



Social Media Analytics Report



Q3
2025



Prepared by Say Hey There

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Campaign Overview

Time Period Reported: Jul-Sept 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

- 36 followers (24% increase)
- Locations where our audience lives, in order of prominence: Omaha (53%), Lincoln (25%), and others <5%
- Top job functions: Business Dev, Community and Social Services, Human Resources, Legal, Operations, Administrative, Media and Communication, and others <5%

Facebook

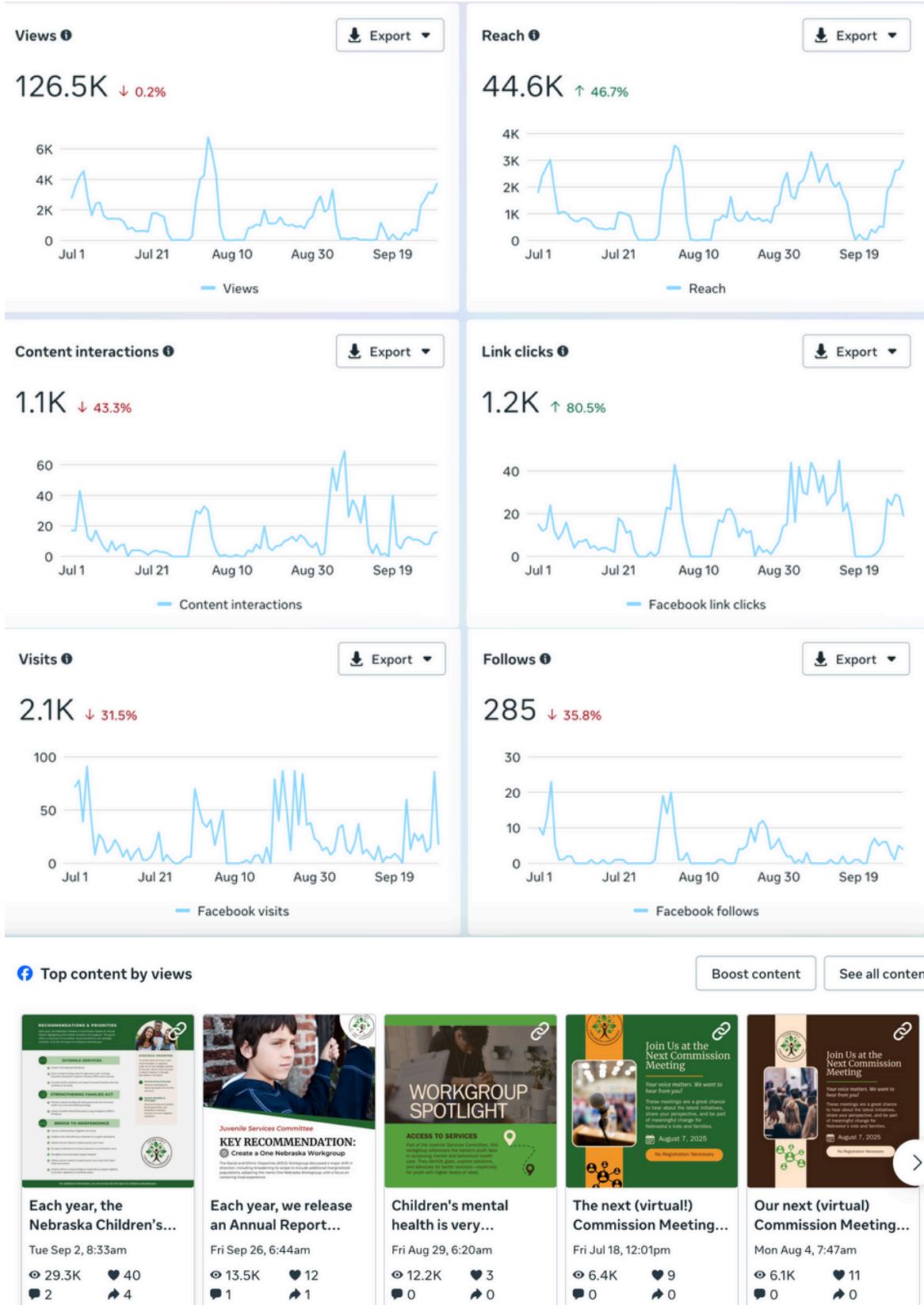
- 1,778 Followers (15% increase)
- 82% women
- The 35–44 age range makes up the largest portion of our followers
- Locations where our audience lives, in order of prominence: Omaha, Lincoln, Grand Island, North Platte, Fremont, Hastings, Kearney, Bellevue, Scottsbluff, Council Bluffs

Instagram

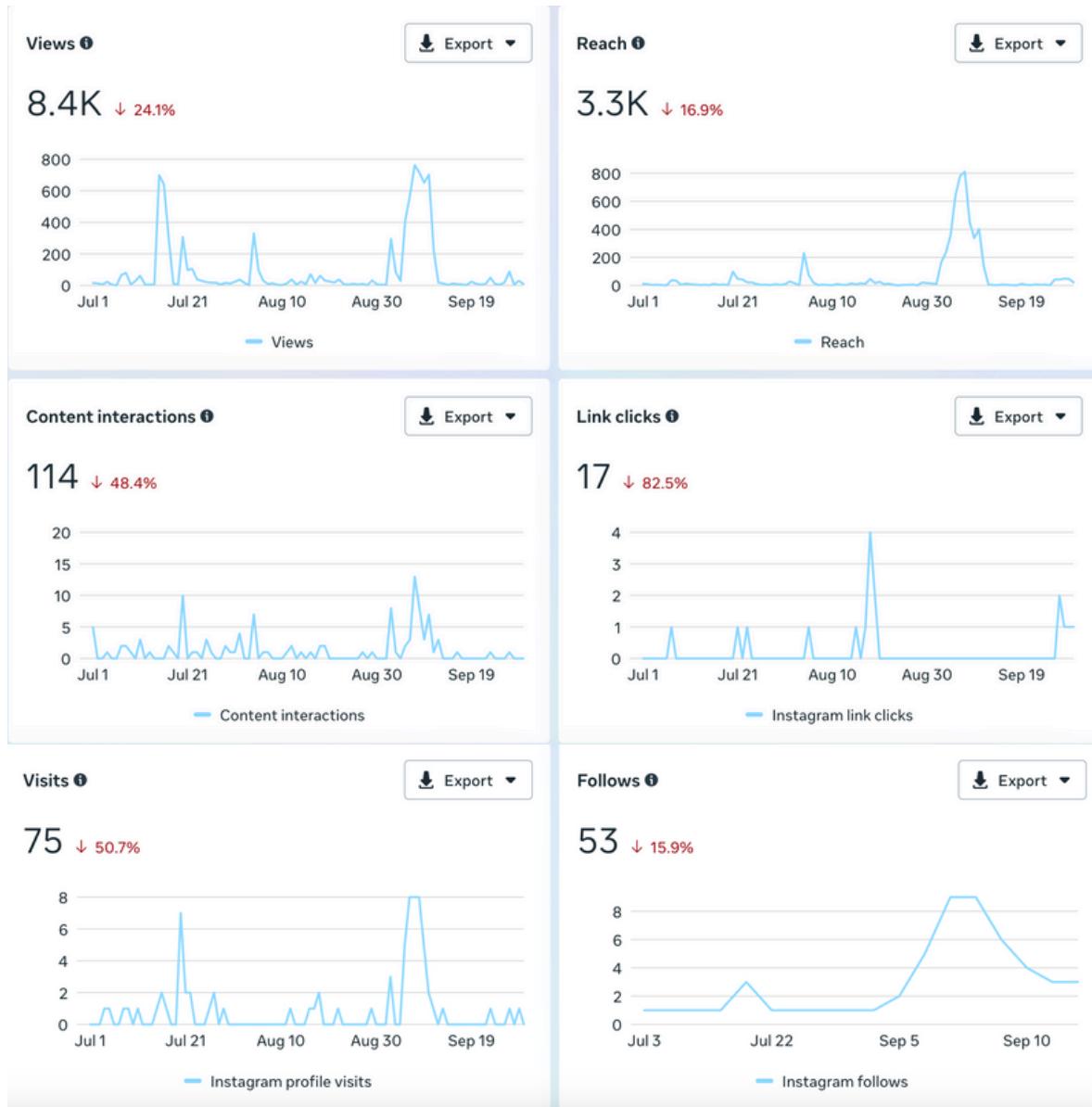
- 151 Followers (51% increase)
- 87% women
- The 35–44 age range makes up the largest portion of our followers
- Locations where our audience lives in order of prominence: Omaha (34%), Lincoln (26%), Papillion, Grand Island, Bellevue, Alma, Chalco, Ord, Ralston



Facebook Analytics (Q3 2025)



Instagram Analytics (Q3 2025)



Top content by views

Boost content

See all content

The Nebraska Children's Commission...

Fri Sep 5, 8:17am

3.4K views, 31 likes, 0 comments, 0 shares

Each year, the Nebraska Children's...

Tue Sep 2, 10:28am

364 views, 5 likes, 0 comments, 1 share

Our next (virtual) Commission Meeting...

Mon Aug 4, 7:48am

245 views, 5 likes, 0 comments, 1 share

The Nebraska Children's Commission...

Thu Jul 10, 9:22am

214 views, 3 likes, 0 comments, 3 shares

Consider joining us at one of our committee...

Mon Jul 7, 10:01am

80 views, 2 likes, 0 comments, 0 shares

LinkedIn Analytics (Q3 2025)

Highlights

Data for 7/1/2025 - 9/30/2025

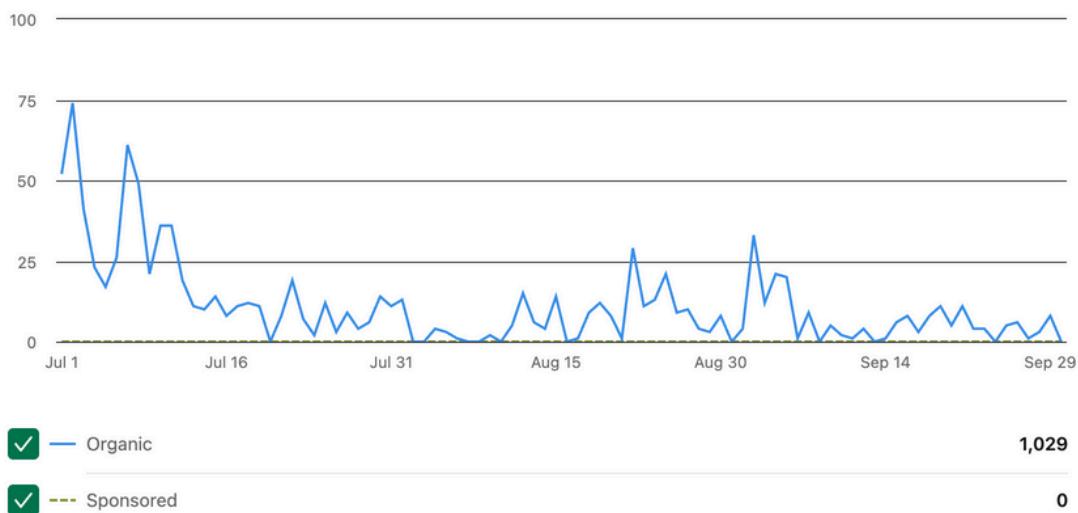
1,029
Impressions
▼ 27.1%

18
Reactions
▼ 70.5%

0
Comments
▼ 100%

1
Reposts
● 0%

Impressions ▾



Clicks ▾

