

To: The Garden Club of Stuart Executive Board
From: Daina Karol, Facebook Committee Chair
Date: March, 2022
Re: Facebook Committee Report

- The Garden Club of Stuart continues to grow its audience on Facebook
 - According to the “Insights” Facebook provides us, in the past 28 days
 - Our posts have reached over 8,000 people, an increase of 74% from last month
 - The GCS’s posts had over 2,000 engagements, an increase of 31%
 - 55 NEW people LIKE our page
 - 68 NEW FOLLOWERS
 - Our Secret Gardens Tour EVENT was shared on Facebook by over 50 people
 - And over 100 people shared our individual posts about the Garden Tour
 1. I am especially pleased with the increased number of people sharing information about the Secret Gardens Tour
 2. This is FREE publicity, and we should continue to support its use
- This past month, our Facebook page has been mostly focused on promoting our Garden Tour, but we also shared information on:
 - Hibiscus Circle’s workday of the Treasure Coast Hospice Garden
 - Our March Monthly Meeting
 - The Rummage Sale hosted by the Boca Raton Rummage Sale
 - The woman who does their Facebook page attended our Garden Tour & LOVED it!
 - Information on the NGC Tri-Refresher to be held at the NGC Convention
 - Periwinkle’s field trip to Butterfly World
 - The GCS’s Floral Design Class
- The Garden Club of Stuart’s Facebook Page currently has:
 - 443 people who have **LIKED** our page
 - 498 people &/or organizations **FOLLOW** us
 - Members are encouraged to continue to LIKE & SHARE the Garden Club’s Facebook posts to help increase our presence on Facebook
- Committee Chairs, Circles, or members wanting to post something on Facebook can email me at: dkarol37@gmail.com
 - Please send me:
 - A short paragraph write-up with the information you want to share
 - Photos
 1. Include the names of people in the photos

Facebook is FREE and a wonderful way to stay connected and share information with our members, and our community. Your help in growing our Facebook community is greatly appreciated. Thank you!