

West Palm Beach Arts & Entertainment District

July 2019 Social Media Review

Business Priorities



Objectives

- **Generate** awareness of West Palm Beach Arts & Entertainment District among local audiences
- **Excite** users through event promotions
- **Activate** followers to attend events hosted by the A&E District or one of the A&E District partners



Social Strategies

- **Promote** diverse arts, culture, and entertainment destinations
 - Events
 - Murals
 - Industry and Local News
 - Partner Highlights

High-Level Overview

West Palm Beach Arts & Entertainment District



@WPBAEDistrict



@WPBAEDistrict



250
Total Posts



193.7K
Impressions

▲ 19.7%



6.8K
Engagements

▲ 33.5%



156
Clicks

▼ 24.3%



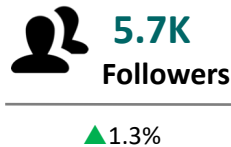
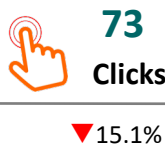
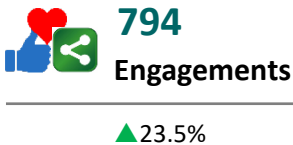
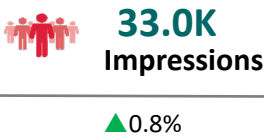
20.8K
Followers

▲ 2.3%

Notable Highlights

- **FACEBOOK** | Impressions and engagements **increased** while clicks **decreased** this month. This increase is most likely due to the enthusiastic response to the 4th of July posts and several UGC images. Clicks most likely decreased due to a natural deficit of links in content (due to the decrease in event offerings during the summer season). A wide array of content achieved high engagement rates: a post promoting a **new exhibit at the Norton Museum of Art** prompted an **5.4% engagement rate**, a post featuring **Palm Beach Photographic Centre FOTOCampers** in the **Subculture Coffee Alley** achieved a **8.1% engagement rate**, and a post celebrating **Tattoo Day** attained a **7.1% engagement rate**.
- **INSTAGRAM** | **Overall impressions, engagements, and profile clicks increased** while the **average engagement rate fell slightly to 4.4%**. A post featuring the **Palm Beach Photographic Centre FOTOCampers** in the **Subculture Coffee Alley** **379 engagements** while a post featuring **The Hula's Clara mural** prompted **247 engagements**.
- **TWITTER** | Tweets featuring **trending topics like holidays, news, local events and offerings, and murals** had the **highest reach** and prompted the **most engagements**.
- **PLATFORM** | **Audience growth, post engagement, and impressions were highest on Instagram. Tweets prompted the most clicks** and had the **second-highest** number of **impressions and engagements**.
- **CONTENT TYPE** | **Photos** had a slightly **higher reach** and **prompted more user engagement** than videos or links.
- **CONTENT CATEGORY** | Posts featuring **art work, A&E District or A&E District partner news, and A&E District events** received the **highest reach and engagement** across all platforms.

Social Media Details | Facebook

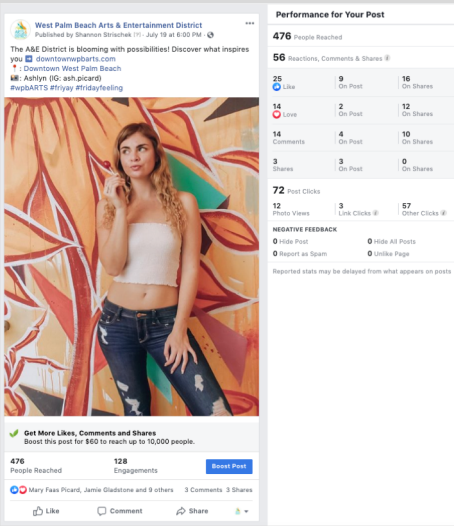


Notable Headlines

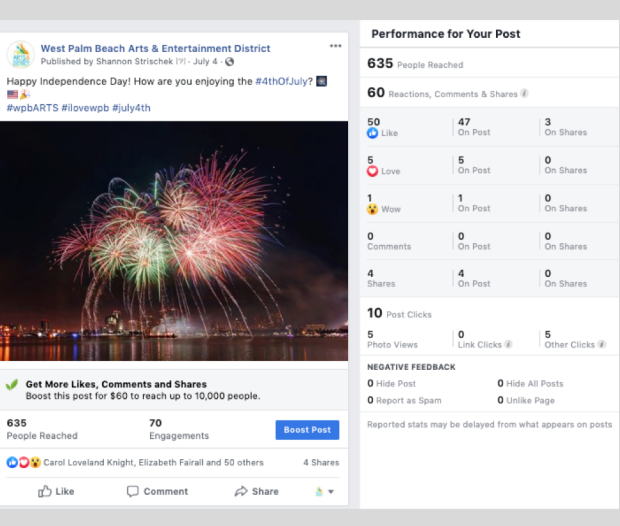
- A UGC photo post featuring a visitor posing in the painted **Evernia Parking Garage stairwell** received the most comments and highest engagement rate. The **4th of July** post received the most reactions while an **article** about a **Norton Museum of Art** exhibition had the highest reach.
- A post re-sharing a **Palm Beach Post** article about Danny Doya’s **Eris mural** achieved above-average reach and engagement. A **tiger photo** taken by a **Palm Beach Photographic Centre FOTOCamper** garnered above-average reactions and engagement rate.
- Women between the ages of 35-44** are a leading force among A&E fans and have a higher potential to see our content and visit our page.
- On average, posts featuring **art**, **UGC images**, and **special events** had the highest reach, engagement, and reach.

Top Posts

Commentss & Engagement Rate



Reactions & Reach



Average per Post

Impressions	Reach	Engagements	Users Engaged	Engagement Rate	Clicks
453	337	10.9	14	3.58%	1

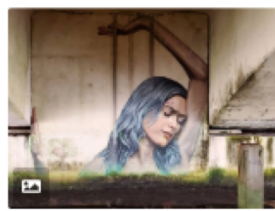
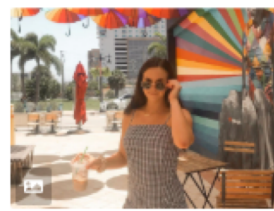
Social Media Details | Instagram

 44 Posts	 94.1K Impressions ▲ 25.8%	 4.2K Engagements ▲ 8.2%	 28 Profile Clicks ▲ 180.0%	 12.6K Followers ▲ 2.9%
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Notable Headlines

- A post featuring **Palm Beach Photographic Centre FOTOCampers** in the **Subculture Coffee alley** received a total of **379 engagements**.
- As expected for the platforms, Instagram continued to be the **most engaging platform** and **experienced the largest follower growth**.
- Women between the ages of 25-34** were the leading force among our fans.
- @WPBAEDistrict** **gained nearly 400 new followers** in June.
- 2 Instagram Stories were shared, reaching an **average of 224 users** and garnering **512 total impressions**.

Top Posts

By Lifetime Engagements		
 wpbaedistrict Wed 7/17/2019 6:09 am PDT	 wpbaedistrict Mon 7/15/2019 9:58 am PDT	 wpbaedistrict Sun 7/21/2019 9:33 am PDT
During @palmbeachphotocentre's summer #FOTOCamp, teens will gain knowledge in all areas of photography	To create this mural underneath the Royal Park Bridge, Sean @the_hula Yoro painted while barefoot atop his	Are you discovering what inspires you in the A&E District? Use #wpbARTS for a chance to be featured on our social
		
Total Engagements379	Total Engagements247	Total Engagements216
Likes360	Likes234	Likes209
Comments13	Comments7	Comments2
Saves6	Saves6	Saves5

Instagram Outbound Hashtag Performance		
Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.		
Most Used Hashtags		Top Hashtags by Lifetime Engagements
#wpbARTS	42	#wpbARTS3,899
#palmbeach	41	#palmbeach3,876
#florida	40	#florida3,838

Averages per Post

Impressions	Engagements	Engagement Rate
3,036	95	4.4%

Social Media Details | Twitter

 **133**
Posts

 **66.5K**
Impressions
▲ 22.8%

 **1.8K**
Engagements
▲ 209.1%

 **83**
Clicks
▲ 144.1%

 **2.5K**
Followers
▲ 1.1%

Notable Headlines

- Tweets featuring **news** about the **Norton Museum of Art**, exhibits at **Palm Beach Photographic Centre**, events at **Mandel Public Library**, and **season subscriptions** for **Palm Beach Opera** achieved the **highest potential reach** and garnered the **most engagements**.
- Tweets featuring **murals** and stunning **imagery** of **A&E District** partners obtained the **highest organic impressions**.
- **Men and people between the ages of 35-44** appear to be the leading force among our Twitter followers.
- **Nearly all Tweets had multimedia** in order to obtain the **highest organic reach** and **engagement possible**.

Top Posts

Impressions + Engagement



Potential Reach



Clicks



Averages per Tweet

Potential Reach	Impressions	Engagements	Engagement Rate	Clicks
3,912.7	500	13.8	1.5%	0.6

Planning for August 2019

West Palm Beach Arts & Entertainment District Social Media Review

July 2019: Key Learnings



Overall

- Images featuring the Subculture Coffee Alley and umbrella installation garnered a higher reach and engagement rate than the average post.
- Each platform continues to have a different user base as its most engaged demographic!



Moving Forward

- Prioritize sharing news, articles, and trending topics on Twitter.
- Offer recommendations on short videos to create that highlight the arts and culture of the A&E District.
- Continue using UGC on Facebook, Twitter, and Instagram to show visitors enjoying the A&E District.

August 2019: At a Glance

West Palm Beach Arts & Entertainment District



@WPBAEDistrict



@WPBAEDistrict



- Continue featuring murals, public art, partners, and partner events across all platforms to keep engagement high
- Use Facebook Events to raise awareness of happenings in the A&E District
- Continue sharing regular Instagram Stories to increase impressions of @wpbaedistrict
- Recommend (and create) Instagram Story Highlights

Social Media Strategy

- Raise awareness of the A&E District and its partners
- Highlight events and opportunities (i.e. 2019-2020 season tickets) across all platforms (Facebook, Instagram Stories, Twitter) and increase number of clicks
- Increase awareness of events (e.g. Broadcast Academy, current exhibits at Norton Museum of Art and Historical Society of Palm Beach County, etc.) in the A&E District through social media
- Identify opportunities and make recommendations for 2 paid social media posts (e.g. engagement ad for West Palm Beach Cultural Collective program, video watch ad for one long-form A&E District video)
- Maintain a varied content mix that features a variety of A&E District partners and content types (i.e. articles, images, videos, etc.)

Top Projects

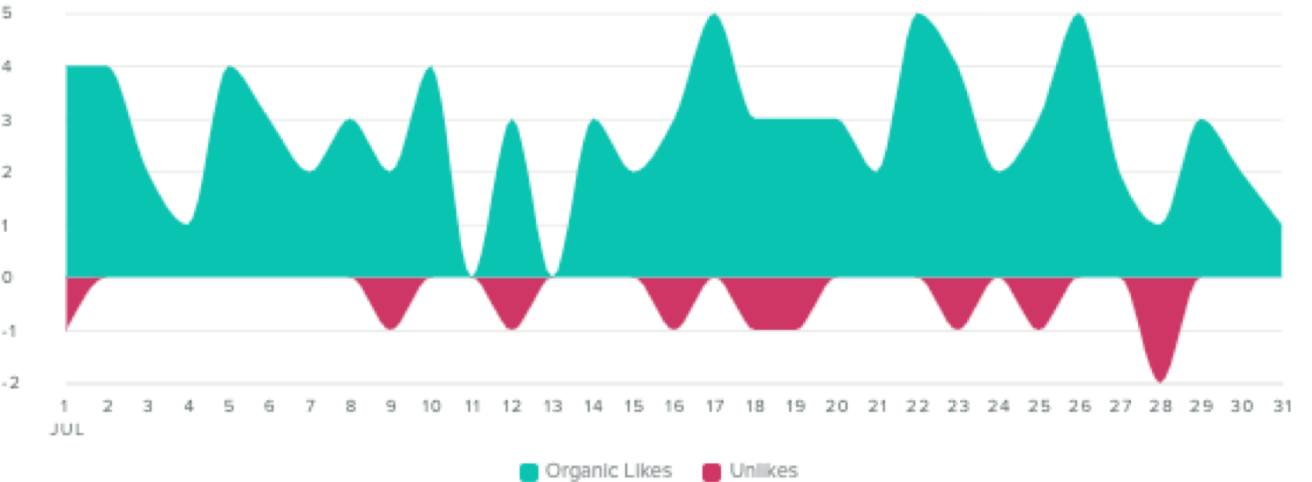
- Share posts featuring key partners (e.g. Taylor Moxey, shortEdition Story Dispenser, etc.)
- Support A&E District events (e.g. registering for Amory Art Center, pop-up event at Flagler Museum, etc.)
- Sharing 2 Stories per week on Instagram/Facebook (1 article link, 1 informative/awareness)
- Explore tagging feature on Meltwater (especially to track links)
- Increase number of links in posts
- Varying content by platform to appeal to distinct following on each social network
- Identify top posts of the past year to discern (if possible) themes and/or trends
- Establish benchmarks for organic and paid social

Facebook Activity Overview

Impressions  33k	Engagements  794	Clicks  73
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Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	5,699
Organic Likes	84
Unlikes	10
Net Likes	74

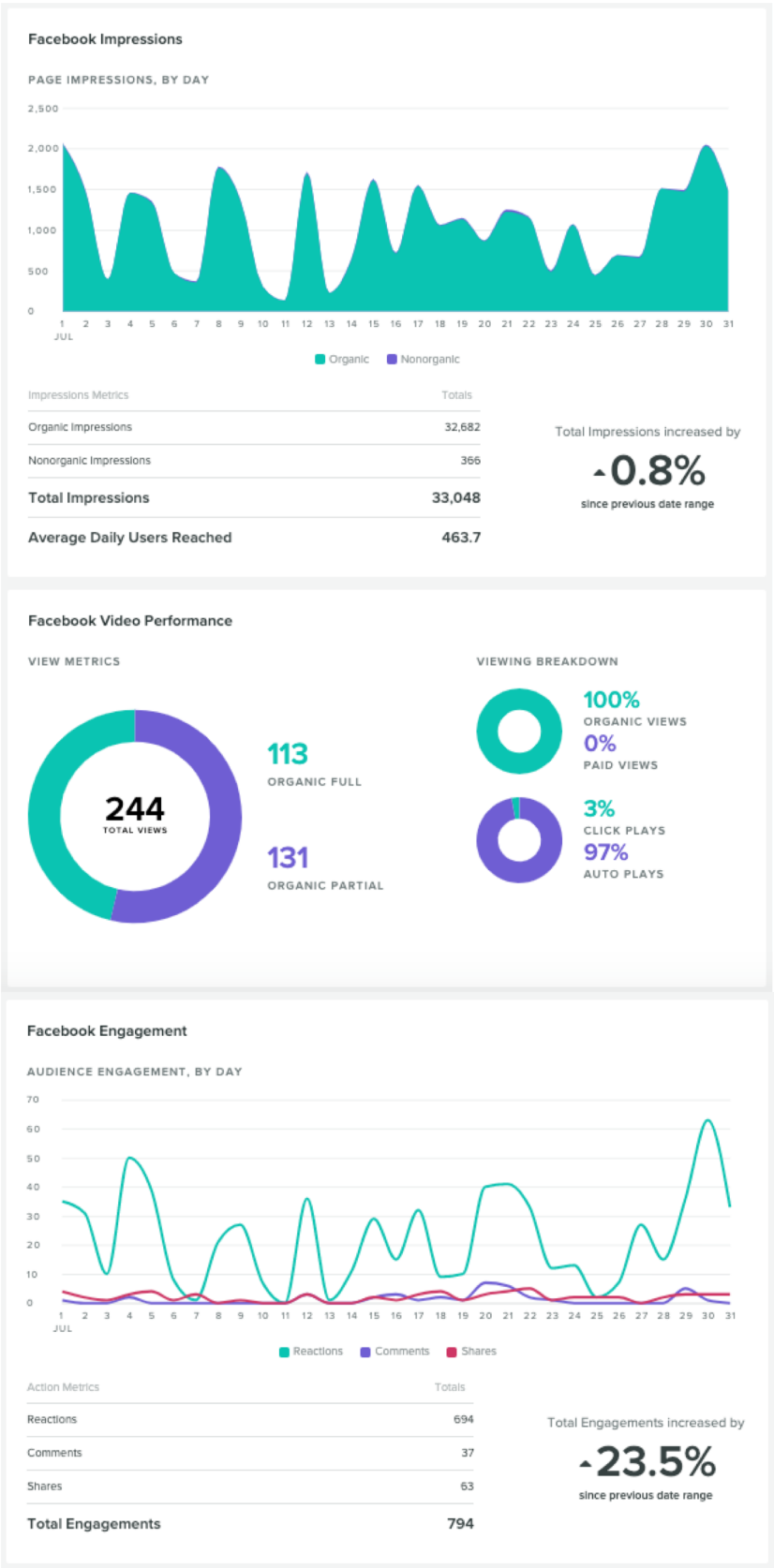
Total fans increased by

-1.3%

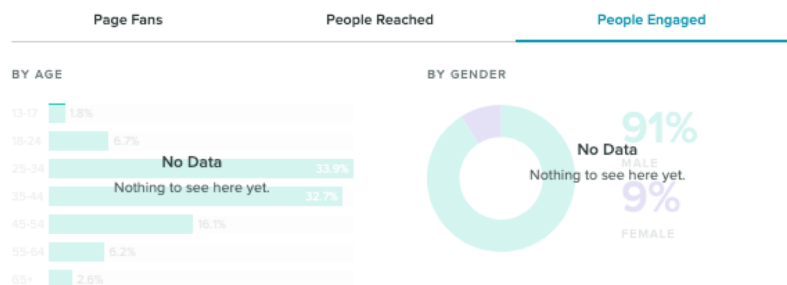
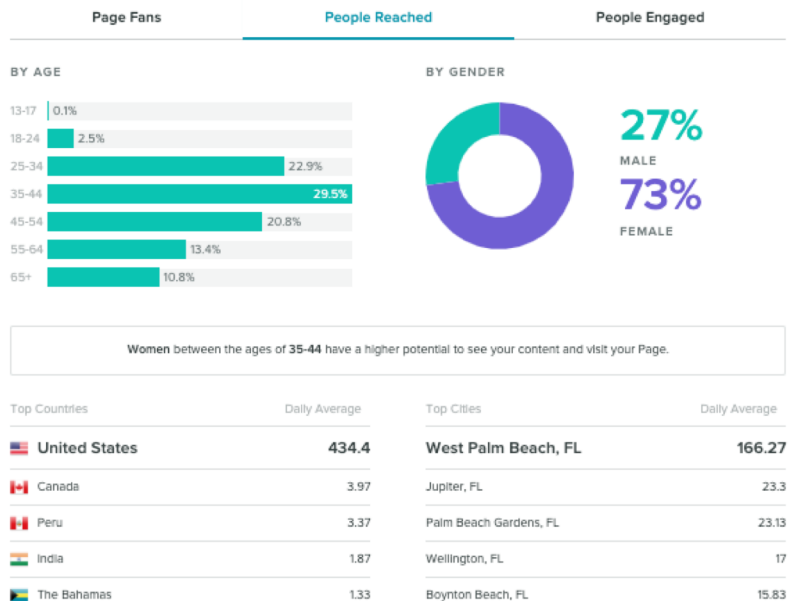
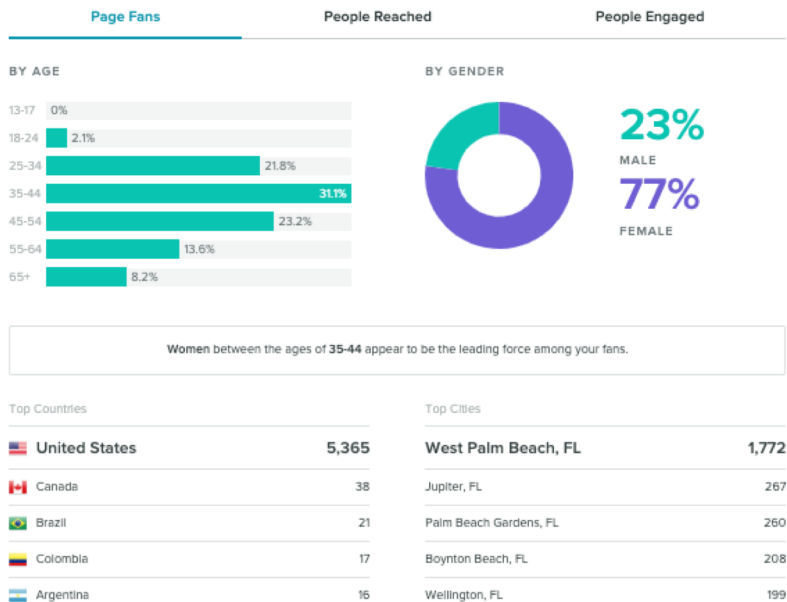
since previous date range

Meltwater Reports

F A C E B O O K



Facebook Audience Demographics



Instagram Performance Summary

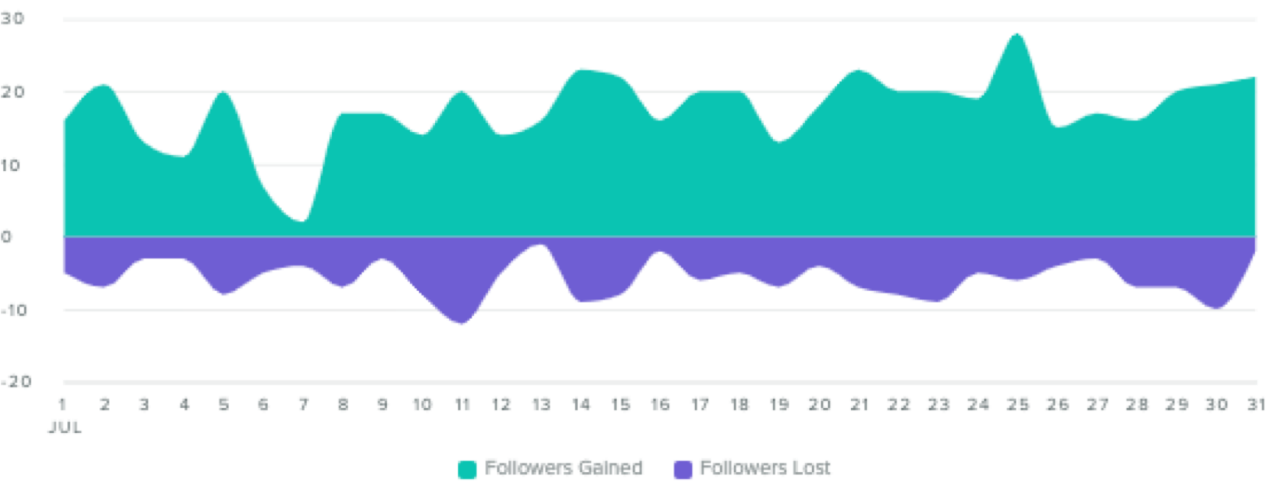
View your key profile performance metrics from the reporting period.

Impressions	Engagements	Profile Clicks
94,132 ↗ 25.8%	4,188 ↗ 8.2%	28 ↗ 180%

Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	12,637	↗ 2.9%
Net Follower Growth	361	↘ 9.8%
Followers Gained	541	↗ 1.3%
Followers Lost	180	↗ 34.3%

Instagram Impressions

Review how your content was seen by the Instagram community during the reporting period.

Impressions, by Day



Impression Metrics	Totals	% Change
Impressions	94,132	↗ 25.8%
Average Daily Impressions per Profile	3,036.52	↗ 21.7%
Average Daily Reach per Profile	1,448.48	↗ 14.6%

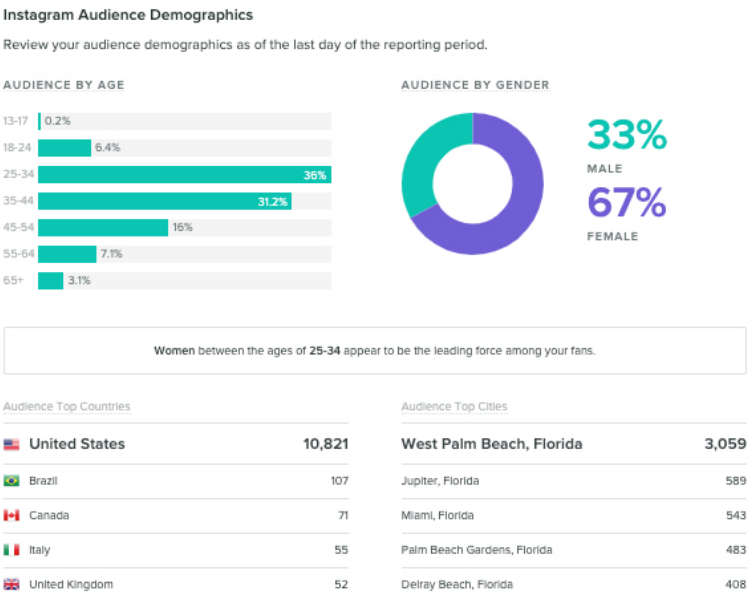
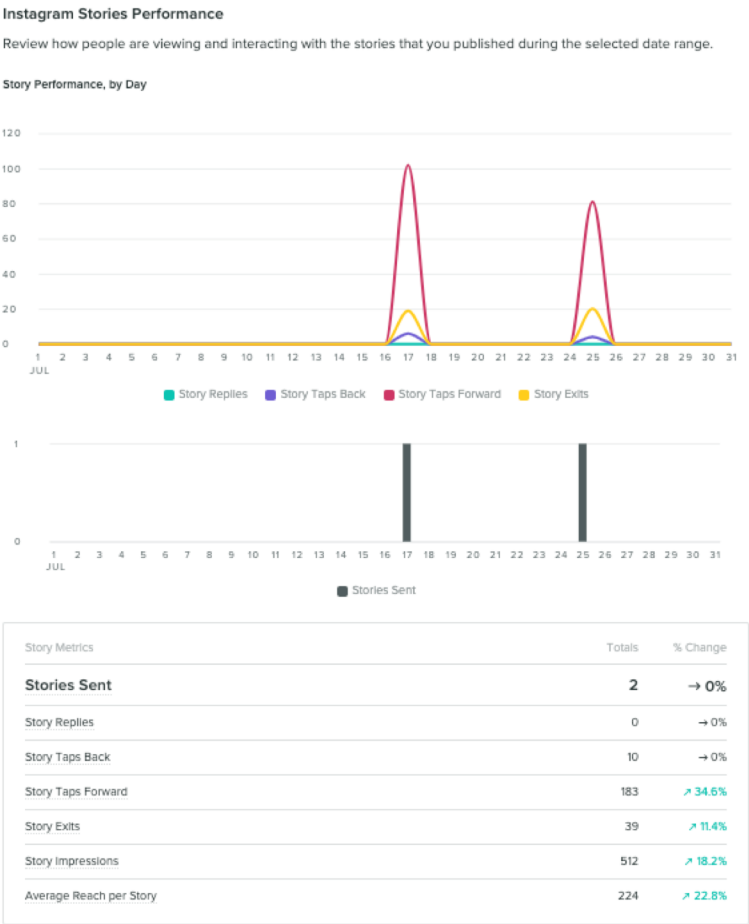
Instagram Engagement

Visualize how people are engaging with the messages that you published during selected the time period

Engagements Comparison, by Day



Engagement Metrics	Totals	% Change
Total Engagements	4,188	↗ 8.2%
Likes	4,017	↗ 7.8%
Comments	67	↘ 6.9%
Saves	76	↗ 16.9%
Story Replies	0	→ 0%
Profile Clicks	28	↗ 180%
Engagement Rate (per Impression)	4.4%	↘ 14%

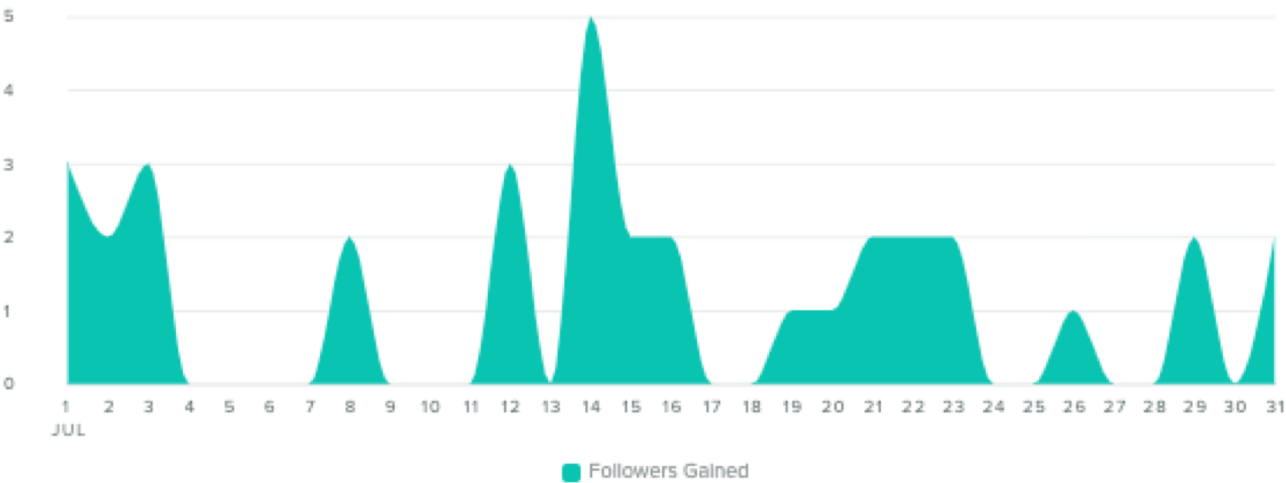


Twitter Activity Overview

Organic Impressions  66.5k	Total Engagements  1,842	Link Clicks  83
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Twitter Audience Growth

FOLLOWERS GAINED, BY DAY



Follower Metrics	Totals
Total Followers	2,468
Net Follower Growth	28
People that you followed	0

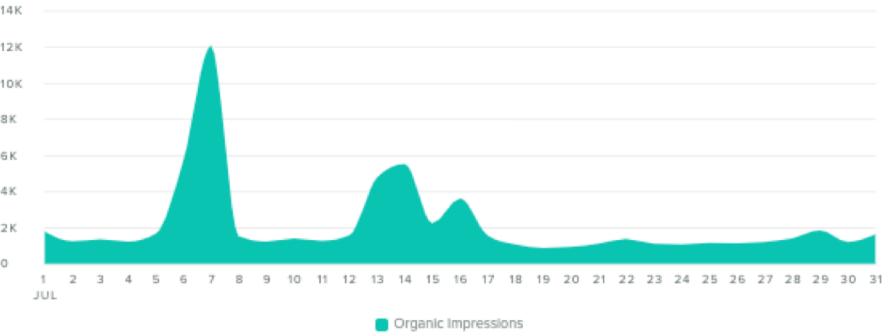
Total followers increased by

-1.1%

since previous date range

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Average Organic Impressions per Day	2,144.6
Total Organic Impressions	66,484

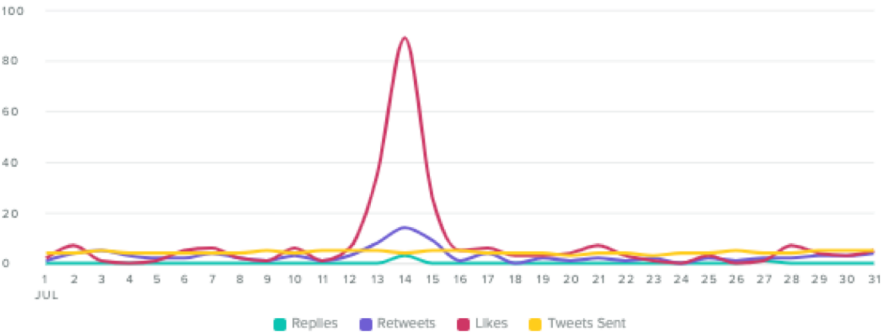
Organic Impressions increased by

▲22.8%

since previous date range

Twitter Engagement

ENGAGEMENT COUNT



Engagement Metrics	Totals
Total Engagements	1,842
Replies	4
Retweets	92
Retweets with Comments	3
Likes	243

The number of engagements increased by

▲209.1%

since previous date range

Engagements per Follower	0.75
Organic Impressions per Follower	26.94
Engagements per Tweet	13.85
Organic Impressions per Tweet	499.88
Engagements per Organic Impression	0.03

The number of organic impressions per Tweet increased by

▲7.1%

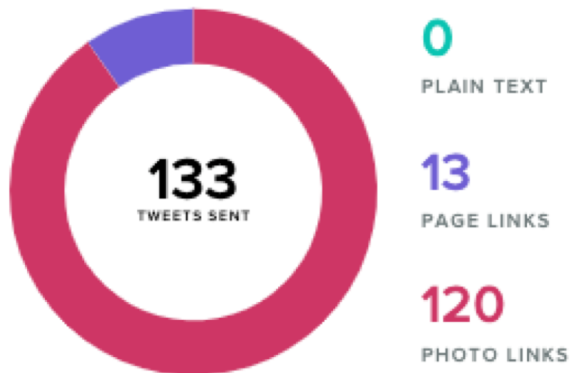
since previous date range

Meltwater Reports

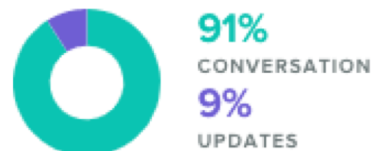
T W I T T E R

Twitter Publishing Behavior

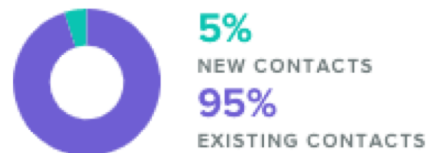
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)

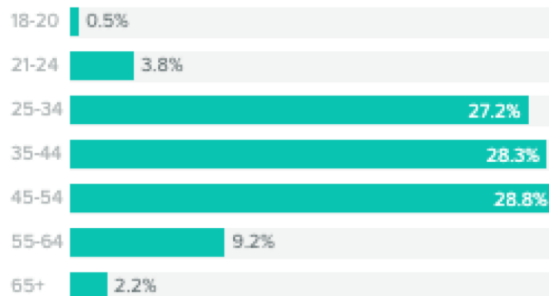


CONTACT BEHAVIOR (ALL TWEETS)

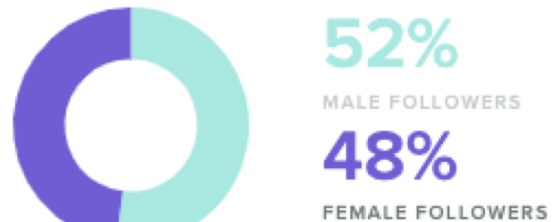


Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



Men and people between the ages of 45-54 appear to be the leading force among your followers.