

## SOCIAL MEDIA REPORT

JANUARY 1, 2023 - OCTOBER 10, 2023

### REACH

Reach gives you a measure of how many people were exposed to your posts.



REACH - 145.8% INCREASE

104,982



### REACH

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REACH - 194.6% INCREASE

# PAGE LIKES & SOLLOWERS



256% INCREASE 769 NEW LIKES

4,040

112 NEW FOLLOWERS

# PAGE LIKES & SOLLOWERS



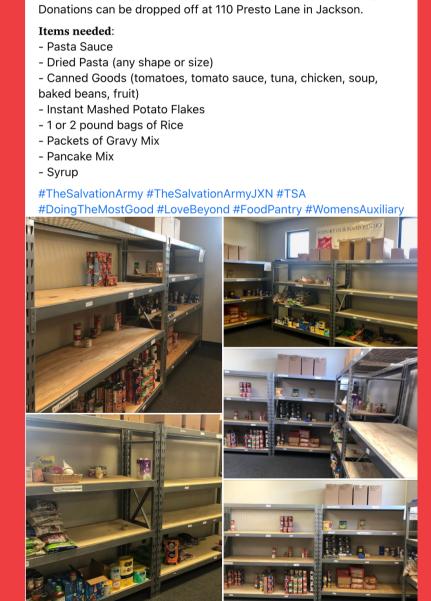


# PAGELIKES & SOLLOWERS





### TOP POSTS BY REACH



The Salvation Army Jackson Metro Area

Published by Brittany Chisholm 2 · August 21 · 🕙

We need your help filling our food pantry with non-perishable goods!

8,777



## TOP POSTS BY REACH



3,618





## TOP POSTS BY REACH



"THE ARMY BEHIND THE ARMY"

The Salvation Army Jackson Women's Auxiliary Published by Brittany Chisholm ② · September 27 at 11:04 AM ·

2,313



# TOP POSTS BY LIKES & REACTIONS



204 REACTIONS

1,828 reach
41 comments
3 shares



The Salvation Army Jackson Metro Area

196 REACTIONS

7,595 reach7 comments3 shares

## TOP POSTS BY LIKES & REACTIONS



The Jackson Salvation Army Family Store

Published by Brittany Chisholm ② · March 30 · §

Whether you donate or buy from our Thrift Store, you're supporting the programs that directly serve those in crisis in our community. Shop this week and share help and hope with our neighbors in need.

#TheSalvationArmy #TheSalvationArmyJXN #ThriftStore

#### **BUY SECOND-HAND**

#### Here are 4 reasons why you should:

- It's Eco-friendly
- · Better prices
- Selected pieces
- It saves lives





135 REACTIONS

1,852 reach7 comments9 shares



The Jackson Salvation Army Family Store

#TheSalvationArmy #TheSalvationArmyJXN #DoingTheMostGood #ShopSecondChances



129 REACTIONS

1,166 reach5 comments

7 shares

Shop this week to provide hope in someone's future.

## TOP POSTS BY LIKES & REACTIONS



#### The Salvation Army Jackson Women's Auxiliary

Published by Brittany Chisholm ② · July 21 · 🔇

The Salvation Army Women's Auxiliary groups have been around for decades. These women have served with the "Heart to God, Hand to Man" philosophy of the worldwide Salvation Army. Serving as a fund-raising and volunteer service group, the women of the Auxiliary have impacted the lives of people in need of services provided by The Salvation Army.

To get more involved in our community, consider joining our Women's Auxiliary. Visit our website to learn more about membership. www... See more

#### CHANGE LIVES



127
REACTIONS

1,920 reach

7 shares



This picture from over 100 years ago shows the "Slum Sisters," a position that required extreme dedication and hard work. Slum Sisters ministered to the most impoverished communities, aided mothers and children, and served the sick and disabled by performing housework, cooking meals, washing clothes, and bathing children. They prayed with and sang for the people they served and conducted open-air services for all who passed by.

The 'sisters' gained the community's trust and ... See more



125 REACTIONS

794 reach5 comments11 shares