

Public Outreach Committee Report

September 14, 2026

In the last 28 days, the HHS has posted a combined 18 posts on Facebook and Instagram to a wide audience with substantially increased views and engagement.

The HHS FB page has enjoyed a 168% increase in views and 254% in engagement.

Views count how many times a video or page was watched or displayed; they include passive scrolling as when someone scrolls past a post without reading it, clicking it or liking it. Facebook estimates that 90% of users fall into the passive scrolling category. Engagement, on the other hand, counts active user interactions like comments, shares, and reactions. Engagement also includes things like clicking to expand a photo, clicking on the text of your post to expand long captions or clicking to play, pause, or unmute a video.

Ranked number one for views and engagement during that time period was the 4th grade museum post dated 9/12/26 that was viewed 5,262 times with an engagement of 727. North Warren Central School District and the Town of Horicon reposted the post broadening its circulation and increasing engagement.

For individual likes the breakdown is as follows:

9/12/26 4th grade museum visit, video, and volunteer appreciation combined: 90 responses

8/13/26 Palisades boats: 68 responses

8/17/26 Carriage House Sing-Along: 64 responses

8/29/26 Brant Lake Farmers Market: 47 responses

8/19/26 High School Scholarship Recipients: 27 responses

8/25/26 Carriage House Sing-Along video: 26 responses

9/7/26 Back to School: 22 responses

8/27/26 Belleric Room: 10 responses

8/31/26 Gottscho photographer: 10 responses

TOTAL: 364

Facebook's HHS page gained 15 new followers over the last 28 days. Seeing a positive net number like 15 is a good sign. It means that we are successfully attracting more new people than the number of people who are leaving our page.

