



# 2021 SOCIAL MEDIA REPORT



## MANSELL MEDIA

Full Service Ad Agency

105 E. Main Street • Clinton, MS  
[www.MansellMedia.net](http://www.MansellMedia.net)





# FACEBOOK INSIGHTS

## REACH FROM POSTS

### JULY

ORGANIC:

6,076 PEOPLE

BOOSTED:

7,482 PEOPLE

TOTAL REACH:

13,558 PEOPLE

### AUGUST

ORGANIC:

47,570 PEOPLE

BOOSTED:

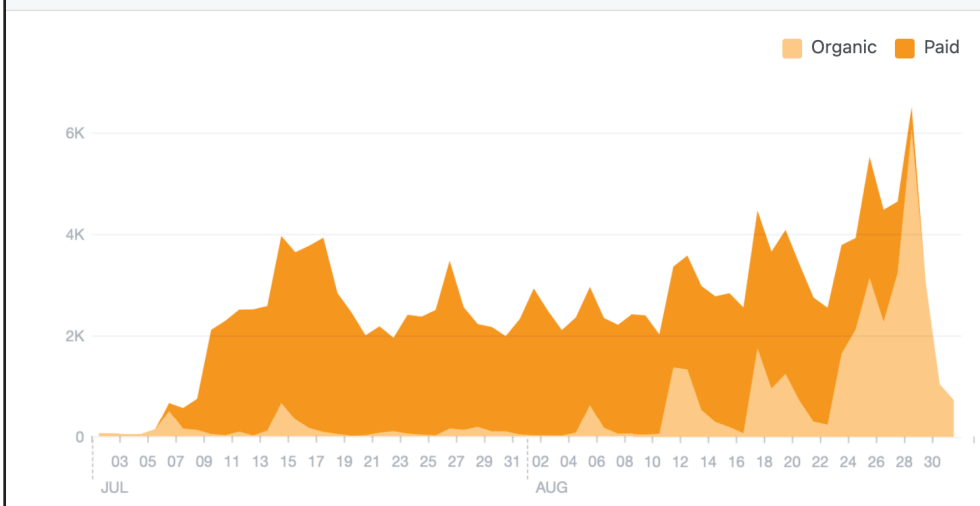
5,194 PEOPLE

TOTAL REACH:

52,764 PEOPLE

#### Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.





# INSTAGRAM INSIGHTS

## JULY

### Insights Overview

You received **+697%** more content interactions compared to May 31 - Jun 30.

Accounts Reached **1,388** **+328%**

Content Interactions **391** **+697%**

### Your Audience

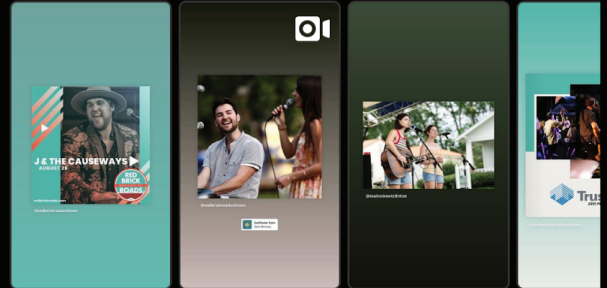
Total Followers **644**

### Content You Shared

13 Posts



17 Stories



## AUGUST

### Insights Overview

You received **+165%** more content interactions compared to Jul 1 - Jul 31.

Accounts Reached **1,628** **+17.2%**

Content Interactions **1,037** **+165%**

### Your Audience

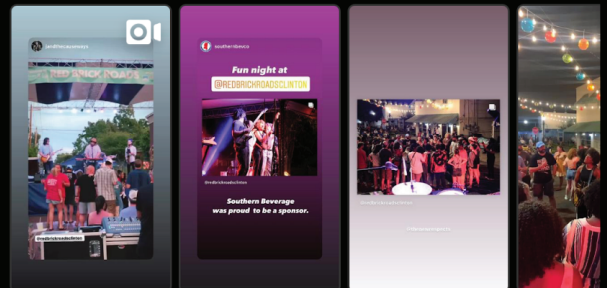
Total Followers **644**

### Content You Shared

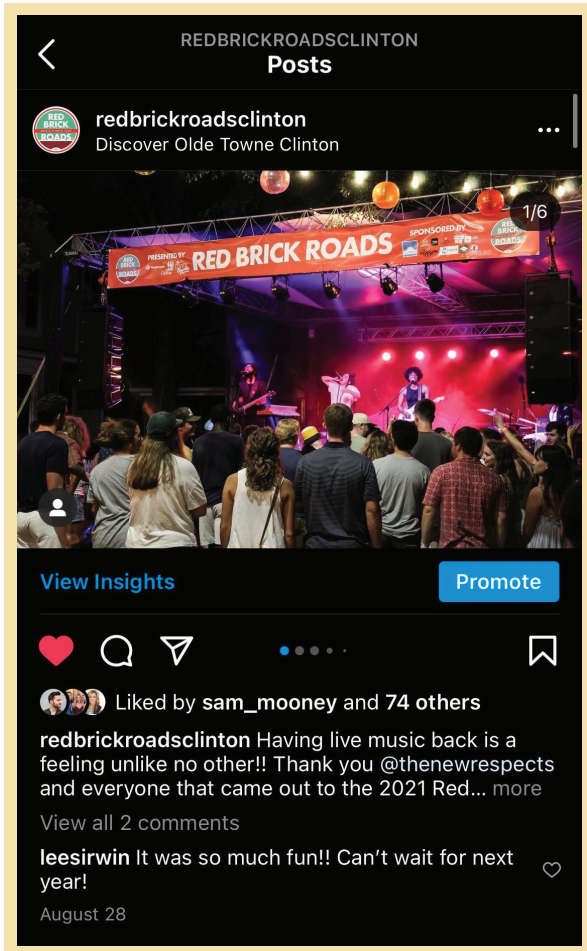
49 Posts



57 Stories



# TOP POSTS



**INSTAGRAM**  
**POSTED AUGUST 28TH**  
**75 LIKES**  
**2 COMMENTS**  
**2 PEOPLE**  
**ADDED TO THEIR STORIES**



# FACEBOOK

Performance for Your Post		
<b>6,146</b> People Reached		
<b>105</b> Reactions, Comments & Shares		
<b>54</b> Like	<b>41</b> On Post	<b>13</b> On Shares
<b>9</b> Love	<b>4</b> On Post	<b>5</b> On Shares
<b>19</b> Comments	<b>9</b> On Post	<b>10</b> On Shares
<b>23</b> Shares	<b>19</b> On Post	<b>4</b> On Shares
<b>455</b> Post Clicks		
<b>61</b> Photo Views	<b>43</b> Link Clicks	<b>351</b> Other Clicks



## FESTIVAL SCHEDULE

### FRIDAY, AUGUST 27

(GATES OPEN AT 6:00 P.M.)

**7:00 - 8:15 P.M.** ..... **SONGWRITER SHOWCASE**  
 SAM MOONEY, AUSTIN CAIN,  
 NATHAN COLBERG, AND POLLY MOONEY

**8:30 - 10:00 P.M.**..... **CHARLIE MARS**

### SATURDAY, AUGUST 28

(GATES OPEN AT 12:00 P.M.)

**12:00 - 8:00 P.M.** ..... **CRAFT FESTIVAL**

**12:00 - 3:00 P.M.** ..... **TALENT SHOW**

**3:30 - 5:00 P.M.** ..... **HOME BREW COMPETITION**

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**4:00 - 5:15 P.M.** ..... **STRUNG LIKE A HORSE**

**5:30 - 6:45 P.M.** ..... **J & THE CAUSEWAYS**

**7:00 - 8:15 P.M.** ..... **SWEET CRUDE**

**8:30 - 10:00 P.M.** ..... **THE NEW RESPECTS**

EVENT ORGANIZERS:



# CUSTOM GRAPHICS



**RED BRICK ROADS** **2021 PRESS RELEASE**



**FOOD AND DRINKS**  
AT RED BRICK ROADS MUSIC & ARTS FESTIVAL

**303 Jefferson**




LILLIES RESTAURANT • SMALL TIME HOT DOGS  
SQUEEZERS (LEMONADE) • BRICK STREET POPS



**FESTIVAL SCHEDULE**  
**FRIDAY, AUGUST 27**  
(GATES OPEN AT 6:00 P.M.)

7:00 - 8:15 P.M. .... SONGWRITER SHOWCASE  
SAM MOONEY, AUSTIN CAIN,  
NATHAN COLBERG, AND POLLY MOONEY

8:30 - 10:00 P.M. .... CHARLIE MARS

TICKETS ARE AVAILABLE TO PURCHASE AT THE GATE




**FESTIVAL MAP**

TICKETS ARE AVAILABLE TO PURCHASE AT THE GATE



**YOUR FESTIVAL CHECKLIST**

WHAT TO BRING WITH YOU:  
BLANKETS & CHAIRS • I.D. (FOR DRINK PURCHASES)  
NEIGHBORS & FRIENDS • CELL PHONE & CAMERA

WHAT NOT TO BRING WITH YOU:  
NO COOLERS IN THE FESTIVAL AREA!  
NO PETS ALLOWED IN THE FESTIVAL AREA!



**FESTIVAL SCHEDULE**  
**SATURDAY, AUGUST 28**  
(GATES OPEN AT 12:00 P.M.)

12:00 - 3:00 P.M. .... CRAFT FESTIVAL  
12:00 - 3:00 P.M. .... TALENT SHOW  
3:30 - 5:00 P.M. .... HOME BREW COMPETITION

4:00 - 5:15 P.M. .... EPIC FUNK BRASS BAND  
5:30 - 6:45 P.M. .... STRUNG LIKE A HORSE  
7:00 - 8:15 P.M. .... J & THE CAUSEWAYS  
8:30 - 10:00 P.M. .... THE NEW RESPECTS

TICKETS ARE AVAILABLE TO PURCHASE AT THE GATE

**CRAFT MARKET**  
12:00PM-8:00PM

**TALENT SHOW**  
12:00PM-3:00PM

**Homebrew**  
3:30PM-5:00PM



**SPONSOR LIST**

PRESENTED BY **Trustmark**



THE FROGHEAD DRILL - SELF RELAY - HANSELL MEDIA  
HONEYEY PLASTICS - RENESANT BANK - SCHOGGSCAPES, INC  
WHYNE & DONNA PIERCE - WHITNEY ADVERTISING  
CSPICE BY EMBROIDERY CAREY - GODFREY HOWARD BRADY - L&L DRINK DEALTOR  
LIFE TIME VENTURES - M&A - PAVES FAMILY DENTISTRY - THE BANK BY PIZZA BANCK

EVENT ORGANIZERS

**30 days**



redbrickroads.com



**STRUNG LIKE A HORSE**  
AUGUST 28



redbrickroads.com



**J & THE CAUSEWAYS**  
AUGUST 28



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