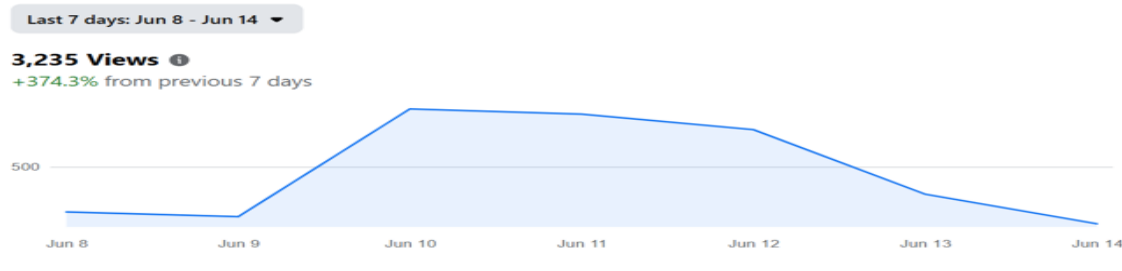


COMMUNICATIONS COMMITTEE REPORT

June 18, 2026

- We have been posting the B&BCT “Sneak Peeks” weekly on Facebook and Instagram. We will be boosting* one of the “Sneak Peeks” next week.
- We boosted our June book sale Facebook post locally for 3 days at a cost of \$20.75. The “boost” garnered strong results (see charts below). We also picked up six followers. June book sales were \$349, our best for this year. We will be boosting our July book sale Facebook post as well.

*“Boosting” is paying Facebook to show a post to a select audience (demographics/geography/interests) beyond an organization’s followers.



Views ⓘ



Ranking by views

This reel ranked 1 out of 10 in views compared to your last 10 published posts. [See ranking](#)

2,928



90.8% Non-followers
9.2% Followers

Viewers

1,806

Who viewed your content ⓘ

Age and gender

Top countries

● Women ● Men ● Unknown



Interactions ⓘ

56

