

VA250 Media Report July 1 - October 13, 2023

<p>Mentions ⓘ Compared to last period</p> <p>77</p> <p>↓ 64%</p> <p>Previous Value: 211</p>	<p>Total Potential News Reach ⓘ Compared to last period</p> <p>3.23M</p> <p>↓ 98%</p> <p>Previous Value: 202M</p>	<p>Sentiment ⓘ Compared to last period</p> <p>39</p> <p>↑ 117%</p> <p>Previous Value: 18</p>
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News Total Mentions
Jul 1, 2023 - Oct 13, 2023 vs Last period

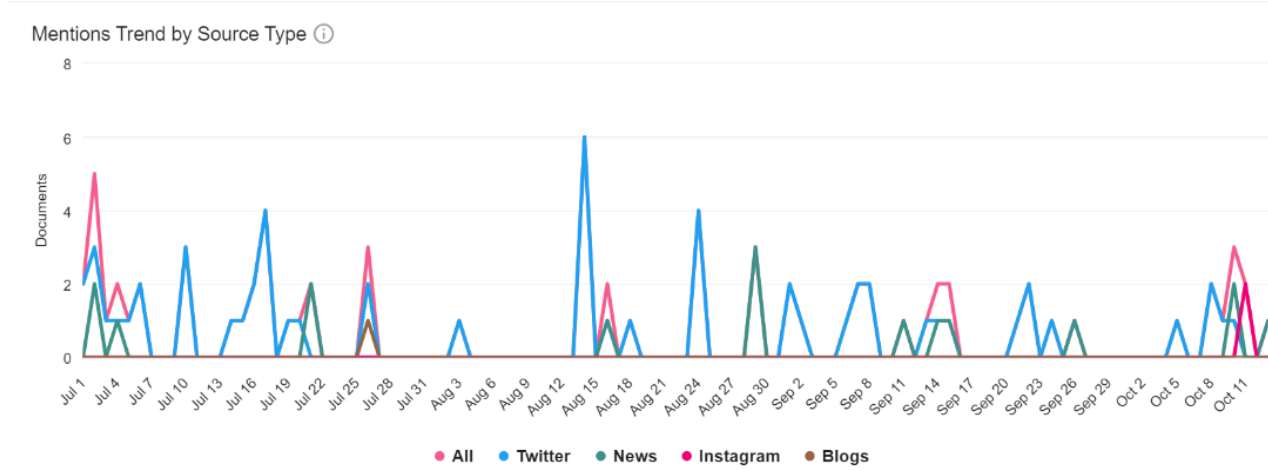
17

↓ 88%

Social Total Mentions
Jul 1, 2023 - Oct 13, 2023 vs Last period

60

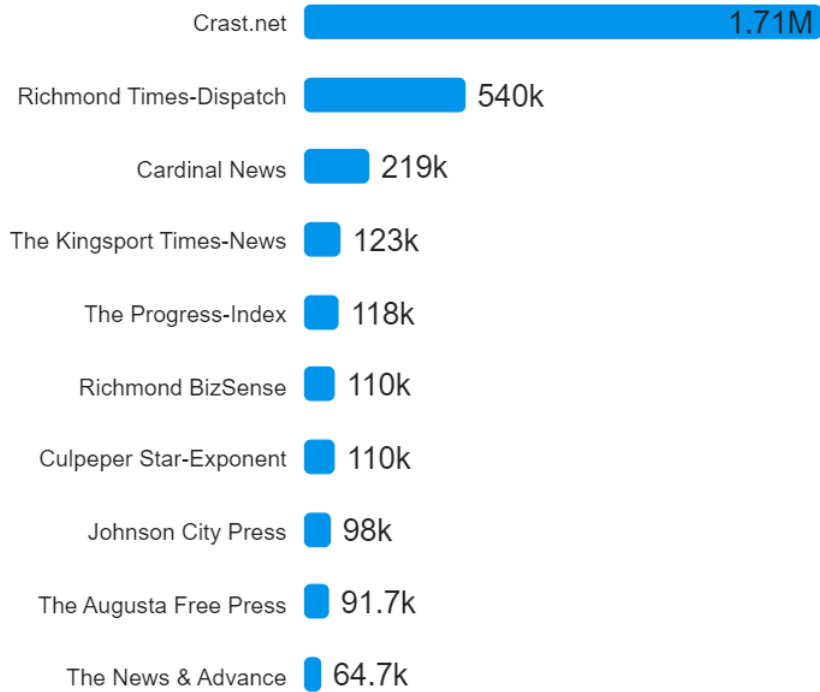
↓ 9%



Top Keywords ⓘ



Top Publications by Reach ⓘ



Media Mentions

[Independence Day in Culpeper: this colonial town knows how to celebrate July 4](#)

Crast.net/Culpeper Star-Exponent

July 3

Impressions: 1.71m

Most shared article

The DAR exhibit is the first in a series of displays the museum will unveil as part of Virginia 250 and America 250, the state and national initiative to commemorate the 250th anniversary of the founding of the United States.

[New signage, research at Hanover County's Scotchtown site to tell more about Patrick Henry](#)

Richmond Times-Dispatch

July 21

Impressions: 540k

Most shared article on social media

“Virginia is leading this national commemoration because Virginia is the crucible of the nation and the very fabric from which it was created,” said Cheryl Wilson, executive director for Virginia 250. “The goal is telling all sides, multiple perspectives as stories, somewhere that everyone can see themselves.”

[Trust and the Archive: New Methodologies for Inclusion \(blog\)](#)

Trianglesci.org

July 26

Impressions: unknown

Karin Wulf is Beatrice and Julio Mario Santo Domingo Director & Librarian at the John Carter Brown Library, and Professor of History at Brown University. She was the academic co-director for the Georgian Papers Programme, was appointed by Governor Ralph Northam to the Virginia 250 commission, is a board member for the Jamestown Yorktown Foundation Inc., and is a co-founder of Women Also Know History.

[Get ready for the nation's 250th birthday. Del. Austin leads the planning](#)

Cardinal News

August 16

Impressions: 115k

VA250 Chairman Del. Terry Austin says his first goal in overseeing the Virginia American Revolution 250 Commission is to make sure that Virginia puts on a celebration worthy of its role in the events of the American Revolution. “We can lead the nation,” he says. Another important goal, though, is to make sure that the 250th celebration isn’t simply limited to telling the story of rich white guys in Williamsburg, something we’re ideally more aware of now than we were in 1976. “We’ve got to properly represent all of Virginia,” he says.

[The Herd: New hires, promotions & departures for 8.29.23 \(paywall\)](#)

Richmond BizSense

August 29

Impressions: 110k

Mike Frontiero joined Virginia American Revolution 250 Commission as chief communications officer.

[Daniel Boone Wilderness Trail Association to commemorate Boston Tea Party anniversary](#)

The Kingsport Times-News

August 29

Impressions: 123k

[Johnson City Press](#)

Impressions: 98k

The Daniel Boone Wilderness Trail Association will host the event as part of the Scott County Virginia 250 Committee event in cooperation with Natural Tunnel State Park.

[Surry: You're invited to Nottoway Tribe of Virginia Powwow. Here's what we know...](#)

The Progress-Index

September 11

Impressions: 118k

The 2023 Powwow kicks off Surry County's celebration of heritage and culture associated with the VA250 Commemoration, the 250th anniversary celebration of the American Revolution, the Revolutionary War and US Independence in the Commonwealth of Virginia.

[Estes trucking subsidiary to buy Minn. supply chain co.](#)

Virginia Business

September 14

Impressions: 35.5k

On Wednesday, Estes Chair and CEO Rob Estes and his wife, Jean, announced a matching gift incentive of \$125,000 to the VA250 Mobile Museum Experience to celebrate the United States' upcoming 250th birthday and in honor of the Virginia Trucking Association. Every dollar donated to the VA250 Mobile Museum Experience, which aims to bring the story of Virginia's role in the American Revolution across the state in 2024, will be matched by the couple, up to \$125,000. "We are honored to support the VA250 Mobile Museum Experience," Estes said in a statement. "This museum will be a great way to teach children and adults about the history of American independence in Virginia. We hope our gift will encourage others to give as well."

[America's 250th birthday celebration to go mobile in 2024](#)

The Augusta Free Press

September 15

Impressions: 91.7k

A Richmond couple has committed \$125,000 to a traveling museum to celebrate America's 250th birthday. Rob and Jean Estes committed the gift as a matching gift incentive in honor of the Virginia Trucking Association. This means that every dollar donated to the VA250 Mobile Museum Experience will be matched by the Esteses, up to \$125,000.

Colonial Tea Party Set for Sunday (paywall)

Scott County Virginia Star

September 26

Impressions: 1.89k

As part of the America250 project to celebrate the country's 250th anniversary in 2026, local organizers from the Scott County Virginia 250 Committee are hosting a Colonial Era Tea Party to commemorate the Boston Tea Party. The Daniel Boone Wilderness Trail Association (DBWTA), the Scott County 250 Committee and Natural Tunnel State Park are partnering for the event.

Williamsburg Institute Aims to Connect The Past to The Present

Williamsburg-Yorktown Daily

October 11

Impressions: 2.34k

"The [Williamsburg] Institute will play a crucial role in education and preparing individuals to lead, solve problems, engage with others, and advance society," said Executive Chair Carly Fiorina. "Now more than ever, particularly as we approach the 250th commemoration of founding as a nation, we need leaders who will create a more effective, engaged, civil, and inclusive society."

'The only way to convince people that this is everybody's story is to tell the whole story'

Cardinal News

October 13

Impressions: 104k

That's one of the challenges Carly Fiorina faces as she embarks on her duties as honorary chair of the Virginia American Revolution 250 Commission, a state panel that's charged with organizing the Virginia side of the celebrations marking the nation's 250th birthday in 2026.

Social Media Mentions

[RT] @VARevolution250: #VA250 was honored to participate in a round table discussion today about the tourism opportunities of the coming 250th anniversary, led by Senator @MarkWarner and officials from Williamsburg, James City County, and York County. #america250va #

X (Twitter)

[R franz @Rfranz19](#)

July 20

Impressions: 4.38k

[RT] : Charlottesville is full of amazing experiences including wineries, museums, and of course, the historical sites such as @MonroeHighland, Michie Tavern, and @TJMonticello. Learn more: <https://t.co/0ib6Um61Uv> #VA250 #America250VA @visitCville #VirginiansForHistoryLovers

X

[Past Is Prologue @prologuepast](#)

August 3

Impressions: 2.46k

[RT] @VARevolution250: "We tend to think that the Virginia portion of the American Revolution took place entirely on the eastern side of the state, but [VA250 Commission Chair] Delegate Terry Austin is quick to point out that's not so." #VA250 @CardinalNewsVA

X

[Rishi Jaitly @rsjaitly](#)

August 16

Impressions: 42.7k

[RT] @This_is_Hampton has over 140 historical markers! These span centuries of history including some of the American Revolution, such as the birthplace of George Wythe who served as one of VA's representatives at the Continental Congress. #VA250 #america250va

X

[Visit Hampton, VA @This is Hampton](#)

August 18

Impressions: 2.29k

[RT] @VARevolution250: Political debates go back further than the Declaration of Independence. For more than 250 years, Americans have discussed how best to approach our nation's future. #VA250

X

[Steve Boer @Steve_Boer1865](#)

August 24

Impressions: 1.2k

[RT] a history project by a Virginia nonprofit, educational institution, or state and federally recognized American Indian tribe that could benefit from a special grant program? The @VirginiaMuseum is now accepting applications through Sept 30, 2023. #VA250

X

[Virginia Museum of History & Culture @VirginiaMuseum](#)

September 1

Impressions: 20.4k

[RT] t.co/s1ZgZWa3VO, the founding of Jamestowne is considered the most significant event in VA's history. Jamestown marked the 1st permanent English settlement in North America which played a crucial role in the development of the US and the Revolution. #VA250

X

[Steve Boer @Steve_Boer1865](#)

September 7

Impressions: 1.21k

[RT] 50 of them are known to still exist today. One of those sits at @TJMonticello Click below to learn more with @DailyProgress #VA250 #America250 #America250VA ; Have you checked out our Declaration of Independence exhibit currently on display at the visitor center?

X

[Ben Edwards @BostonHistory](#)

September 8

Impressions: 4.34k

The board of directors of Virginia Commemorations, Inc., are delighted to announce that Rob and Jean Estes have generously committed \$125,000 to support the VA250 Mobile Museum Matching Gift campaign in honor of the @VaTruckingAssn. (con't) #VA250

X

[Va Trucking Assn](#)

September 13

Impressions: 3.02k

[RT] : September is #virginiaspiritsmonth and Washington has quite a part in the country's rich distilling history. Click here to learn some facts about Washington's distillery at @mountvernon: <https://t.co/aiuhyUP92X> @visitvirginia #VA250 #America250 #virginiaisforhistorylovers

X

[Hoyle, Joseph E. @JEHoyle1971](#)

September 21

Impressions: 1.01k

night in Yorktown, Sgt. Joseph Plumb Martin, a young but experienced Soldier wrote in his diary about spotting a glimpse of Gen. George Washington. Discovery more #SoldierStories by visiting: <https://t.co/EX9AdPkHYx> #RevolutionaryWar #VA250 #RevWar250

X

[National Museum of the United States Army @USArmyMuseum](#)

September 22

Impressions: 3.33k

[RT] anniversaries will be coming to Prince William County very soon. This November, the county will be celebrating Rippon Lodge's 275th anniversary, one of the oldest homes in the area. Next June will be the 250th of the Prince William County Resolves. #VA250

X

[Hoyle, Joseph E. @JEHoyle1971](#)

October 10

Impressions: 1.07k

Social Media Performance

(July 18 – October 13)

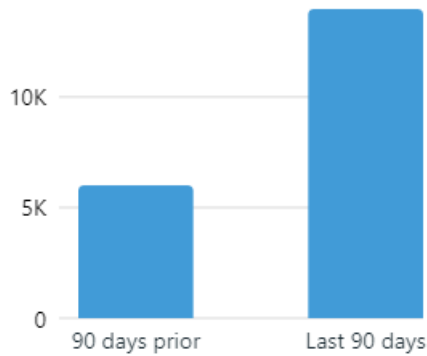
Facebook

Reach

Post reach ⓘ

14K ↑ 132.7%

Total from last 90 days vs 90 days prior

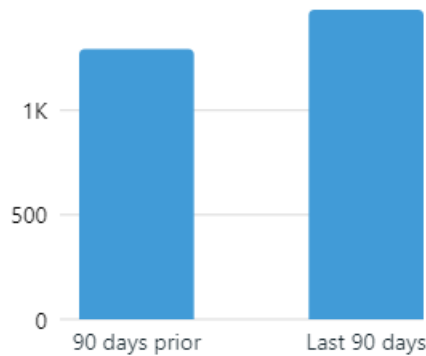


Engagement

Post reactions, comments and shares ⓘ

1.5K ↑ 14.5%

Total from last 90 days vs 90 days prior



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post
Charlottesville is full of amazing experiences includin..
Jul 26, 2023, 8:34 AM

This post's reach (6,902) is **3,756%** higher than your median post reach (179) on Facebook.

Highest reactions on a post ⓘ



Facebook post
Charlottesville is full of amazing experiences includin..
Jul 26, 2023, 8:34 AM

This post received **667%** more reactions (92 reactions) than your median post (12 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post
It's not just about Virginia's amazing museums and the..
Jul 31, 2023, 11:33 AM

This post received 13 comments compared to your median post (0 comments) on Facebook.

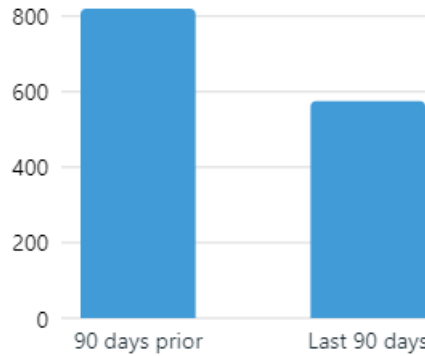
Instagram

Reach

Post reach ⓘ

575 ↓ 29.9%

Total from last 90 days vs 90 days prior

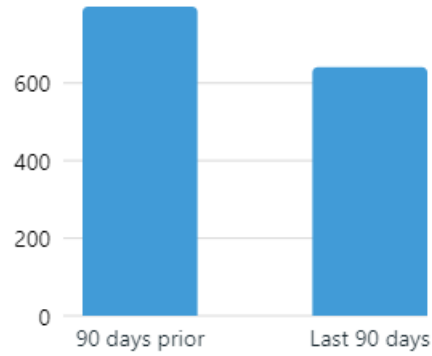


Engagement

Post likes, comments and shares ⓘ

641 ↓ 19.6%

Total from last 90 days vs 90 days prior



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Instagram post
The #VA250
Commemoration is...
Aug 2, 2023, 9:25 AM

This post's reach (241) is 87% higher than your median post reach (129) on Instagram.

Highest likes on a post ⓘ



Instagram post
The #VA250 Commission
met today to discuss some...
Jul 18, 2023, 10:28 AM

This post received 41 likes.

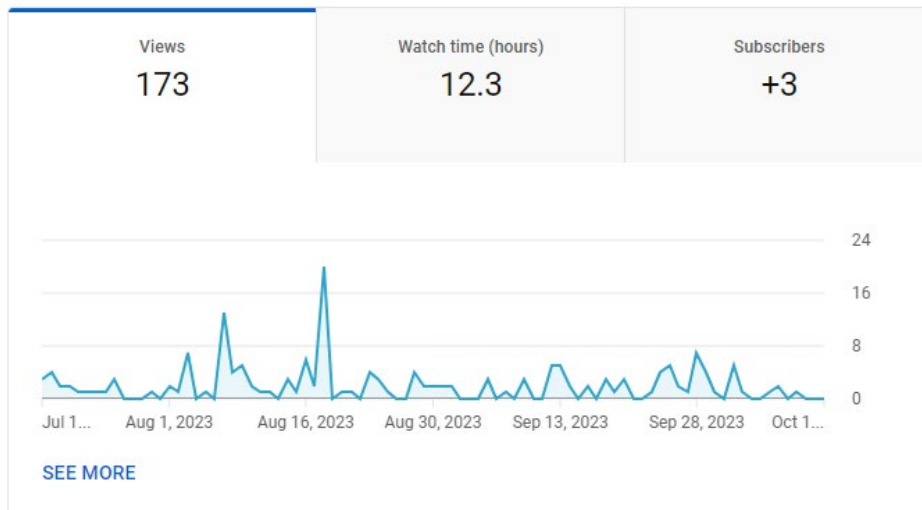
Highest comments on a post ⓘ



Instagram post
#OnThisDay in 1765 (258
years ago for those...
Aug 14, 2023, 11:25 AM

This post received 6 comments compared to your median post (0 comments) on Instagram.

YouTube



LinkedIn

Visitor highlights ?

240

Page views
▲135.3%

115

Unique visitors
▲210.8%

8

Custom button clicks
▲700%

Highlights

Data for 7/18/2023 - 10/11/2023

216

Reactions
▲13.1%

6

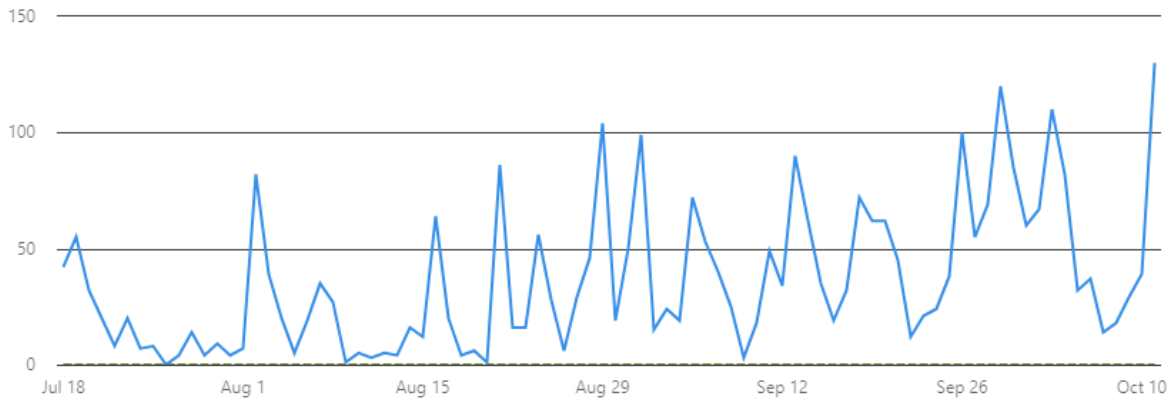
Comments
●0%

34

Reposts
▲161.5%

Metrics

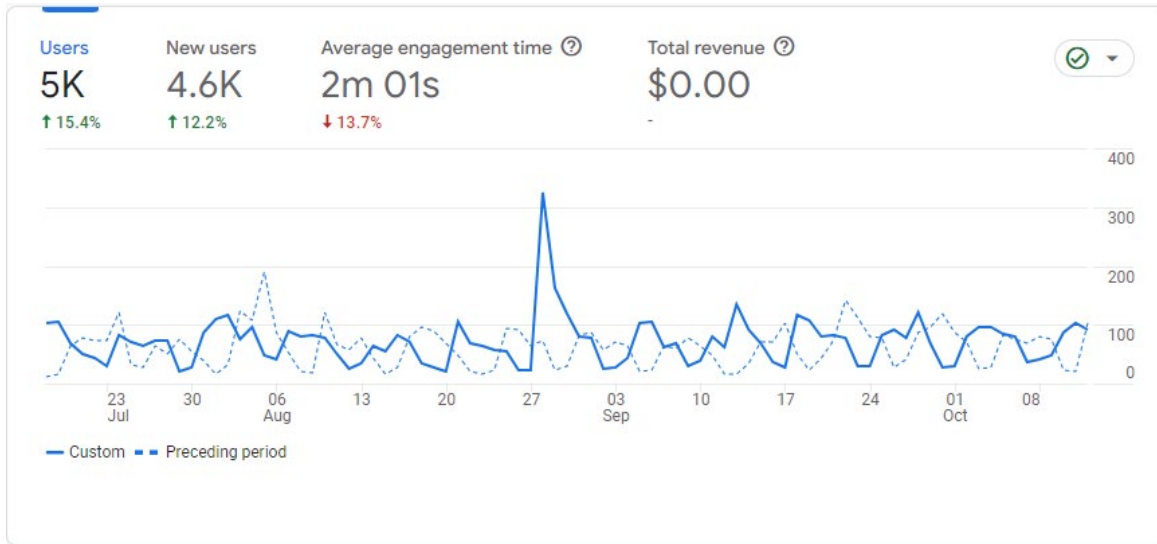
Impressions ▾



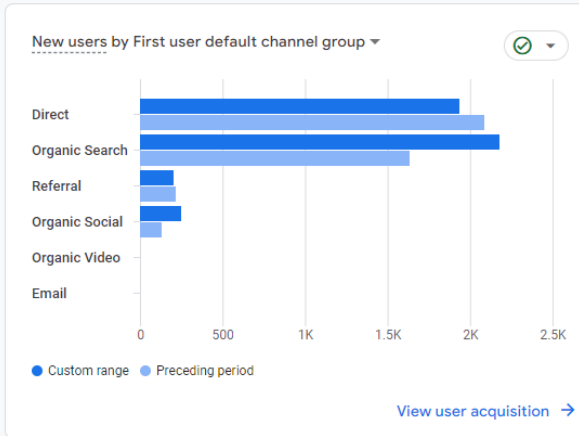
Organic

3,130

Website Analytics



WHERE DO YOUR NEW USERS COME FROM?



WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS	% Change
Virginia American Revolutio...	3.4K	↑ 1.9%
Event Detail - Virginia Ameri...	1.6K	↑ 66.8%
Events - Virginia American R...	1.3K	↑ 13.3%
Virginia American Revolutio...	1.1K	↓ 1.1%
About the Virginia American ...	1K	↑ 36.3%
American Revolutionary War...	857	↑ 18.5%
Grants - Virginia American R...	522	↓ 34.8%

[View pages and screens →](#)

