



OUR GOALS

INTERDEPENDENCY

CONSISTENT PRESENCE

WEB PRESENCE

BIA PROFILE TO MEMBERS



GENERAL NOTES & RECOMMENDATIONS

We do apologize for the gap in communication. We went through some organizational changes at Neighbor.

The main point of contact moving forward will be Myles Doak and he can be contacted at mdoak@neighbor.com with any questions or concerns.

The first email newsletter is ready to be sent. Please let us know if you would like it sent now or in January 2022.

We believe we should focus on all of Main Street with the paid campaign in December. We can focus on shopping, dining and the gift card program. We did not run any paid campaigns in October or November so we will allocate all ad spend budget towards December.

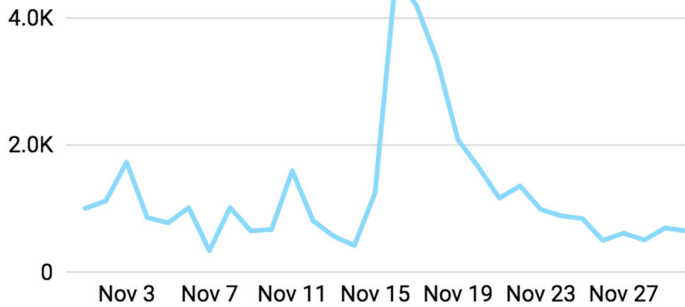
A new plan for 2022 is being built and would like to be presented to the board in January 2022.

ORGANIC SOCIAL MEDIA RESULTS

Reach

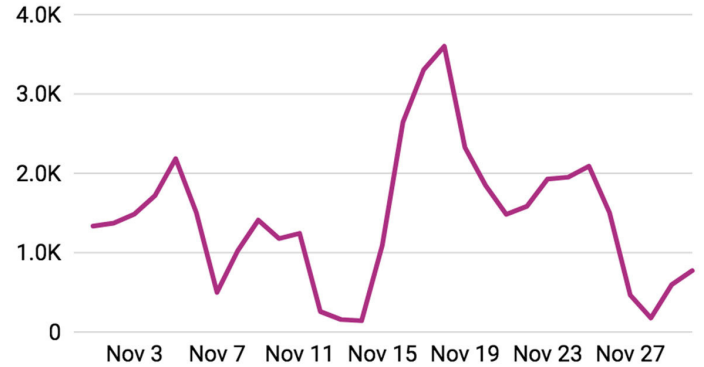
Facebook Page Reach ⓘ

17,767



Instagram Reach ⓘ

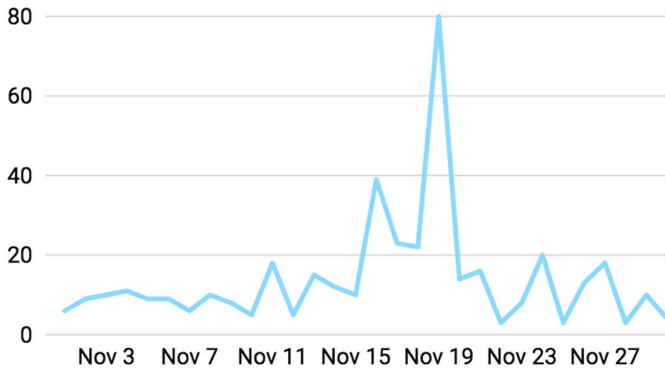
13,564



Page and profile visits

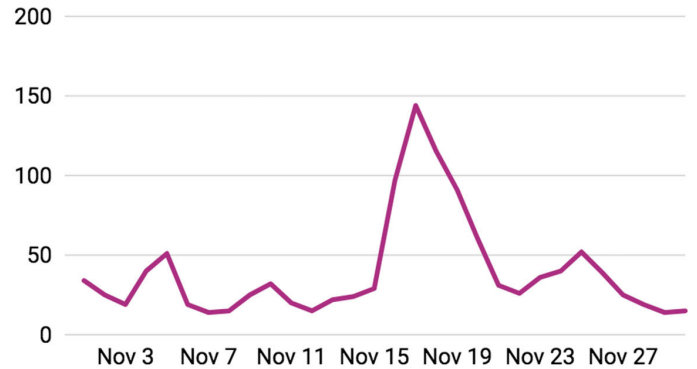
Facebook Page Visits ⓘ

419



Instagram Profile Visits ⓘ

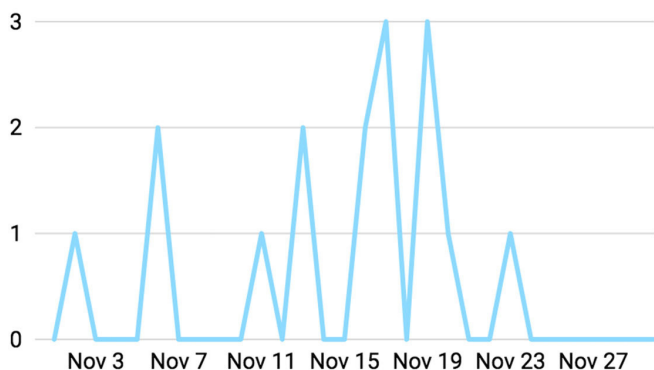
1,188



New likes and followers

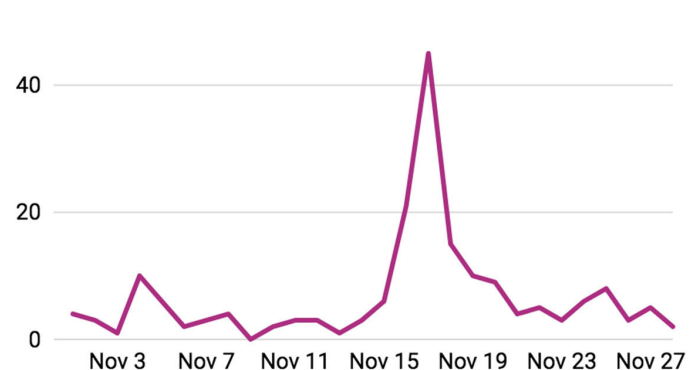
New Facebook Page Likes ⓘ

16



New Instagram Followers ⓘ

187

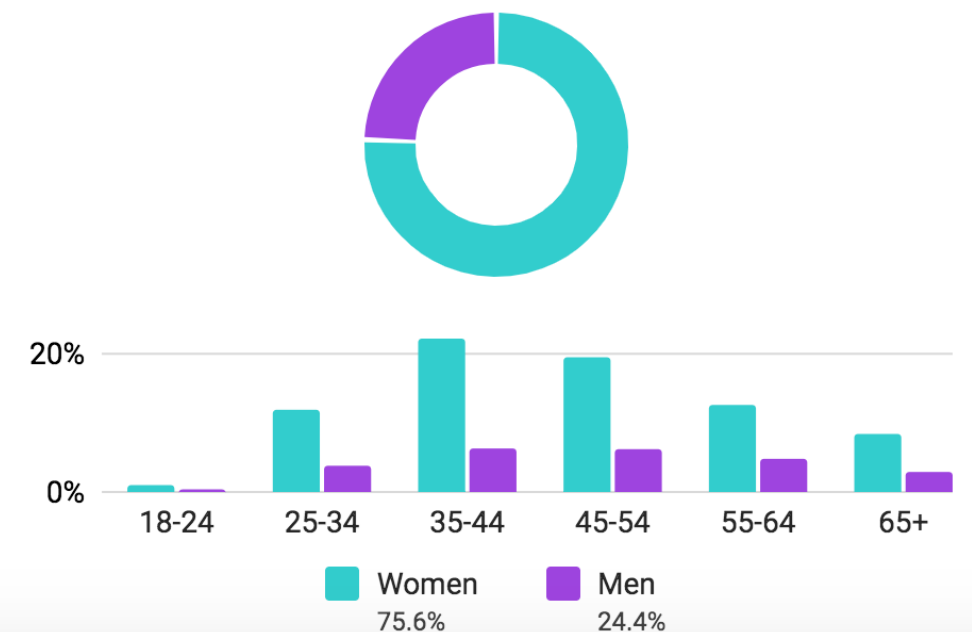


AUDIENCE INSIGHTS

Facebook Page Likes

4.3K

Age & Gender



Instagram Followers

4.4K

Age & Gender

