

Communications Report

August 21, 2026

The number of FOSCL Facebook followers has jumped 38% (+81 people) since the April Communications report. Our Facebook following now stands at 292 and our Instagram following is 78. This was driven by the seven boosted posts (3 for book sales, 4 for B&BCT) that were dropped between June 10th and August 8th.

It is difficult to determine the sales impact of the boosted posts due to multiple external factors (See below). However, given the positive impact on our follower count, it is recommended that we continue to boost the book sale posts on Facebook for the remainder of 2026 and during our annual appeal. The Communications budget is sufficient to cover this cost.

	Jun	Jul	Aug
2026	\$349	\$515	\$662
2025	<u>\$288</u>	<u>\$525</u>	<u>\$374</u>
=/-	\$61 +21%	-\$10 -1.9%	\$288 +77%

The Facebook report for the August boost is on the following page.

FOSCL was selected as their “Bags 4 A Cause” charity of the month. For every “Because You Care” bag purchased in the month of August, Giant will donate \$1.00 to FOSCL. Posts promoting the event were uploaded to both Facebook and Instagram. “Last Chance” reminder posts will drop on Monday, August 24th. We were not made aware of our selection by Giant until mid-August.

Scroll down to review the Facebook report for the August book sale.

August Book Sale FB Boost 8am 8/5-8/8/26 Sales: \$662 Aug 2025 Sales: \$374 (+77%)

Performance ⓘ

Lifetime ▾

\$20.99 spent over 3 days.

Facebook Page visits ⓘ **341**

Facebook follows ⓘ **13**

Views ⓘ **4,574**

Reach ⓘ **2,607**

Activity

Post engagements

232

Link clicks

200

Post reactions

24

Facebook follows

13

Post shares

4

Post comments

2

Post saves

2

Audience

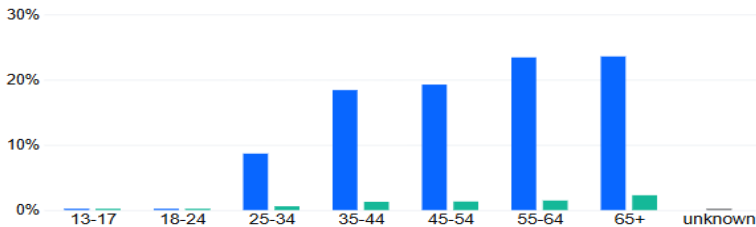
This ad reached 2,607 Accounts Center accounts in your audience.

People

Placements

Locations

93.1% Women 6.9% Men



Audience details

Location

United States: Millsboro (+25 mi) Delaware

Optimize locations

On

Minimum age

25

Age

34 - 65+

People who match

Interests: Mystery fiction, Romance novels, Literature, Fiction books, Non-fiction books or Books

Advantage+ audience

On

Edit audience

Ad rating

👍 Thanks for helping us improve!

Details

Status
Completed

Goal
Get more Page visits and followers

Daily budget
\$7.00

Duration
3 days

See all ▾

Preview

BOOK SALE! Saturday, August 8th, 10am-12pm in the Library lobby. A wonderful selection of



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Preview

BOOK SALE! Saturday, August 8th, 10am-12pm in the Library lobby. A wonderful selection of books at fantastic prices! All proceeds benefit the Friends of...



Visit Profile

View ad

Edit ad

Payment method

VISA Visa **** 6276

We'll charge a backup if there's a problem with this payment method.

Change

Amount spent ⓘ

Total amount

\$20.99