



Social Media Report

MERRICKVILLE-WOLFORD & DISTRICT CHAMBER OF COMMERCE

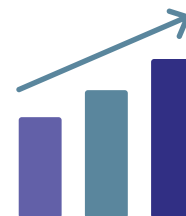
At the beginning of 2023 we decided to use our social media profiles in a way that was intentional, on brand and consistent. To do this, we made several changes to ensure we were bringing focus and attention to our Chamber Members in a meaningful way.



We updated our social media profiles with accurate information and relevant keywords to establish a clear and cohesive online platform that promotes the village.



We created several posts on both platforms to shine a spotlight on several different businesses within the village. This was done in a few different ways, and ultimately showed high success in terms of reach and engagement.



We needed to stay in the loop! In order to use social media to our advantage, we stayed on top of different trends that were coming up throughout the year.

Example: Reels & Stories



Social Media Report

MERRICKVILLE-WOLFORD & DISTRICT CHAMBER OF COMMERCE

Instagram Stats

Total followers: 1,134

(up 233 since January 1)

Instagram Reach: 10.6K

(up 259% since January 1)

Profile Visits: 2.6k

(up 129% since January 1)

Facebook Stats

Total followers: 4,800

(up 219 people since January 1)

Instagram Reach: 118,300

(up 35% since January 1)

Profile Visits: 7,600

(up 110% since January 1)

Who is our audience on social media?

Gender: Women

Ages: 25-54

Where: Ottawa



Social Media Report

MERRICKVILLE-WOLFORD & DISTRICT CHAMBER OF COMMERCE

Our social media goal as your Chamber of Commerce is to make it easier for people to find and learn about the village and businesses.

A clear and cohesive online platform helps to establish credibility and trust with potential visitors. As business owners, you are navigating through so much already - let us help promote you online!

*Examples from
Chamber
Instagram &
Facebook in
2023*

Silly Goats Home Decor
Reel Reach: **40,200**

Pickle & Myrrh
Reel Reach: **38,200**

Merrickville Garage Sale
Reel Reach: **17,100**



Social Media Report

MERRICKVILLE-WOLFORD & DISTRICT CHAMBER OF COMMERCE

Goals for 2024

Create more content that connects the “experience” of Merrickville with the shops.

Have discussions with YOU to hear how you would like us to help you with our social media platform.

Consistent posting and sharing. Please remember to tag us so that it is easier to find your content!

Create posts that take customers through the shops to see the products, decor & meet the staff!