

**SNA  
JULY 2021  
SOCIAL MEDIA  
REPORT**



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What We Did

Results Summary

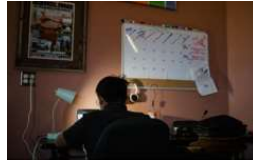
2021 YTD Community Growth & Engagement

Facebook – Statistics & Top Posts

Twitter – Statistics & Top Posts

LinkedIn – Statistics & Top Posts

Recommendations





In July, we performed the following activities:

- Monitored media and identified articles for social media post content.
- Created 20 Facebook posts, 22 tweets and 17 LinkedIn updates. Content topics included Disability Pride Month, DAVHQ's Day of Inspiration, thought leadership and relevant news.
- Promoted a Facebook post to drive incremental engagement.
- Continued to interact with other pages, profiles and handles as well as SNA followers to improve Twitter engagement.



# RESULTS SUMMARY

Facebook engagement was above average at 14.5%, with July's promoted post accounting for 92% of total post engagements. We ended the month with 15,660 Page Likes (-25 vs. last month, but normal attrition after running a Page Likes ad and increasing the amount of content).

Twitter engagement held steady at 2.40%. Similar to June, top performing tweets tagged multiple handles. We added 8 new followers to surpass 1,000, ending the month with 1,005.

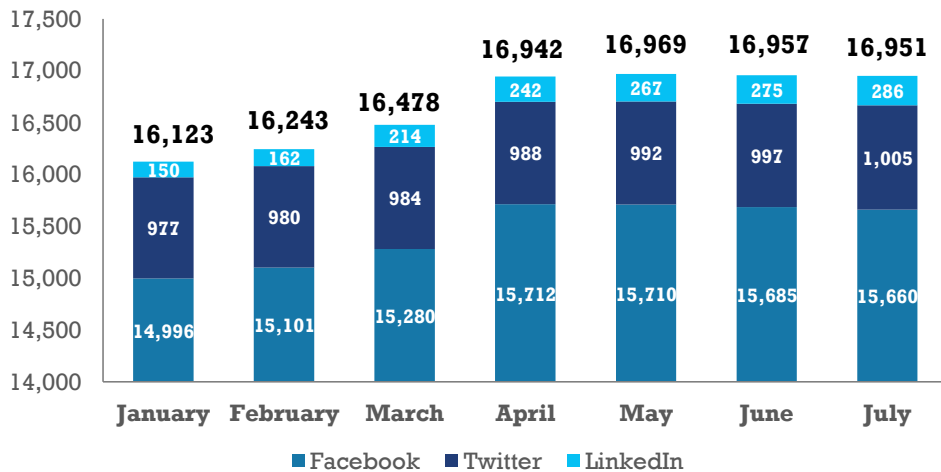
LinkedIn engagement was lower than recent months, with an engagement rate of 2.70%. The community continued to grow steadily with 9 new followers, reaching 286.

# 2021 SOCIAL COMMUNITY GROWTH & ENGAGEMENT

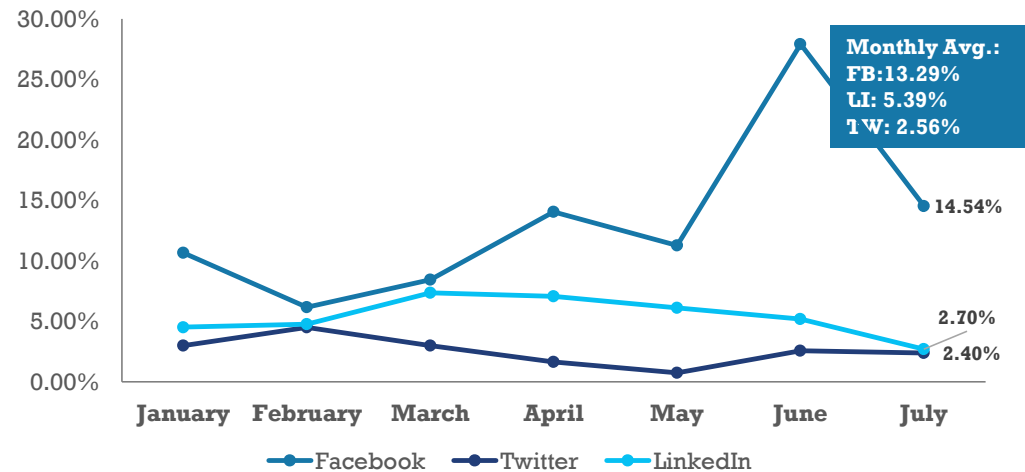
Similar to June, SNA netted a 6 community member loss in July (-0.1%), due to losing 25 Facebook Page Likes. This is a normal rate of attrition considering the Page Likes Ad in April + increased amount of content in June/July.

July Facebook engagement was above average, while Twitter was consistent with June and LinkedIn was lower vs. recent months.

2021 SNA- Social Community Members



2021 SNA - Average Monthly Engagement Rate



**FACEBOOK**



### Overall Statistics

	Page Likes (% Growth)	New Followers	Organic Reach	Paid Reach	Total Reach
January	14,996 (1.9%)	289	4,780	23,462	28,430
February	15,101 (0.5%)	69	2,123	6,310	8,433
March	15,280 (1.4%)	215	3,392	12,853	16,245
April	15,712 (1.9%)	432	3,939	18,741	22,680
May	15,710 (0.0%)	-2	2,417	4,783	7,131
June	15,685 (-0.2%)	-25	3,888	13,976	17,864
July	<b>15,660 (-0.2%)</b>	<b>-25</b>	<b>4,577</b>	<b>9,509</b>	<b>14,086</b>

### Post Performance

	Number of Posts	Post Reach	Likes	Comments	Shares	Clicks	Total Engagements
January	11	5,129	287	10	78	172	547
February	13	2,654	84	2	27	51	164
March	16	4,336	257	1	31	77	366
April	20	14,744	1,685	19	147	220	2,071
May	10	7,320	653	15	46	111	825
June	18	11,673	2,639	97	55	466	3,257
July	<b>20</b>	<b>12,970</b>	<b>1,107</b>	<b>57</b>	<b>100</b>	<b>622</b>	<b>1,886</b>

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# FACEBOOK

# STATISTICS



**Special Needs Alliance**  
July 10 · 🌐

For many children who receive support from schools for disabilities or special needs, there hasn't been a "return to normal." For these children and their families, the pandemic and the way special education was managed will impact them much longer as described in this NPR story: <https://hubs.la/H0RYrqW0>.



**After Months Of Special Education Turmoil, Families Say Schools Owe Them** Send Message

<b>8,456</b> People Reached	<b>1,718</b> Engagements	<b>Boost Again</b>
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Boosted on Jul 27, 2021  
By Christopher Bogus Completed

**Performance for Your Post**

**8,456** People Reached

**1,124** Reactions, Comments & Shares

<b>751</b> Like	<b>749</b> On Post	<b>2</b> On Shares
<b>18</b> Love	<b>18</b> On Post	<b>0</b> On Shares
<b>4</b> Haha	<b>4</b> On Post	<b>0</b> On Shares
<b>25</b> Wow	<b>25</b> On Post	<b>0</b> On Shares
<b>199</b> Sad	<b>197</b> On Post	<b>2</b> On Shares
<b>5</b> Angry	<b>5</b> On Post	<b>0</b> On Shares
<b>51</b> Comments	<b>43</b> On Post	<b>8</b> On Shares
<b>73</b> Shares	<b>73</b> On Post	<b>0</b> On Shares
<b>594</b> Post Clicks		
<b>0</b> Photo Views	<b>102</b> Link Clicks	<b>492</b> Other Clicks

July's promoted post featured NPR's story about how the pandemic and the way special education was managed will impact children and families who receive support from schools for disabilities for special needs. The ad was very effective, accounting for 92% of July's total post engagements.

Cost per engagement was \$0.10, in line with ads from recent months.

# FACEBOOK

# PROMOTED POST


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**SNA Special Needs Alliance**  
July 27

Governor David Ige of the State of Hawai'i signed into law a bill that closed the "loophole" which allowed businesses to pay subminimum wages to people with disabilities (as shown in this Newsweek article).  
<https://hubs.la/H0T2Z520>

Hawai'i State Senator Joy San Buenaventura said "It's about high time that we got rid of this antiquated belief that those who are disabled, solely for their disabilities are entitled or should be paid less than minimum wage."



NEWSWEEK.COM About this website  
Hawaii closes loophole that allowed employers to pay disabled workers 4 cents an hour

**Performance for Your Post**  
324 People Reached

20 Reactions, Comments & Shares

17 Like	17 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
9 Post Clicks	2 Link Clicks	7 Other Clicks

**NEGATIVE FEEDBACK**  
1 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

Hawai'i Law Change to prevent businesses from paying subminimum wages to people with disabilities

**SNA Special Needs Alliance**  
July 22

As an org, we pride ourselves on members' understanding of the work they do. Not only do they provide clients with legal advice, but also insight and perspective. This article co-authored by member Amy O'Hara of Littman Krooks LLP in the Voice from 2015 provides both great perspective and legal guidance. <https://hubs.la/H0SMsBb0>.

SPECIALNEEDSALLIANCE.ORG  
**Bullying of the Special Needs Child and What Parents Can Do**  
Any child can be a victim of bullying or harassment, but research has shown that children with special needs are both more likely to be bullied or harassed and also more likely to be seriously harmed by it. In addition,...

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

337 People Reached 24 Engagements **Boost Post**

Belinda Evans, Nora Agulla-Trajano and 7 others 5 Shares

**Performance for Your Post**  
337 People Reached

17 Likes, Comments & Shares


10 Likes	9 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
7 Shares	5 On Post	2 On Shares
7 Post Clicks	7 Link Clicks	0 Other Clicks

**NEGATIVE FEEDBACK**  
0 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

SNA Blog Article – Bullying of Special Needs Children and What Parents Can Do

**SNA Special Needs Alliance**  
July 12

Special Needs Trusts are often viewed as extremely complicated, but SNA members are experienced in understanding the needs of their clients and ensuring that each financial instrument is protecting them. This post from Andrew Hook and Shannon Laymon-Fecoraro at Hook Law Center's blog highlights how funding can be handled in the most effective way.  
<https://hubs.la/H0RYvJD0>



**Performance for Your Post**  
375 People Reached

13 Likes, Comments & Shares

5 Likes	6 On Post	0 On Shares
3 Comments	0 On Post	3 On Shares
5 Shares	5 On Post	0 On Shares
13 Post Clicks	7 Link Clicks	5 Other Clicks

**NEGATIVE FEEDBACK**  
2 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts.

Member Blog Article – Special Needs Trusts

Top-performing organic posts highlighted a law change in Hawai'i that closed the loophole on paying fair wages to people with disabilities and thought leadership content from SNA members.

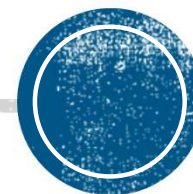
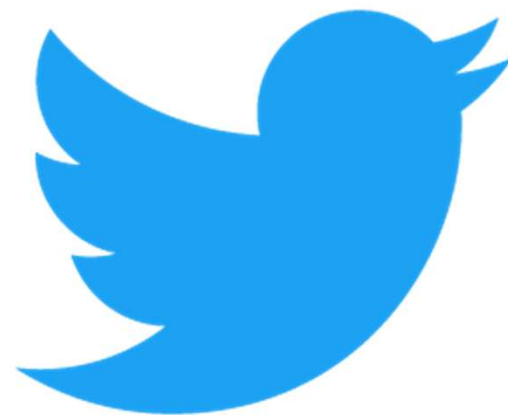
FACEBOOK

TOP ORGANIC POSTS

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**TWITTER**



## Overall Statistics

	Total Followers	New Followers
January	977	N/A
February	980	3
March	984	4
April	988	4
May	992	4
June	997	5
July	<b>1,005</b>	<b>8</b>

## Tweet Statistics

	January	February	March	April	May	June	July
Total Tweets	12	13	19	21	11	22	<b>22</b>
Impressions	2,058	2,867	6,439	1,972	766	2,995	<b>3,134</b>
Mentions	5	3	2	3	3	1	<b>3</b>
Avg. Engagement Rate	1.36%	4.51%	1.52%	1.66%	0.75%	2.58%	<b>2.40%</b>
Clicks	11	47	61	13	8	45	<b>44</b>
Retweets	7	12	15	14	1	15	<b>13</b>
Likes	10	10	19	6	1	29	<b>14</b>
Replies	0	0	3	2	0	0	<b>3</b>

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# TWITTER

# STATISTICS

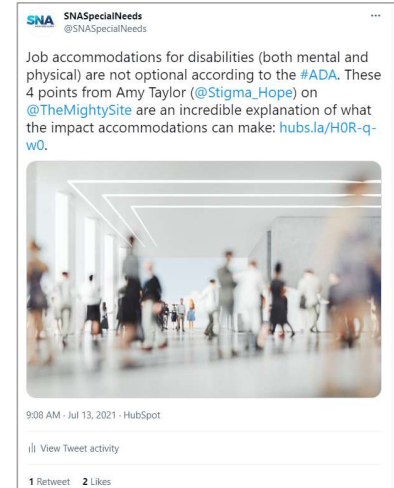


# TWITTER

# TOP TWEETS



**Disabled American Veterans' Day of Inspiration**



**The Mighty Article - Impact of Job Accommodations for Disabled Employees**

Twitter engagement remained above average. The two most engaging tweets featured the Disabled American Veterans' Day of Inspiration and The Mighty article about how job accommodations impact disabled employees. Similar to top tweets from June, these tweets tagged multiple handles including organizations, news sources and influential individuals.



**LINKEDIN**



### Overall Statistics

	Followers	New Followers
January	150	4
February	162	12
March	214	52
April	242	28
May	267	25
June	275	9
July	286	9

### Update Statistics

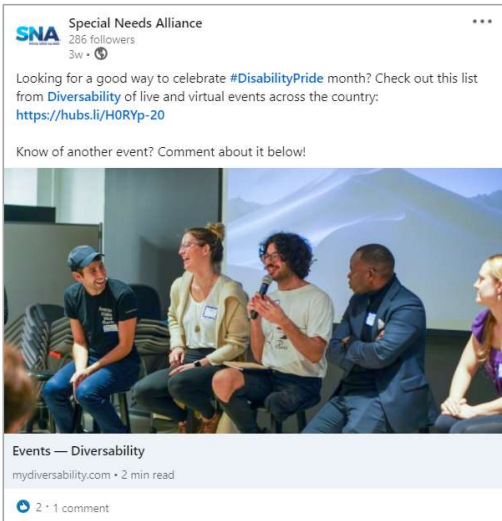
	Jan.	Feb.	March	April	May	June	July
Total Updates	12	9	14	17	7	14	17
Impressions	705	804	8,662	1,081	356	798	642
Reactions	10	15	384	37	5	22	9
Comments	0	0	31	3	2	2	1
Shares	1	2	27	6	4	3	2
Clicks	19	22	307	48	12	20	9
Avg. Engagement Rate	4.52%	4.76%	7.36%	7.06%	6.13%	5.19%	2.72%

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# LINKEDIN

# STATISTICS

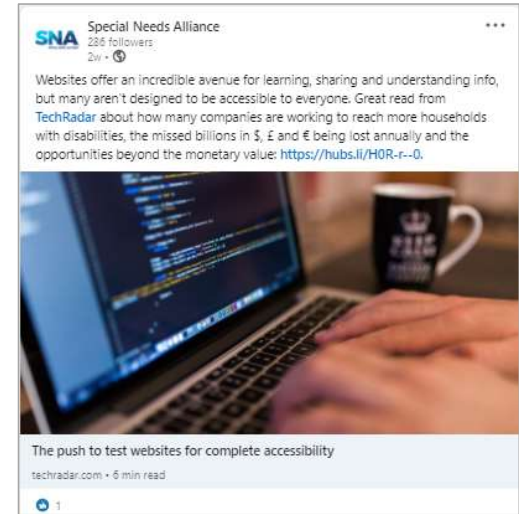




Celebrating Disability Pride Month



SNA Blog Article – Federal Employee Survivorship Benefits for Children with Disabilities



TechRadar Article - Website Accessibility for Households with Disabilities

Engagement drivers on LinkedIn included Disability Pride Month, thought leadership content and website accessibility for households with disabilities.

LINKEDIN

TOP UPDATES



# INSIGHTS & RECOMMENDATIONS

## Insight

Thought leadership content from members performed well, especially on Facebook and LinkedIn.

LinkedIn engagement was low vs. recent months.

Twitter engagement held steady, as we maintained higher tweet frequency and more tagging.

Tweets that tagged multiple handles including organizations, news sources and influential individuals performed best.

## Recommendation

Increase the amount of thought leadership content that positions SNA members as trusted experts.

Add more corporate-centric content that has proven to perform well on LinkedIn:

- Diversity & Inclusion
- Public Policy
- Supporting Disabled Employees & Parents with Disabled Children

Continue to tag all relevant handles in tweets.





Juliette Bogus:  
[juliette@bsquaredllc.net](mailto:juliette@bsquaredllc.net)

410.980.5687