



Kids Spring Farmers Market 2021 Marketing Report

Social Post Overview

Total of 13 posts & emails over 3 platforms with 4,698 impressions & reach

Social Media Reach & Engagement

- **Facebook Posts**

Reach: 1,159

Engagement: 138

- **Instagram Posts & Stories**

Reach: 1,011

Engagement: 124

Impressions: 1,342

- **Email Newsletter**

924 opened (12% open rate)

Other Posts

- [Website event](#) & [blog](#)
- [Press release](#)
- 2 email newsletters to a total of 7.8K subscribers ([newsletter 1](#) & [newsletter 2](#))
- 3 Facebook posts, [live video](#), and [photo album](#)
- 3 Instagram posts
- 5 Instagram stories
- Printed handout with logo to all students



Thank you for sustaining our grassroots efforts to inspire kids to eat their vegetables! Because we don't accept funding from Big Junk Food, we rely on supporters like you.