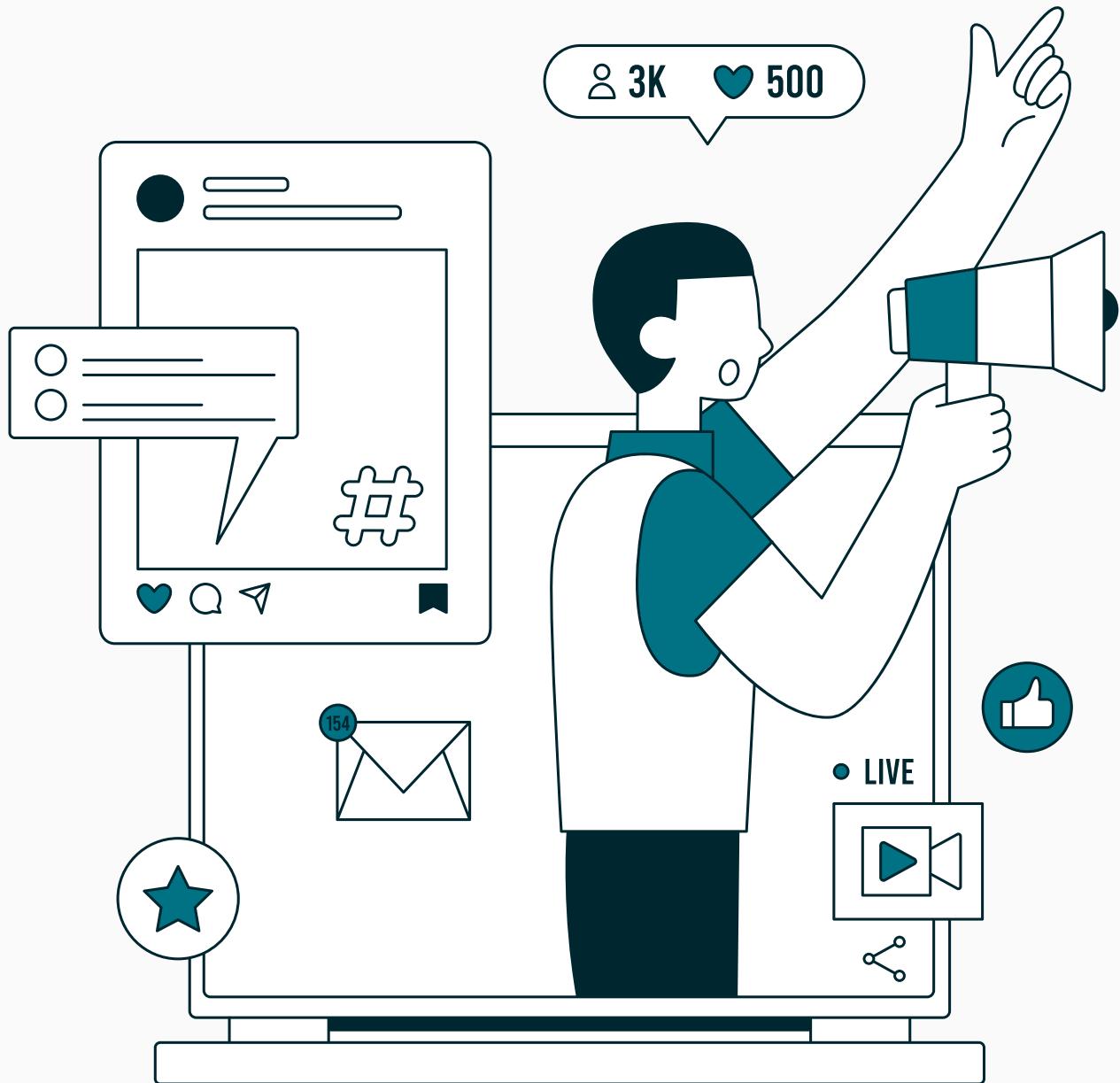


Social Media Report



PREPARED BY: KAYLA MCMILLEN



ASTREA LESBIAN FOUNDATION FOR JUSTICE

JUNE 2023

MONTHLY DATA

Total IG followers
on June 1

7853

Total IG
followers as of
June 30

7894

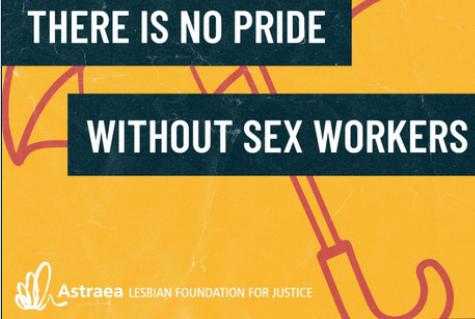


Top Performing Posts: June 2023

Highest Reach

Highest Engagement Rate

Second Highest
Engagement Rate



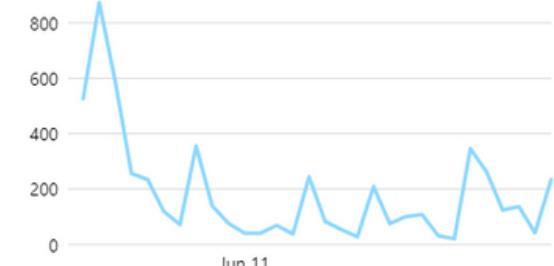
1,277 accounts reached.
Reshare rate was very high at
145. Offered easy story reshare
opportunity.

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

Engagement rate of 8.24%

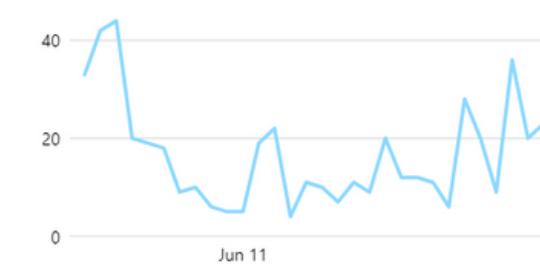
Instagram reach ⓘ

3,391 ↑ 12.2%



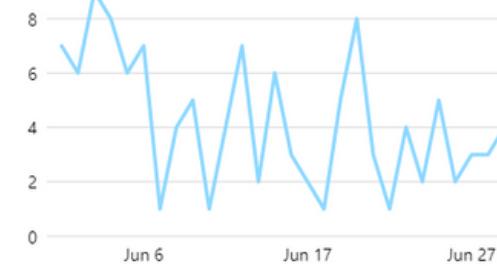
Instagram profile visits ⓘ

501 ↑ 48.7%



New Instagram followers ⓘ

123 ↑ 19.4%



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!

Visits

Facebook visits ⓘ

495 ↑ 33.4%

300

200

100

0

Aug 11

Aug

New Instagram followers ⓘ

112 ↑ 16.7%

20

15

10

5

0

Aug 6

Aug 18

Aug 29

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

ASTRAEA LESBIAN FOUNDATION FOR JUSTICE

“

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 Astrea Foundation,
The State of LGBTQ Philanthropy

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**



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**



High engagement rate of 20.12%

Second Highest Engagement Rate

THE FUNDING LANDSCAPE

WHEN IT COMES TO

ANTI-GENDER OPPOSITION



High engagement rate of 18.23%

BONUS: This post was reshared 52 times on Instagram!

Reach

Facebook reach

1,732 235.7%

300

200

100

0

Sep 11

Instagram reach

4,913 363.9%

2.0K

1.5K

1.0K

0.5K

Sep 11

New likes and follows

Facebook Page new likes

11 83.3%

2

1.5

1

0

Sep 11

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:

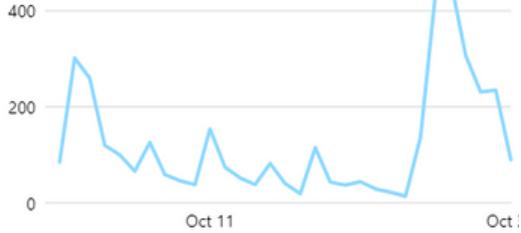


High engagement rate of 12.24%

Reach

Facebook reach (i)

2,528 ↑ 44.4%



Visits

Facebook visits (i)

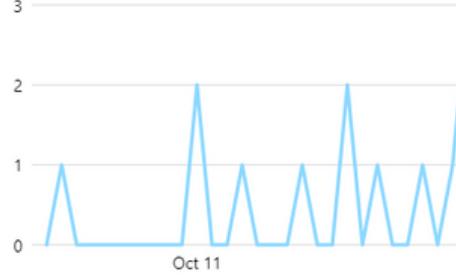
1,002 ↑ 133.6%



New likes and follows

Facebook Page new likes (i)

13 ↑ 18.2%



NOVEMBER 2023

MONTHLY DATA

Total IG followers
on November 1

8,086



Total IG
followers as of
November 30

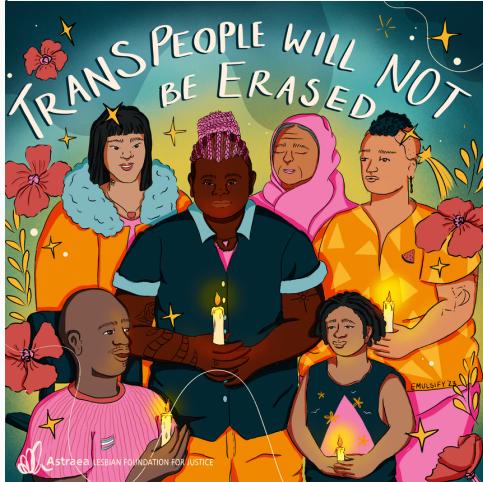
8,162

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!

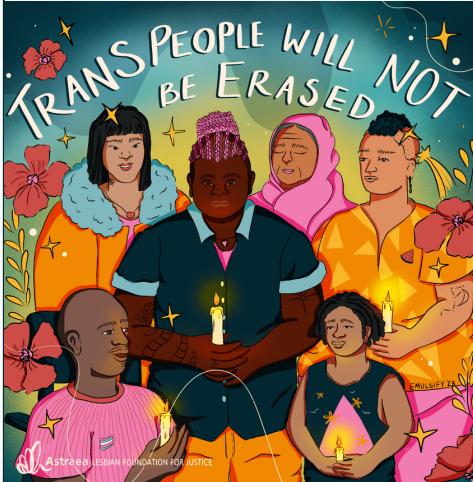
Top Performing Posts: November 2023

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%

New likes and follows

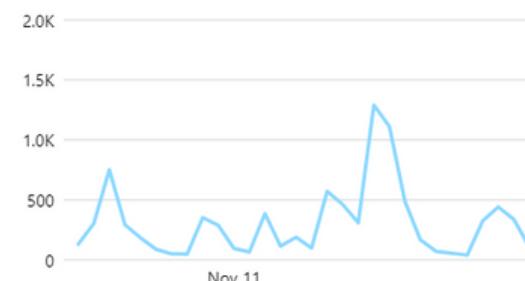
Facebook Page new likes

24 ↑ 84.6%



Instagram reach

4,307 ↑ 12%



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

Translating the illustrations
also offers more
opportunity for reshares.

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**



ASTRaea LESBIAN FOUNDATION FOR JUSTICE

High engagement rate of 9.37%

Second Highest Engagement Rate

LOCAL MOVEMENTS FOR GLOBAL CHANGE



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**

ASTRaea LESBIAN FOUNDATION FOR JUSTICE

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.