

Insights Report

July-Sept. 2026 (Q3)

Prepared by Say Hey There

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Executive Summary

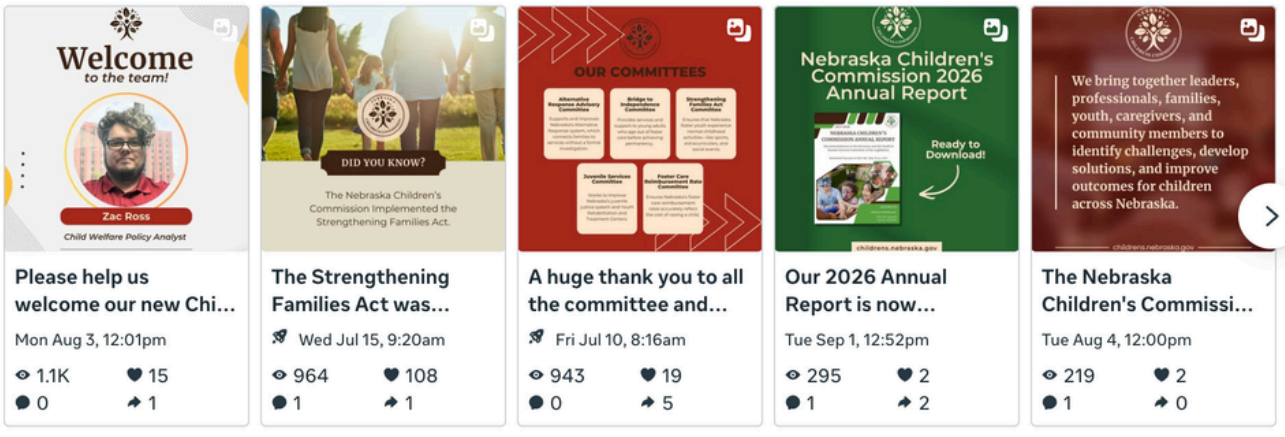
Q3 Marketing Highlights

- **Email** was a standout channel for engagement, with an average 44.9% open rate and 4.1% click rate across five campaigns, including resends, and a subscriber base of 289.
- **Facebook** remained NCC's largest social platform, with 3,129 followers, generating 45,100 views, 8,200 viewers, and 278 link clicks during Q3.
- **Paid Meta advertising** (July only) still supported visibility, delivering 39,661 impressions and 272 link clicks on $389.07 in spend, at an average cost per link click of $1.43.
- NCC's **Facebook audience** spans Nebraska communities, with Omaha and Lincoln representing approximately 30% of followers combined, alongside audiences in Grand Island, Bellevue, North Platte, and Kearney.
- **Instagram** and **LinkedIn** provided additional outreach, generating 3,900 Instagram views and 699 LinkedIn impressions, with 46 link clicks across the two platforms.
- **Additional Q3 projects** included onboarding the new child welfare policy analyst, developing a comment moderation strategy, business card design, and strategic planning support.

Facebook Insights

KPIs	Q3 2026
Facebook Follower Count	3129
Facebook Viewers	8.2K
Facebook Views	45.1K
Facebook Link Clicks	278
Demographics	Primarily women (81%) and is concentrated among adults ages 35–65+, with the largest age group being 35–44. Omaha (16.4%) and Lincoln (13.4%) represent the largest shares of the audience, followed by communities across Nebraska, including Grand Island, Bellevue, North Platte, and Kearney.

Top content by views

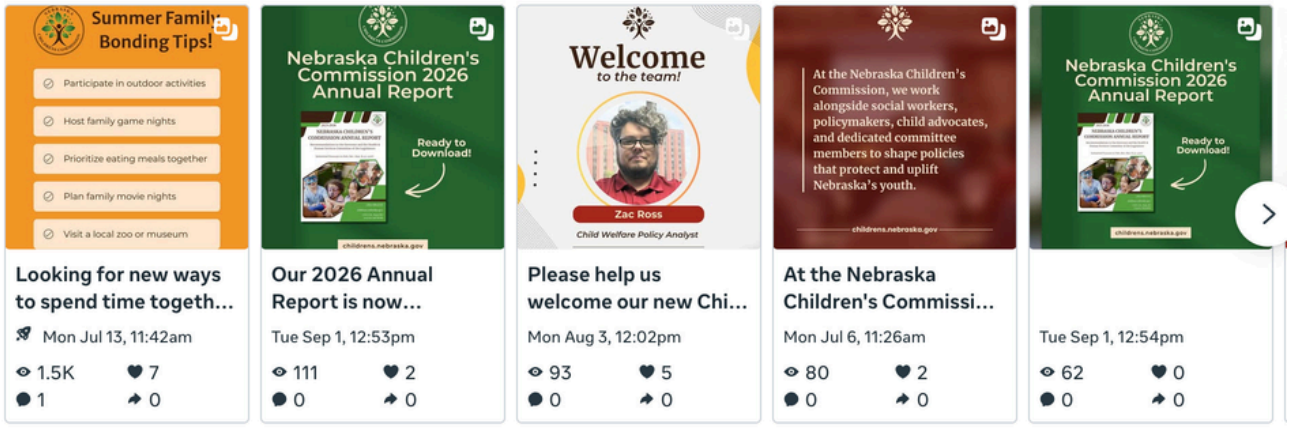


Please help us welcome our new Chi...	The Strengthening Families Act was...	A huge thank you to all the committee and...	Our 2026 Annual Report is now...	The Nebraska Children's Commissi...
Mon Aug 3, 12:01pm	Wed Jul 15, 9:20am	Fri Jul 10, 8:16am	Tue Sep 1, 12:52pm	Tue Aug 4, 12:00pm
1.1K views, 15 likes, 0 comments, 1 share	964 views, 108 likes, 1 comment, 1 share	943 views, 19 likes, 0 comments, 5 shares	295 views, 2 likes, 1 comment, 2 shares	219 views, 2 likes, 1 comment, 0 shares

Instagram Insights

KPIs	Q3 2026
Instagram Follower Count	512
Instagram Views	3.9K
Instagram Link Clicks	25
Demographics	Primarily women (86%) and is concentrated among adults ages 25–54, with the largest age group being 35–44. Omaha (26%) and Lincoln (25.2%) represent the largest shares of the audience, followed by other Nebraska communities, including Chalco, Bellevue, Papillion, and Kearney.

Top content by views



Meta Advertising ROI

Meta

KPIs	Q3 2026
Ad Spend	$389.07
Cost Per Click	$1.43
Impressions	39,661
Frequency	5.33
Click Through Rate	0.69%
Landing Page Views	12
Link Clicks	272

LinkedIn Insights

KPIs	Q3 2026
LinkedIn Follower Count	56
LinkedIn Impressions	699
LinkedIn Reactions	8
LinkedIn Link Clicks	21
Members Reached	479

Email Insights

Campaign	Q3 2026
Subscribers	289
Average Open Rate	44.9%
Average click Rate	4.1%
# of Campaigns Sent	5 email campaigns were sent to subscribers during this time period (including resends)



Thank you.



R-R-RIING!

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SPEAK UP. BE HEARD.