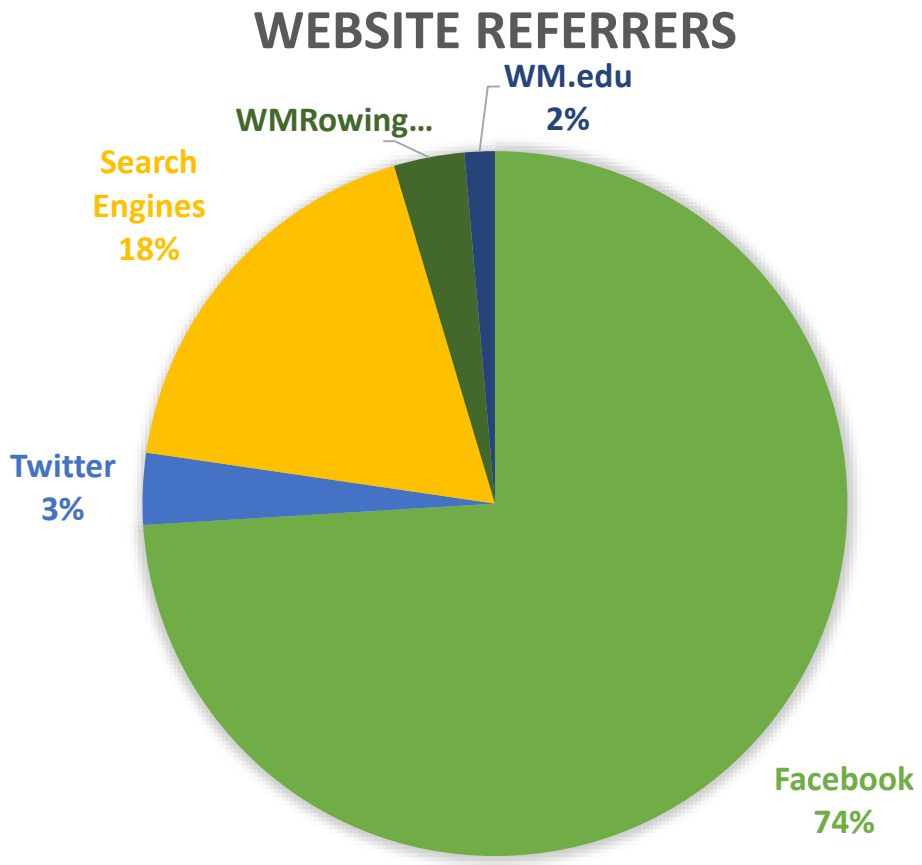
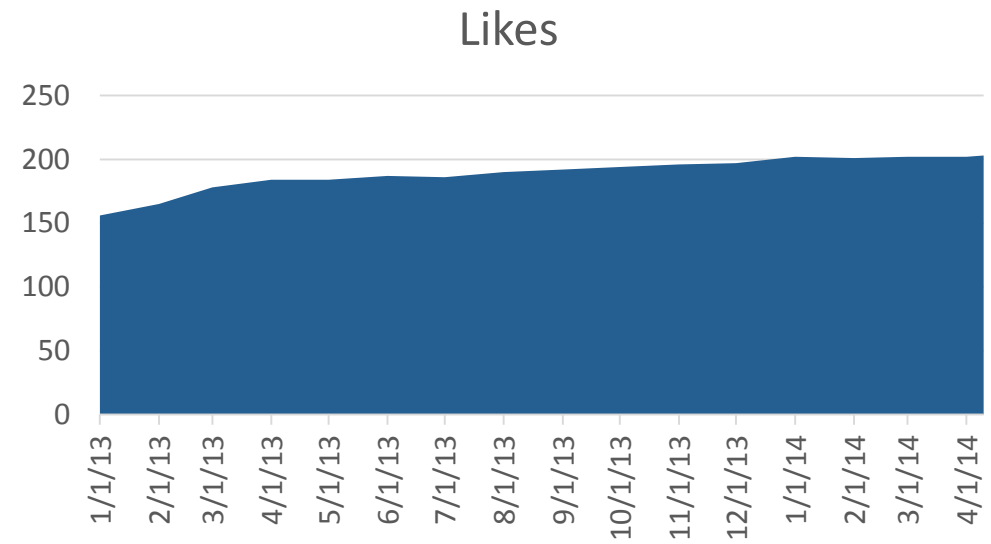
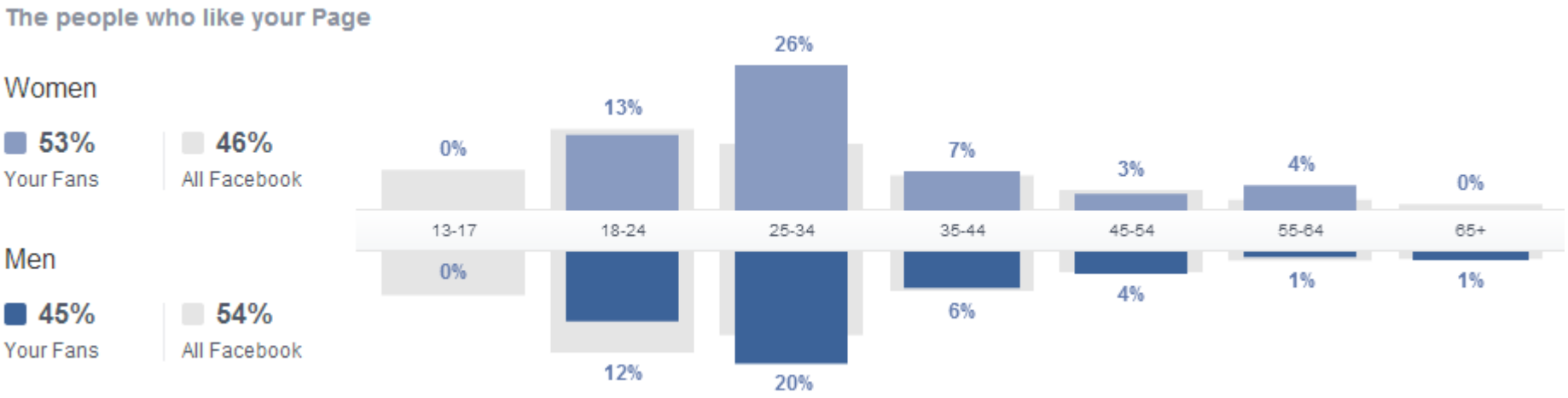
Website Stats

- All updates to http://williamsburgrowing.org are automatically posted as links on Facebook and Twitter
- About 7,000 page views (non-unique) since last year
- Most referrals from Facebook posts
- Visits occurs over span of 2 days from original Facebook post



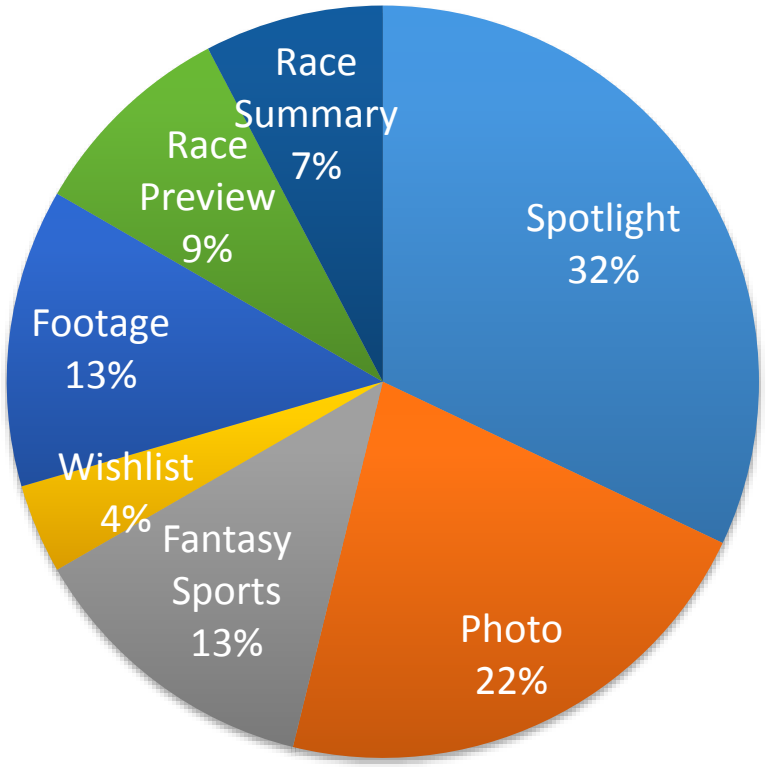
Facebook Page Stats and Demographics

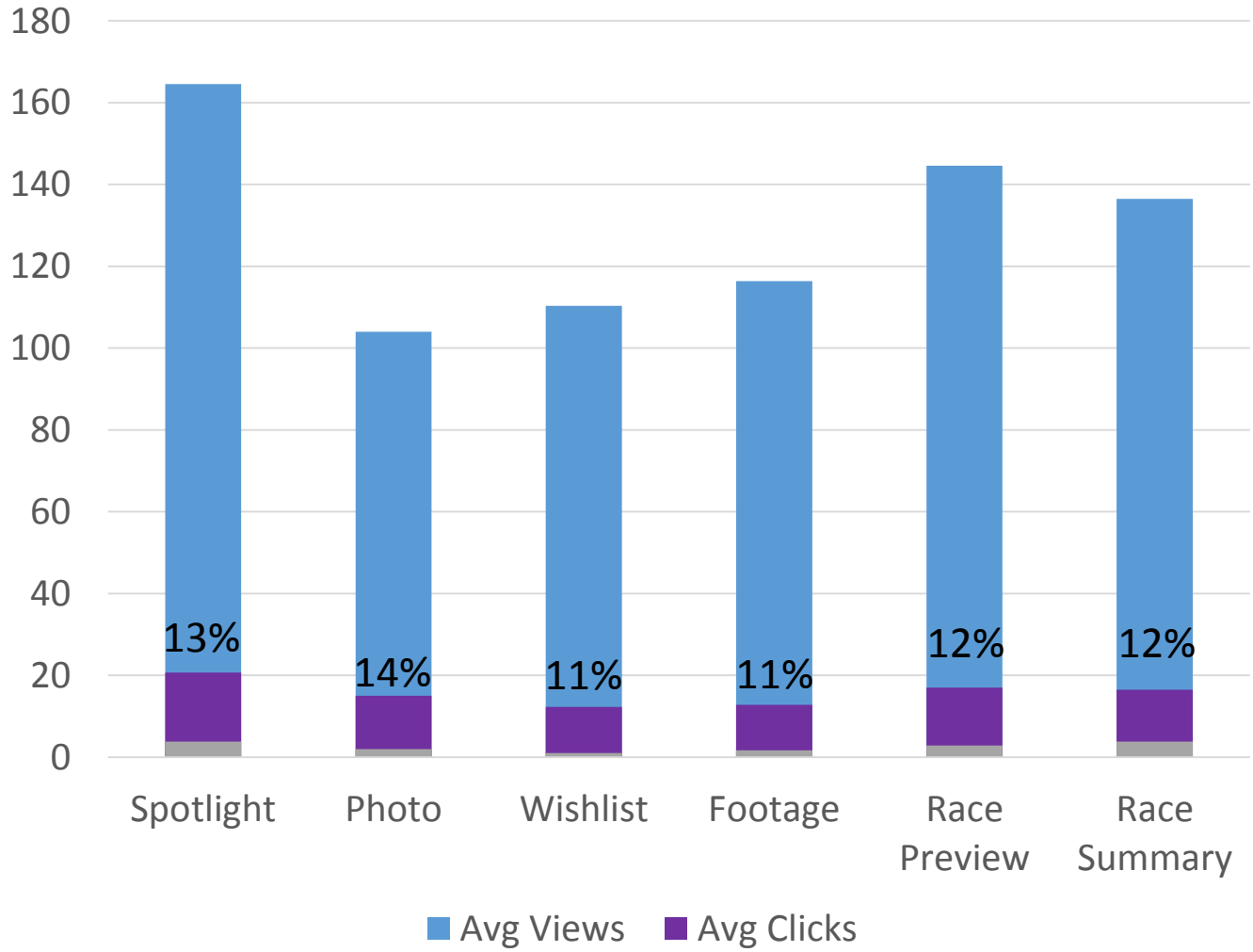


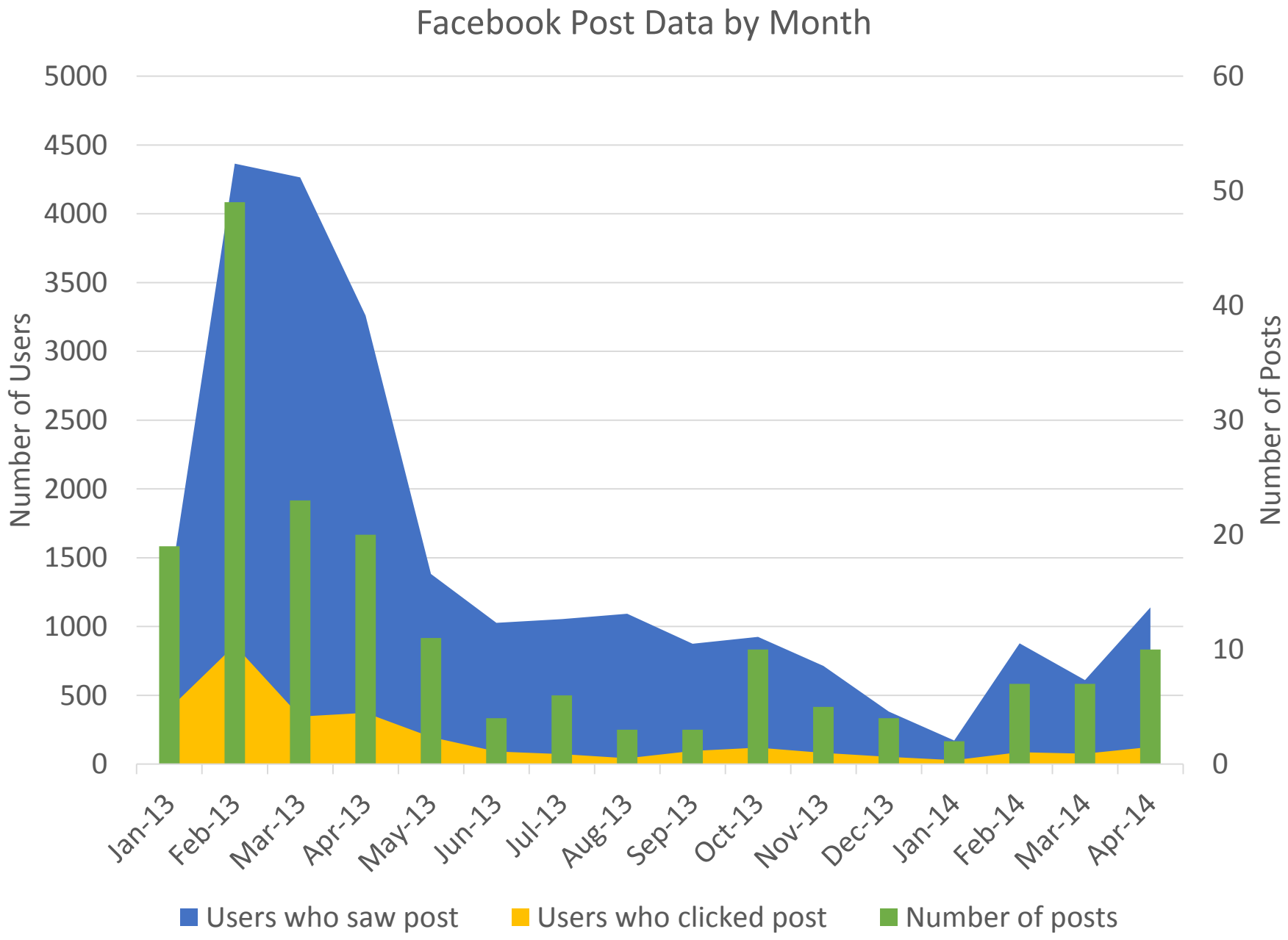


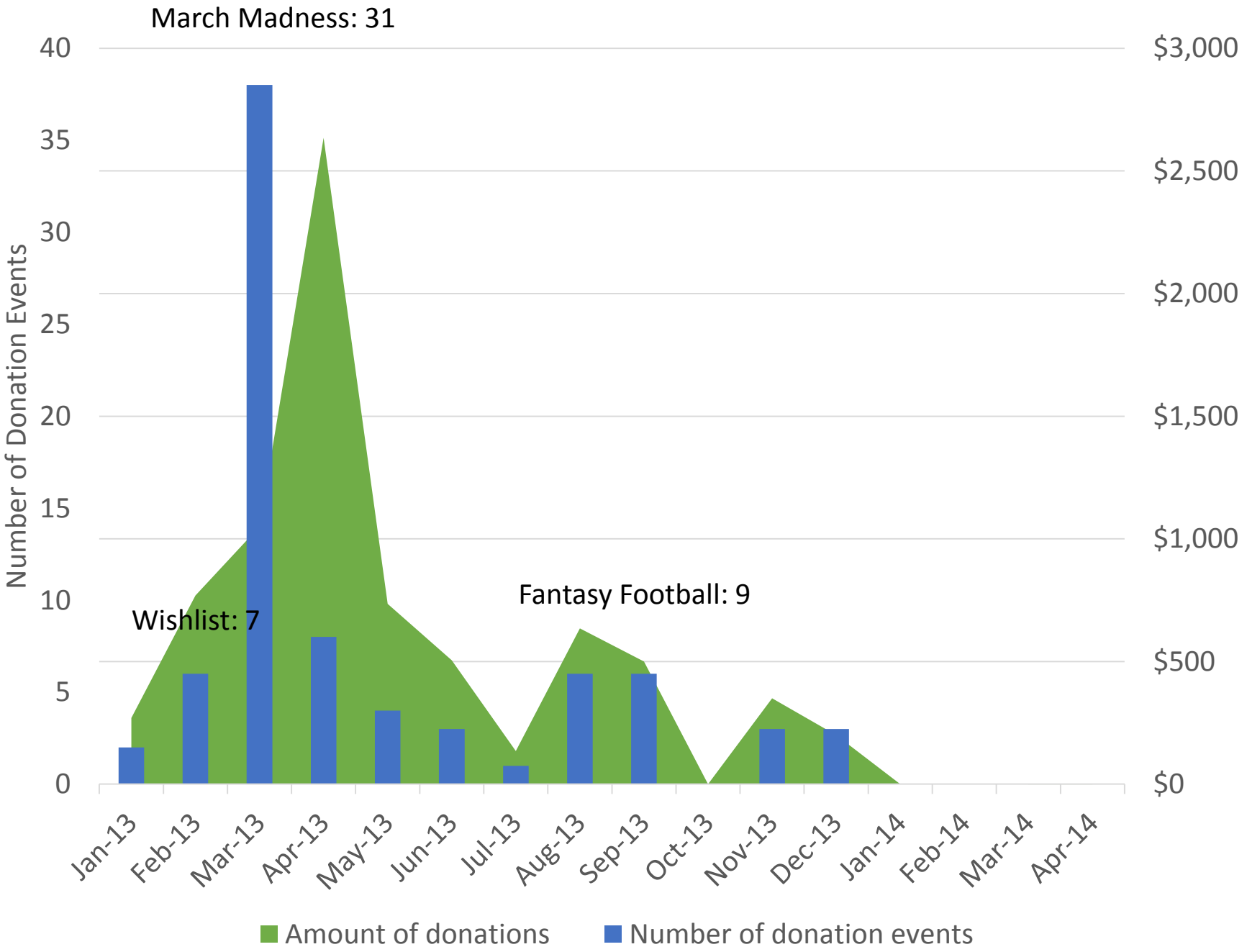
- Slow, steady growth
- No “unlikes”
- WMRC page: 441 likes

Facebook Post Data: 78 total posts since 1/1/13






Facebook Post Data by Month
Number of Users
Number of Posts
5000
4500
4000
3500
3000
2500
2000
1500
1000
500
0
60
50
40
30
20
10
0
Jan-13
Feb-13
Mar-13
Apr-13
May-13
Jun-13
Jul-13
Aug-13
Sep-13
Oct-13
Nov-13
Dec-13
Jan-14
Feb-14
Mar-14
Apr-14
Users who saw post
Users who clicked post
Number of posts



***Only new subscriptions are counted as donation events (not included in YTD totals)**

Areas of Improvement

- Gallery/Slideshow of Spotlights on Home Page
- Add recent WMRC photos
- Banner Photos
- Exclusive Content/Paywall
- Merchandise Store
- Aesthetics