Communications Report
October 23, 2026, 2026

Our book sales continue to trend upward as we continue to boost our Facebook posts the Wednesday through Saturday morning of book sale days. Spending was reduced in October since Meta was unable to load our Wednesday post. Since we started boosting our book sale posts in June, book sales are up $960 versus the same period in 2025. Given that our social media spending was $99.50 during this period, our return on investment was excellent! 😊

Month	Book Sale Revenue Results				Social Media Spending
	2026	2025	+/-YAGO ($)	+/- YAGO (%)	
June	$349	$288	$61	21.18%	$20.75
July	$515	$525	-$10	-1.90%	$20.98
August	$662	$374	$288	77.01%	$20.99
September	$649	$339	$310	91.45%	$20.92
October	$525	$215	$310	144.19%	$15.86
November	-				
December	-	No Sale			
Total	$4,726.00	$3,766.00	$960	25.49%	$99.50

The boosted posts also appear to be impacting our Facebook follower count which now stands at 320 vs 292 (+28) which was reported in August.

The proposed 2027 Communications Budget will be sent to Edie on October 24th. Boosted social media posts will be recommended for the monthly book sales, the B&BCT, and the FOSCL Annual Appeal. Our final spending forecast for 2026 will be submitted to Edie and Jackie on October 24th.