

**SBESC  
Social Media Quarterly Report  
8.5.2010**

**Overview**

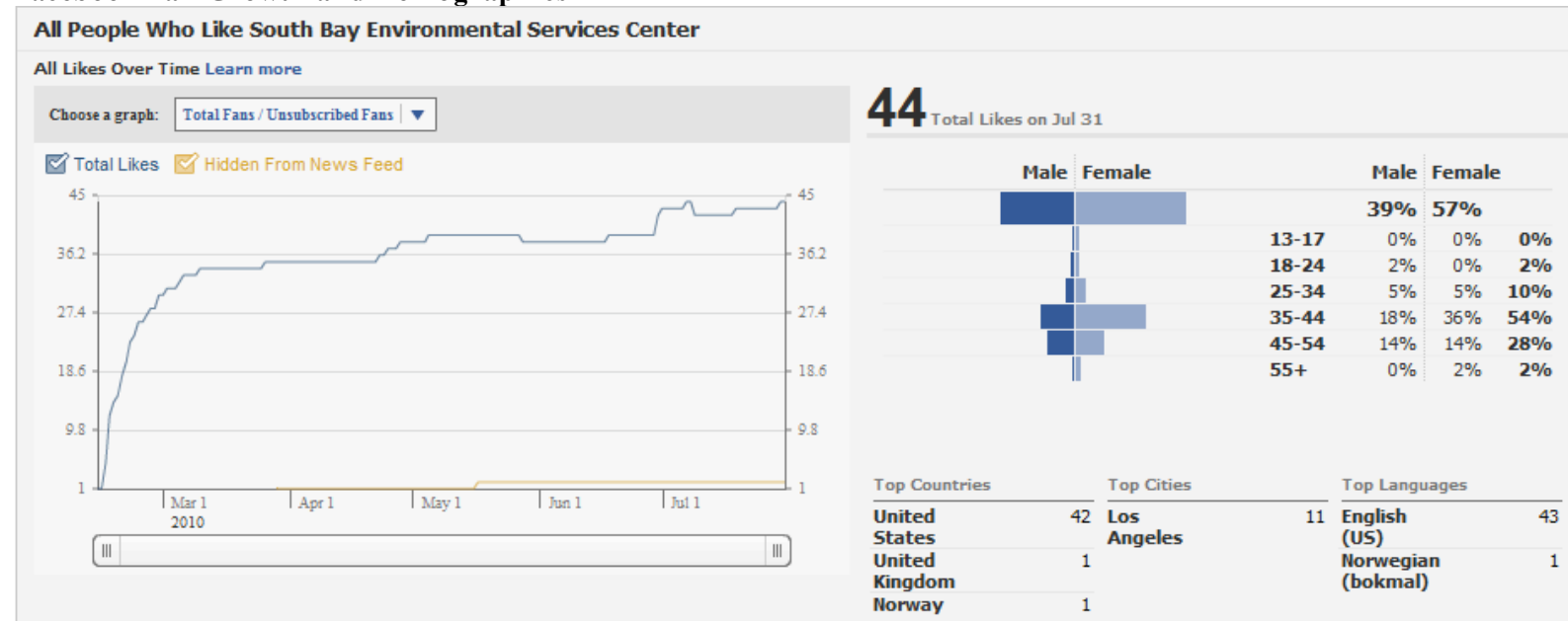
In Spring/Summer of 2010 the SBESC established its first social media presence. The decision was made to wade into these marketing channels slowly and carefully. We use our social media platform primarily as an announcement channel to inform our constituents of key dates and facts. We do not use it to promote opinions and positions. We also do not allow others to use it for that purpose so we have intentionally disabled the "interaction" portion of our Facebook page thereby disallowing users and fans to post their comments on our wall. We also have not proactively emailed our database to invite their participation. However, we have passively posted identifiable Facebook and Twitter icon buttons on our monthly newsletter for their availability to be known. Predictably, our active user base growth has grown slowly, albeit organically.

**SBESC FACEBOOK PAGE (launched February 10, 2010)**

**Summary by Week (Facebook doesn't provide metrics until a page surpasses 30 users which SBESC did in 2 weeks)**

	<u>7/5/2010</u>	<u>7/12/2010</u>	<u>7/19/2010</u>	<u>7/26/2010</u>	<u>7/31/2010</u>
Active Users	15	17	17 (0 change vs. last wk)	18 (+5.9% vs. last wk)	9 (-50% vs. last wk)
Total Fans	44	42	42 (0 change vs. last wk)	43 (+2.4% vs. last wk)	44 (+2.4% vs. last wk)
Page Views	53	15	24 (+26.3% vs. last wk)	32 (33.3% vs. last wk)	24 (-24% vs. last wk)

**Facebook Fan Growth and Demographics**



**SBESC TWITTER PAGE (launched: June 16, 2010)**

The SBESC uses Twitter merely as a mirror to our Facebook page. We have "coupled" them, so a posting on one gets automatically posted to the other.

Followers: 5