

# RABBI CAMPAIGN - SOCIAL MEDIA REPORT

Prepared by Adriana Jansen on January 05th, 2017

**DATES: November 29th to January 01st**

## I. SOCIAL MEDIA NUMBERS

Facebook (Rabbi page)	
Posts	16
Page Visits	2,833
Reached (Impressions)	17,746
People Engaged	6,029
Total Page Likes	8,430
Most Popular Post	<a href="#">View</a>

### Most Popular Post (boosted):

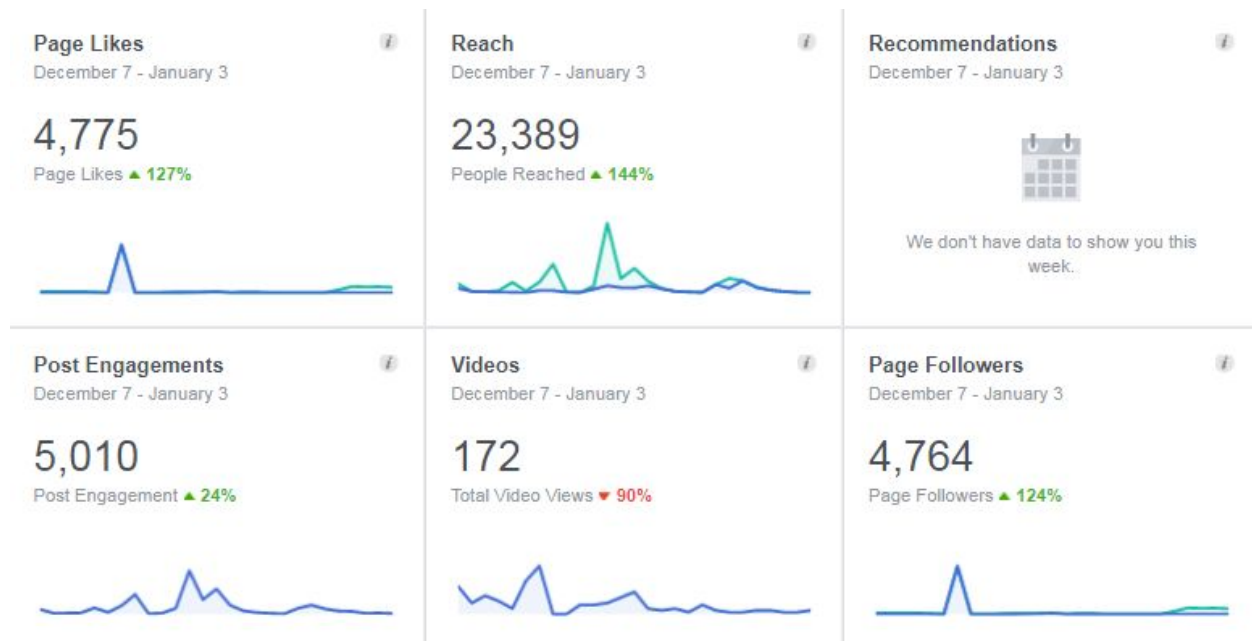


Audience	
Gender:	84% Male
Peak Hours:	6pm to 9pm
Age group:	25 to 34 yrs old

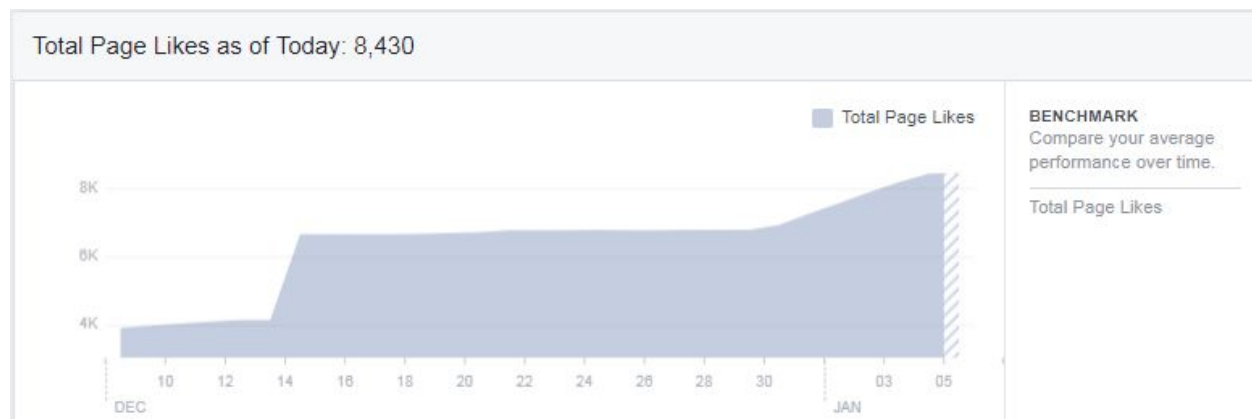
Engagement Demographics and Gender:



## Likes and Followers



## Total Page Likes:













**Likes Improvement, surpassed the goal of 6600:**

**11/29/2017 Total of 3,718 Likes**

**12/01/2017 Total of 7,672 Likes**


## Comparison Growth:

Rabbi continues to be in third position compared to other interfaith leaders/similar pages we are watching, in terms of growth and engagement, we've seen an increase.


Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Imam Tawhidi	73.4K 	▲2.6%	35	54.6K 
2  Rabbi Wolpe	65.6K 	0%	3	546
YOU 3  Rabbi Marc Schneier	8.4K 	▲24.8%	2	176
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
4  Imam Shamsi Ali	230	▲1.3%	0	0
5  David Rosen	200	0%	0	0
6  Rabbi Robert Silverman	21	0%	0	0

## Ads Campaign Type: Boost\*

View Results




Your spend limit is lower than your budget for this promotion. Increase your limit by \$10.00.




You targeted **men and women, ages 18 - 65+** who live in **5 locations**.


[Show full summary](#)



This promotion ran for **3 days**.



Your total budget for this promotion was **\$15.00 USD**.



Only the person who boosted this post can edit it.

3,774

509

\$5.90

People Reached [?]

Engagements

Total Spend [?]

Actions

People

Countries

Photo Clicks


57

Page Likes

10


Comments

2

 Help Center

Boost Another Post

Close




Rabbi Marc Schneier

is with Simi Teitelbaum Schneier.

Like Page


Sponsored ·

Casual day in Manama with the Prince of Bahrain, H.E. Sheikh Abdullah bin Hamad bin Isa Al Khalifa, discussing FFEU Muslim-Jewish global programs and finalizing the itinerary of the upcoming Hampton Synagogue mission, first ever congregational mission to Bahrain or any country in the Gulf.. [#MuslimJewishRelations](#) [#makingtheordinaryextraordinary](#) The Hampton Synagogue The Foundation For Ethnic Understanding-FFEU




## Most Popular Ad:

View Results




Your spend limit is lower than your budget for this promotion. Increase your limit by \$70.00.




You are targeting **men and women, ages 21 - 65+** who live in **6 locations**, and have **12 interests**.


Show full summary



This promotion will run for **36 days**.



Your total budget for this promotion is **\$72.00 USD**.



Only the person who created this promotion can edit it.

2,538  
People Reached [?]

1,022  
Likes [?]

\$11.51  
Total Spend [?]

Actions

People

Countries


Page Likes

1,022

DESKTOP NEWS FEED

MOBILE NEWS FEED

RIGHT COLUMN




Rabbi Marc Schneier

The official page for Rabbi Marc Schneier.  
Peace & Understanding - Muslim-Jewish Relations


Like Page

## Follow by this:

View Results




Your spend limit is lower than your budget for this promotion. Increase your limit by \$70.00.




You are targeting **men and women, ages 21 - 65+** who live in **6 locations**, and have **12 interests**.


Show full summary



This promotion will run for **36 days**.



Your total budget for this promotion is **\$72.00 USD**.



Only the person who created this promotion can edit it.

1,810  
People Reached [?]

652  
Likes [?]

\$11.71  
Total Spend [?]

Actions

People

Countries

Page Likes


652

DESKTOP NEWS FEED

MOBILE NEWS FEED

RIGHT COLUMN


Suggested Page



Rabbi Marc Schneier

Sponsored

The official page for Rabbi Marc Schneier. Connecting Muslims and Jews.  
#Peace



Rabbi Marc Schneier

Public Figure

8,446 people like this.

Like Page

## Rabbi's Ads Expenses for all pages (FFEU, Rabbi, MASO):

**We spent \$295,63 on his account for the period of this report**

The screenshot shows the Facebook Ads Manager interface for the account 'Marc Schneier (725946080782346)'. The 'Campaigns' tab is selected, displaying a table of campaign performance data. The table includes columns for Campaign Name, Results (10/26/2017 - 11/28/2017), Change, Change(%), Reach, Impressions, Cost per Result, Amount Spent, Ends, and People Taking Action. The table lists several campaigns, including 'Promoting The Foundation For Ethnic ...', 'Promoting Muslims Are Speaking Out', 'Promoting Rabbi Marc Schneier', and 'The region of Nineveh, near Mosul, is one of ...'. A summary row at the bottom shows results from 197 campaigns, with a total reach of 95,237 people, 145,194 impressions, and a total amount spent of \$295.63.

Campaign Name	Results 10/26/2017 - 11/28/2017	Change	Change(%)	Reach	Impressions	Cost per Result	Amount Spent	Ends	People Taking Action
[12/14/2017] Promoting The Foundation For Ethnic ...	Page Likes	Page Likes	Page Likes	3,580	4,715	\$0.08 Per Page Like	\$33.54	Jan 11, 2018	432
[12/14/2017] Promoting Muslims Are Speaking Out	Page Likes	Page Likes	Page Likes	1,653	1,902	\$0.03 Per Page Like	\$11.28	Jan 11, 2018	378
[12/30/2017] Promoting Rabbi Marc Schneier	Page Likes	Page Likes	Page Likes	992	1,188	\$0.02 Per Page Like	\$5.42	Feb 4, 2018	300
[12/30/2017] Promoting Rabbi Marc Schneier	Page Likes	Page Likes	Page Likes	1,523	1,829	\$0.01 Per Page Like	\$5.25	Feb 4, 2018	498
Post: "The region of Nineveh, near Mosul, is one of ..."	3-Second Video Vi...	3-Second Video Vi...	3-Second Video Vi...	---	---	Per 3-Second Vide...	\$0.00	11-45am	---
Post: "Celebrating Martin Luther King, Jr. day and t..."	Post Engagement	Post Engagement	Post Engagement	---	---	Per Post Engagem...	\$0.00	9-45am	---
Post: "See the story of Sheikh Musa Drammeh, Ion..."	Post Engagement	Post Engagement	Post Engagement	---	---	Per Post Engagem...	\$0.00	9-44am	---
Results from 197 campaigns	---	---	---	95,237 People	145,194 Total	---	\$295.63 Total Spent	---	14,544 People

**Please login to view:**

<https://www.facebook.com/ads/manager/accounts/?act=725946080782346>  
(accessible only with Rabbi's FB profile)

**\*Note: We are improving results with the allowed budget as we get to know his audiences better.**