

## VA250 Media Highlights

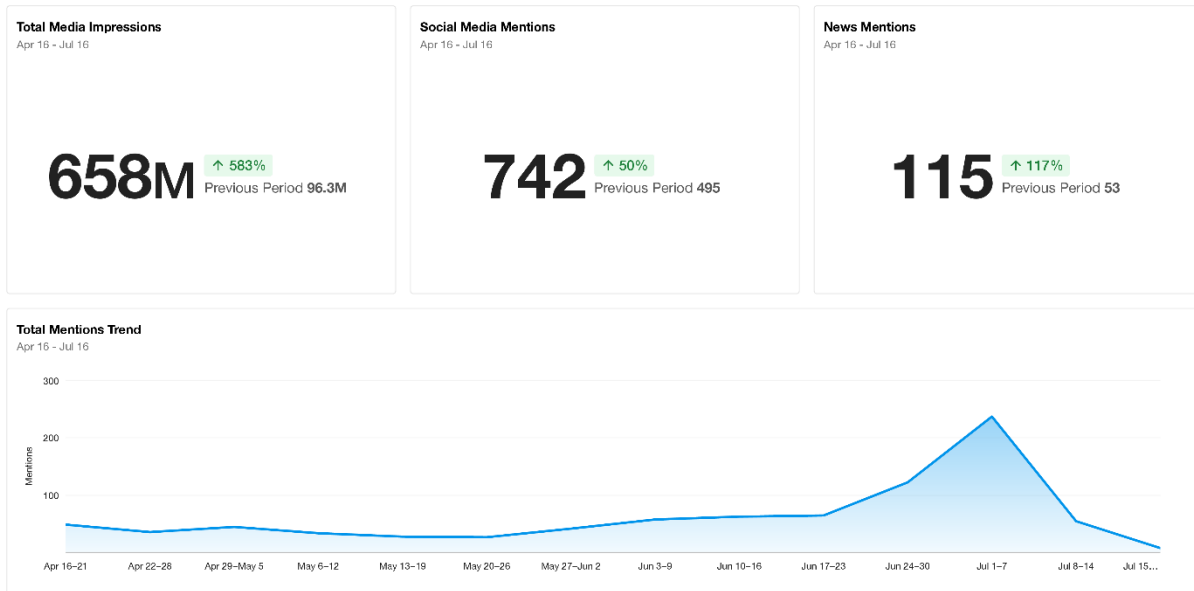
April 16 – July 16, 2024

Total media impressions: 658 million (up 583%)

Fourth of July impressions: 9 million

Year to date: 756 million (up 184%)

2023 Cumulative: 461 million



### Selected News & Social Media Highlights

[Reflecting on my experience at the @VARevolution250 State Convening in Williamsburg, VA.](#)

X: @RosieRios

April 16

Impressions: 81,525

[Cardinal 250: Representatives from planning committees across the country met recently in Williamsburg to compare notes.](#)

X: @cardinalnewsva

April 16

Impressions: 4,100

CARDINAL NEWS 250 PROJECT

[A 'rascaly county': Montgomery County was a hotbed of anti-Patriot fervor during the Revolution](#)

[In Virginia and across the nation, planning is underway for a 250th birthday in 2026](#)

**Cardinal News 250 podcast with Virginia 250 Commission executive director Cheryl Wilson**

**Dispatch from 1766: A sensational murder at Mosby's Tavern highlights how much Virginia's gentry is in debt to Britain**

Cardinal News

April 16

Impressions: 760,000 (190,000 per article)

The year 2026 marks the 250th anniversary of the Declaration of Independence. Cardinal News has embarked on a three-year project to tell the little-known stories of Virginia's role in the march to independence. This project is supported, in part, by a grant from the Virginia American Revolution 250 Commission.

**BA250 event to be held at Bedford Area Welcome Center on April 20th**

Smith Mountain Eagle

April 17

Impressions: 2,740

The Virginia American Revolution 250 Commission (VA250), created by the General Assembly, is coordinating and collaborating with all 134 cities and counties in Virginia. The Commission's main goal is to convene a statewide commemoration and celebration that is multi-faceted and includes hundreds of partners and representatives from the wide array of historic sites, museums, and communities that enrich Virginia. There will be signature events, museum exhibitions, a mobile exhibition that will travel the state in a tractor-trailer, and much more.

**A look back at "A Common Cause to All"**

X: @ColonialWilliamsburg

April 18

Impressions: 39,952

One month ago today, we joined @VARevolution250 to welcome over 400 guests who renewed their commitment to our common cause: engage & energize Americans in our shared history and future as we head toward America's 250th Birthday in 2026.

**"Sea" you in June 2026!**

X: @VARevolution250

April 18

Impressions: 3,194

Sail250® Virginia will see Norfolk welcoming an international fleet of tall ships, military vessels, and character ships for the 250th anniversary!

**Harry Smith gave a great speech at #va250 and reminded people of the importance of E pluribus unum.**

X: @PursuingHistory  
April 22  
Impressions: 9,127

Alas, the 250th in 2026 isn't going to be like the 200th. Wouldn't it be great if E pluribus unum was one of the themes of all of the activities and celebrations?

**[Bedford Area Welcome Center hosts VA250 living history exhibit with Fincastle Company](#)**

Smith Mountain Eagle  
April 22  
Impressions: 2,740

The Bedford Area Welcome Center hosted its first VA250 event on April 20th with a living history display and interactive experience with the Fincastle Company.

**[Mathews VA250 Committee to Go Back in Time With the Colonial Williamsburg Fife & Drum Corps](#)**

WY Daily  
April 23  
Impressions: 118,210

The Mathews VA250 Committee announced sponsorship of a performance by the Colonial Williamsburg Fife & Drum Corps on Saturday, May 4, at the upcoming Mathews County Spring Heritage Festival.

**[A generous grant from @VARevolution250 and @VAHumanities has allowed us to purchase new photography equipment!](#)**

X: Patrick Henry's Red Hill  
April 29  
Impressions: 5,710

Museum collections staff are now able to document larger objects including #PatrickHenry's standing desk. We can't wait to show you more of our wonderful artifacts!

**[Culpeper Museum announces events in May for VA250](#)**

Culpeper Star-Exponent & X  
May 1  
Impressions: 38,760

The Museum of Culpeper History recently announced events that will take place later this month in conjunction with the VA250 commemoration.

**[NOW PLAYING: Episode 7: "The Divide"](#)**

X: @JamesPAmbuske  
May 2  
Impressions: 12,387

Think you know the story of the Proclamation Line? Think again. Listen now:  
<https://t.co/tHGv1LdqwA> Featuring @maxedelson, @foreign\_advice, and @MaeveKane This episode was made possible with support from @VARevolution250.

### **[Commentary: 250 years later, Native Americans have a chance to reclaim the narrative](#)**

Richmond Times-Dispatch  
May 3  
Impressions: 802,000

Stephen R. Adkins is chief and tribal administrator of the Chickahominy Tribe in Providence Forge, a member of the Virginia American Revolution 250 Commission and chair of the commission's Tribal Nations Leadership Advisory Council.

### **[Virginia Beach beefs up its proposed \\$2.6 billion budget with last minute additions](#)**

The Daily Press, The Virginian-Pilot, yahoo! finance  
May 7  
Impressions: 50.2 million

The city would provide \$60,000 to the VA250 Commission, a state-appointed body established by the Virginia General Assembly to commemorate the American Revolution. Virginia Beach currently has a committee to plan local events leading up to the 2026 celebration.

### **[Music of America concert sponsored by VA250 Committee in Mathews County](#)**

WAVY-TV & yahoo! Entertainment  
May 8  
Impressions: 429.6 million

The concert is sponsored by the VA250 Committee and is presented by the Courthouse Community Orchestra.

### **[Singing for America: Mathews teen releases patriotic CD for VA250](#)**

The Daily Press, @daily\_press  
May 8  
Impressions: 1.2 million

Hunter Owens has built a regional following and released two albums of solo performances, the latest a patriotic CD in collaboration with the Mathews County VA250 Commission. Hunter is a youth representative on the committee, which is planning local celebrations prior to and during America's semiquincentennial in 2026.

### **[Why three Colonial-era newspapers in Williamsburg called themselves The Virginia Gazette — and even published at the same time](#)**

### **[Cardinal 250 podcast with Jeff South on the role of the press in Colonial Virginia](#)**

### **[Channeling the life story of the first woman to publish a newspaper in Virginia](#)**

### **Dispatch from 1769: Governor dissolves House of Burgesses; Virginia vows boycott of British goods**

Cardinal News 250 Series

May 14

Impressions: 519,000 (173,000 x3)

The year 2026 marks the 250th anniversary of the Declaration of Independence. Cardinal News has embarked on a three-year project to tell the little-known stories of Virginia's role in the march to independence. This project is supported, in part, by a grant from the Virginia American Revolution 250 Commission.

### **Online exhibit brings life to George Washington's time in Winchester**

The Winchester Star

May 14

Impressions: 139,000

If you're interested in checking out "From Surveyor to Patriot: The Story of George Washington and Fort Loudoun," which was funded by a grant from the VA250 Commission, now would be a great time to do so.

### **Virginia Beach City Council Votes to Adopt Revised FY25 Budget**

The Hampton Roads Messenger

May 15

Impressions: 2,920

The approved Operating Budget includes adding funding to some departments' operating budgets, including \$60,000 to the Planning Department to provide funding for the VA250 Commission, a state-appointed commission to commemorate the American Revolution.

### **Surry debuts driving tour highlighting Black, indigenous history**

The Smithfield Times

May 16

Impressions: 17,000

The trail is the brainchild of Surry's VA250 Committee, a 16-member chapter of the Virginia American Revolution 250 Commission. The statewide body formed in 2020 to plan Virginia's 2025 commemoration of the 250th anniversary of the Revolutionary War, which began on April 19, 1775, with an exchange of gunfire between American colonists and British troops in Massachusetts.

### **Congratulations to @estesexpress on being named a Top Workplace!**

X: @VARevolution250

May 17

Impressions: 291

We're grateful for their dedication to their employees and their continued support of #VA250.

[Get ready for a fun photo challenge! 📷 Introducing #FindSammyFriday where you can try to spot where our mascot Sammy 🐶 is in Virginia.](#)

X: @VARevolution250

May 24

Impressions: 652

🔍 What historic building, monument, or landmark is our Sammy at today? Look closely and reply with your answer!

💡 Give us the scoop! 💡

Facebook: varevolution250

May 30

Impressions: 1,205

VA250 is celebrating America's 250th birthday with a special ice cream flavor developed and served by @gelati\_celesti that is inspired by Virginia's rich history and delicious homegrown apples. Imagine a scoop that captures the comforting taste of homemade apple pie – all made with fresh Virginia apples 🍏 😊. The winning name will be featured on this dreamy creation, served up at Gelati Celesti stores. Drop your most creative and historically relevant name suggestion in the comments below. The more it ties to the anniversary, the better. This flavor will also be featured during the July 4th event at the Virginia State Capitol so don't forget to RSVP!

[250th Anniversary of Thomas Jefferson's Purchase of Natural Bridge To Be Celebrated](#)

The RoanokeStar.com

June 5

Impressions: 19,500

A Bridge to Revolution is presented by the Virginia Department of Conservation and Recreation (DCR), Virginia American Revolution 250 Commission (VA250), Natural Bridge State Park, the Rockbridge Historical Society and Lexington & Rockbridge Area Tourism.

[Commemorating Loudoun's Revolutionary War History](#)

Loudoun Now

June 6

Impressions: 65,200

Loudoun VA250 is one of approximately 130 local committees around the Commonwealth to join the statewide effort established by the Virginia General Assembly in 2020. With the tagline "Virginia's History is America's Story," the Commonwealth was among the first states to create a 250 commission.

[Delegate @CarrieCoyner is at Historic Hopewell Foundation spreading the word about VA250 and the epic Fourth of July celebration planned at the Virginia State Capitol! Don't miss it! RSVP → https://t.co/Dv3qJzADRC](#)

X: @CarrieCoyner  
June 7  
Impressions: 2,128

['The effect of the day thro' the whole colony was like a shock of electricity'](#)

[Dispatch from 1772: Britain vetoes Virginia's vote to abolish slave trade](#)

[For Colonists, hemp was both economic security and national security](#)

[Cardinal 250 podcast with Woody Holton on the 'forgotten founders'](#)

Cardinal News 250 Series  
June 11  
Impressions: 852,000 (213,000 x3)

The year 2026 marks the 250th anniversary of the Declaration of Independence. Cardinal News has embarked on a three-year project to tell the little-known stories of Virginia's role in the march to independence. This project is supported, in part, by a grant from the Virginia American Revolution 250 Commission.

[Exciting day for our secondary fine arts and history departments! Tune into @WTKR3 next Monday to learn about how we are collaborating across disciplines to highlight local history #VA250](#)

X: @tiffanytruitt  
June 12  
Impressions: 2,900

[Commemorating the Loudoun Resolves](#)

Loudoun Now  
June 13  
Impressions: 56,500

On June 15, the Loudoun County Courthouse will be the scene of a public commemoration of the 250th anniversary of the Loudoun Resolves, the adoption of which was a significant step in Virginia's march toward the American Revolution. The event will be hosted by the Sergeant John Champe Chapter of the Virginia Sons of the American Revolution, and involve many chapters of the SAR and Daughters of the American Revolution.

[Staunton among 25 Virginia localities awarded tourism funds from VA250](#)

The Augusta Free Press & Our Community News  
June 14  
Impressions: 223,300

"The VA250 Marketing Leverage Program provides a chance to share Virginia's many untold stories of revolution and spark a sense of wonder in visitors and Virginians alike," VA250 Executive Director Cheryl Wilson said. "We're thrilled to see these grants come to life, and we encourage local organizations with hidden gems of history to apply."

#### [Louisa County trail getting funding to help commemorate VA250](#)

WCAV-TV  
June 14  
Impressions: 134,000

According to a release, the funding is coming through VTC's VA250 Marketing Leverage Program, which is a reimbursable grant program leveraging existing marketing funds.

#### [Area groups get tourism money for America 250](#)

Information Charlottesville  
June 20  
Impressions: unknown

All across Virginia, localities and tourism destinations are planning for the celebration of the 250th anniversary of the signing of the Declaration of Independence.

#### [Virginia school paints new mural, showcases the rich history of Isle of Wight County](#)

WTKR-TV  
June 25  
Impressions: 526,000

This was Isle of Wight County School's first project for the nationwide America250 project. It highlights the importance local history has played in the founding of our country.

#### [Va. State Capitol is hosting exhibition on Revolutionary War](#)

Gazette Leader  
June 25  
Impressions: 33,400

"On behalf of the VA250 Commission, we are pleased to partner with the Daughters of the American Revolution and the American Battlefield Trust to bring the American Revolution Experience to the Virginia State Capitol," VA250 Executive Director Cheryl Wilson said. "This innovative exhibit offers an engaging and interactive way for Virginians of all ages to connect with the rich history of the Revolutionary War and the stories of the people who shaped our nation."

#### [Tourism in Culpeper!](#)

WTTG-TV  
June 26  
Impressions: 2.19 million

FOX 5 DC is joined by the Virginia American Revolution 250 Commission!

**[VA250: Harrisonburg, Rockingham County committees need volunteers to plan anniversary](#)**

Augusta Free Press  
June 26  
Impressions: 190,000

The group is currently working to have local photographs included in the VA250 exhibit and to schedule the VA250 interactive mobile museum to visit Harrisonburg. Join us in celebrating our rich heritage and contributing to a memorable commemoration of our nation's history.

**[‘American Revolution Experience’: VA250 pop-up exhibit opens in Richmond](#)**

Augusta Free Press  
June 26  
Impressions: 190,000

The Virginia American Revolution 250 Commission (VA250) is excited to announce the opening of the “American Revolution Experience” at the Virginia State Capitol.

**[Semiquincentennial Committee Looking For Help](#)**

Daily News-Record  
June 27  
Impressions: 70,300

“By examining the past, we gain a deeper appreciation and understanding of our present society. In preparation for the 250th anniversary, the American Association of State and Local History has introduced five themes to encourage greater participation and guide our educational programs. I am eager to see how the historical sites, schools, organizations, and VA250 committees will interpret and share our unique local stories,” said Penny Imeson, director of Rocktown History

**[VA250 hosts American Revolution Experience traveling exhibit at Virginia State Capitol](#)**

WRVAHub  
June 27  
Impressions: 7,770

“On behalf of the VA250 Commission, we are pleased to partner with the Daughters of the American Revolution and the American Battlefield Trust to bring the American Revolution Experience to the Virginia State Capitol,” VA250 Executive Director Cheryl Wilson said. “This innovative exhibit offers an engaging and interactive way for Virginians of all ages to connect

with the rich history of the Revolutionary War and the stories of the people who shaped our nation.”

### [Visit Yorktown Virginia](#)

Coastal Virginia Magazine

June 27

Impressions: 22,900

In preparation for the Virginia250 celebration—the 250th anniversary of the signing of the Declaration of Independence—Yorktown is planning to commemorate several milestones that led up to the 1781 victory in Yorktown and, ultimately, the end of the Revolutionary War. This will include the Bicentennial of Lafayette’s Farewell Tour, the Yorktown Victory Market, and an exciting weekend of events to commemorate the 250th Anniversary of the Yorktown Tea Party.

### [A time for civics education](#)

Cardinal News

June 27

Impressions: 213,000

VA250 commission member Jamie Bosket is the president & CEO of the Virginia Museum of History and Culture, which will mark America’s 250th anniversary with a dramatic investment in history and civics leading up to and beyond 2026.

### [Alexandria and the Fairfax Resolves](#)

The Zebra

July 1

Impressions: 21,400

Keynote remarks will be given by Carly Fiorina, Virginia’s National Honorary Chairperson of the Virginia American Revolution 250 Commission.

### [PRSA Member Summer Spotlight - Mike Frontiero](#)

PRSA Richmond

July 1

Impressions: unknown

As Chief Communications Officer for the Virginia American Revolution 250 Commission (VA250), I'm thrilled to be at the forefront of commemorating two pivotal moments in American history: the 250th anniversaries of our nation's birth in 2026 and the Revolutionary War's end at Yorktown in 2031. VA250's mission deeply resonates with me – fostering civic engagement and educating Virginians about their rich, diverse history.

### [Marquis De Lafayette joins Pamplin Park’s July 4 celebration](#)

The Altavista Journal  
July 3  
Impressions: 4,350

This event is a part of the VA250 celebrations taking place across Virginia, to commemorate the 250th anniversary of the American Revolutionary War for independence.

[\*\*America 250: How Maryland, Virginia and D.C. will mark the milestone\*\*](#)

Washington Business Journal  
July 3  
Impressions: 4.75 million

The U.S. commission hoped to help foster, catalyzing action while allowing its partners to take the lead at a local level, per Chery Wilson, executive director of the VA250 Commission.

[\*\*Valley VA250 Committees seeking help planning 2026 commemoration\*\*](#)

WHSV-TV  
July 4  
Impressions: 364,000

"Milestones are crucial for reflecting on the evolution of our communities and cultures. By examining the past, we gain a deeper appreciation and understanding of our present society. In preparation for the 250th anniversary, the American Association of State and Local History has introduced five themes to encourage greater participation and guide our educational programs," Imeson said. "I am eager to see how the historical sites, schools, organizations, and VA250 committees will interpret and share our unique local stories."

[\*\*Natural Bridge: Jefferson's historic legacy in Rockbridge County celebrates 250th anniversary\*\*](#)

Augusta Free Press  
July 11  
Impressions: 93,300

The Virginia American Revolution 250 Commission is coordinating a multi-year effort to educate Virginians and tourists on the Commonwealth's role in the birth of the United States.

**A Splash-Splash Affair** (print only)

**Virginia Living Magazine**  
July 12  
Impressions: 10,900

Feel revolutionary patriotism for yourself by attending the 250<sup>th</sup> anniversary reenactment of the Yorktown Tea Party this November on the Yorktown waterfront. It's one of a number of fun events that are part of the Virginia250 Celebration.

## FOURTH OF JULY NEWS COVERAGE

### [Independence Day celebration taking place at Virginia State Capitol](#)

WRIC-TV & [WAVY-TV](#)

April 26

Impressions: 2.92 million

According to the organizer, the Virginia American Revolution 250 Commission, Capitol Square “will transform into a vibrant hub of activity, bursting with the sights and sounds of Virginia’s diverse communities” on the night of the event.

### [Your guide to River City summer events](#)

RICtoday

April 29

Impressions: 12,200

The VA250 Commission will celebrate the Fourth by transforming the lawn into a festival ground with music, dance, and spoken word performances.

### [VA250 Independence Day celebration at the Virginia State Capitol](#)

Cape Charles Mirror

May 19

Impressions: 3,570

The VA250 Independence Day celebration at the Virginia State Capitol is set to be an extraordinary event like never before! Inspired by John Adams’ grand vision, this year’s festivities will take place on the State Capitol’s majestic grounds, transforming it into a vibrant hub of activity reflecting Virginia’s diverse history.

[\*\*NOW SCOOPING: "Apple Doodle Dandy"! VA250's limited-edition ice cream, inspired by Virginia apple pie, is the taste of freedom on a spoon! True patriots won't want to miss out. But hurry! It's available only at @GelatiCelesti stores through July 4th.\*\*](#)

X: @VARevolution

June 19

Impressions: 314

### [Your guide to 13 upcoming Richmond-area festivals this season](#)

Richmond Times-Dispatch

June 20

Impressions: 873,000

July 4: See the majestic Virginia State Capitol grounds transform into a vibrant spot for celebration through performances of spoken word, dance, and music as a prelude to unifying and inspiring keynote remarks and a very special finale.

[\*\*Connect RVA: VA250 4th of July Celebration!\*\*](#)

WRLH-TV

June 24

Impressions: 7,330

Connect RVA's Troy Michel spoke with Cheryl Wilson, the Executive Director of the VA250 Commission, to learn all about the upcoming 4th of July Celebration at the State Capitol.

#### [Ring in the Fourth of July at the Virginia State Capitol Bell Tower](#)

WRIC-TV

June 27

Impressions: 1.44 million

"VA250 aims to create a truly unforgettable Fourth of July celebration that resonates throughout the Commonwealth," said VA250 executive director Cheryl Wilson in the release "Imagine the joyous sounds of bells echoing everywhere, reminding us of the shared history and values that bind us together."

#### [Virginians invited to take part in statewide bell-ringing on July 4](#)

Cardinal News

June 28

Impressions: 213,000

On July 4 at 5 p.m., the Virginia American Revolution 250 Commission will kick off the bell-ringing at the Bell Tower at the State Capitol in Richmond. The bell will toll 13 times, symbolizing the original 13 Colonies.

#### ['Liberty Celebration' Salutes July Fourth at the American Revolution Museum at Yorktown](#)

WYDaily

June 30

Impressions: 128,000

A partner of the Virginia American Revolution 250 Commission, the American Revolution Museum at Yorktown is open 9 a.m. to 5 p.m. daily and located on 200 Water Street near the Colonial Parkway in Yorktown.

#### [The Bell Tolls at Five: Fourth of July Kicks-Off Two Years of VA250 Celebrations](#)

ThePhil

July 1

Impressions: unknown

The Virginia American Revolution 250 Commission (VA250) invites Virginians from around the commonwealth to participate in a historic bell-ringing ceremony this Fourth of July. The event is one of the first of many to take shape as America gears up to celebrate its 250th birthday in precisely two years.

### **VA250 leads statewide bell-ringing ceremony for Fourth of July**

Shore Daily News

July 2

Impressions: 37,800

On July 4th at precisely 5:00 pm, the Virginia American Revolution 250 Commission (VA250) will kick off a powerful moment of unity at the Virginia State Capitol Bell Tower. The historic bell will toll 13 times, symbolizing the original 13 colonies that won their independence.

### **Arlington bell-ringing to celebrate nation's birthday**

Gazette Leader

July 2

Impressions: 33,400

"We'll be doing this alongside bells all over the state," said Annette Benbow, who is leading the Arlington effort to commemorate the nation's 250th birthday in 2026.

### **Botetourt County committee churches to join bell ringing on July 4<sup>th</sup>**

Roanoke Times

July 2

Impressions: 233,000

The Botetourt Preservation Partnership is issuing a clarion call for churches and others with bells to mark the occasion in the same manner, according to a release sent as a reminder by the county's VA 250th Committee.

### **VA250 Fourth of July Celebration returns to State Capitol**

WWBT-TV

July 3

Impressions: 36,200

VA250 is hosting its annual Fourth of July Celebration at the Virginia State Capitol.

### **Celebrate Independence Day at the Virginia State Capitol**

WRIC-TV

July 3

Impressions: 1.44 million

"You have a lot of choices of where to go for the Fourth of July, but this is the only time that you can be part of the nation's 250th anniversary which culminates in 2026," Cheryl Wilson, executive director for the VA250 Commission, told 8News. "It's the only time where the Fourth of July is both familiar as well as new. I think it's going to be an inspirational program."

### **VA250 Leads Statewide Bell-Ringing Ceremony for Fourth of July**

WYDaily

July 3

Impressions: 128,000

The Virginia American Revolution 250 Commission (VA250), established to commemorate Virginia's role in the 250th anniversary of American independence, is inviting Virginians to join in a historic statewide bell-ringing ceremony this Fourth of July.

#### **What to know about Thursday's Independence Day event at the Virginia State Capitol**

Richmond Times-Dispatch

July 4

Impressions: 656,000

"The 4th of July celebrates the Declaration of Independence, written by Thomas Jefferson. He designed the State Capitol and served as Virginia's first governor after independence from England was declared," Carly Fiorina, honorary chair of VA250 said. "Future Independence Day celebration locations will be announced as we approach 2025 and 2026."

#### **Drone show caps Independence Day at Virginia's State Capitol celebration**

WTVR-TV

July 7

Impressions: 755,000

A one-of-a-kind drone show capped the Independence Day celebration at Virginia's State Capitol. The "Celebration of Freedom and Our Nation's Founding, "which historians said has not happened at the capitol since the 1800s, was part of the lead up to the 250th anniversary of our nation's founding.

#### **Letting freedom ring**

The Smithfield Times

July 10

Impressions: 15,450

The Virginia American Revolution 250 Commission, formed by the General Assembly in 2020 to plan the state's 2025 commemoration of the 250th anniversary of the Revolutionary War, encouraged all localities in the state to ring a bell 13 times, once for each state in their order of admission to the Union, at 5 p.m. on July 4 to celebrate Independence Day. Isle of Wight County rang the bell at its circa-1801 former courthouse, which has served as the seat of the county government for 213 years.

#### **Letter – Resounding success**

The Smithfield Times

July 10

Impressions: 15,450

The Commonwealth VA250 Commission, charged with commemorating Virginia's "semiquincentennial" of the American Revolution, announced a statewide ceremony only days before it was supposed to happen. All Virginians were invited to chime local bells 13 times at 5 p.m. on July 4th to symbolize the original 13 colonies.

#### **Fourth of July in Capitol Square**

The Connection Newspapers

July 11

Impressions: 18,000

This historic event was organized by the Virginia American Revolution 250 Commission (VA250), which was established by my bill HB 1424 in 2020, and on which I now serve as a Commissioner. VA250 exists to commemorate the upcoming 250th anniversary of American independence, or the semiquincentennial, and educate Virginians, especially our students, about Virginia's pivotal role in our nation's birth.

# VA250 Social Media & Website Report

April 16 – July 15, 2024

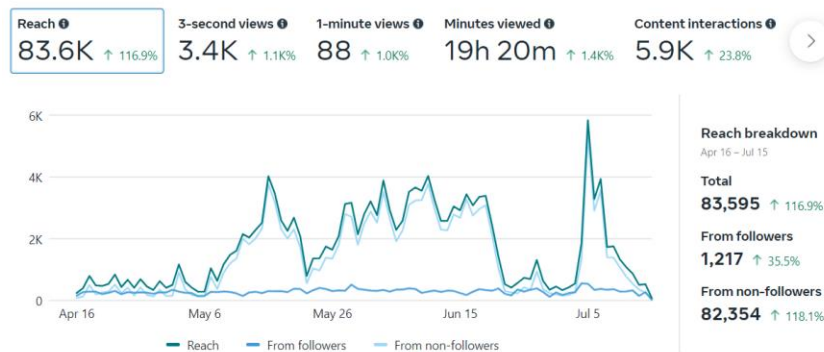
## Social Media Impact

Social Platform	Facebook	Instagram	LinkedIn	Total
Reach/Impressions	83,595	16,358	52,555	152,508
Organic Reach	33,670	10,835	52,555	97,060
Paid Reach	49,925	6,006	-	55,931
July 4, 2024	1,860	3,350		
July 5, 2024	5,833	3,284		
Engagement	5,939	2,100	2,477	10,516
Follows	+ 383	+ 267	+ 227	+ 877

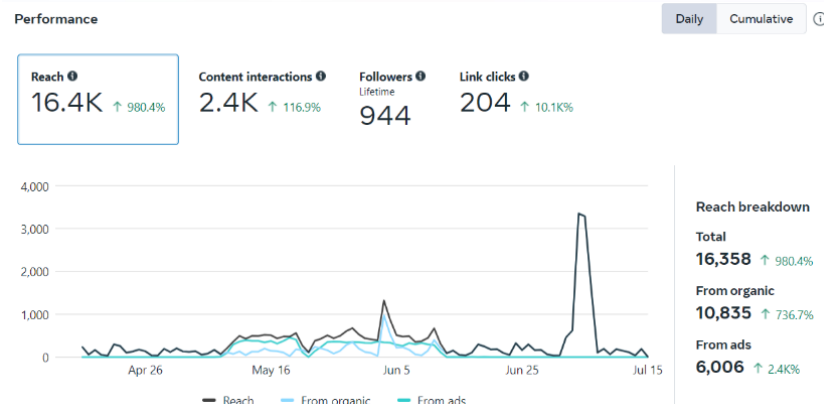
## Followers (as of July 15, 2024)

Facebook: 1,362  
Instagram: 944  
LinkedIn: 1,115  
Twitter (X): 167  
Threads: 141  
YouTube: 57  
**Total: 3,786**

## Facebook:



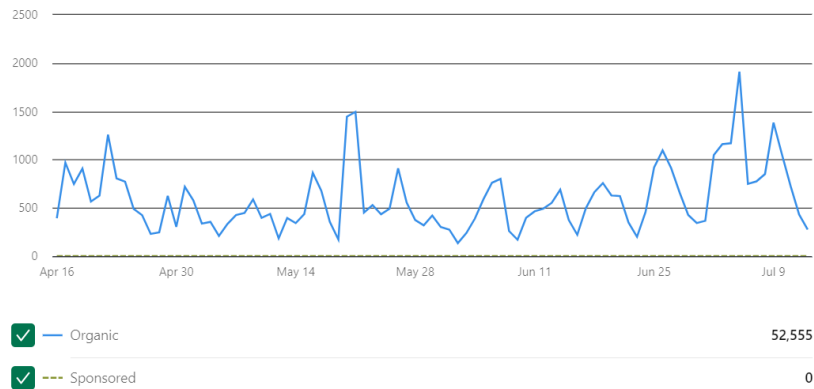
## Instagram:



## LinkedIn:

### Metrics

Impressions ▾



## Ads:

### Facebook:

	<b>July 4<sup>th</sup> Ad #1</b> (May 9 – 21)	<b>July 4<sup>th</sup> Ad #2</b> (May 23 – June 21)	<b>Total:</b>
<b>Reach/Impressions</b>	14,573	35,352	<b>49,925</b>
<b>Engagement</b>	417	785	<b>1,202</b>
<b>Link Clicks:</b>	256	530	<b>786</b>
<b>Total Spent:</b>	\$44.50	\$105.60	<b>\$150.10</b>

### Instagram:

	<b>July 4<sup>th</sup> Ad #1</b> (May 9 – 21)	<b>July 4<sup>th</sup> Ad #2</b> (May 23 – June 21)	<b>Total:</b>
<b>Reach/Impressions</b>	3,091	4,227	<b>7,318</b>
<b>Engagement</b>	97	138	<b>235</b>
<b>Link Clicks:</b>	66	106	<b>172</b>
<b>Total Spent:</b>	\$35.81	\$60.00	<b>\$95.81</b>

## Highlights:

### Facebook:

	<u><b>Natural Bridge 250</b></u>	<u><b>Square Fair Recap</b></u>	<u><b>July 4<sup>th</sup> On This Day</b></u>	<u><b>Requesting Military Photos</b></u>
<b>Reach/Impressions</b>	12,895	2,046	1,362	1,288
<b>Engagement</b>	173	65	31	29
<b>Link Clicks:</b>	-	-	-	8

Instagram:

	<u>Thomas Jefferson Capitol</u>	<u>Preview – Stage Is Set</u>	<u>About Last Night</u>	<u>Natural Bridge 250</u>
<b>Reach/Impressions</b>	1,700	1,597	1,584	1,505
<b>Engagement</b>	100	35	73	93
<b>Plays (Reels)</b>	2,235	1,944	1,901	-

#### FOURTH OF JULY SOCIAL MEDIA COVERAGE

[https://www.instagram.com/p/C8\\_5lRZiFT0/](https://www.instagram.com/p/C8_5lRZiFT0/)  
<https://twitter.com/VAAPIcaucus/status/1809049189419991114>  
<https://twitter.com/GayleneKan56273/status/1809047703675924936>  
<https://twitter.com/GullyoftheSun/status/1809044436103368910>  
<https://twitter.com/VARevolution250/status/1809041781939433503>  
[https://www.instagram.com/reel/C9BJw\\_YOQqu/](https://www.instagram.com/reel/C9BJw_YOQqu/)  
<https://www.instagram.com/p/C9DXV6YxJtj/>  
<https://www.instagram.com/reel/C9A--byN6fO/>  
<https://www.facebook.com/photo/?fbid=1043491380698516&set=a.577692147278444>  
<https://www.instagram.com/p/C9AM8szNU1C/>  
<https://www.facebook.com/watch/?v=1147596246319018>  
<https://www.facebook.com/watch/?v=1520298598578498&ref=sharing>  
[https://twitter.com/say\\_rah\\_/status/1809061293808308458](https://twitter.com/say_rah_/status/1809061293808308458)  
<https://twitter.com/KarenKyia/status/1809307907013636358>  
<https://twitter.com/HawkDiesel1906/status/1809305377533509910>  
<https://twitter.com/VARevolution250/status/1809297490505789620>  
<https://www.instagram.com/p/C9Cq7YwRUjz/>  
<https://twitter.com/GovernorVA/status/1809301620724752452>  
<https://www.facebook.com/share/Exfi61Ng7ibgPnST/>  
<https://www.facebook.com/share/q9faWhSb599jMs7U/>  
<https://youtu.be/E9yGcGo2yM8?feature=shared>  
<https://www.facebook.com/share/B2LwmmTdv47A9JKy/>  
<https://www.facebook.com/share/v/b8TG1CV1MGBcf2vr/>  
<https://www.facebook.com/share/KhYMqojHxGoRqhF/>  
<https://www.instagram.com/p/C9DTRSGJPDm/>

#### Grand Ceremony Live Stream

Views	Impressions	Finishes	Unique Impressions	Unique Viewers
928	2,120	107	615	373

**Website** – April 16 – July 15 compared to January 16 – April 15

	User	% Change	Views	% Change
<b>VA250 Website</b>	<b>30,000</b>	<b>+ 99%</b>	<b>68,000</b>	<b>+ 32.5%</b>
<u>Top 3 Pages:</u>				
<b>#1: Independence Day Page</b>	5,401	-	6,844	-
<b>#2: Home Page</b>	5,156	+33.37%	6,671	+23.1%
<b>#3: Local Events</b>	1,048	+23.58%	1,251	+18.35%
<b>Social Media Ad Landing Page</b>				
(Through total length of ad)	1,001	--	1,182	-

