

Outreach Department Board Meeting December 13, 2023



Social Media: Like, Follow, and Engage

October 1, 2023- December 2, 2023 Analytics				
	Facebook	Instagram	LinkedIn	Youtube
Followers	1163	515	974	192
Published Posts	82	207	64	7
Impressions	1,155,378	199,283	7,668	
Engagement	16,171	817	484	8
Engagement Per Impression	1.40%	40.00%	6.30%	
Industry Standard Engagement per Impression	0.06%	0.47%	2%	
Video Views	169,834	420	470	331

Takeaways:

- Since the last report in October, all four platforms have had an increase in followers.
- Facebook and Instagram had a huge spike in impressions when the paid advertisements went live as a part of the summer enrollment campaign. Those numbers continue to be high as the campaign has continued into the fall.
- Instagram, Facebook, and LinkedIn all have significantly better engagement per impression than industry standard.

Fall 2023 Events and Attendance

- 157 events
- 1,232 registrations
- 83% attendance



Da Vinci Science Center



Rep. Joe Hogan



Taller Puertorriqueno

ABC 27 Community Weather Day

- 51 participants
- 4 STEM activities
- Pollinator Garden & Tornado Chamber



ABC 27 Community Weather Day



Partnerships (cont.)

- Whitaker Center - 2 events
- The Franklin Institute - 4 events (2 Sponsorship Tables)
- Carnegie MONH - 4 events (1 STEM & 1 Sponsorship Table)
- Carnegie Science Center - 3 events (1 STEM)



Partnerships (cont.)

- Da Vinci Science Center - 3 events (1 STEM)
- Lancaster Science Factory - 2 events
- Reading Science Center - 2 events
- Keystone Kidspace - 2 events
- Discovery Space & Rivet Center - 2 events



**Discovery
Space &
The Rivet**