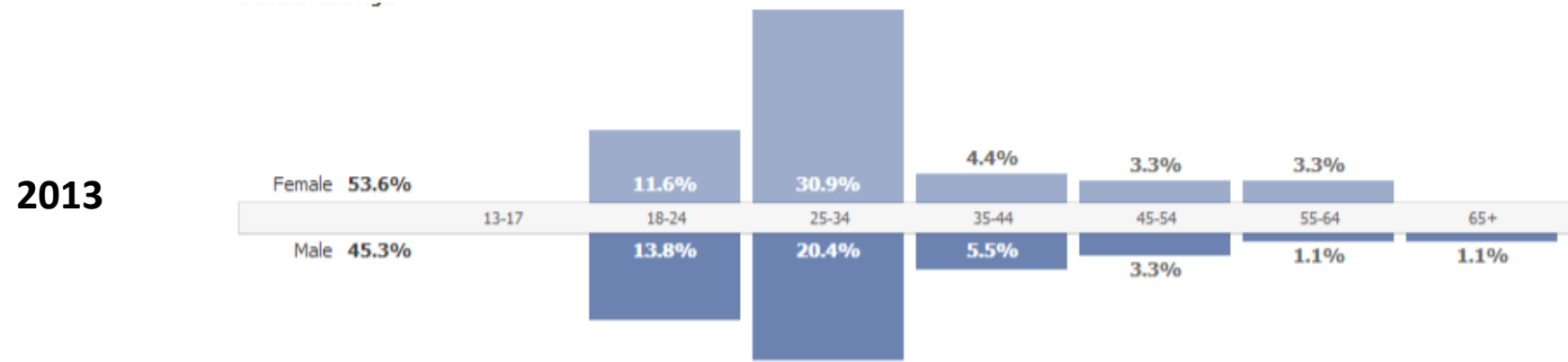


2015-2016

2016-2017



Past Facebook Page Demographics



Current Facebook Page Demographics

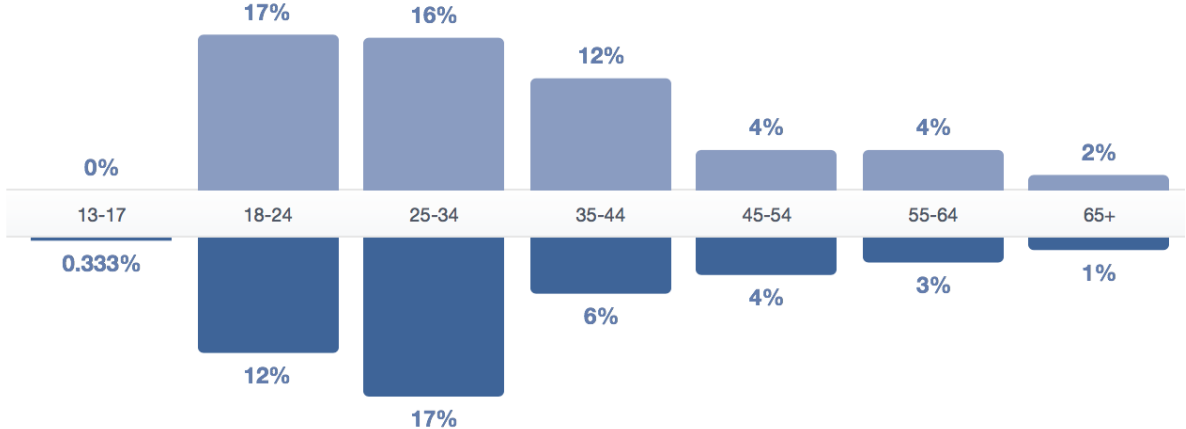
Membership

Women

55%
Your Fans

Men

44%
Your Fans



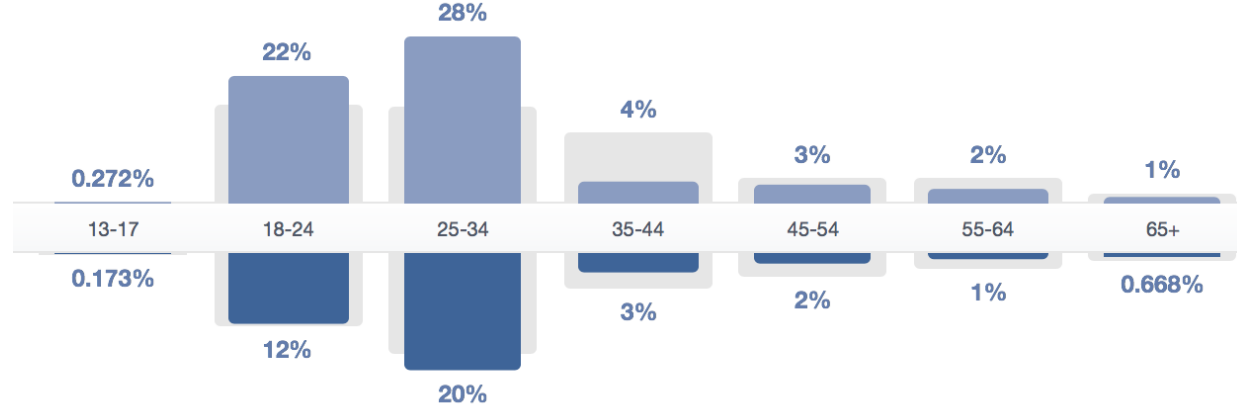
Views

Women

60% People Reached
55% Your Fans

Men

39% People Reached
44% Your Fans



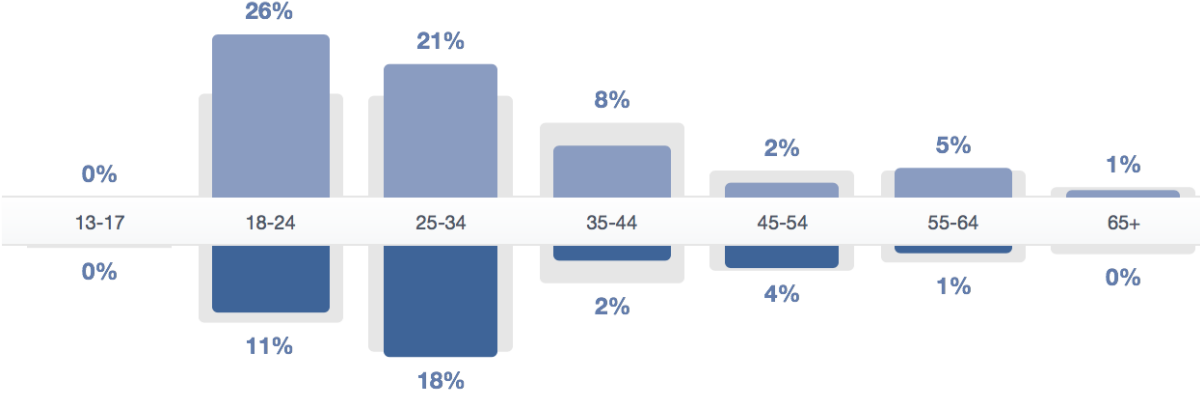
Reaction

Women

64% People Engaged
55% Your Fans

Men

36% People Engaged
44% Your Fans



Key Take Aways: Facebook Insight

- Likes climbed steadily for 4th year in a row
- Facebook activity corresponds to activity within WMRC/FWR
- 8AM posts correspond to a rise in daily Facebook use
- Photos are overwhelmingly the most engaging
- FB: most outreach is getting to younger members
- Increase engagement and outreach to those over 35 years old is needed
 - Consider outreach that is not electronic
- Should encourage all WMRC members to follow FWR