# **PR Marketing Report – Aug 2022**

* Social Media Events are being created. Should have the October event by the time the board meeting happens and concert events next week.
* Lindsay is going to continue on with us and help get our Social Media Calendar updated though the end of the year.
* Print and online material are in progress. First draft will be due for review by 9/15. We should have print ready art by 10/1.
* Calls are out for demo for the new version of Groupanizer and for Chorus Connection so that we can update our member Web offerings.

Stats:

* Web visits (90 days)
  + 1800 unique visitors
  + 2300unique sessions
  + 42% bounce rate (lower is better – though this is debatable with our content)
  + 53% computer, 45% mobile device, 2% tablet/other
* YouTube Chanel Visits/views
  + Views: 617
  + Watch time: 21.8 hours
  + Subscribers: +2 (37 total)
* FB Stats
  + Post reach 2,784 (-40%)
  + Post engagement 1486 (-25%)
  + New Page Followers 11(-50%)
  + Reactions 568
  + Comments 77 (+225)
  + Shares 13 (-80%)
  + Photo views 384 (+100%)
  + Link clicks 117