

Public Relations / Marketing Report

May 2019

TBK Facebook Boost results

Our Facebook metrics from the last 30-days reflect some fairly impressive numbers. The numbers reflect organic posts as well as the boosted post

- 21,219 – individuals reached
- 6,973 – post engagements
- 2,604 – video views
- 21 – website clicks
- 24 – comments
- 16 – shares
- 974 – photo clicks
- 84 – new page likes

Pride Festivals

We will be staffing a booth at all three local Pride festivals (Harrisburg, Lancaster and York). Volunteers will be needed to help staff the booths.

Vendor applications have been completed for both the Harrisburg and Lancaster pride festivals. The York festival is not yet accepting applications, but one will be completed as soon as they are available.

The dates for the Pride Festivals are as follows:

- July 20th (11a-6p) Lancaster Pride Festival
- July 27th (11a-6p) Pride Festival of Central PA
- Aug 4th (12p-6p) York Equality Festival

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson