

OA CFI Monthly Committee Report March 2024

Committee Name: Facebook & Instagram

Committee Chairperson: Claudia B

Highlights of reporting period: 2/10/24 - 3/9/24

Facebook has 956 followers Post Overview 2/18 had reach 1,516 people & 92 likes

Facebook had 319 visits, 5 new likes & 2 contacts /conversations, 29.1% of the Current Audience is age 55-64, Women 91% Men 8% Top City Orlando 2.5%, Top Country USA 86.1%

Instagram has 152 followers Post Overview Journaling (holding a Grudge) reached 44

3 likes. Instagram had 46 Visits with 11 new followers 33.0% of the current audience is 45-55 Woman 92%, Men 7% Top Cities London, UK 3.9% & Los Angeles, CA Top Country USA 48.7% UK 13.8%, Canada 7.2%, Israel 6.6% Germany 3.9%

Both Platforms have Events, Journaling, Podcast, Steps, Tradition's, Concepts, Slogans
Acronyms, Lifeline Stories, Big Book Quote's

Activities: Next Ad Will Run on Both Platforms' April 22-26, 2024

Any financial decisions to bring to the Board: No

Anything worthy of an article in New Beginnings: No