

Social Media Campaign Report

your FUTURE
your FRESNO

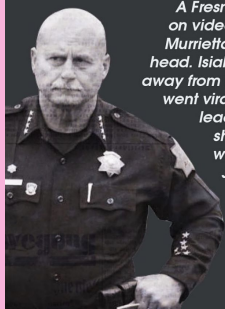


HIGHEST REACH POST FOR
FACEBOOK - 49K



HIGHEST REACH POST FOR
TWITTER - 84.5K IMPRESSIONS

JERRY DYER JUSTIFIES POLICE KILLINGS OF OUR YOUTH



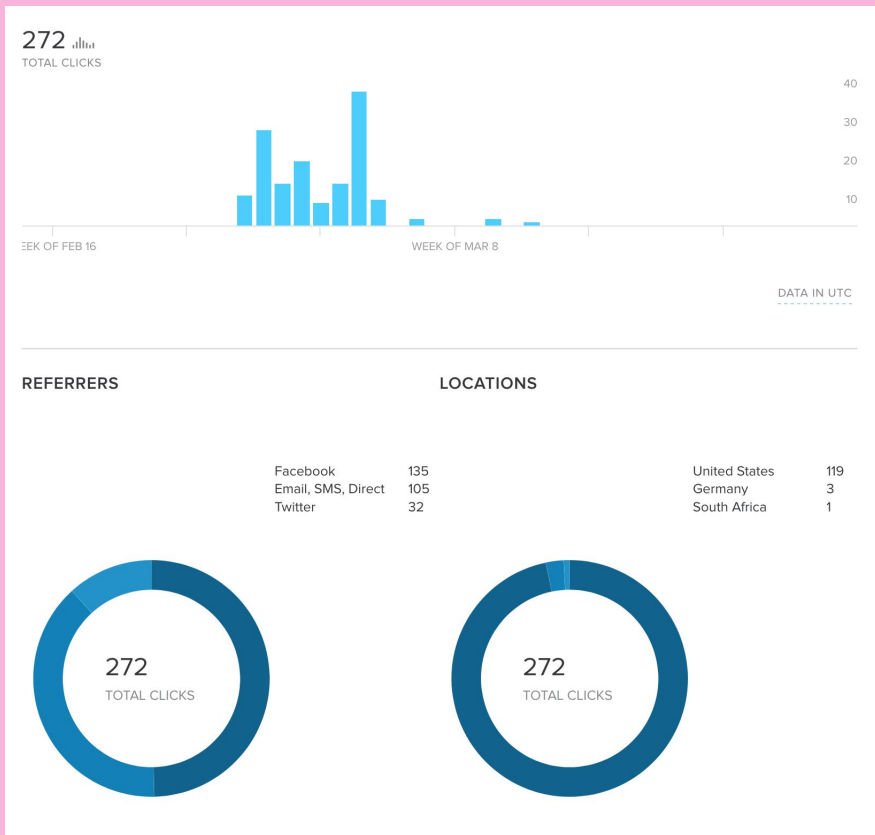
A Fresno police officer was caught on video shooting 16-year-old Isiah Murrietta-Golding in the back of the head. Isiah was unarmed and running away from the officer. The Fresno video went viral and sparked outrage from leaders across the nation. "The shooting of Murrietta-Golding was justified," Jerry Dyer said. Jerry Dyer has a long history of supporting killer cops.

**DON'T VOTE
FOR DYER!**

Source: Does video of teen's death by police speak for itself? Fresno council divided, Fresno Bee

HIGHEST REACH POST FOR
INSTAGRAM - 492

Digital Voter Guide Link Stats



The background is a solid gray color, populated with various abstract geometric shapes and icons. These include blue squares, white circles, thin white lines, and semi-circles. Some shapes are solid, while others are outlines. There are also small icons, such as a speech bubble, a play button, a person icon, and a line graph. The shapes are scattered across the canvas, creating a modern, minimalist aesthetic.

Facebook

FACEBOOK

YOUR AUDIENCE

	TOP FOLLOWERS AGE RANGE	FOLLOWERS GENDER	TOP FOLLOWERS LOCATIONS	TOP REACH AGE RANGE	REACH GENDER	TOP REACH LOCATIONS
TOTAL	25-34	59% - Women 38% - Men	Fresno - 1,074 Clovis - 38 Visalia - 30 Los Angeles - 26	25-34	44% - Women 55% - Men	Fresno - 40,017 Madera - 2,476 Clovis - 1,398 Dinuba - 804

METRICS

	PAGE LIKES	PAGE FOLLOWS	POST ENGAGEMENTS	ORGANIC REACH	PAID REACH
TOTAL	1488	1523	5620	20,846	52,318
%CHANGE	13%	14%	1469%	1156%	3061%

An abstract background composed of various geometric shapes in shades of blue, white, and pink. The shapes include squares, circles, triangles, and lines, some of which are semi-transparent. The word "Instagram" is centered in a large, white, sans-serif font. The overall aesthetic is modern and minimalist.

Instagram

INSTAGRAM

METRICS

	FOLLOWERS	HIGHEST ENGAGEMENT	HIGHEST IMPRESSIONS	REACH	LIKES
TOTAL	474	62	538	492	53
%CHANGE	374%	%	%	%	

The image features the Twitter logo, a stylized lowercase 't' in white, centered on a dark gray background. The logo is surrounded by various abstract geometric shapes and icons in shades of blue, white, and pink. These shapes include circles, squares, rectangles, triangles, and lines, some of which are arranged to form recognizable icons like a play button, a speech bubble, a magnifying glass, and a person icon. The overall composition is modern and minimalist.

Twitter

TWITTER

JANUARY METRICS

	IMPRESSIONS	NEW FOLLOWERS	MENTIONS	PROFILE VISITS
TOTAL	89.9K	118	48	460
%CHANGE	8,989,900%	11,700%	4,700%	5,011%

FEBRUARY METRICS

	IMPRESSIONS	NEW FOLLOWERS	MENTIONS	PROFILE VISITS
TOTAL	12.1K	17	20	161
%CHANGE	-86%	-85%	-58%	-65%



Thanks

