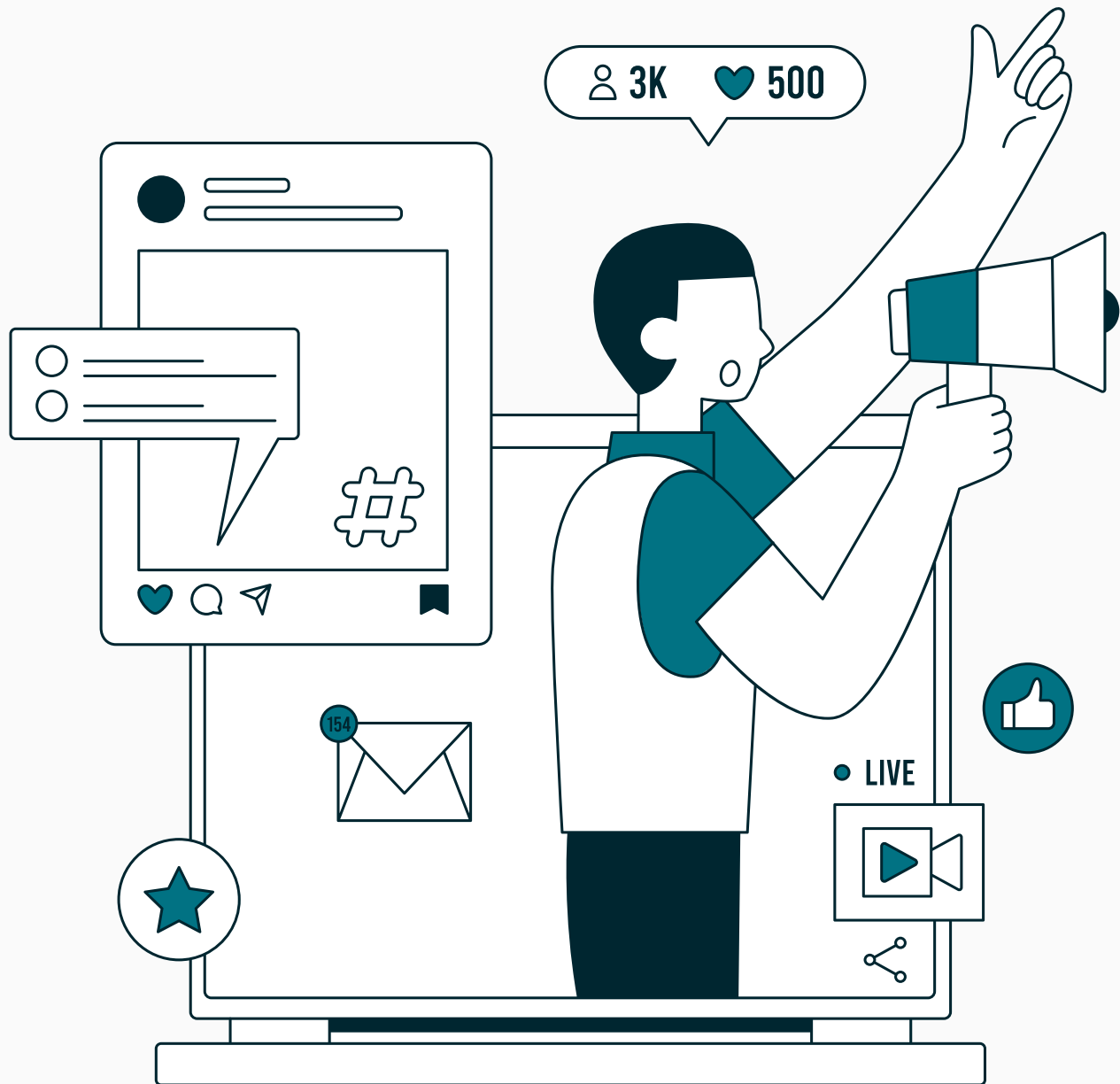


YEARLY RECAP: JUNE - DECEMBER 2023

Social Media Report



PREPARED BY: KAYLA MCMILLEN



ASTRAEA LESBIAN FOUNDATION FOR JUSTICE

JUNE 2023

MONTHLY DATA

Total IG followers
on June 1

7853



Total IG
followers as of
June 30

7894

Top Performing Posts: June 2023

Highest Reach

THERE IS NO PRIDE

WITHOUT SEX WORKERS



1,277 accounts reached.
Reshare rate was very high at
145. Offered easy story reshare
opportunity.

Highest Engagement Rate

THERE IS NO PRIDE

WITHOUT SEX WORKERS



High engagement rate of
23.49%
This post was saved 35 times.

Second Highest
Engagement Rate

TODAY WE HONOR
Juneteenth



Engagement rate of 8.24%

Instagram reach ⓘ

3,391 ↑ 12.2%



Instagram profile visits ⓘ

501 ↑ 48.7%



New Instagram followers ⓘ

123 ↑ 19.4%



AUGUST 2023

MONTHLY DATA

Total IG followers
on August 1

7,923



Total IG
followers as of
August 31

7,944

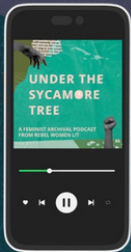
Top Performing Posts: August 2023

Highest Reach

UNDER THE SYCAMORE TREE

A PODCAST BY REBEL WOMEN LIT

THE FINAL
EPISODE



IS OUT
NOW!

ASTRAEA LESBIAN FOUNDATION FOR JUSTICE

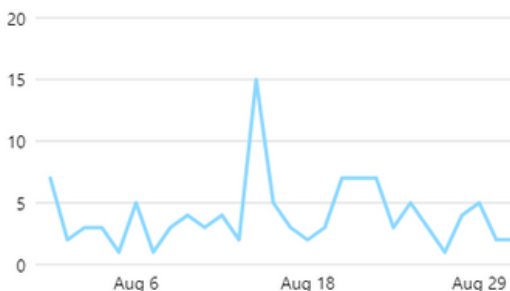
288 accounts reached with this post.

Despite this month being the slowest in terms of content produced, we still maintained a steady stream of new followers. In August our new follower rate was up 16.7%.

Our Facebook visits increased this month as well!

New Instagram followers ⓘ

112 ↑ 16.7%



Visits

Facebook visits ⓘ

495 ↑ 33.4%



We also published two posts in August that were exclusive to Facebook for USAID and a grantee partner.

JULY 2023

MONTHLY DATA

Total IG followers
July 1

7,895



Total IG
followers as of
July 31

7,920

Top Performing Posts: July 2023

Highest Reach



THE ASTRAEA FOUNDATION

IS OUT OF OFFICE!

UNTIL JULY 10

WE'RE TAKING TIME TO SLOW DOWN!

1,039 accounts reached.

This post was also saved a total
of 6 times!

Highest Engagement Rate



THERE IS NO ONE WAY

TO BE

NON-BINARY

INTERNATIONAL NON-BINARY PEOPLE'S DAY 2023

High engagement rate of 11.44%

Second Highest Engagement Rate



THE ASTRAEA FOUNDATION

IS OUT OF OFFICE!

UNTIL JULY 10

WE'RE TAKING TIME TO SLOW DOWN!

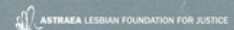
Second highest engagement
rate of 9.62%.

Best Performing Facebook Post:

Post Impressions:
330

Post Reach:
316

Engagement:
16



“

"I WANT A WORLD WHERE WE
CAN COME TOGETHER, WITHOUT
FEAR OF PROTESTS OUTSIDE THE
DOOR. I WANT A WORLD WHERE
WE ARE NOT REJECTED AND ONE
IN WHICH WE ARE NOT AN
EXCEPTION."

- Joy Chia, Executive Director for the Astraea Foundation,
The State of LGBTQ Philanthropy

SEPTEMBER 2023

MONTHLY DATA

Total IG followers
on September 1

7,943



Total IG
followers as of
September 30

7,994

Instagram follower
rate is up 66% in
September 2023.

In the month of September,
our Facebook reach was
up 126%

Top Performing Posts: September 2023

Highest Reach

THE ASTRAEA FOUNDATION
IS BUILT ON

**ANTI
TERFISM**

 ASTRAEA LESBIAN FOUNDATION FOR JUSTICE

2,071 accounts reached.
Reshare rate was fairly high at
35. Offered easy story reshare
opportunity.

Highest Engagement Rate

THE ASTRAEA FOUNDATION
IS BUILT ON

**ANTI
TERFISM**

 ASTRAEA LESBIAN FOUNDATION FOR JUSTICE

High engagement rate of 20.12%

Second Highest
Engagement Rate

THE FUNDING LANDSCAPE

WHEN IT COMES TO

ANTI-GENDER OPPOSITION

 ASTRAEA LESBIAN FOUNDATION FOR JUSTICE

High engagement rate of 18.23%

**BONUS: This post was reshared 52
times on Instagram!**

Reach

Facebook reach ⓘ

1,732 ↑ 235.7%



Instagram reach ⓘ

4,913 ↑ 363.9%



New likes and follows

Facebook Page new likes ⓘ

11 ↑ 83.3%



OCTOBER 2023

MONTHLY DATA

Total IG followers
on October 1

7,999



Total IG
followers as of
October 31

8,084

Our statement on Palestine was one of the better performing posts of the year. Audiences seem to resonate with orgs who outline their values very clearly.

The day that we posted our statement in support of a ceasefire and a free Palestine, we lost a follower. However, moments after that we gained two more. Posting in alignment with our values brings us closer to the audience members who care about our work.

Top Performing Posts: October 2023

Highest Reach



**LIBERATION FOR
ALL IS NOT
POSSIBLE WITHOUT
A LIBERATED
PALESTINE.**

2,497 accounts reached.
Reshare rate was high at 109.

Highest Engagement Rate



**LIBERATION FOR
ALL IS NOT
POSSIBLE WITHOUT
A LIBERATED
PALESTINE.**

High engagement rate of
23.82%

Second Highest
Engagement Rate

**THE MAIN THINGS LGBTQI+
ACTIVISTS NEED TO MAKE
THEIR RESISTANCE TO
ANTI-GENDER ACTORS
SUCCESSFUL:**



High engagement rate of
12.24%

Reach

Facebook reach ⓘ

2,528 ↑ 44.4%



Visits

Facebook visits ⓘ

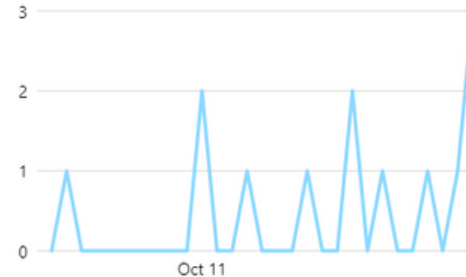
1,002 ↑ 133.6%



New likes and follows

Facebook Page new likes ⓘ

13 ↑ 18.2%



NOVEMBER 2023

MONTHLY DATA

Total IG followers
on November 1

8,086



Total IG
followers as of
November 30

8,162

On TDoR, our illustration was translated and shared in English, Spanish, and French!

We are working to further integrate language justice into our social strategy as we go!

Top Performing Posts: November 2023

Highest Reach



2,385 accounts reached.

Highest Engagement Rate



High engagement rate of 22.51%
BONUS: This post was shared 169 times on Instagram!

Second Highest Engagement Rate



High engagement rate of 17.77%

Instagram reach ⓘ

4,307 ↑ 12%



New likes and follows

Facebook Page new likes ⓘ

24 ↑ 84.6%



To note: Our commissioned illustrations do well on both Instagram and Facebook.

Translating the illustrations also offers more opportunity for reshares.

DECEMBER 2023

MONTHLY DATA

Total IG followers
on December 1

8,163



Total IG
followers as of
December 31

8,172

Top Performing Posts: December 2023

Highest Reach



“

THE EXISTING RESEARCH ON ANTI-GENDER OPPRESSION LACKS THE PERSPECTIVES OF LGBTQI+ COMMUNITIES AND LEADERS, ESPECIALLY BLACK AND INDIGENOUS IDENTITIES. THE REPORT IS ONE STEP IN THE PROCESS OF UPLIFTING THOSE VOICES AND INTEGRATING THEIR PERSPECTIVES INTO THE FIGHT FOR LIBERATION.

- Lariza Fonseca, Program Officer, The Astraea Foundation

763 accounts reached.

Highest Engagement Rate

THREE REASONS

TO GIVE THIS
SEASON



High engagement rate of 9.37%

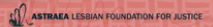
Second Highest Engagement Rate

LOCAL MOVEMENTS FOR GLOBAL CHANGE



African Intersex Movement

Africa



Second highest engagement
rate of 8.81%

Best Performing Facebook Post:

Post Impressions:

575

Post Reach:

551

Engagement:

28

THREE REASONS

TO GIVE THIS
SEASON



Social Media Goals for 2024

Increase IG following to 9-10K by the end of 2024.

Work with at least two new LGBTQI+ illustrators.

Add in alt text to every IG post so that accessibility is increased.

Focus on “In Community” posts so that audiences can learn more about our speaking engagements.

Utilize story posts for donation links around fundraising campaigns.

Next Steps for 2024

In the new year, we will focus on creating grantee spotlight content and push forward the EOY giving campaign.

01 **Prioritize Grantee Partner Highlights**

Connecting with donors and grantees happens simultaneously when we share the stories and work of our current grantee partners. It also helps our audiences recognize very easily what our values and mission are without having to understand the ins and outs of Astraea history.

02 **Optimize Posting Times**

Our social media scheduling tool, Later has found that our audiences on Instagram are primarily active at 12 pm EDT.

03 **Utilize our Facebook and Twitter Audiences**

Utilize text based posts on both Twitter and Facebook to drive engagement and click rates on donation links during fundraising campaigns.

04 **Continue to Work With Illustrators in Our Communities**

Collaborate with illustrators in our communities to create artwork for tactical times of year. Doing this helps build audience recognition and provides opportunities for resharing our posts.