



Insights Report

April-June 2026 (Q2)



Prepared by Say Hey There

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Executive Summary

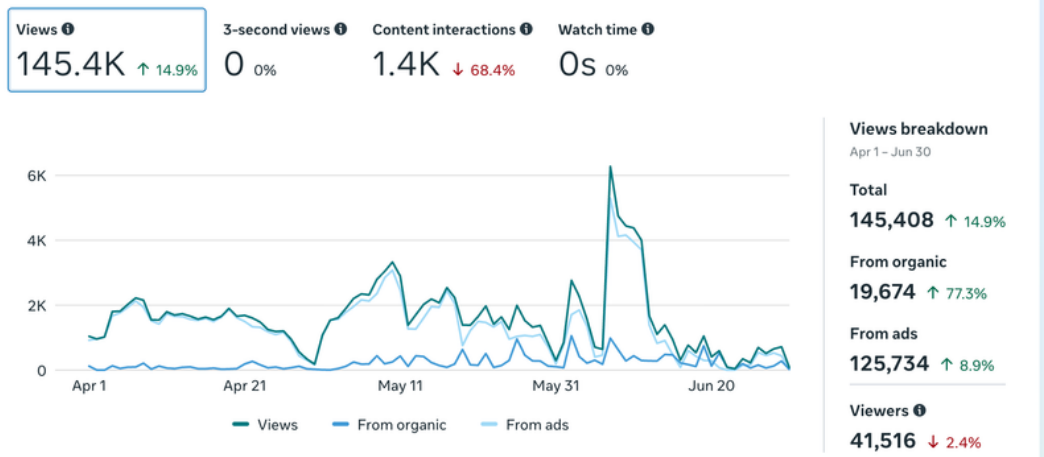


Q2 Marketing Highlights

- Facebook gained **331** new followers and Instagram gained **101** during Q2.
- Facebook link clicks increased **120.9%**, while Instagram link clicks increased **36%**.
- Paid social generated **140,944** impressions and **1,726** website link clicks at an average cost of **\$0.20** per click with a **4.79%** click-through rate.
- Email campaigns achieved an average **30.2%** open rate and **1.6%** click rate.
- Implemented a resend-to-non-openers strategy and automated welcome email series to improve subscriber engagement and maximize email visibility.

Facebook Insights

KPIs	Q2 2026
Facebook Follower Count	3,066 (331 new during this time period)
Facebook Viewers	41.5K
Facebook Views	145.4K
Facebook Link Clicks	1.6K (120.9% increase)
Demographics	The audience is primarily women (80.6%) and is concentrated among adults ages 35–65+, with the largest age group being 35–44. Omaha and Lincoln represent the largest share of the audience, followed by communities across Nebraska.



Top content by views

Boost content

See all content

We are hiring a Child Welfare Policy Analyst

Sun Jun 7, 7:51am

22.1K 23 2 6

Nebraska's child welfare and juvenile...

Fri May 8, 3:05pm

15.1K 82 2 33

Last week, our Commission member...

Tue May 19, 12:02pm

5.7K 43 1 3

Today is National Missing Children's Da...

Mon May 25, 12:01pm

5.0K 258 4 46

It's #NationalSafetyMon...

Fri Jun 12, 7:56am

3.5K 128 2 54

Instagram Insights

KPIs

Q2 2026

Instagram Follower Count

511 (101 new during this time period)

Instagram Views

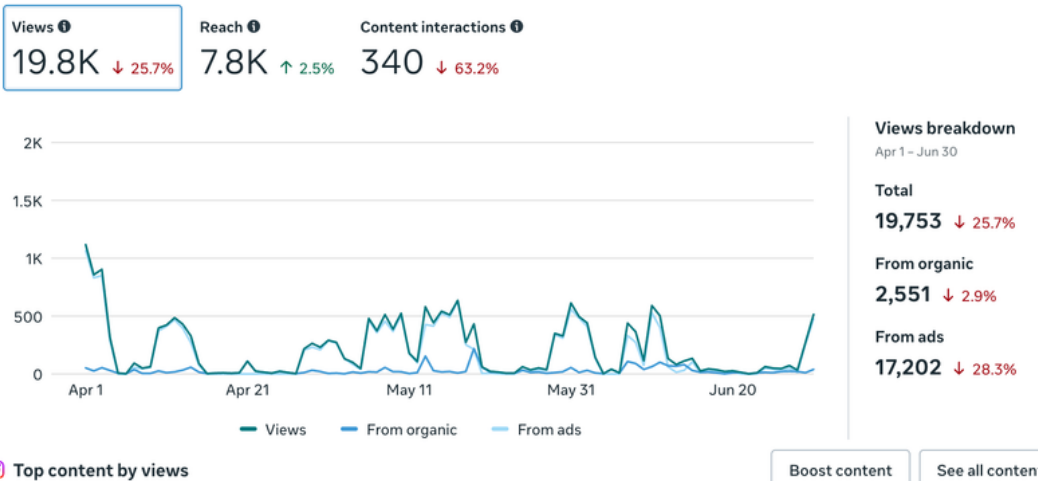
19.8K

Instagram Link Clicks

276 (36% increase)

Demographics

The audience is primarily **women** (85.8%) and is concentrated among adults ages **25-54**, with the largest age group being 35-44. **Omaha** and **Lincoln** represent the largest share of the audience, followed by communities across Nebraska.



Meta Advertising ROI

KPIs	Q2 2026
Ad Spend	\$1,334.74
Cost Per Click	\$0.20
Impressions	140,944
Frequency	3.46
Click Through Rate	4.79%
Visitors Who Reached the Landing Page:	37.14%
Link Clicks	1,726

LinkedIn Insights

KPIs	Q2 2026
LinkedIn Follower Count	49
LinkedIn Impressions	393
LinkedIn Reactions	6
LinkedIn Link Clicks	18
Members Reached	200
Follower Demographics	Followers primarily work in nonprofit organizations, higher education, government, legal, and human services. The audience is concentrated in business development and community and social services roles, with most followers located in the Omaha (51%) and Lincoln (24.5%) metropolitan areas.

Email Insights



Campaign	Q2 2026
Subscribers	200
Average Open Rate	30.20%
Average Click Rate	1.60%
# of Campaigns Sent	5 email campaigns were sent to subscribers during this time period

- A resend-to-non-openers strategy was introduced to increase email visibility and improve open rates.

Campaign Link Performance

- Campaign links are unique, trackable URLs used to measure engagement with specific fundraising, event, and program initiatives. They help identify which campaigns drive the most website traffic and community interest.

Campaign	Q2 2026
Visit Website	43 Link Clicks
Analyst Job Position	2.5K Link Clicks
NCC Reports	71 Link Clicks
Governor's Commission Openings	395 link clicks, 525 post engagements, 44 post shares, 13,085 views, 6,755 viewers, 74 reactions, \$0.19 cost per view

Thank you.



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SPEAK UP.

BE HEARD.