

Communications Update

October - December 2019

Website

- 3 News / Blog posts were done, all on the Atlanta and Nashville events

Facebook

- 1,994 followers (+181 this quarter)
- Did a paid post to boost our Page before the Nashville event. It garnered several new "likes". \$35 spent.
- Also did a paid post to promote the Nashville event. \$35 spent and it reached 2,832 people and garnered 41 responses to the event.
- Biggest post this quarter: 10/11/19 Pic inside the Oswiecim Synagogue at the AJC that reached over 3,783 people (315 reactions, 17 shares, and 49 comments on the various shares)

Instagram

- 326 followers (+9 this quarter)
- Biggest post this quarter: 10/6/19 picture of Okopowa Cemetery (29 likes)
- Used Insta Stories during Giving Tuesday that highlighted our work

Twitter

- 79 followers (+4 this quarter)
- Biggest tweet this quarter: 10/27/19 Pic from Zambrow Project (8 likes)

Newsletter

- 135 people on our newsletter list (+17 this quarter). New additions came through the Nashville event and through the website (it works!)
- Newsletters sent October 15, November 18, and December 20

Miscellaneous

- Attended fall board meeting
- Participated in Nashville film event
- Conducted Giving Tuesday on all social platforms