

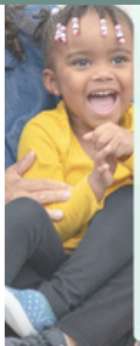


Social Media Analytics

JAN 1, 2024 - CURRENT

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direction I never dreamed! I can honestly say that I have finally found my calling! Thanks to my center, TECTA, and WAGES I have been blessed beyond measure! Because of WAGES, I've had that little bit of extra spending money to enhance my classrooms (toys, games, art & craft supplies and more)! I'm forever grateful for the amazing opportunity offered here in Tennessee to support and encourage Early Childhood Educators! It is because of this support that I am thriving today!

– EDUCATOR
Chattanooga, TN





FACEBOOK INSIGHTS OVERVIEW



Performance

Views ⓘ

58.1K --

Reach ⓘ

80.1K
↑ 239.7%

Followers ⓘ

Lifetime

1.7K

Link clicks ⓘ

1.9K
↑ 853.6%

Total

58,057 --

Total

80,105 ↑ 239.7%

Net follows ⓘ

132 ↑ 22.2%

Total

1,850 ↑ 853.6%

From organic

28% --

From organic

14,105 ↑ 56.8%

Follows ⓘ

172 ↑ 29.3%

From ads

72% --

From ads

68,884 ↑ 675.5%

Unfollows ⓘ

40 ↑ 60%

Posts

132 ↑ 85.9%

Page likes

1,542 --

Stories

24 ↑ 100%



KEY PERFORMANCE METRICS

Child Care WAGE\$ Tennessee Facebook Page (2023 vs. 2024)

01 REACH

2023: 23.6K (+37.3% growth)

2024: 80.1K (+239.7% growth)

Insight: A **239.7% increase in reach for 2024** shows expanded visibility, driven by more frequent posting and strategic content, and the addition of stories.

02 CONTENT INTERACTIONS

2023: 1.5K (+475.5% growth)

2024: 2.1K (+41.2% growth)

Insight: Interactions grew by **41.2% in 2024**, reflecting enhanced audience engagement, attributed to varied content such as posts and stories.

03 FOLLOWERS

Lifetime total: 1.7K

2024 follower growth: +174

04 LINK CLICKS

2023: 194 (-18.8% decline)

2024: 1.9K (+853.6% growth)

Insight: The **853.6% surge in 2024** highlights improved call-to-action strategies and more effective linking practices within content.

05 CONTENT PUBLISHED

2023: 71 posts, 0 stories

2024: 132 posts, 24 stories

Insight: The nearly **doubling of posts and the introduction of 24 stories in 2024** suggest a more dynamic and diverse content strategy, contributing to the growth in reach and interactions.



YEAR-OVER-YEAR GROWTH SUMMARY:



In 2024, the Child Care WAGE\$ Tennessee Facebook page exhibited remarkable improvements across key performance metrics:

01

A **239.7% increase in reach**, indicating substantial audience expansion.

02

Enhanced engagement, with **41.2% more interactions** and a strategic use of varied content formats.

03

A **notable jump in link clicks (+853.6%)**, reflecting a strong focus on driving traffic to external resources.

For example: www.TNwages.org, Online Application, State Partner Resources, Marketing Contest Forms

04

A steady follower growth with **174 new additions in 2024**, contributing to a vibrant and growing community.



Top Performing Posts

Child Care WAGE\$ Tennessee Facebook Page

These four top-performing posts were integral to key social media campaigns run by Child Care WAGE\$ Tennessee in 2024, each contributing to broader engagement and awareness goals:

01

ONLINE APPLICATION LAUNCH (MAY 1, 2024):


Online Application Release Campaign (May 2024)

- **Performance Metrics:** Reached 50,709 people, generated 100,958 impressions, and garnered 1,075 link clicks, alongside 258 interactions.
- **Highlights:** The launch significantly surpassed typical engagement levels, with high interest reflected in the large number of plays (77,770) and watch time (6,279 minutes). The average view time was slightly below expectations.

The "Online Application Launch!" post marked a pivotal moment in this campaign, driving excitement and engagement around the launch of the program's new online application process. With over 1,000 link clicks and a reach exceeding 50,000, this post successfully promoted the accessibility and convenience of applying online, a cornerstone of the campaign. It set a high bar for engagement with visuals and direct calls to action.

[See next page for more.](#)



←  **Online Application Launch!**
Post · Published on: Wed May 1, 12:36pm

Overview

Reach ⓘ

50,709

Higher than typical

Impressions ⓘ

100,958

Higher than typical

Interactions ⓘ

258

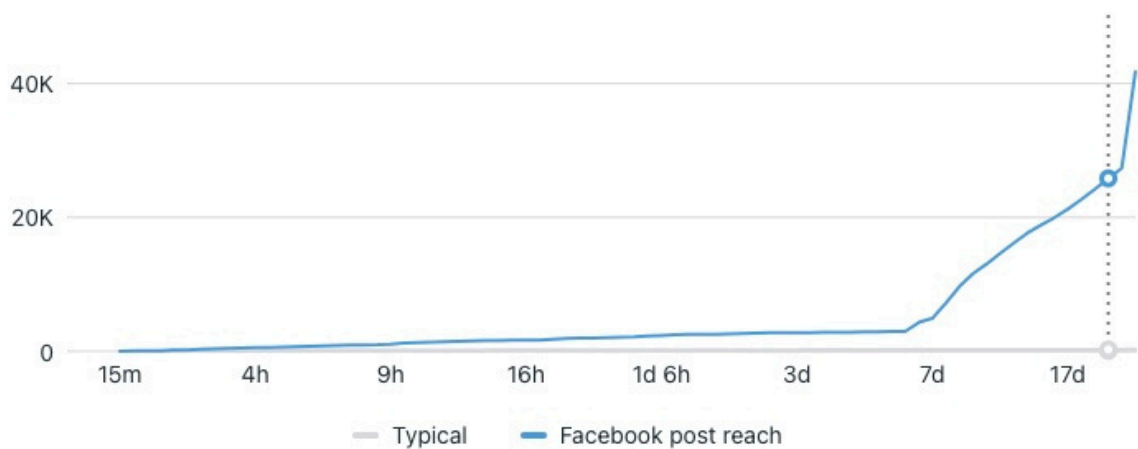
Higher than typical

Link clicks ⓘ

1,075

Higher than typical

Reach



From ads



From organic



Plays and minutes viewed

Plays ⓘ

77,770

Higher than typical

Average minutes viewed ⓘ

0:05

Lower than typical

Watch time ⓘ

6,279

Higher than typical

Interactions ⓘ

Reactions ⓘ

134

Higher than typical

Comments ⓘ

25

Higher than typical

Shares ⓘ

85

Higher than typical

Saves ⓘ

14

Higher than typical



Top Performing Posts

Child Care WAGE\$ Tennessee Facebook Page

These four top-performing posts were integral to key social media campaigns run by Child Care WAGE\$ Tennessee in 2024, each contributing to broader engagement and awareness goals:

02 MID-YEAR REPORT UPDATE (JULY 11, 2024)




Year-Round Impact Campaign (2024)

- **Performance Metrics:** Achieved 8,308 reach, 13,489 impressions, and 202 link clicks with 69 interactions.
- **Highlights:** This post highlighted the program's success, resonating well with the audience through higher-than-typical reactions, comments, and shares, reflecting strong interest in the program's impact.

This post celebrating the program's financial impact to date served as a highlight of the ongoing outreach campaign focused on transparency and celebrating milestones. By showcasing over \$17 million in salary supplements distributed, this post reinforced our value and trustworthiness, engaging an audience interested in tangible outcomes. Its success added momentum to mid-year communications and community engagement efforts.

[See next page for more.](#)



←  **OVER \$17M**   **We are thrilled to report that as of the end of June, Child Care WAGE\$ Tennessee has** Post · Published on: Thu Jul 11, 3:53pm

Overview

Reach ⓘ

8,308

Higher than typical

Impressions ⓘ

13,489

Higher than typical

Interactions ⓘ

69

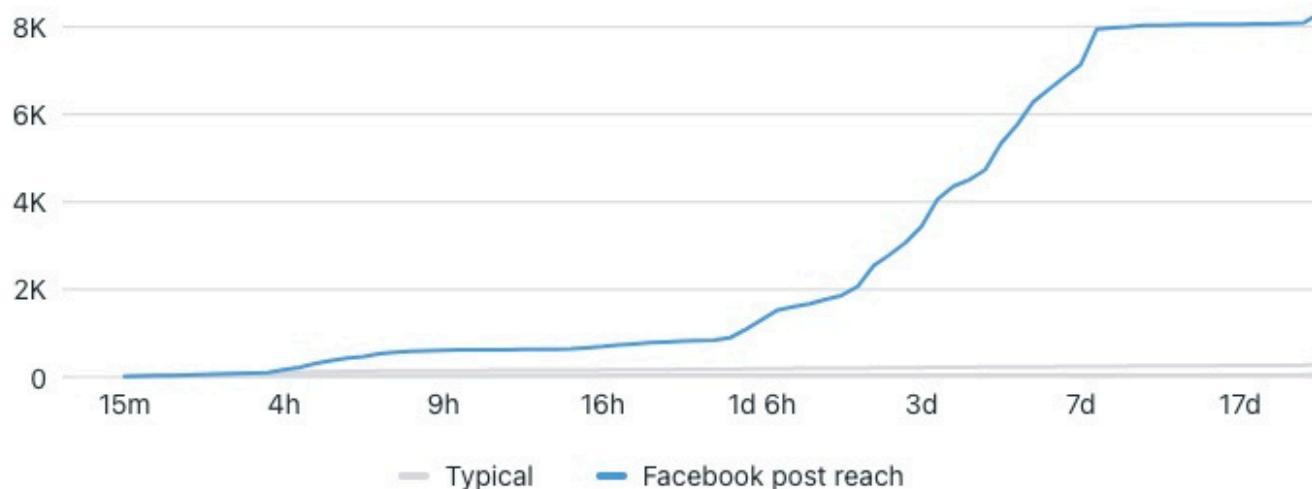
Higher than typical

Link clicks ⓘ

202

Higher than typical

Reach



From ads



From organic



Interactions ⓘ

Reactions ⓘ

42

Higher than typical

Comments ⓘ

10

Higher than typical

Shares ⓘ

16

Higher than typical

Saves ⓘ

1

Higher than typical



Top Performing Posts

Child Care WAGE\$ Tennessee Facebook Page

These four top-performing posts were integral to key social media campaigns run by Child Care WAGE\$ Tennessee in 2024, each contributing to broader engagement and awareness goals:

03 FIFTH BIRTHDAY CELEBRATION (NOVEMBER 2, 2024): WAGE\$ Fifth Birthday Campaign (November 2024)

- **Performance Metrics:** Reached 9,475 people, generated 12,019 impressions, and achieved 294 link clicks with 112 interactions.
- **Highlights:** This post kicked off a month long celebration of five years of WAGE\$ salary supplements, achieving significant engagement, including high reactions and a noteworthy link click rate, demonstrating strong audience connection to the milestone.

The anniversary celebration kickoff post was a flagship piece of the campaign celebrating five years of WAGE\$. It captured the excitement and pride of this milestone while reflecting on the program's impact. The focus on the program's longevity and success engaged both new and long-term followers, further boosting brand loyalty. The post included a staged birthday themed photograph featuring all WAGE\$ staff. With nearly 300 link clicks and substantial engagement, it played a central role in showcasing the campaign's festive tone, and our brands personable nature.

[See next page for more.](#)



Time flies...and these last five years have been no exception. Five years of salary supp

Post · Published on: Sat Nov 2, 10:00am

Overview

Views ⓘ

12,639

Higher than typical

Reach ⓘ

9,475

Higher than typical

Impressions ⓘ

12,019

Higher than typical

Interactions ⓘ

112

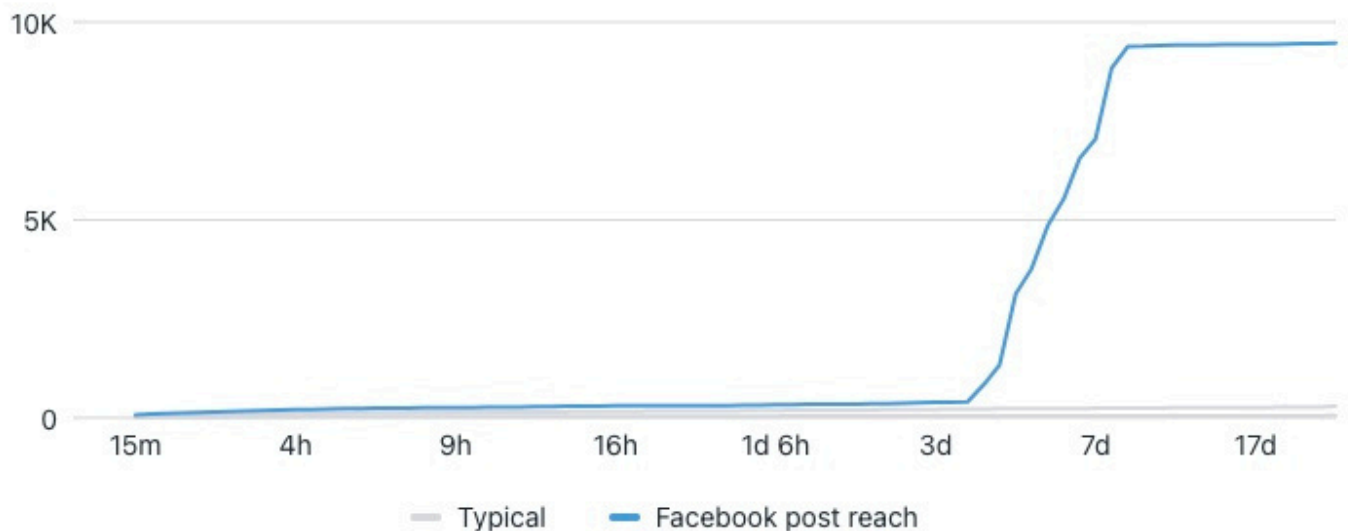
Higher than typical

Link clicks ⓘ

294

Higher than typical

Reach



From ads



From organic



Interactions ⓘ

Reactions ⓘ

82

Higher than typical

Comments ⓘ

20

Higher than typical

Shares ⓘ

8

Higher than typical

Saves ⓘ

2

Higher than typical



Top Performing Posts

Child Care WAGE\$ Tennessee Facebook Page

These four top-performing posts were integral to key social media campaigns run by Child Care WAGE\$ Tennessee in 2024, each contributing to broader engagement and awareness goals:




04 **EDUCATOR SPOTLIGHT (NOVEMBER 21, 2024):** Year-Round Educator Testimonial Campaign (2024)

- **Performance Metrics:** Reached 11,416 people and garnered 15,321 impressions with 25 interactions.
- **Highlights:** Featuring multiple faces behind early childhood education, this post saw substantial reach and impressions, emphasizing the human connection to our audience. While interactions were fewer compared to others, the watch time of 379 minutes showed audience interest.

This post, featuring the faces behind early childhood education, was part of a broader campaign to humanize and celebrate the educators who benefit from WAGE\$. By highlighting individual contributions and connecting them to the program's success, the campaign cultivated emotional connections with the audience. Its reach of over 11,000 demonstrated the effectiveness of personal storytelling in building a sense of community and appreciation.

[See next page for more.](#)

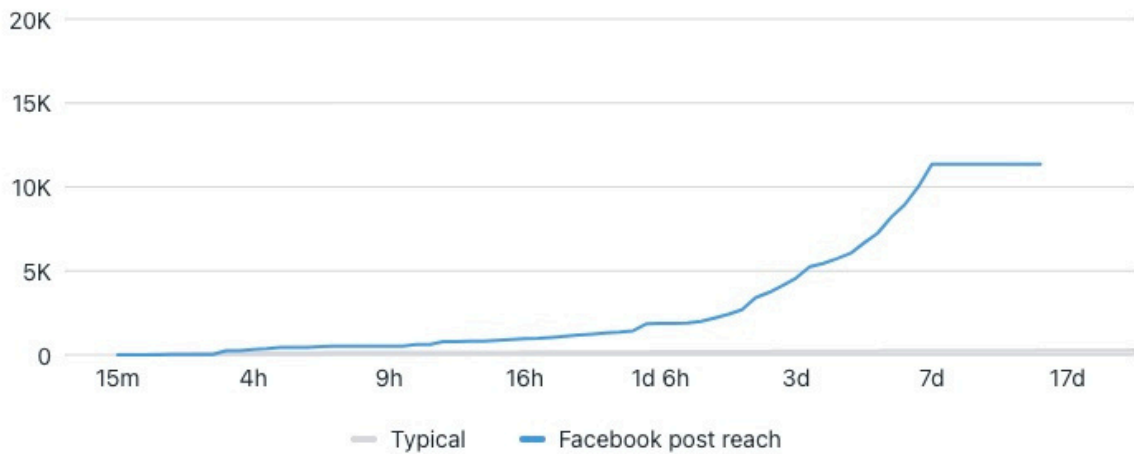


←  Meet some of the faces behind early childhood education in Tennessee! 🌟 Our Child (  Post · Published on: Thu Nov 21, 5:18pm

Overview

Views ⓘ	Reach ⓘ	Impressions ⓘ	Interactions ⓘ	Link clicks ⓘ
6,245	11,416	15,321	25	--
Higher than typical	Higher than typical	Higher than typical	Higher than typical	

Reach



From ads



From organic



Plays and minutes viewed

Plays ⓘ	Average minutes viewed ⓘ	Watch time ⓘ
6,245	0:04	379
Higher than typical	Lower than typical	Higher than typical

Interactions ⓘ

Reactions ⓘ	Comments ⓘ	Shares ⓘ	Saves ⓘ
21	1	2	1
Higher than typical	Typical	Higher than typical	Higher than typical



INSTAGRAM INSIGHTS OVERVIEW



Performance

Views ⓘ**19.9K** —**Reach** ⓘ**14.8K** ↑ 494.7%**Followers** ⓘ

Lifetime

170**Link clicks** ⓘ**836** ↑ 2.9K%**Posts****110** ↑ 161.9%**Stories****123** ↑ 192.9%

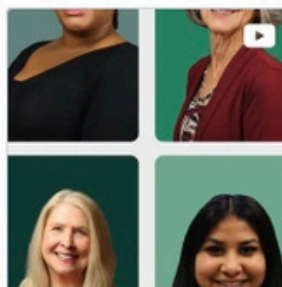
Top content by views

[Boost content](#)[See all content](#)

We can't get you the money you deserve i...

Fri Oct 11, 10:29am

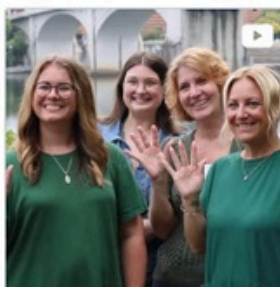
👁 3.9K ❤️ 7
👤 0 ➦ 0



Meet some of the faces behind early...

Thu Nov 21, 2:19pm

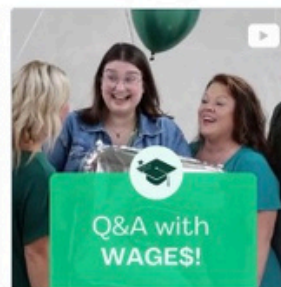
👁 3.3K ❤️ 17
👤 1 ➦ 1



Happy Fifth Birthday, Child Care...

Fri Nov 1, 1:32pm

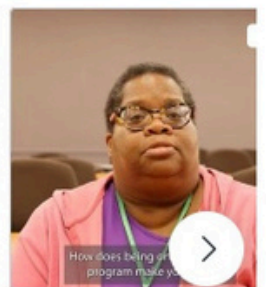
👁 1.7K ❤️ 17
👤 0 ➦ 1



The WAGES team works hard every da...

Fri Nov 22, 12:34pm

👁 270 ❤️ 9
👤 0 ➦ 1



Cheryl Floyd was in a hard position when...

Mon Aug 19, 12:53pm

👁 258 ❤️ 11
👤 2 ➦ 1



Lindsey Thurman

Marketing & PR Strategist



Josue Vega

Marketing & Communications
Specialist

Strategic Improvements in 2024

Content Frequency: Doubled the number of Facebook posts and introduced stories, ensuring fresh and frequent updates.

Interactive Features: Leveraged CTAs effectively to drive significant increases in link clicks and web traffic.

Platform Optimization: Tailored content to each platform's strengths (e.g., visual storytelling on Instagram and detailed posts on Facebook).