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



Yes! We will be open this Saturday, July 4th from 7am - noon. This weekend debuts the much anticipated return of Illinois Sweetcorn and our Arts & Crafts Row! We can't wait to see you there. pic.twitter.com/Vc5pasigH0



Lilly Bralts-Kelly @lbraltsk - Jun 20

At @urbanamarket this morning! Yellow and white peaches await you in row 4. Wear a mask and bring cash Ö 🛹 🖏 pic.twitter.com/TUhIDSfKiM



visits	Mentions
	Tweet impre
20 SUMMART	

15

New followers -11

Profile

65



1 913 View Tweet

Top Follower followed by 1,449 people



Gautham Narayan @gsnarayan Follows you

Assistant Professor of Astronomy at @illinois_alma. Dark energy, wide-field surveys, supernovae, machine learning, outreach, photography, hiking. (He/him)

*Twitter numbers as of December 2nd, 2020

Facebook* and Instagram Overview

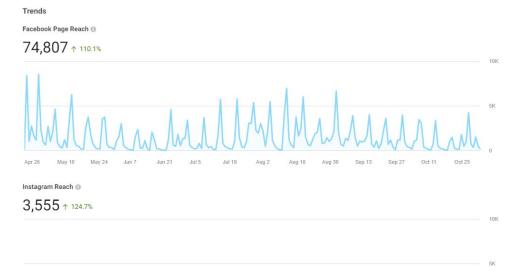
- Trends
- Audience
- Content
- Numbers

*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



Sep 13

Sep 27

Oct 11

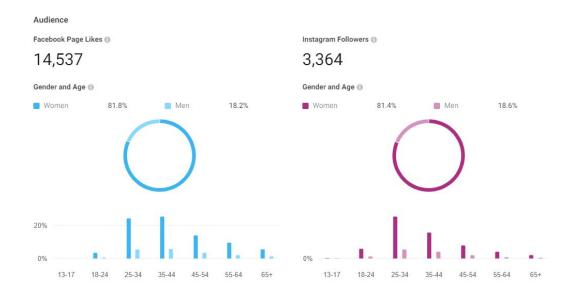
Noted percentage increase is over the previous six months - October 27, 2019 - April 25, 2020 (in which the Market was closed)

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 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 Champaign, IL 26.9% 13% Urbana, IL Chicago, IL 3.8% Mahomet, II 3.6% Danville, IL 1.7% Saint Joseph, IL 1.6% Rantoul, IL 1.5% Monticello, IL 1.4% Decatur, IL 1.1% Savoy, IL 1.1%

Top Cities

Champaign, IL	34.5%
Urbana, IL	18.3%
Mahomet, IL	3.3%
Chicago, IL	3.2%
Savoy, IL	1.4%

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)

United States	96.5%
Canada	0.3%
Taiwan	0.3%
Brazil	0.2%
Germany	0.2%
United Kingdom	0.2%
India	0.1%
Japan	0.1%
South Korea	0.1%
Thailand	0.1%
•	

Top Countries

United States	89.5%
Brazil	0.3%
India	0.2%
South Korea	0.1%
United Kingdom	0.1%

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 1+	↓ Reach	↑↓ Likes and Reactions	t↓ 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	3.3К	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 Cont	tent t↓	↓ Reach	↑↓ Likes and Reactions	t↓ Comments	↑↓ Shares
<u>MR</u>	Goodmorning! Here is a Sat Aug 1, 5:00am	3.9K	31	9	-
ŵ	We officially welcomed Fri Jul 17, 2:11pm	3.4K	28	7	
Send one resultar per hancehold. A result of the send of the transmission of the transmission of the send of the transmission of the send of the send of the transmission of the send of the send of the send of the transmission of the send of the send of the send of the transmission of the send of the send of the send of the send of the transmission of the send of t	We have been blown aw Wed Aug 19, 12:01pm	3.3K	61	6	-
The & Out' Market at a Square Strange	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	2
	Market Staff rocking the Sat Jul 4, 7:51am	2.6K	46	8	
T	This is beautiful! Be sure Fri Aug 21, 2:56pm	2.6K	30	1	
60	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 14	↓ Reach	th↓ Likes and Reactions	↑↓ Comments	†↓ Shares
In case you haven't hear Sun Oct 11, 5:14am	3.3K	56	7	-
This Saturday 🚳 is the	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	-
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	

Numbers Facebook Only

Total Likes Beginning of Season: 14,014

Total Likes End of Season: 14,542

Increase of: 3.8%



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



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

