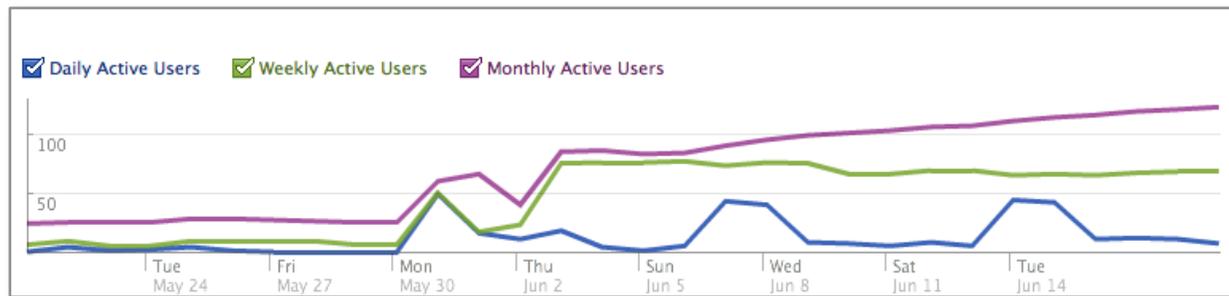


Hightower Hall: A Facebook Report Card



Since the interns took control of Hightower Hall's social media on May 24th, things have changed dramatically. Hightower Hall's Facebook page now has 93 fans, up 425% from before the interns' arrival. There are now 123 monthly active users, up 413%, and Hightower's post views are up 1,876%. These numbers are impressive, but what does it all mean for Hightower? Keep reading to find out.

Who's looking?

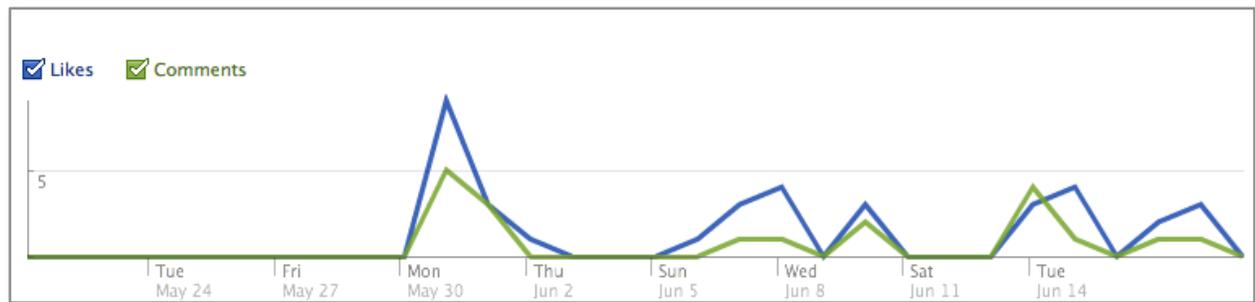
We know it's about quality, not quantity when it comes to marketing. We don't just want to reach a lot of people, we want to reach the right people. This past month, our Facebook page has been doing just that. The majority of our fans are local, with **63** being located in the Rock Hill and Charlotte areas (*we have a feeling it's more than that, but some people do not list their location on their Facebook page*). Also, **40%** of our fans are females, ages 18 to 34, which is the prime gender and age range of brides and future brides, which make up a huge chunk of our target market.

How are they getting there?

With Facebook Insights, we can also tell where how our audience is finding Hightower's page. While most of our visitors came from within Facebook, we had **7** find us via google.com, **3** from yelp.com, **2** from twitter.com (*Since we don't have a twitter, we can only assume this was a link from the CHM twitter – thanks Stephen!*), **1** from search.mywebsearch.com, and **1** from search.aol.com. Why does this matter? It means people are looking for us! This is great news, because since the building has only been open to the public for two years, not many people know about us, so raising awareness has been a main goal of ours.

What are they looking at?

Post views are currently at **7,489**, which is up a staggering **1,876%** to previous months. Obviously, people are on our page, so now we want to know what they're viewing and doing there. Our most popular posting has been the 'History of Hightower' pictures, which has pulled in **420** views so far, and makes up for **71%** of the feedback on our page. Close behind was the Hannah Turney Bridal Shoot album, with **24%** of our feedback and **413** views so far. The most popular posts have been the photo albums. We had **8** click-through's to the Tumblr page, which is great, but we would definitely like to see this number increase in the coming months.



What's next?

We've had some success with interactive statuses, which ask questions or take polls, so we plan to utilize this method in the coming months. Like we mentioned before, we'd like to see more click-through's to our other social media pages, especially Tumblr, so we plan to put a lot more posts on Tumblr to bring attention there. We also plan to turn more attention to our corporate target audiences, emphasizing the Hightower's potential as a meeting venue or corporate party space.