



HARRISBURG
GAY MEN'S CHORUS

PR Committee Report for June 2021

The chorus ran a series of Facebook/Instagram and Twitter posts in the week leading up to the streaming concert. Facebook/Instagram posts were boosted in an attempt to reach a larger audience.

\$300.00 was spent to boost posts. The primary boost was in the Harrisburg/York/Lancaster area. In the final days, the boost was expanded to include the Philadelphia/Wilmington and Baltimore/Washington areas.

The results were far better than previous posts. Kyle and Chris carefully selected the target audience to not only increase effectiveness, but also decrease unwanted comments and reactions. Here are the final results:

Reach Results – the number of people who saw the posts:

PA	5,348
MD	2,677
VA	594
DC	266
<u>Total</u>	<u>8,885</u>

Other Results:

1,196	Engagements – the number of time people liked, commented or shared
978	Reactions
71	Link Clicks
39	Shares
20	Landing Page Views
10	Comments

Figures were taken directly from the Facebook Ad Center.

Comparing the results from this concert to “Our Favorite Things” in December:

	<u>Reached</u>	<u>Engagements</u>	<u>Budget</u>
“Lifting Us Up”	8,885	1,196	\$300
“Our Favorite Things”	2,020	128	\$100