



# **2020 Urbana's Market at the Square - Social Media Overview**

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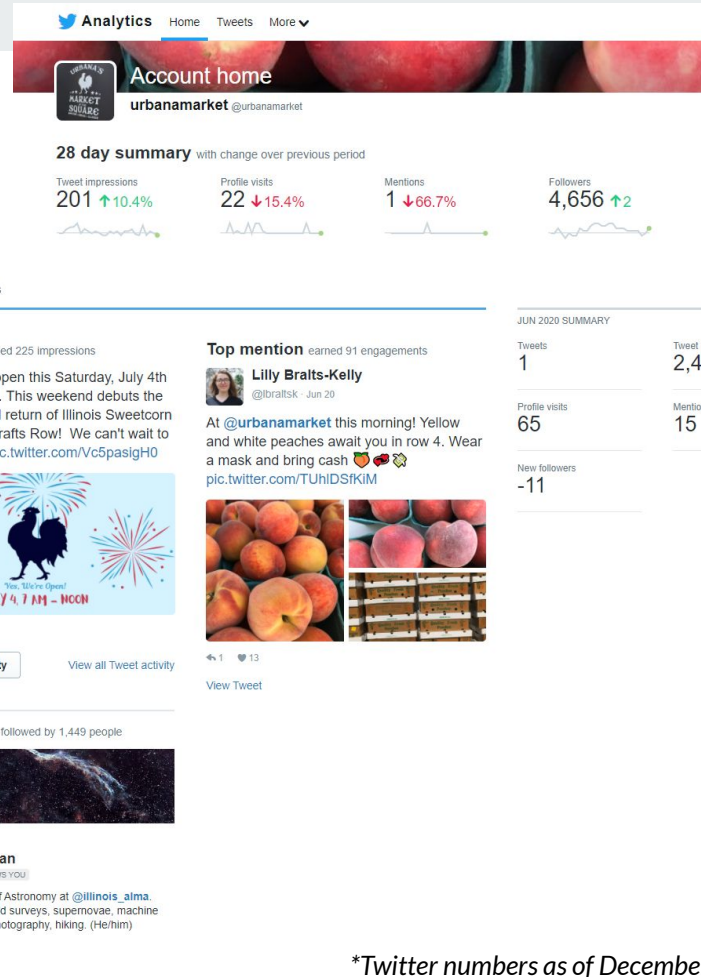
# Twitter\* Overview

Total of 4,656 Followers

Continue to have active profile visits and tweet impressions, as well as mentions

Plans to grow presence:

Fix the link with market mail, consistent content posting between all social media platforms, market day-of tweets



\*Twitter numbers as of December 2nd, 2020



# Facebook\* and Instagram Overview

- Trends
- Audience
- Content
- Numbers

*\*All reports from Facebook generated November 6, 2020*

# Trends

2020 Urbana's Market at the Square  
Facebook & Instagram Page estimated  
reach, April 26 - October 31

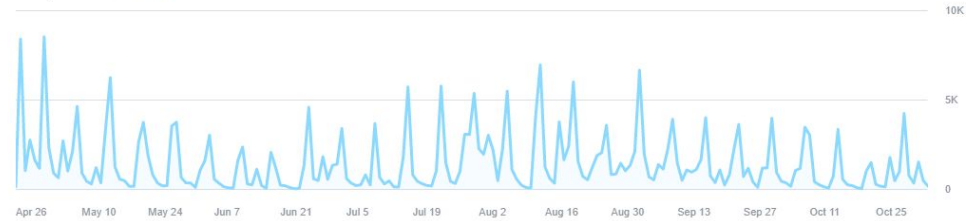
Spikes noted are Saturday's

*Noted percentage increase is over the previous six  
months - October 27, 2019 - April 25, 2020 (in which  
the Market was closed)*

## Trends

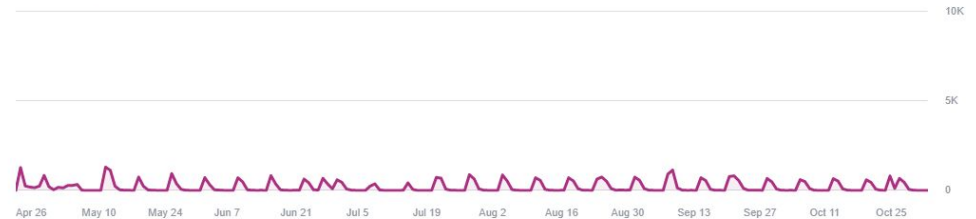
Facebook Page Reach ⓘ

74,807 ↑ 110.1%



Instagram Reach ⓘ

3,555 ↑ 124.7%



# Audience

Facebook & Instagram  
Gender and Age

Top Followers:  
Facebook Women 35 - 44  
Instagram Women 25 - 34

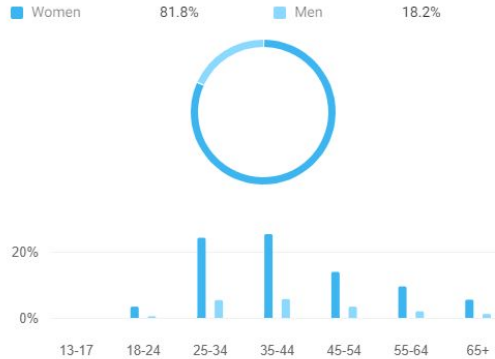
(Women make up approximately 81% of followers on both Facebook and Instagram whereas men make up approximately 18% of Facebook and Instagram followers)

## Audience

Facebook Page Likes ⓘ

14,537

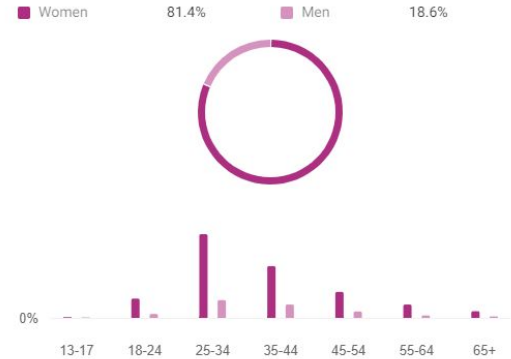
Gender and Age ⓘ



Instagram Followers ⓘ

3,364

Gender and Age ⓘ





# Audience cont.

Facebook & Instagram  
Top Cities (Top 4)

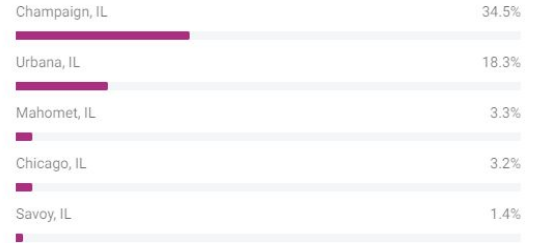
Champaign 26.9% - 34.5%  
Urbana 13% - 18.3%  
Chicago 3.2% - 3.8%  
Mahomet 3.3% - 3.6%

(Others include: Danville, St. Joseph,  
Rantoul, Monticello, Decatur, Savoy)

## Top Cities



## Top Cities





# Audience cont.

Facebook & Instagram  
Top Countries (Top 4)

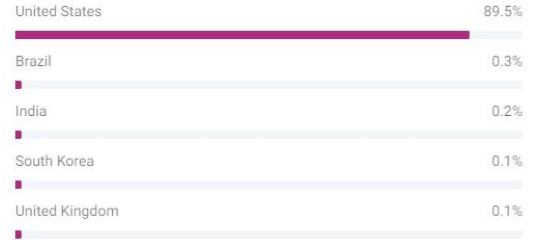
United States 89.5% - 96.5%  
Canada (FB) 0.3%  
Brazil (IG) 0.3%  
Taiwan (FB) 0.3%

(Others include: Germany, India, South Korea, United Kingdom, Japan, Thailand)

## Top Countries























## Top Countries



# Content - May & June

Top 10 Posts averaged 3.9K  
Reach, 64 Likes/Reactions per post

Posts included announcements  
about new COVID-19 guidelines,  
changes to the market, live video,  
and vendor content






















Recent Content ↕	↓ Reach	↕ Likes and Reactions	↕ Comments	↕ Shares
 Come to the Market! We'... Sat May 2, 7:29am 	6.1K	219	17	--
 Untitled Sat May 9, 6:01am 	4.9K	53	6	--
 We know you're eager fo... Fri May 29, 10:09am 	4.4K	40	4	--
 As we prepare for tomor... Fri May 15, 11:33am 	4K	54	7	--
 Setting up for what look... Sat May 16, 4:23am 	3.7K	56	6	--
 Live at the Market! Sat May 2, 5:09am 	3.5K	49	29	--
 RegCakes—a dedicated ... Sat May 2, 11:07am 	3.5K	40	17	--
 You want to come to the... Wed May 6, 8:52am 	3.4K	19	8	--
 We take SNAP and doub... Sat May 30, 8:22am 	3.3K	43	1	--
 Untitled Sat May 2, 5:03pm 	2.9K	70	0	--



# Content - July & August

Top 10 Posts averaged 2.9K  
Reach, 40 Likes/Reactions per post





















Posts included reminders about  
COVID-19 guidelines, market  
maps, updates on seasonal  
produce, and vendor content

Recent Content ↕	↓ Reach	↕ Likes and Reactions	↕ Comments	↕ Shares
 Goodmorning! Here is a... Sat Aug 1, 5:00am 	3.9K	31	9	--
 We officially welcomed ... Fri Jul 17, 2:11pm 	3.4K	28	7	--
 We have been blown aw... Wed Aug 19, 12:01pm 	3.3K	61	6	--
 We would like to take thi... Fri Aug 14, 1:00pm 	3.1K	22	6	--
 SWEETCORN!!!!  ... Sat Jul 18, 4:34am 	2.9K	34	8	--
 Catch Buy Black Chamb... Sat Aug 22, 9:37am 	2.7K	57	12	--
 Artist Phil Strang model... Sat Aug 29, 9:00am 	2.6K	62	0	--
 Market Staff rocking the... Sat Jul 4, 7:51am 	2.6K	46	8	--
 This is beautiful! Be sure... Fri Aug 21, 2:56pm 	2.6K	30	1	--
 Early watermelon/cantal... Sat Jul 18, 6:25am 	2.5K	35	3	--

# Content - Sept. & October

Top 10 Posts averaged 2.1K Reach,  
24 Likes/Reactions per post

Posts included reminders about  
end of season, announcements  
about indoor market, updates on  
seasonal produce, local events, and  
vendor content

Recent Content ↕	↓ Reach	↕ Likes and Reactions	↕ Comments	↕ Shares
 In case you haven't hear... Sun Oct 11, 5:14am 	3.3K	56	7	--
 This Saturday 🍷 is the ... Wed Oct 28, 9:01am 	2.6K	31	12	--
 VOSS PECANS is here to... Sat Sep 5, 4:46am 	2.5K	23	0	--
 Looking for sweetcorn ... Sat Sep 5, 8:00am 	1.9K	20	2	--
 Please visit the UpCente... Sat Sep 26, 6:56am 	1.9K	16	0	--
 Today marks only 7 Mar... Sat Sep 19, 9:00am 	1.8K	8	0	--
 Here today only, Melissa... Sat Oct 17, 6:53am 	1.8K	13	7	--
 How does success begi... Sat Oct 31, 11:33am 	1.8K	51	7	--
 We're here bright and ea... Sat Oct 10, 4:27am 	1.8K	16	3	--
 Cinnamon rolls, danish, ... Sat Sep 12, 6:00am 	1.7K	13	0	--

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# Numbers

## Facebook Only

Total Likes Beginning of Season: 14,014

Total Likes End of Season: 14,542

Increase of: 3.8%



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# Where do they come from?

Urbana's Market at the Square Website,  
Google Search

Smile Politely, Yahoo Search, Bing Search,  
Dogpile Search

Central Illinois Produce, The Land  
Connection, Harvest Market, Urbana City  
Website





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# Next Year?

## Goals

Increase awareness of SNAP & WIC benefits (how they work, incentives, who accepts them at the market)

Run targeted Facebook Ads to increase followers and awareness of the market

Farmer's Market Coalition Instagram Takeover

