



Social Media Analytics Report



Q2
2025



Prepared by Say Hey There

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Campaign Overview

Time Period Reported: Apr - Jun 2025

Objective: The ongoing objective is to continue building brand awareness of the Nebraska Children's Commission, grow our audience, and have an active presence on social media platforms that informs and engages stakeholders.

Our strategy includes planning content, crafting messages, publishing posts, advertising, and community monitoring.

Advertising Budget: \$400/Month

Quarterly Report

Demographics/Followers

LinkedIn

- 29 followers (107% increase)
- Locations where our audience lives, in order of prominence: Omaha, Lincoln, North Platte
- Top job functions: Community and Social Services, Business Dev, Human Resources, Operations, Media and Communication

Facebook

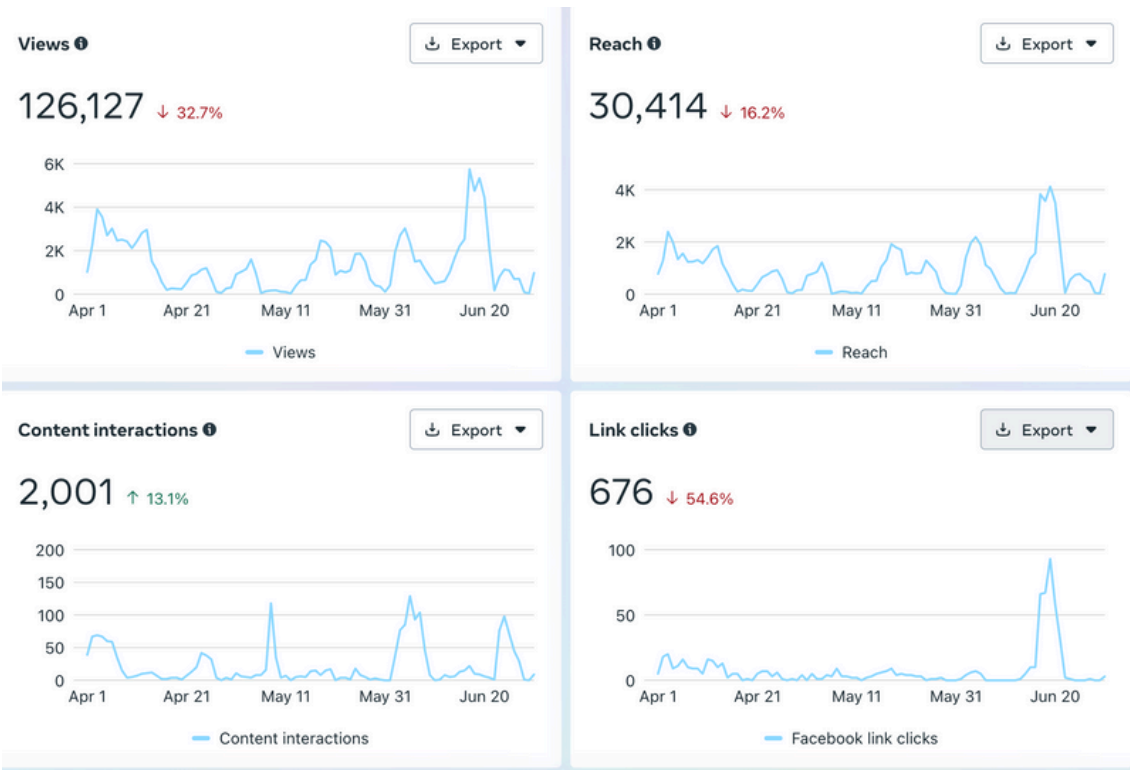
- 1553 Followers (47% increase)
- 82% women
- 35-44 biggest age bracket
- Locations where our audience lives, in order of prominence: Omaha, Lincoln, Grand Island, Kearney, North Platte, Bellevue, Fremont, Hastings

Instagram

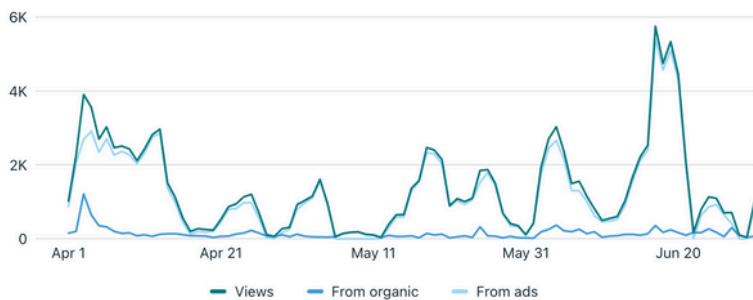
- 100 Followers (170% increase)
- Demographics now available (after 100 followers)!
- 87% women
- Locations where our audience lives in order of prominence: Omaha (31%), Lincoln (29%), Bellevue, Grand Island, Gretna
- Most prominent age ranges: 29% 35-44, 23% 25-34, 23% 45-54, 12% 55-64



Facebook Analytics (Q2 2025)



Views ⁱ 126.1K ↓ 32.7% **Reach ⁱ** 30.4K ↓ 16.2% **3-second views ⁱ** 1 ↓ 66.7% **1-minute views ⁱ** 0 0% **Content interactions ⁱ** 2K ↑ 13.1% **Watch time ⁱ** 10s ↓ 10%



Views breakdown

Apr 1 – Jun 30

Total

126,127 ↓ 32.7%

From organic

12,977 ↑ 17.9%

From ads

113,150 ↓ 35.8%

Top content by views

Boost content

See all content

The Nebraska Children's Commission

Tue Jun 17, 1:41pm

18.6K 20 0 12

Family reunification is one of the most...

Mon Jun 2, 10:00am

4.3K 261 1 20

Reunification is complex—but it's als...

Mon Jun 23, 7:13am

3.7K 269 8 13

April is National Child Abuse Prevention...

Tue Apr 1, 8:13am

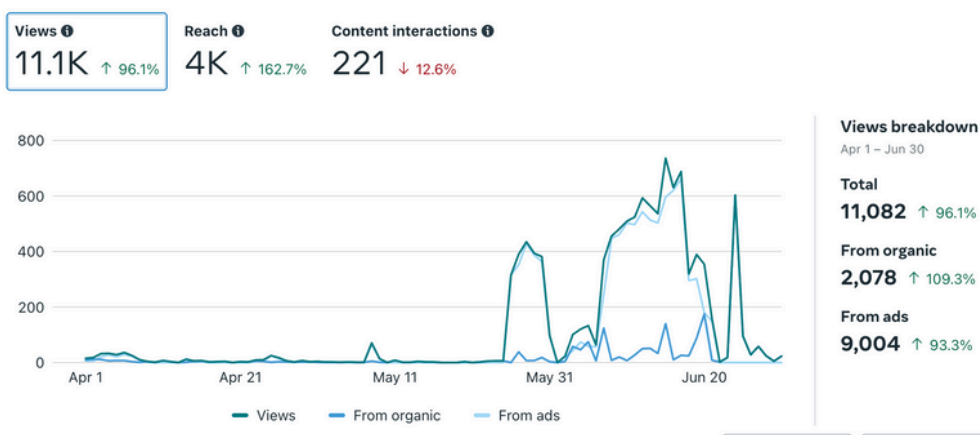
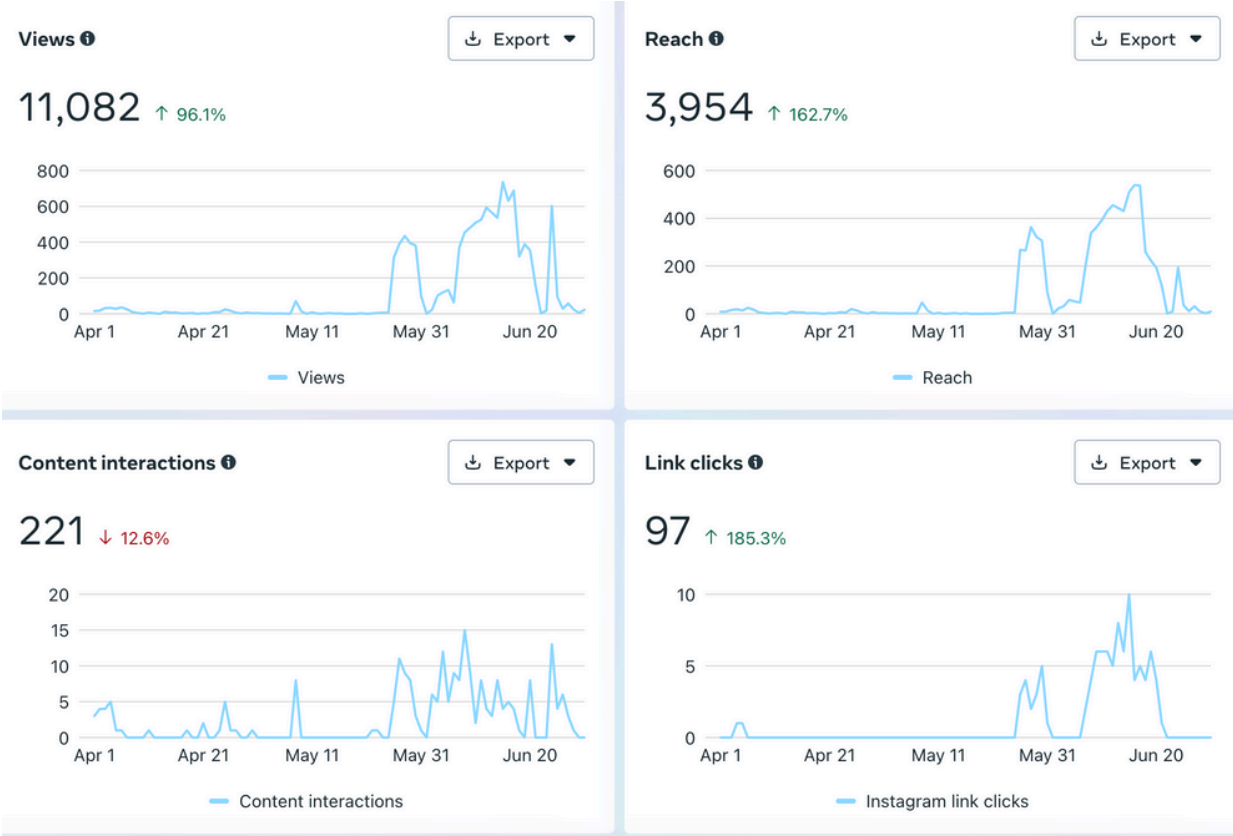
3.6K 164 2 21

June is #NationalSafetyMo...

Wed Jun 4, 10:01am

3.3K 211 4 61

Instagram Analytics (Q2 2025)



Our Work
The Nebraska Children's Commission is where community voices meet policy change. We bring people together to improve child welfare and juvenile justice in Nebraska.

The Nebraska Children's Commission...

Fri Jun 6, 10:00am

5.6K 43 0 1

National Missing Children's Day

It's National Missing Children's Day, and 4...

Sun May 25, 6:01am

2K 33 0 1

We're excited to welcome Chloe Fowl...

Tue Jun 24, 10:01am

444 15 0 1

Refugee children and families face unique...

Fri Jun 20, 6:01am

91 3 0 1

Our team recently joined @fcronebrask...

Fri Jun 27, 10:01am

74 4 0 1

LinkedIn Analytics (Q2 2025)

Highlights

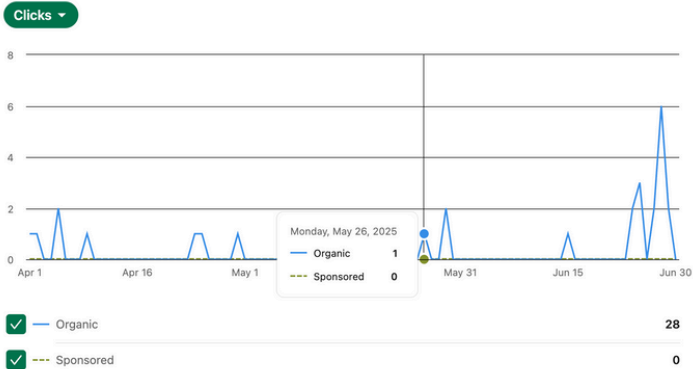
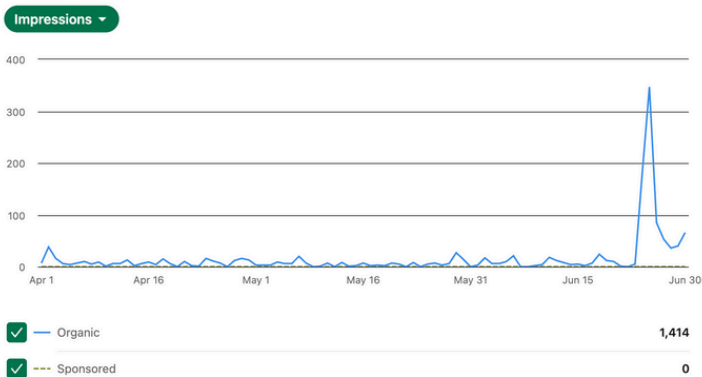
Data for 4/1/2025 - 6/30/2025

1,414
Impressions
▲ 83.6%


61
Reactions
▲ 125.9%

5
Comments
● 0%

0
Reposts
● 0%



Top Post



Nebraska Children's Commission
29 followers
1w · 🌐


We're excited to welcome Chloe Fowler as the new Child Welfare Policy Analyst for the Nebraska Children's Commission!

Chloe is a recent graduate of William & Mary with a Master of Public Policy and is a proud Alumni of the University of Nebraska - Omaha, where she received her Bachelor of Arts in Political Science.


Born and raised in Omaha, she is very excited to relocate back home to the 'land of the Unicameral' and make a difference through using mixed methods policy analysis.

We're excited to have you join the team, Chloe!

Welcome to the team!



Chloe Fowler
Child Welfare Policy Analyst

Monika Gross and 45 others

5 comments · 2 reposts

