Toastmasters New Zealand North
District 112

Public Relations Report: July 1, 2024 - August 7, 2024

Overview

The following report covers the key performance metrics for the period from July 1, 2024, to August 7, 2024. The data reflects our efforts across various digital platforms, particularly focusing on Facebook, LinkedIn, and the Toastmasters website.

Reach Breakdown

Total Reach: 77,777

- Percentage Increase: 919.2%

Breakdown of Reach:

- From Organic Sources: 74,940
    - Percentage Increase: 918.9%
- From Ads: 0
    - Percentage Increase: 0%

Facebook Performance

Content and Engagement:

- Posts: 51
    - Percentage Increase: 6.3%
- Stories: 0
    - Percentage Increase: 0%
- Median Facebook Post Interactions: 18
    - Percentage Increase: 100%
- Median Facebook Story Interactions: N/A

Recommendations:

- Post Frequency: It is crucial to maintain and potentially increase the frequency of posts to sustain audience interest and engagement.

- Content Engagement: Enhancing content by incorporating more interactive elements, such as polls, videos, and user-generated content, will help boost engagement further.

LinkedIn Performance

Impression Reach: 29,540

Recommendations:

- Focus on sharing leadership insights, success stories, and professional development tips tailored to our audience to maximize LinkedIn's potential for engagement and networking.

Toastmasters Website Performance

Website Searches: 203

Recommendations:

- Improve the website's search engine optimization (SEO) and regularly update the content to ensure it remains relevant and easy to find, thus driving more traffic.

Conclusion

This period has seen significant growth, particularly in organic reach, indicating strong content resonance with our audience. Moving forward, focusing on content quality and strategic engagement will be key to sustaining and building on this success.

Prepared by: Kenneth Gustilo
Role: Public Relations Manager, District 112 Toastmasters
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