

VA 250

MONTHLY DIGITAL REPORT

February 2025



MONTHLY CHECK-IN

Follower Growth

(Lifetime – since Jan 4, 2022)

Total – 6,528

Facebook – 2,411
Instagram – 1,458
LinkedIn – 1,876
X/Twitter – 467
Threads - 213
Bluesky – 17
YouTube - 86

Reach

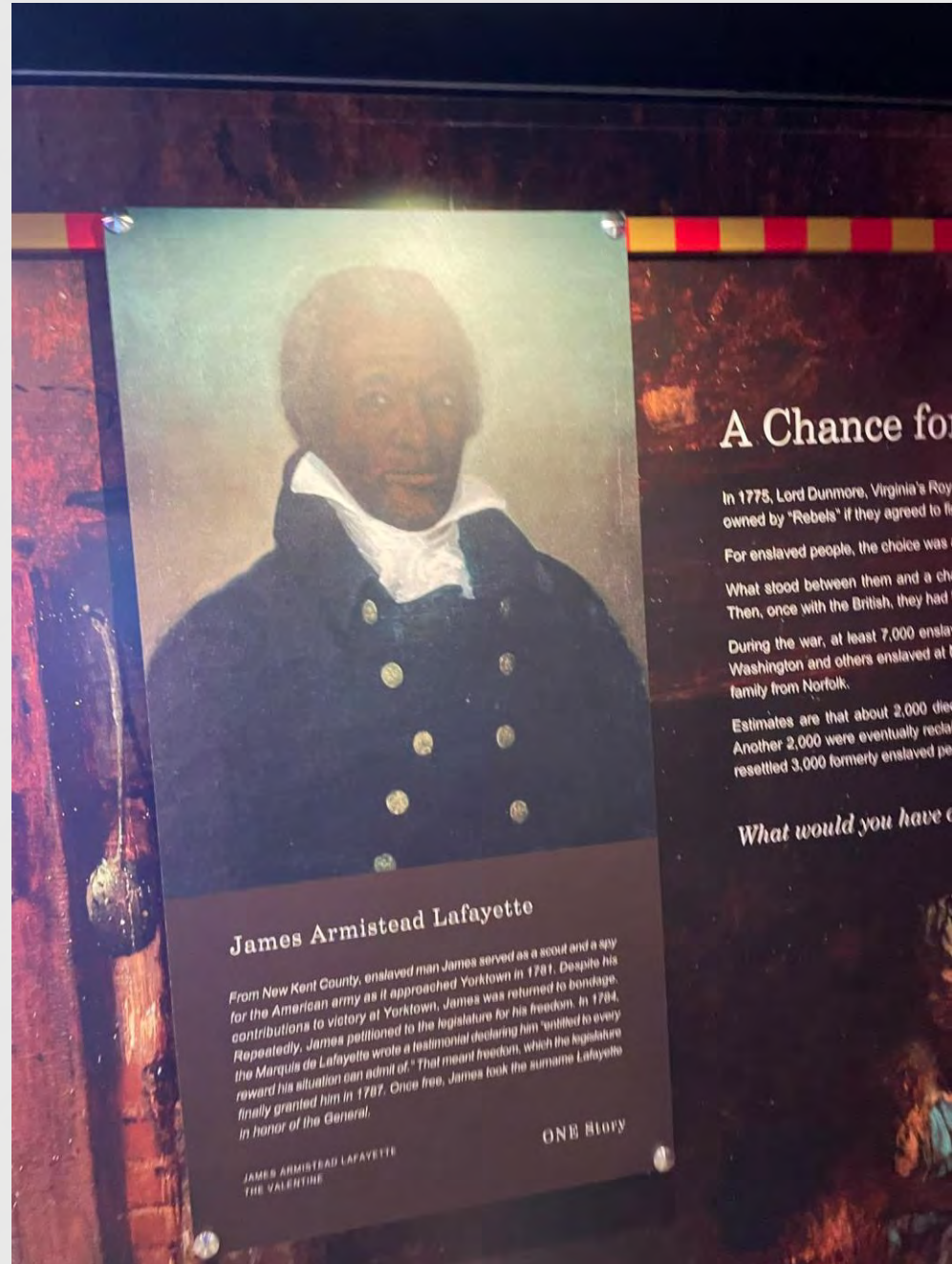
(as of Feb, 2025)

Total – 78,922

Facebook – 28,119
Instagram – 31,374
LinkedIn – 19,429

FACEBOOK

Top Performers



Top content by views Boost content See all content

Preview of Ken Burns's Upcoming Film, The...

TUESDAY MARCH 27, 2025 8:00 PM
COLONIAL WILLIAMSBURG PALACE GREEN

VA250

Sat Feb 8, 9:06am

27.9K views, 674 likes, 52 shares

James Armistead Lafayette ✨ Honori...

Black History Month VA250

Sat Feb 1, 6:00am

4K views, 203 likes, 17 shares

William "Billy" Flora ✨ Honoring Black...

Black History Month VA250

Sat Feb 8, 6:00am

3.3K views, 58 likes, 5 shares

us 🇺🇸 Honoring George Washington's Birthd...

Happy Birthday VA250

Sat Feb 22, 5:01am

3K views, 93 likes, 4 shares

Searching for Spac and Places 1781: G

of the Dan VA250

Mon Feb 10, 9:01am

2.8K views, 41 likes, 3 shares

Top content formats Export

Published content ●

Based on up to 200 pieces of content

+85.7% vs. Jan 5, 2025 - Jan 31, 2025

Photos: 78

Stories: 63

Reels: 7

Links: 3

Videos: 3

Text: 2

Facebook reach ●

-0.9% vs. Jan 5, 2025 - Jan 31, 2025

Photos: 20,236

Multi photo: 7,072

Others: 3,954

Links: 3,834

Reels: 1,245

Text: 420

Videos: 398

Content interactions ●

+8.0% vs. Jan 5, 2025 - Jan 31, 2025

Photos: 1,650

Multi photo: 627

Links: 450

Reels: 153

Stories: 108

Text: 61

Others: 41

Videos: 10

FACEBOOK

Statistics

Views ●

Export ▼

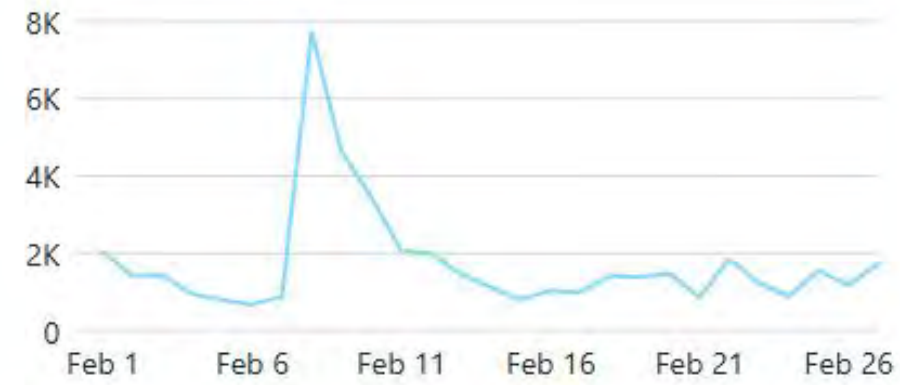
105.7K ↑ 14.3%



Reach ●

Export ▼

28.1K ↓ 0.9%



Content interactions ●

Export ▼

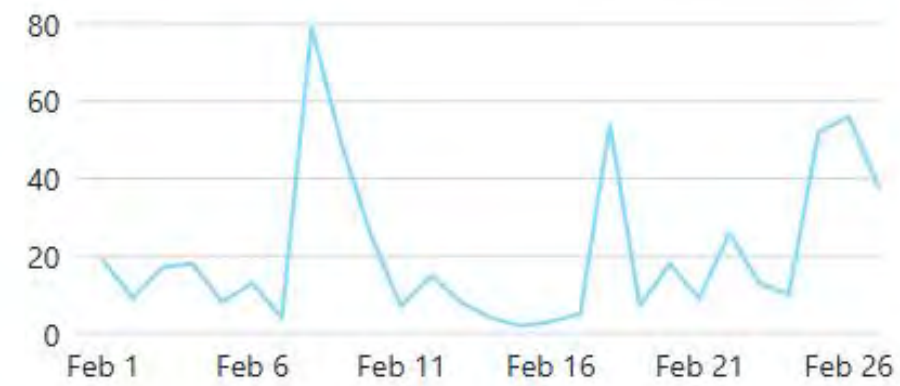
3.1K ↑ 8%



Link clicks ●

Export ▼

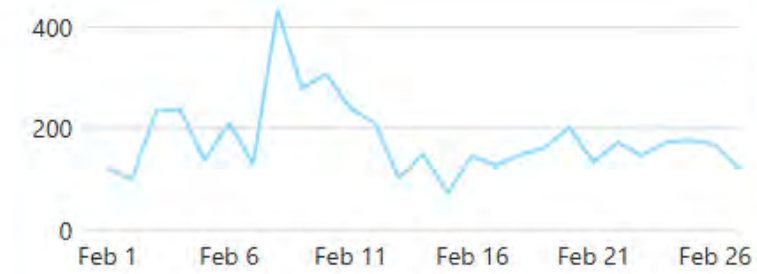
568 ↑ 7.2%



Visits ●

Export ▼

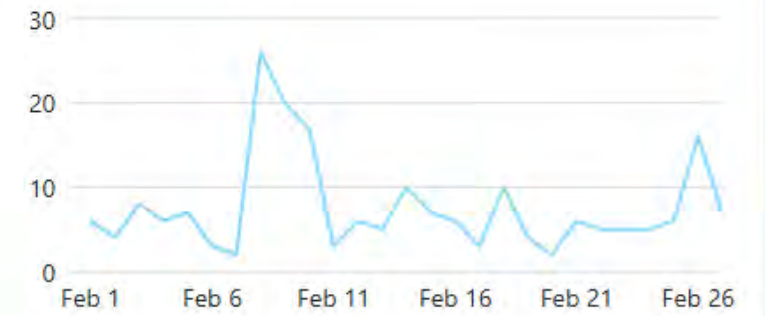
4.8K ↓ 7.9%



Follows ●

Export ▼

205 ↓ 40.4%



INSTAGRAM

Top Performers

THE AMERICAN REVOLUTION

A FILM BY
KEN BURNS, SARAH BOTSTEIN & DAVID SCHMIDT

Top content by views [Boost content](#) [See all content](#)

Post Content	Views	Likes	Comments	Shares
Preview of Ken Burns's Upcoming Film, The... Sat Feb 8, 9:06am	18.8K	540	20	128
The Northern States Know and Now It's... Sun Feb 16, 5:58am	9.2K	171	3	13
As its first stop in Northern Virginia, th... Mon Feb 24, 11:00am	6.1K	233	10	13
Hey guys! That drip is tough 😎😏 us "Drip"... Sun Feb 23, 7:14am	4.8K	123	6	36
HBD 🇺🇸 to George Washington 🇺🇸 Th... Sat Feb 22, 7:33am	4.8K	354	5	32

Top posts by interactions [Boost content](#) [See all content](#)

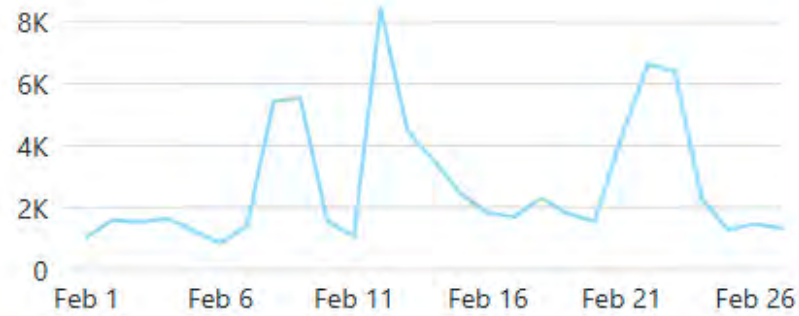
Post Content	Views	Likes	Comments	Shares
Preview of Ken Burns's Upcoming Film, The... Sat Feb 8, 9:06am	18.8K	540	20	128
HBD 🇺🇸 to George Washington 🇺🇸 Than... Sat Feb 22, 7:33am	4.8K	354	5	32
As its first stop in Northern Virginia, th... Mon Feb 24, 11:00am	6.1K	233	10	13
Saint Luke's Church, Smithfield, Virginia... Mon Feb 3, 7:11pm	4.8K	181	4	4
The Northern States Know and Now It's... Sun Feb 16, 5:58am	9.2K	171	3	13

INSTAGRAM Statistics

Views

Export

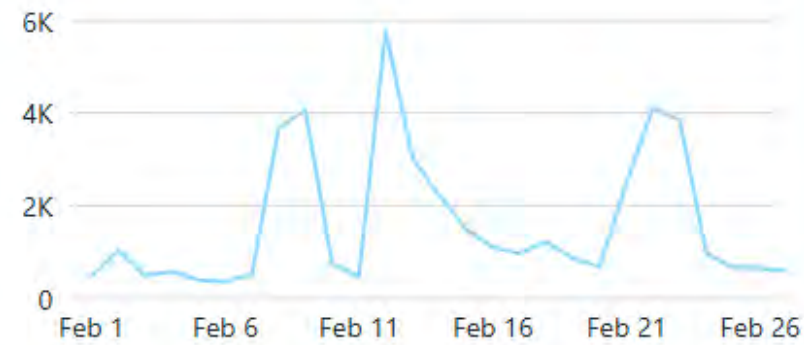
74.6K ↑ 103.1%



Reach

Export

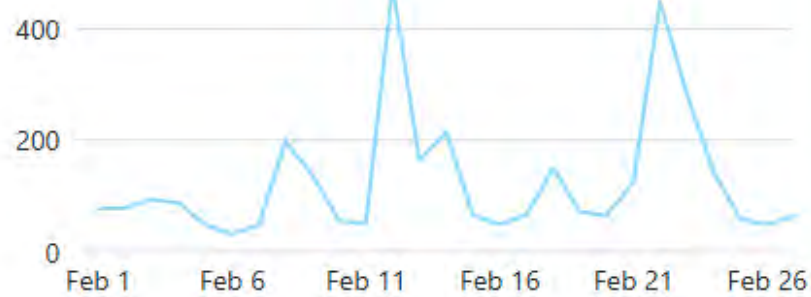
31.4K ↑ 364.1%



Content interactions

Export

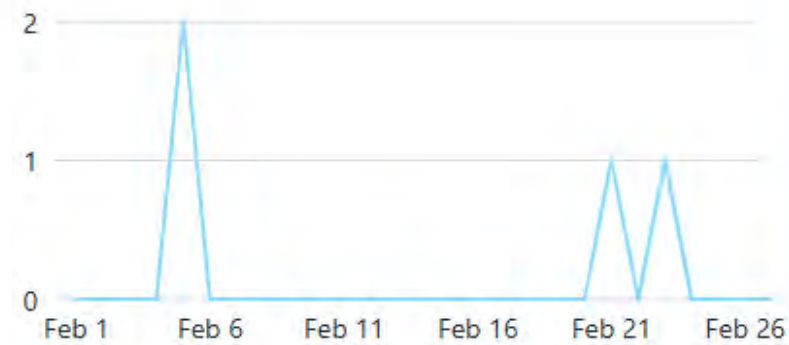
3.4K ↑ 102%



Link clicks

Export

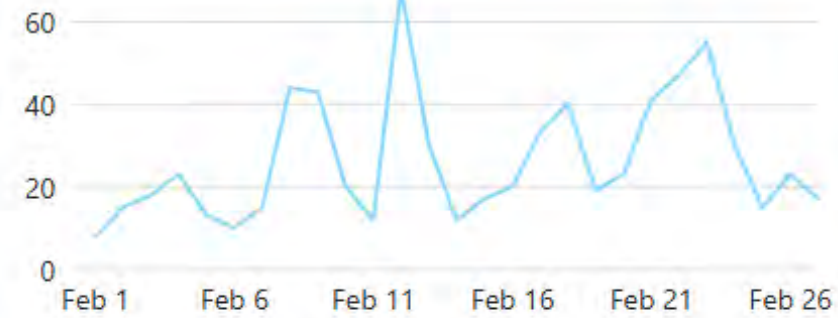
4 ↓ 77.8%



Visits

Export

711 ↑ 29.5%



Follows

Export

142 ↑ 2.2%



LINKEDIN



Top Performers

Time range: Feb 14, 2025 - Feb 28, 2025 Show: 10

Post title	Impressions	Views	Clicks	CTR	Reactions	Comments	Rep
On March 23, 1775, Patrick Henry gave his rousing speech to the delegation at the Second Virginia... Posted by Mike Frontiero 2/28/2025 Get up to 140 more clicks by boosting this post. Boost	20	-	0	0%	9	0	
America 250! Commendation Medal and Certificates Presented by the Daughters of the American... Posted by Mike Frontiero 2/27/2025 This post type can't be boosted. Boost	131	-	37	28.24%	10	1	
Round-Table Discussion at the Star Theatre March 08, 2025 2:00 PM - 4:00 PM Star Theatre... Posted by Mike Frontiero 2/27/2025 Get up to 140 more clicks by boosting this post. Boost	150	-	4	2.67%	14	1	
WSET-ABC 13 visited Red Hill to film an interview for our upcoming event! Join us on March 22 at 2:0... Posted by Mike Frontiero 2/26/2025 This post type can't be boosted. Boost	-	-	-	-	-	-	

LINKEDIN

Statistics

Highlights

Data for 1/28/2025 - 2/26/2025

19,429
Impressions
▲17.9%

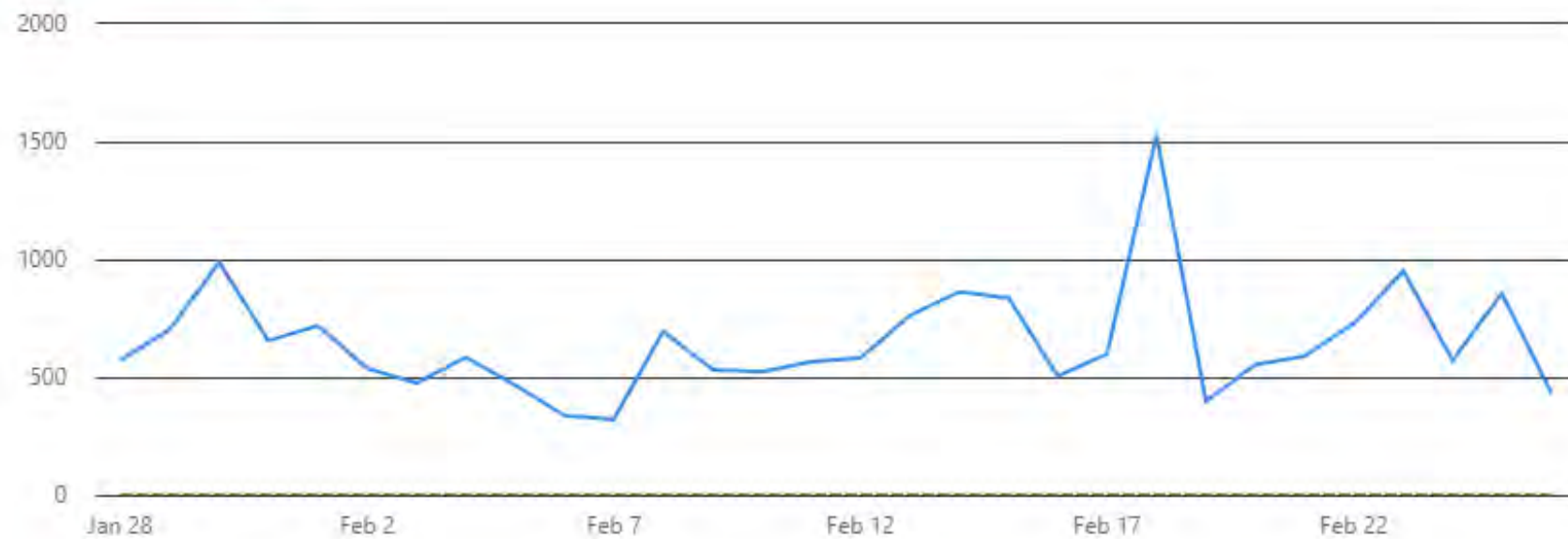
1,045
Reactions
▲32.1%

70
Comments
▲141.4%

28
Reposts
▲16.7%

Metrics

Impressions ▾



✓ Organic

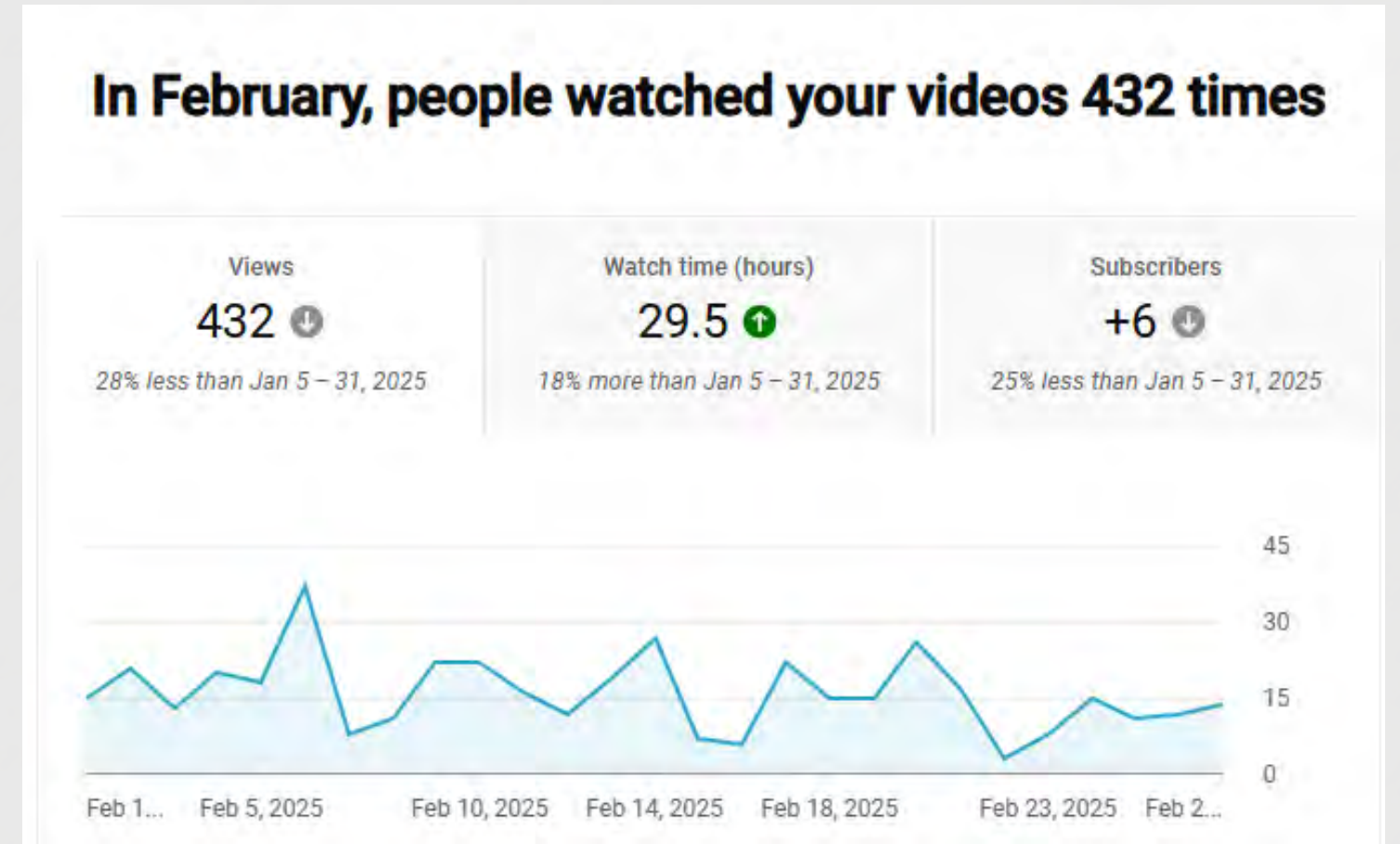
19,429

TWITTER/X



Statistics

YOUTUBE



THREADS

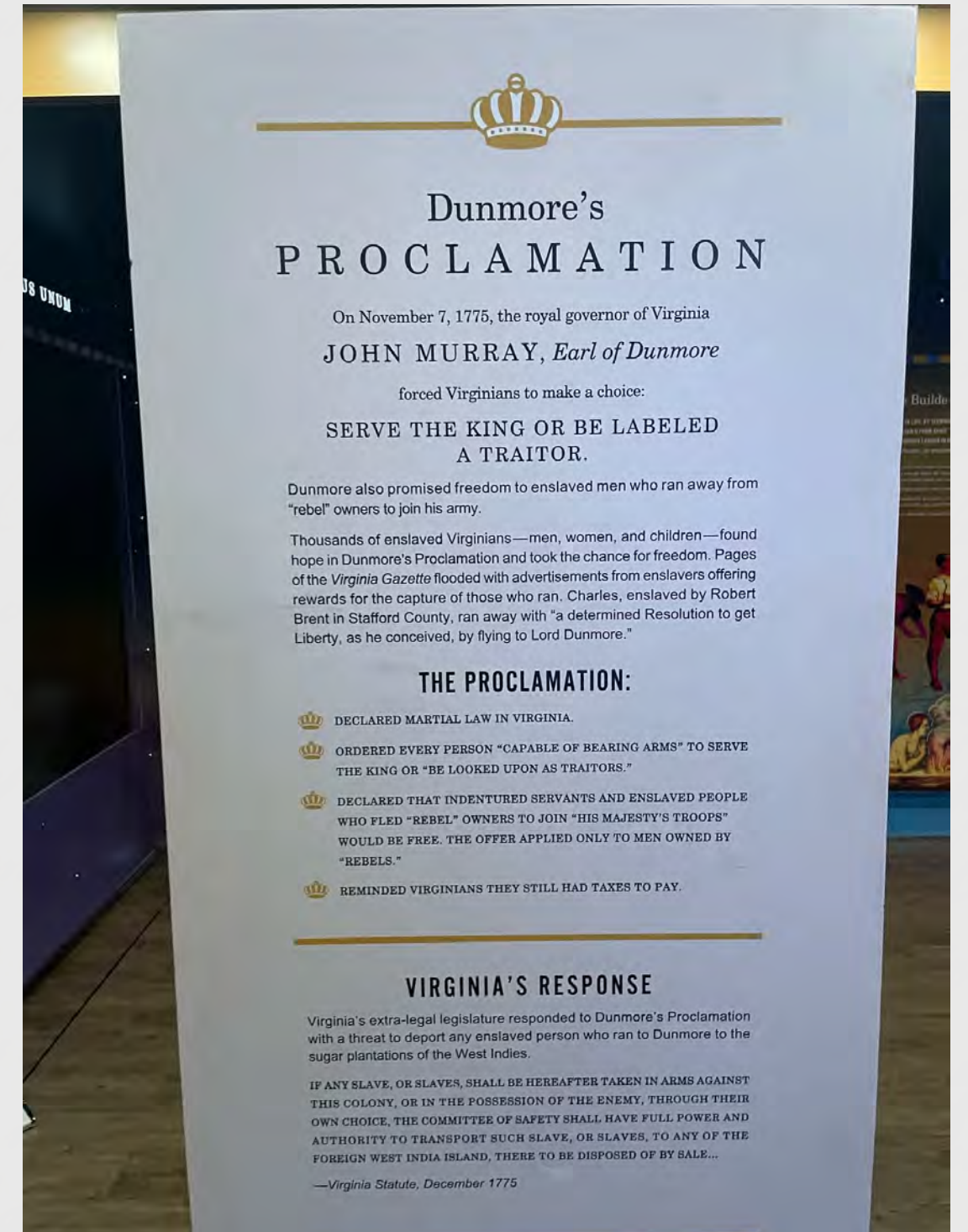


BLUESKY



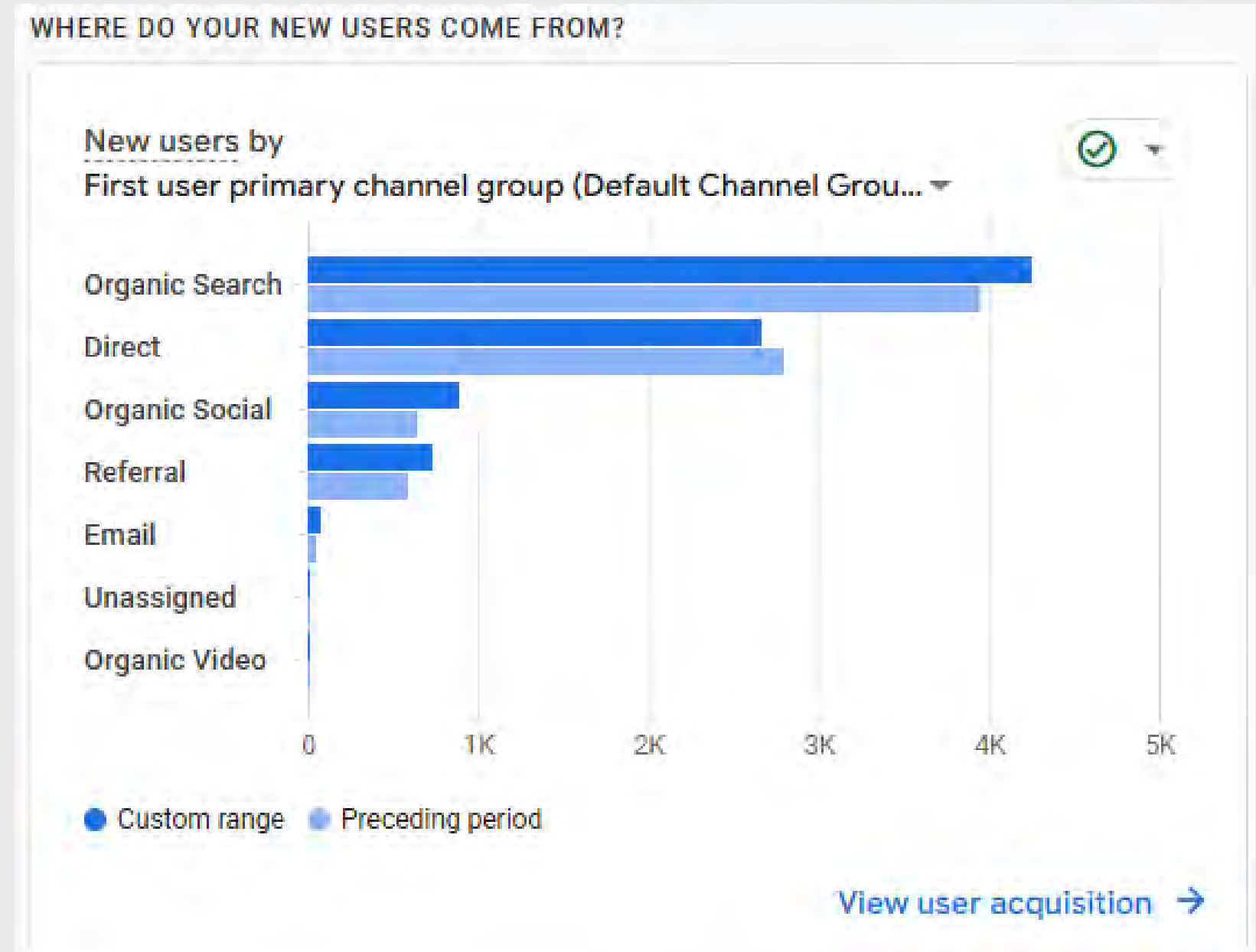
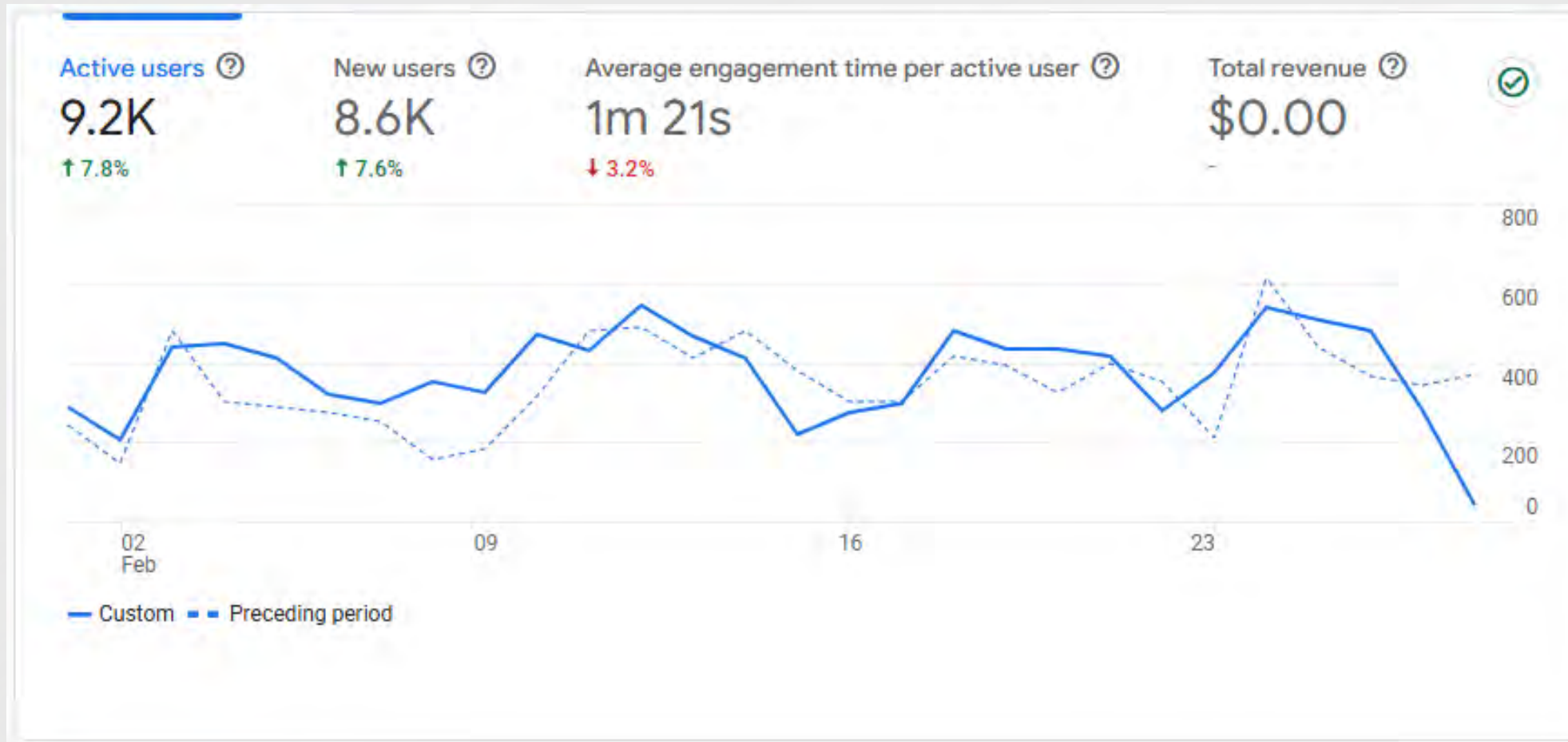
MONTHLY PERFORMANCE BREAKDOWN

	Followers	Engagement	Reach
Facebook	2,411	3,100	28,119
Instagram	1,458	3,389	31,374
LinkedIn	1,876	1,045	19,429
Twitter/X	467		
Threads	213		
Bluesky	17		
YouTube	86	664	4,271



WEBSITE CHECK-IN

VA250.ORG



WEBSITE CHECK-IN



Active users by City



CITY		ACTIVE USERS
Ashburn	1.1K	↑ 6.6%
New York	349	↓ 14.9%
Richmond	331	↑ 20.4%
Williamsburg	421	↑ 198.6%
Virginia Beach	249	↑ 11.7%
Roanoke	94	↓ 64.3%
Boston	178	↑ 83.5%

[View cities](#) →

WHICH PAGES AND SCREENS GET THE MOST VIEWS?














Views by Page title and screen class



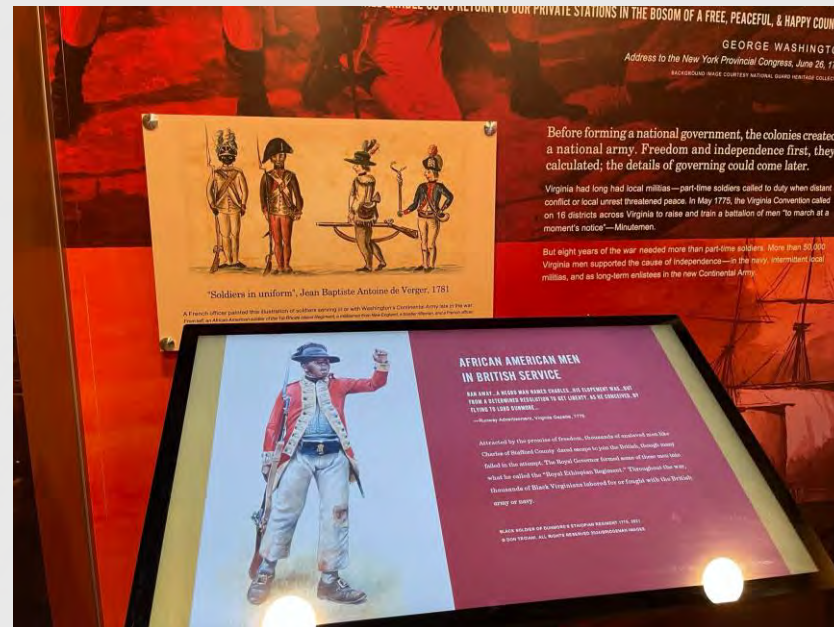
PAGE TITLE AND SCREEN ...		VIEWS
Virginia American Revolutio...	3.7K	↑ 1,316.9%
Virginia American Revolutio...	1	↓ 100.0%
Event Detail – Virginia Ameri...	2.3K	↑ 1,477.9%
Event Detail - Virginia Ameri...	0	↓ 100.0%
Mobile Museum - Virginia A...	3	↓ 99.8%
The American Revolution Do...	1.6K	-
Events – Virginia American ...	1.4K	↑ 1,456.7%

[View pages and screens](#) →

EMAIL CHECK-IN

	Description 	Sent   	Sent From 	# Recipi...  	# O...   	% Ope...	# Clicks 
1	February events newsletter	02/01/2025 8:00am	VA250	18.2k	1.7k	9.59	332
2	Join the 250 Con!	02/12/2025 10:00am	VA250 Commission	509	167	32.8	64
3	Local VA250 Committee Updates	02/19/2025 3:21pm	VA250 Commission	510	167	32.7	34
4	 Mobile Museum Deadline Approaching	02/26/2025 10:56am	VA250 Commission	510	144	28.2	37
5	 You're Invited!	02/14/2025 9:00am	VA250 Commission	2.3k	131	5.56	21

WINS



- Instagram's viewership and engagement have increased even more and even outperformed Facebook
- Consistent and prescheduled posts have allowed for more viewership while also removing the stress of posting daily
- Collaboration with other accounts has improve our numbers drastically on Instagram
- Removing inactive users has allowed for more engaged emails and keeps us from hitting our Quorum maximum

CHALLENGES



- Sharing content that's overly negative, even if positive for VA250, can cause issues
- Need empowerment to delete posts as needed

OPPORTUNITIES



- The Mobile Museum Experience allows for more opportunity for our own content
- March is full of events (Common Cause, Ken Burns' doc, Patrick Henry, and the Give Me Liberty exhibit) that should be capitalized on ahead of time