



CALGARY ARAB
ARTS & CULTURE SOCIETY

CAAACS 2025 Social Media Report

March - MAY

Post :



FACEBOOK

Overview

March - MAY

Views | Reach | Interactions

99.9K	30.6K	391
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Visits | Follows | Link Clicks

3.6 K	+275	992
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Location

Calgary: 80.3 %



CALGARY ARAB
ARTS & CULTURE SOCIETY

Facebook

Overview

Content Breakdown

Views | Reach | Interactions

30.7K

19.6K

342



Reel (VIDEO)



CALGARY ARAB
ARTS & CULTURE SOCIETY

FACEBOOK

Most viewed post

Views | Reach | Interactions

12.7	11.3	53	Likes
		15	Comments
		18	Shares



Reel (VIDEO)



Instagram

Overview

March - MAY

Views | Reach | Interactions

67.7K	19.5k	1465
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Visits | Follows | Link Clicks

1.8 K	+188	507
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Location

Calgary: 76.4%



CALGARY ARAB
ARTS & CULTURE SOCIETY

INSTAGRAM

Most viewed post

Views | Reach | Interactions

16.3k

8.6K

234



Reel (VIDEO)



Instagram

Most viewed post

Views | Reach | Interactions

10.4K	5432	43	Likes
		42	Comments
		8	Shares





CALGARY ARAB
ARTS & CULTURE SOCIETY

ALL PLATFORMS
March - MAY

2025 Goals

FOLLOWS

↑ 15%

INTERACTIONS

↑ 20%

COMMENTS

↑ 5%

VIEWS

↑ 30%

2025 Plan

POST CONSISTENT

**At least 4 posts per
Month
(when no event)**

COLLABORATION

**Utilize opportunities
with other festivals for
promotion**

SOCIAL MEDIA BUDGET

**New marketing
strategies and algorithm :**

- **Increase followers**
- **Better algorithm
management**