

VA★250

MONTHLY DIGITAL REPORT

March 2025



HIGHLIGHTS

+ 1,487 in Total Followers

Over 1 billion in media impressions for Patrick Henry

Over 9,000 Website Visitors with over 4,000 for Patrick Henry specifically

22% open rate for the Patrick Henry livestream

MONTHLY CHECK-IN

Follower Growth

(Lifetime – since Jan 4, 2022)

Total – 8,015

- Facebook – 3,136
- Instagram – 1,880
- LinkedIn – 2,098
- X/Twitter – 488
- Threads - 227
- Bluesky – 32
- YouTube - 154

Reach

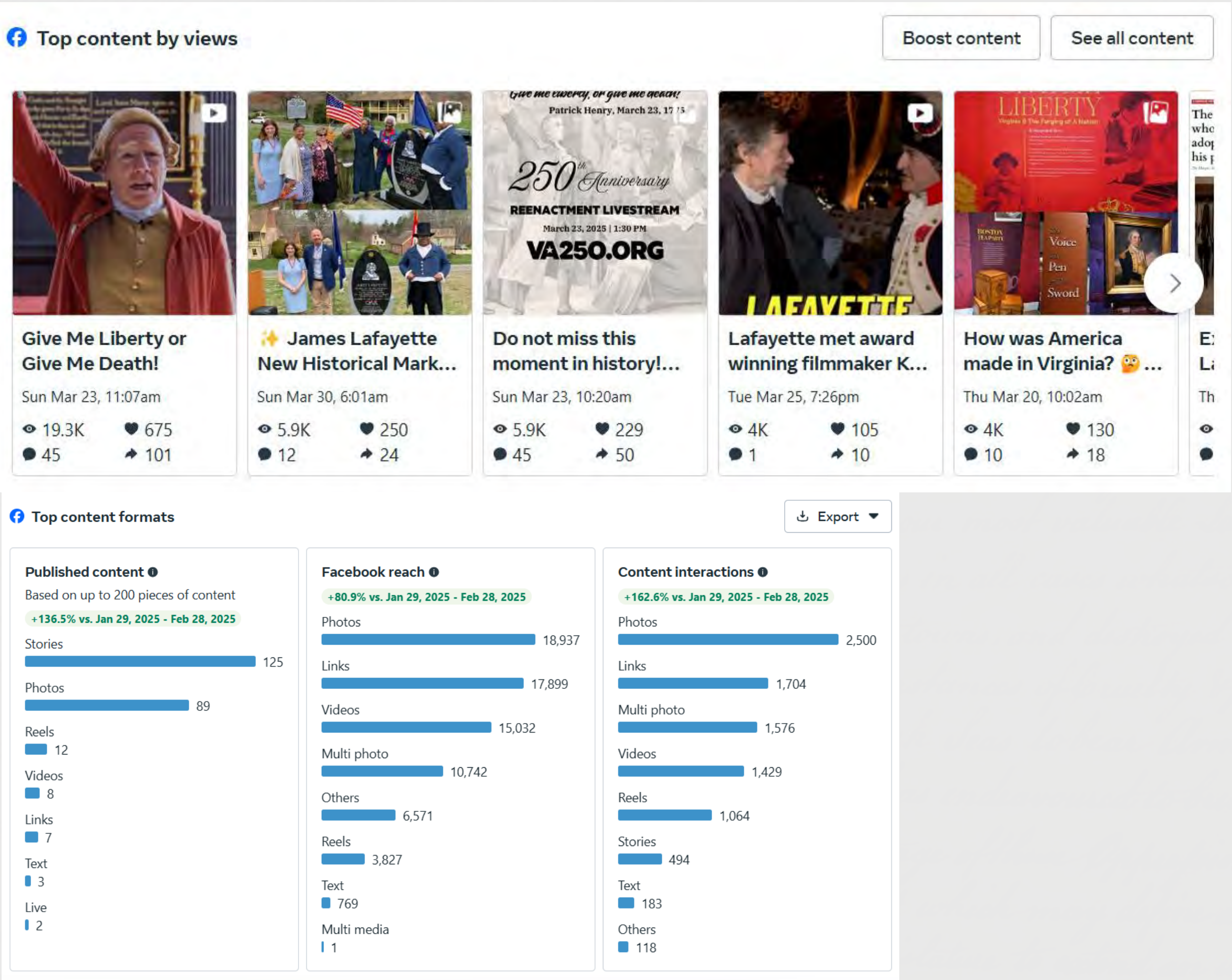
(as of March 2025)

Total – 78,922

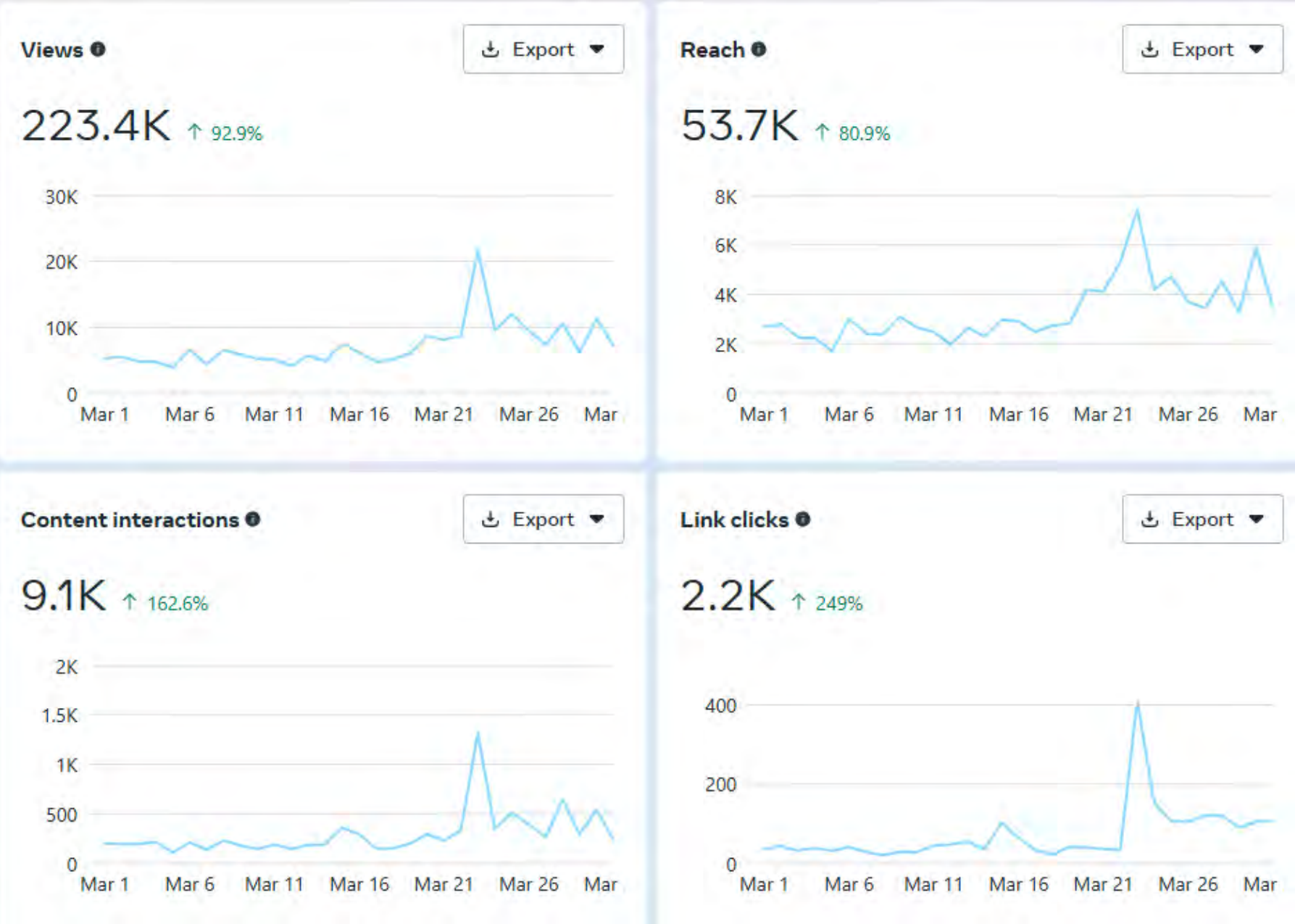
- Facebook – 53,715
- Instagram – 23,613
- LinkedIn – 20,928

FACEBOOK

Top Performers

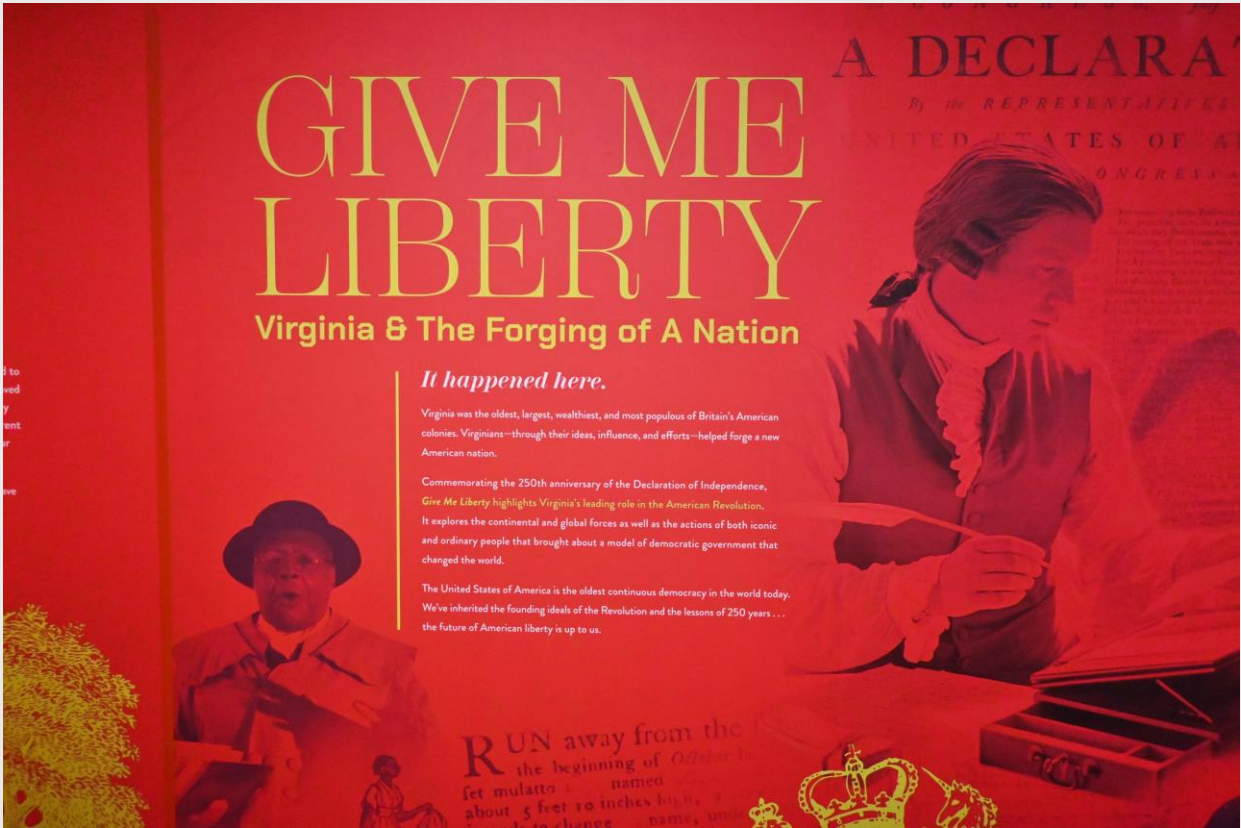



FACEBOOK Statistics



INSTAGRAM


Top Performers



 Top content by views


Boost content


See all content





250 years ago, Patrick Henry delivered his...


Sun Mar 23, 9:59am

 17.7K

 852


 5


 123





Virginia Museum of History & Culture is...


Sat Mar 22, 5:04pm

 14.5K

 446

 3


 76





or Ken Burns The American Revolution


Walk with History is here at Colonial...


Wed Mar 26, 3:54am

 12.4K

 1K


 31


 99





About to exceed our daily step goal ❤️ ...


Tue Mar 25, 7:36am

 10.9K

 123


 1


 3





The third and final iteration of "A...


Mon Mar 24, 10:30am

 10.7K

 358


 1

 11

 Top posts by interactions

Boost content


See all content





or Ken Burns The American Revolution


Walk with History is here at Colonial...


Wed Mar 26, 3:54am

 1.2K

 1K


 31


 99





250 years ago, Patrick Henry delivered his...


Sun Mar 23, 9:59am

 980

 852

 5


 123





The historical picture possibilities are endless


Colonial Williamsburg is the place to make...


Fri Mar 28, 9:45am

 619

 585


 13


 21





#LafayetteDay kicked off in Richmond in th...


Fri Mar 14, 10:45am

 615

 575


 18


 22





Virginia Museum of History & Culture is...

Sat Mar 22, 5:04pm

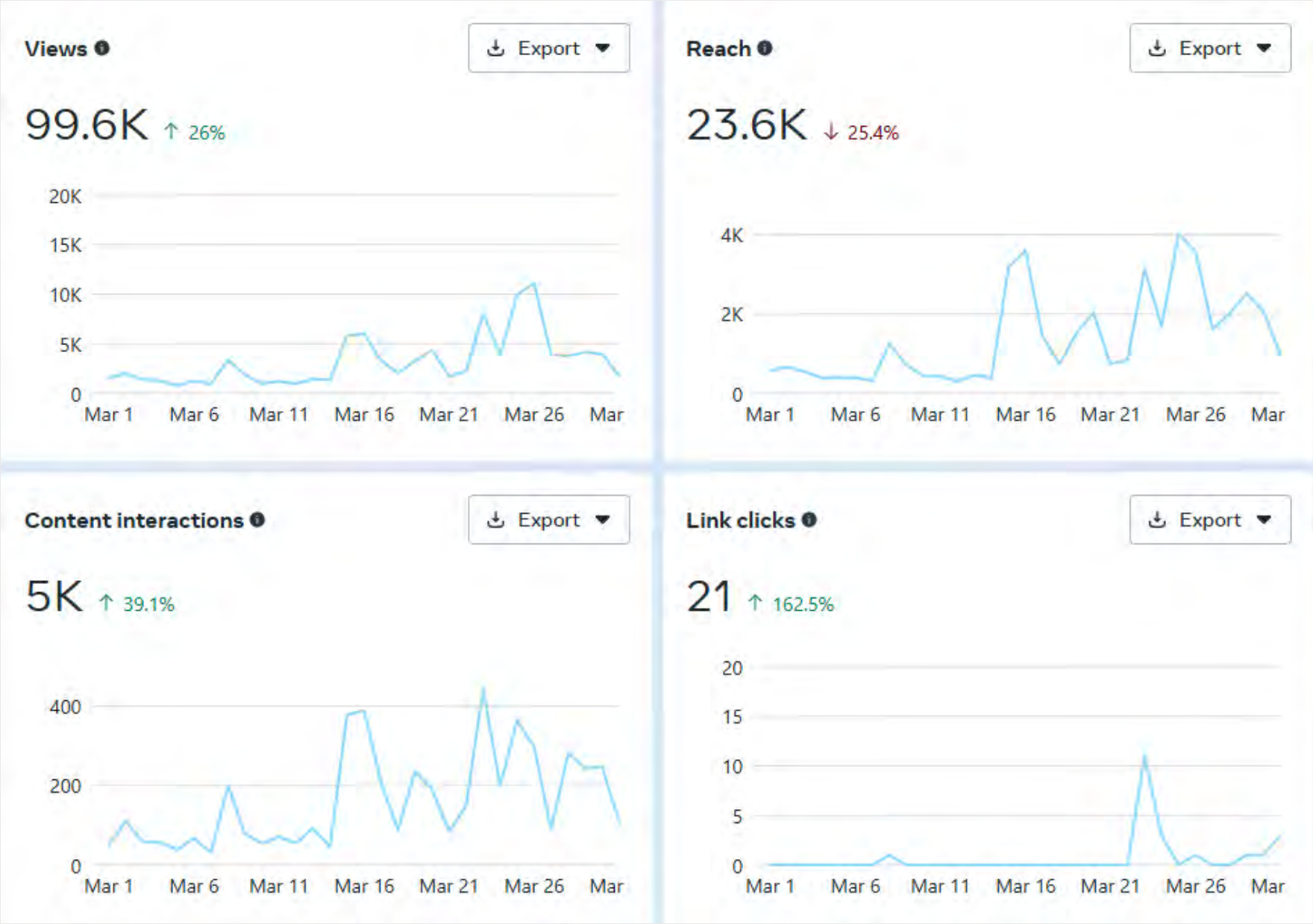
 525

 446

 3

 76

INSTAGRAM Statistics



LINKEDIN

Top Performers



Content engagement ?							
Time range: Mar 1, 2025 - Mar 31, 2025 ▾				Show: 10 ▾			
Post title	Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts
Celebrating Jane Vobe for Women's History Month us Jane Vobe was a successful 18th-century tavern... Posted by Mike Frontiero 3/31/2025 This post type can't be boosted. ? <button>Boost</button>	67	-	7	10.45%	6	1	0
The conversation we need Excerpt: "We tend to overlook how fraught the Revolutionary period was...." Posted by Mike Frontiero 3/30/2025 Get up to 180 more clicks by boosting this post. ? <button>Boost</button>	222	-	26	11.71%	22	1	4
🌟 James Lafayette New Historical Marker in New Kent, Virginia 🌟 On Saturday, the Virginia Society... Posted by Mike Frontiero 3/30/2025 This post type can't be boosted. ? <button>Boost</button>	646	-	250	38.7%	66	2	3
🌟 Celebrating Women's History Month 🌟🌟 Rachel Findlay A courageous woman born into... Posted by Mike Frontiero 3/29/2025 This post type can't be boosted. ? <button>Boost</button>	67	-	3	4.48%	2	1	0

Highlights

Data for 3/1/2025 - 3/30/2025

20,928

Impressions

▲6.2%

1,678

Reactions

▲53.4%

85

Comments

▲18.1%

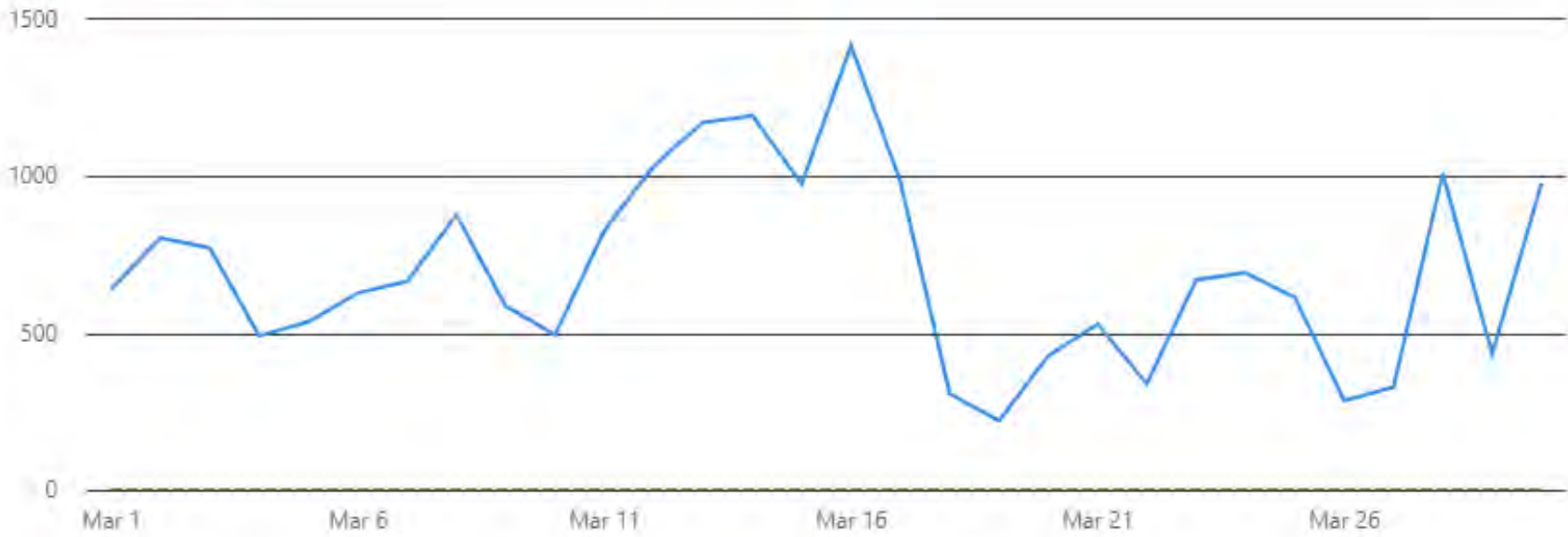
43

Reposts

▲65.4%

Metrics

Impressions ▾



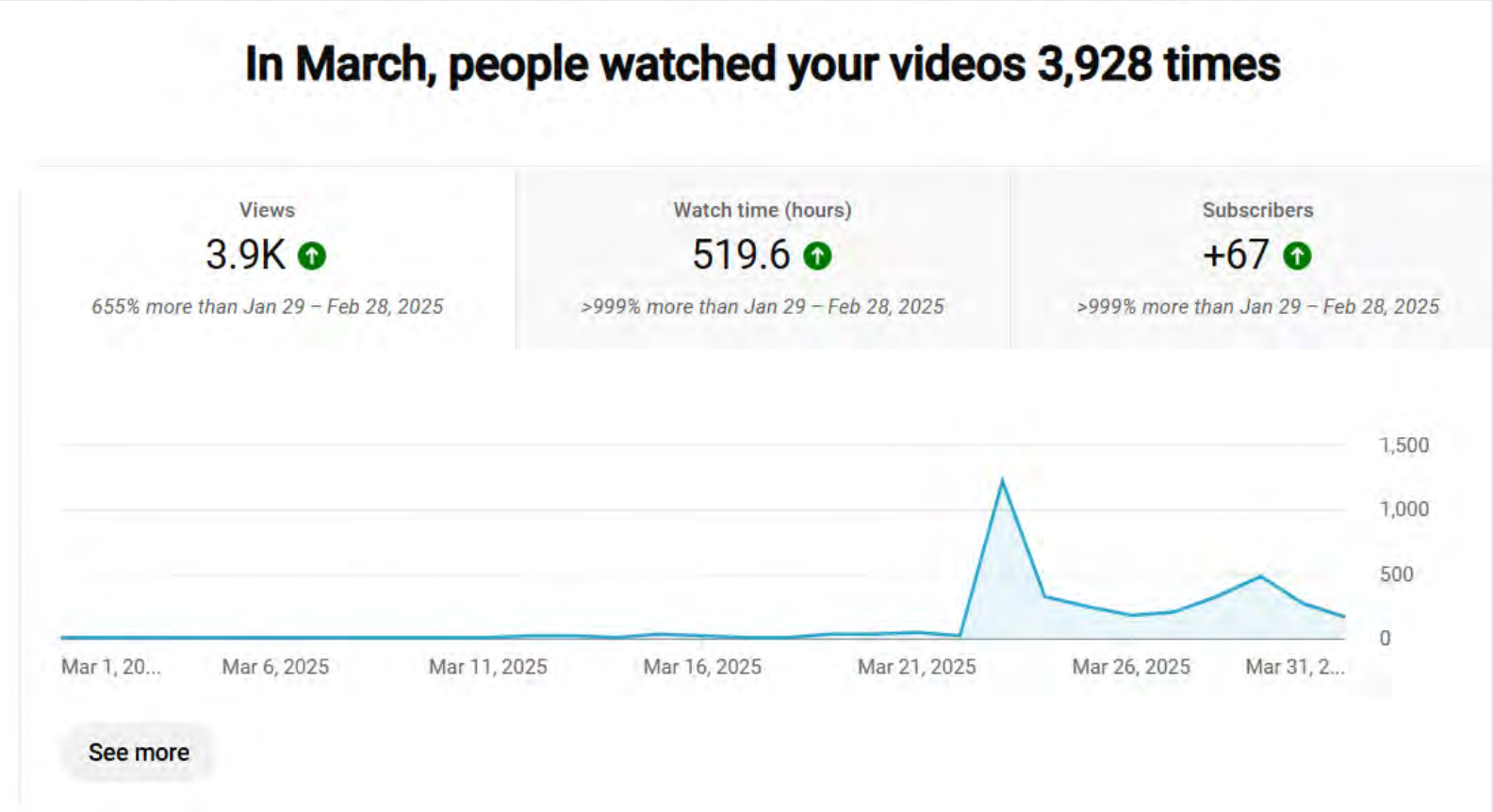
✓ — Organic

20,928

TWITTER/X



Statistics



THREADS



BLUESKY



MONTHLY PERFORMANCE BREAKDOWN

	Followers	Engagement	Reach
Facebook	3,139	9,068	55,715
Instagram	1,458	5,009	23,613
LinkedIn	2,098	1,678	19,429
Twitter/X	488		
Threads	226		
Bluesky	32		
YouTube	154	3,928	52,451



Patrick Henry's Speech 250th Anniversary Livestream

 Virginia American R...
154 subscribers

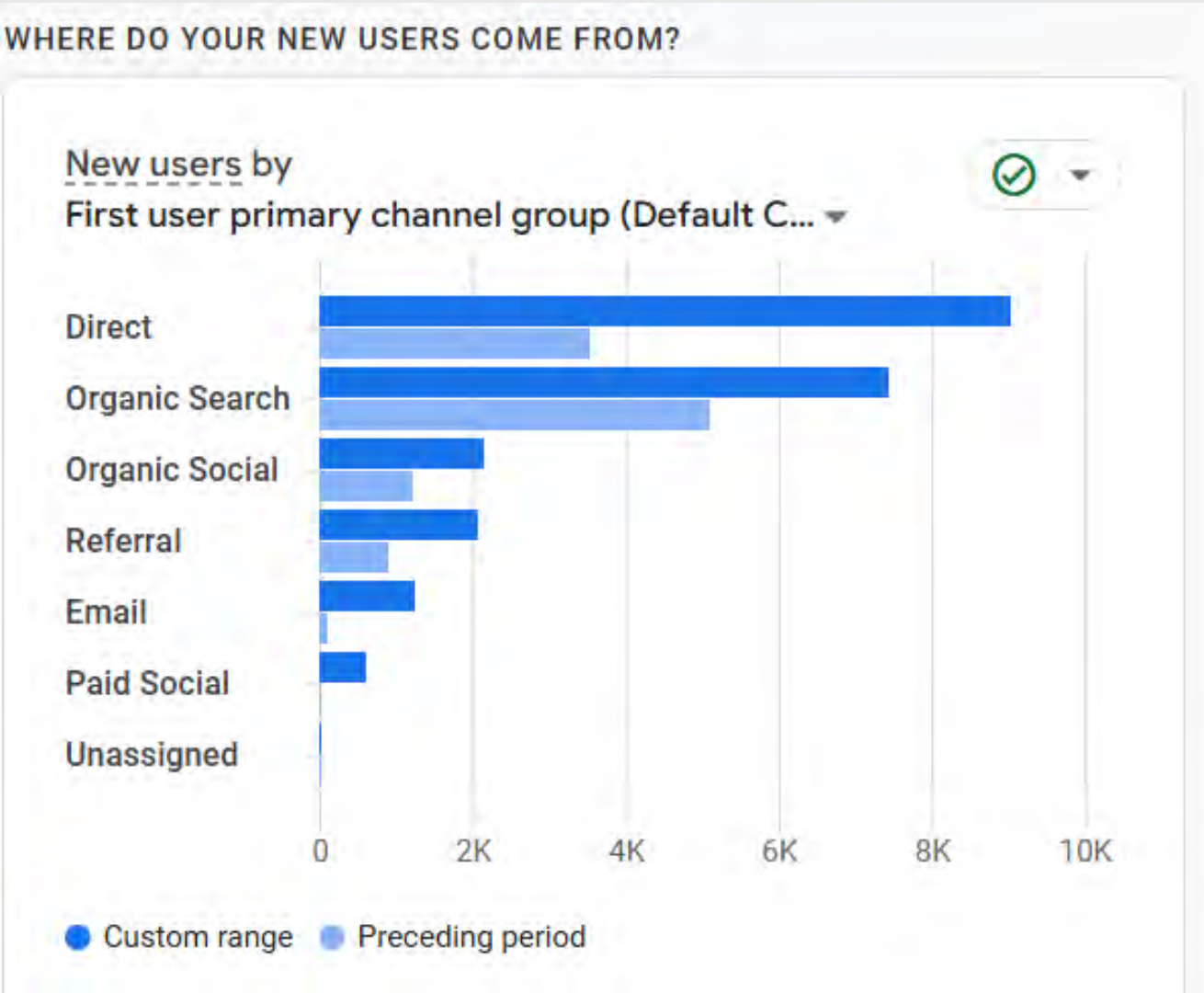
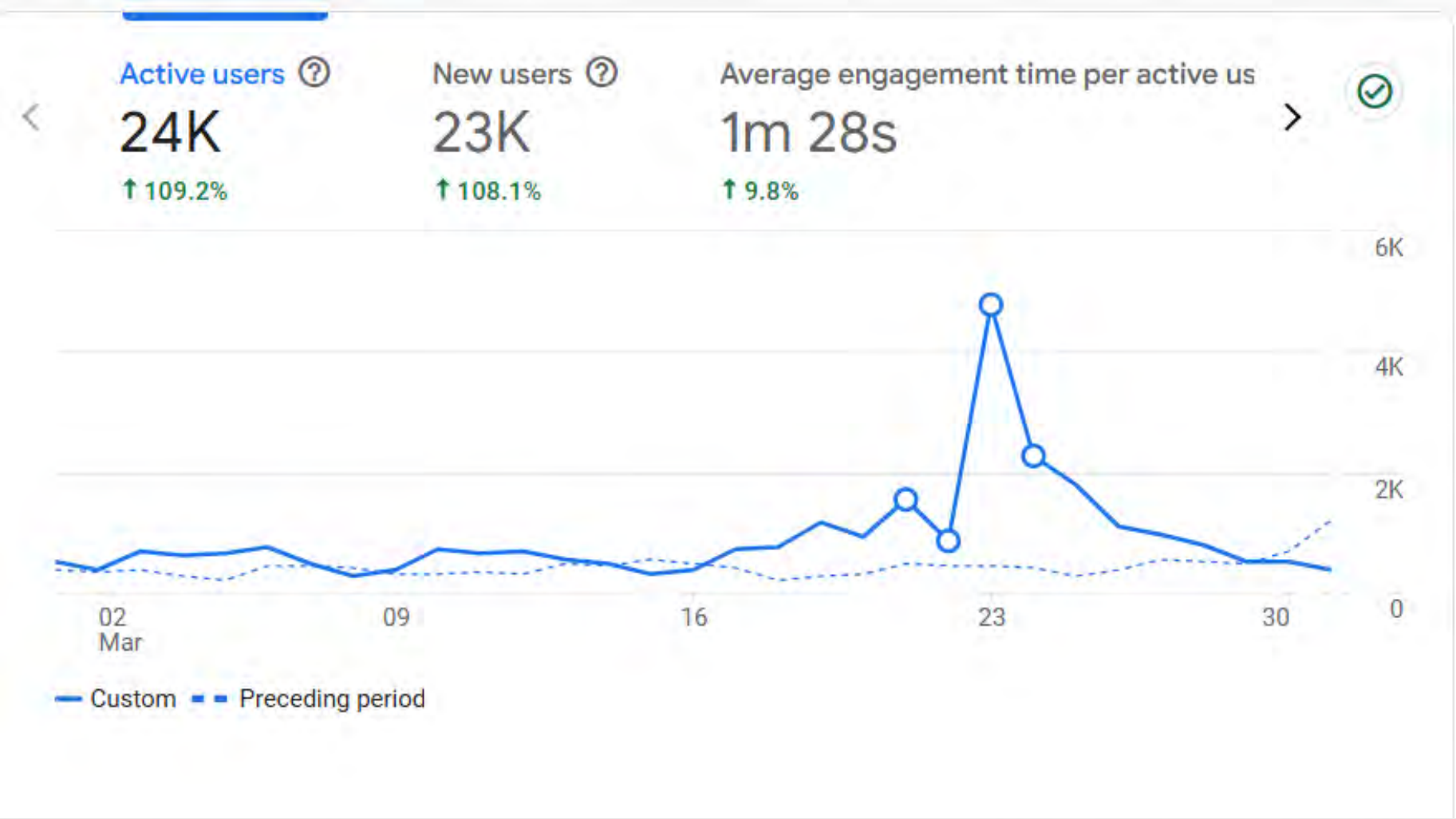
AnalyticsEdit video

44

Share

Promote

WEBSITE CHECK-IN








WEBSITE CHECK-IN



Active users by City		
CITY	ACTIVE USERS	
Ashburn	3.1K	↑131.0%
Williamsburg	1.1K	↑116.0%
New York	896	↑91.9%
Richmond	933	↑129.2%
Virginia Beach	761	↑155.4%
Washington	588	↑230.3%
Boston	401	↑96.6%

WHICH PAGES AND SCREENS GET THE MOST VIEWS?		
Views by Page title and screen class		
PAGE TITLE AND SCREEN CLASS	VIEWS	
Virginia American Revolution 250 C...	15K	↑229.7%
Event Detail – Virginia American Rev...	5.6K	↑98.0%
Patrick Henry's Speech – Virginia A...	5.9K	↑680.8%
The American Revolution Document...	3.8K	↑89.5%
Events – Virginia American Revoluti...	3.4K	↑111.3%
A Common Cause To All 2025 – Virg...	3.2K	↑139.5%
A Common Cause To All Agenda – V...	3.3K	↑470.6%

EMAIL CHECK-IN

	Description 	Sent   	Sent From 	# Recipi...  	# O...  	% Ope...	# Clicks 	% Cl...	# Unsubscrib... 	% Unsubsc...
1	Give me liberty, or give me death!	03/21/2025 9:00am	VA250 Commission	10.7k	2.3k	22.0	1.1k	11.1	14	0.13
2	 March events newsletter	02/28/2025 9:00am	VA250	9.7k	1.5k	16.1	343	3.51	14	0.14
3	Join NOW - 250th Anniversary of Patrick He...	03/23/2025 1:20pm	VA250 Commission	2.0k	1.3k	64.4	669	33.0	8	0.39
4	 Update to Tonight's Event 	03/25/2025 10:22am	VA250 Commission	1.7k	306	17.9	56	3.27	1	0.06
5	See you at A Common Cause To All!	03/19/2025 11:59am	Cheryl Wilson	490	275	56.1	198	40.4	0	0
6	A Common Cause To All	02/28/2025 11:41am	Cheryl Wilson	428	199	46.5	106	24.8	0	0
7	Important Update to Tonight's Events	03/25/2025 10:00am	VA250 Commission	486	162	33.3	42	8.64	0	0